

UPTOWN DALLAS INC.

# Strategic Plan

2025-2028



Located just north of Downtown, Uptown Dallas is a vibrant, mixed-use neighborhood defined by its walkability, dense residential population, Class A office space, and active street life. As a Public Improvement District (PID) managed by Uptown Dallas, Inc. (UDI) for over 30 years, Uptown has become one of the city's most dynamic urban areas, home to destination restaurants and retailers, with key accessibility connections like the Katy Trail and McKinney Avenue Trolley.

This 2025 Strategic Plan for Uptown Dallas, Inc. outlines the priorities and initiatives that will guide the neighborhood's continued growth, market appeal, and public realm enhancements over the next four years.

Since Uptown Dallas, Inc.'s 2018 Strategic Plan, the neighborhood has rebounded from a global pandemic, welcomed a wave of new local and national businesses, and experienced continued growth in both residential and office development. The organization remains committed to its core mission of keeping the neighborhood clean and safe, while expanding opportunities for community engagement, connection, and public space beautification.

With the support of a committed Board of Directors, a skilled staff, and forthcoming leadership, UDI is well-positioned to advance the key priorities outlined in this Strategic Plan.



Uptown Dallas, Inc., in collaboration with Starkey Strategies, used a 3-phased approach with multiple collaboration points and opportunities for feedback loops with both staff and the Strategic Planning Committee to develop this Strategic Plan.

1. Explore	2. Envision	3. Execute

October - January

- **Project discovery**
- Stakeholder mapping
- Stakeholder interviews
- Current state review
- Peer city review
- Market Analysis

February - March

- **Future Casting session**
- Draft priority areas, priority visions, goals, and key strategies
- Socialization of key plan elements with SP Committee

April

- Action Items and KPI development
- Plan review and socialization
- Final plan presentation and delivery



The 2025–2028 Uptown Dallas Strategic Plan is a guiding framework designed to move Uptown Dallas Inc. (UDI) forward with clarity, focus, and alignment. It is the result of a comprehensive and collaborative planning process grounded in robust stakeholder feedback, including UDI staff, board leaders, community members and the Strategic Planning Committee. Through interviews, peer reviews, planning sessions, and multiple feedback loops, we listened carefully to what Uptown needs today—and what it aspires to become in the future.

This plan is not a checklist or a comprehensive collection of all the activities of the organization, nor is it a substitute for the annual budget or operational plan. Rather, it is a living strategy meant to inform decision-making, inspire action, and help prioritize resources in ways that deliver near-term results and long-term impact.

To ensure this plan is both visionary and actionable, UDI strategically evaluated the district's opportunities and constraints against its mission and capacity. The result: a set of strategically aligned, priority actions across four key focus areas—Clean & Safe, Public Realm & Infrastructure, Identity & Marketing, and Organizational Leadership.

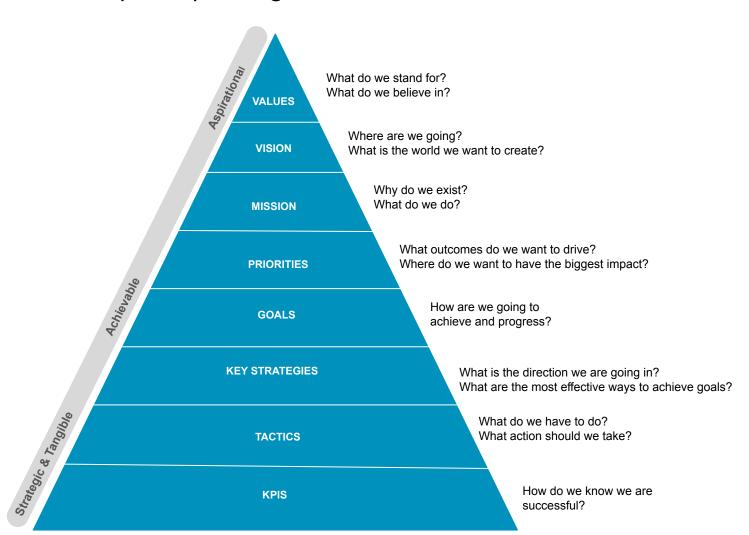
These actions range from the addition of daily activities to transformational goals requiring multi-year coordination. For example:

- Clean & Safe: Expanding daily engagement with unhoused individuals and launching a neighborhood command center to enhance coordination and social service outreach.
- **Public Realm & Infrastructure:** Finalizing the two-way conversion of McKinney and Cole and launching both an Uptown-wide lighting plan and sidewalk plan to enhance walkability and connectivity.
- **Identity & Marketing:** Refreshing Uptown's brand, launching storytelling campaigns, and investigating opportunities for more permanent interactive placemaking.
- **Organizational Leadership**: Recruiting and retaining a high-performing Executive Director and aligning the board and staff around shared goals.

Together, these actions reflect the values, goals, and aspirations of Uptown—and they position UDI to continue leading with purpose in the years ahead.



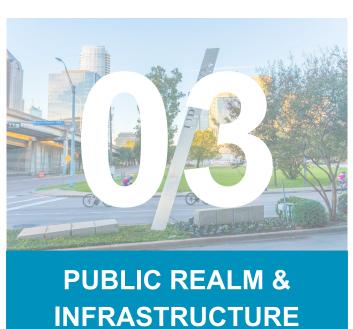
Together with the Strategic Planning Committee and UDI Staff, priorities, goals, key strategies, tactics, and KPIs were identified for this specific planning effort.



# Section 6 Priority Areas











Uptown is a safe, welcoming and well-maintained district.

#### **GOAL**

Create a safe, clean, and welcoming Uptown through proactive safety initiatives, public space management, and collaborative outreach programs.

1.1	Continue to elevate cleanliness initiatives to ensure a clean, well-maintained, and attractive Uptown experience.
1.2	Develop safety & outreach programs that utilize a community-first approach and ensure visibility of UDI and program teams throughout Uptown.
1.3	Deploy smart technology for safety monitoring and crime prevention.



Uptown is recognized as one of the nation's most dynamic and inviting urban districts—known for its strong identity and ability to attract businesses, residents, and visitors who want to be part of a vibrant community.

#### **GOAL**

Strengthen Uptown's brand identity by implementing a compelling storytelling and marketing strategy that attracts businesses, residents, and visitors while fostering a diverse and vibrant district.

2.1	Develop and execute a strong Uptown brand story and identity.
2.2	Develop data-driven marketing initiatives that inform storytelling for consumer and business audiences.
2.3	Use events and activations to reinforce Uptown's brand, build community, and support small businesses.



Uptown is Dallas' premier walkable urban neighborhood that boasts vibrant places and transportation accessibility, fostering community and connection.

#### **GOAL**

Enhance Uptown's walkability and public spaces by implementing targeted infrastructure improvements, increasing pedestrian and transportation connectivity, and activating key locations with engaging placemaking initiatives.

3.1 Improve sidewalk and p		Improve sidewalk and pedestrian infrastructure.
	3.2	Activate public spaces to foster community and engagement.
	3.3	Enhance Uptown's street network with better lighting, signage, and traffic flow improvements.



UDI leadership (staff and board) are aligned on a unified vision and work together to move the organization forward.

#### **GOAL**

UDI operates as a high-performing, strategically aligned organization by strengthening board leadership, enhancing staff expertise, and improving long-term operational efficiency to support sustainable growth.

4.1	Invest in staff development, retention, and credibility.
4.2	Optimize organizational efficiency & future capacity planning.
4.3	Hire and retain a high-performing executive director.
4.4	Strengthen board leadership & strategic alignment.



#### Aligning Strategy with Renewal

With this strategic plan in place, Uptown Dallas, Inc. is well-positioned to move forward with clarity, focus, and purpose. The priorities, goals, and strategies outlined here not only provide a strong foundation for organizational decision-making and program execution—they also serve as a critical framework for UDI's upcoming Public Improvement District (PID) renewal. As Dallas PIDs require reauthorization every seven years, this plan ensures that UDI can confidently demonstrate its value, impact, and long-term vision to stakeholders, partners, and property owners.

UDI has already begun preparations for the renewal process, and this strategic roadmap will guide staff and leadership as they deliver results, engage the community, and track meaningful progress.

Over the next three years, the organization will use this plan to drive alignment, attract investment, and tell a powerful story about Uptown's continued evolution—making the case for not just reauthorization, but continued momentum and growth.



#### STRATEGIC PLANNING COMMITTEE

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