



Financial Executives International (FEI) Dallas Chapter Dinner February 9, 2021

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AGENDA



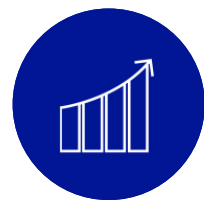
The Fundamentals

Why Dallas-Fort Worth
Is Well Positioned for
Continued Growth



What We Are Seeing

The Dallas Regional
Chamber Perspective



Where We Are Leaning In

Bringing Impact

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Together, with our business leaders and community partners, we will help lead the Dallas Region to become the best place in the United States for all people to live, work, and do business.



- The DRC economic development team **focuses on attracting** the headquarters, offices, industrial, and other facilities of U.S. and international companies to directly cause new jobs, investment, a growing tax base, and innovation for our region.
- We actively **market our region** to companies and location consultants.
- We are often the **first contact** with a company or consultant considering a move or expansion to our region.
- We serve as a **single point of contact** for companies, location consultants, and others advising the location of corporate facilities.
- **We partner extensively with and lead** local economic developers representing DFW communities, the Office of the Governor, and other local organizations and companies to ensure effective and successful promotion of our region.



Right to Work State

Low Worker Compensation Cost

No State Income Tax

Ranked by CEOs as a Top 10 State for Business

Central USA Location for One Day Access

DFW "Punches Above Its Weight": Population vs Regional Output

DFW Share of Texas
Population

26%

DFW 7.6 million
Texas 29 million

DFW Share of
Texas Economy

32%

DFW \$535 billion
Texas \$1.654 trillion

DFW “Punches Above Its Weight”: Tech and Manufacturing

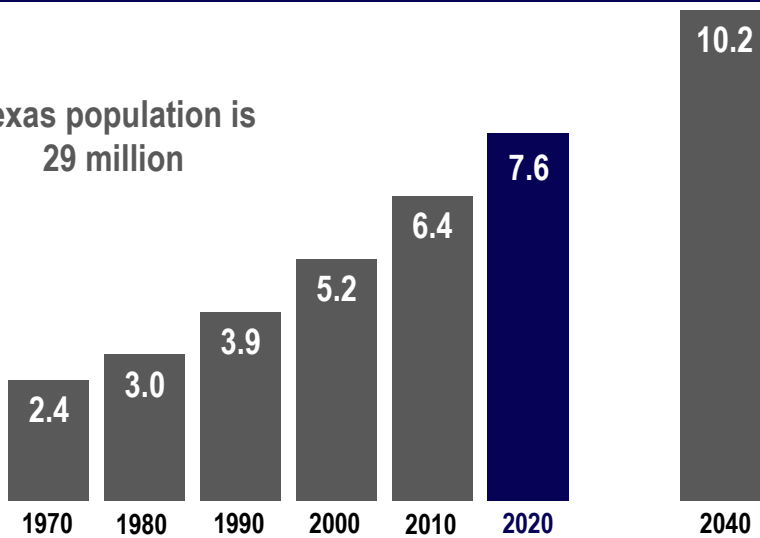
DFW Share of Texas Tech Jobs

31%

DFW Share of Texas Manufacturing Jobs

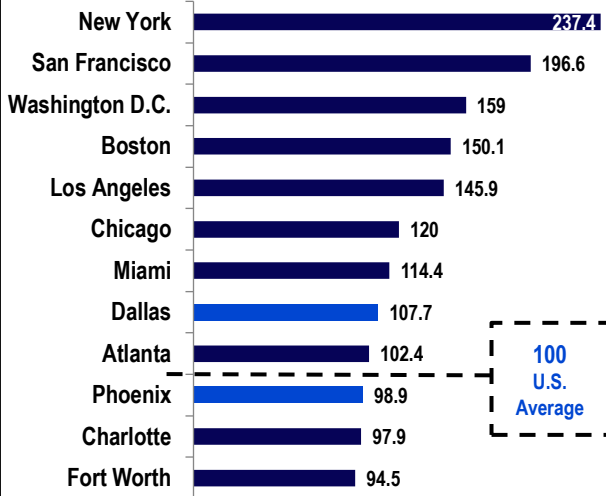
32%

Texas population is
29 million

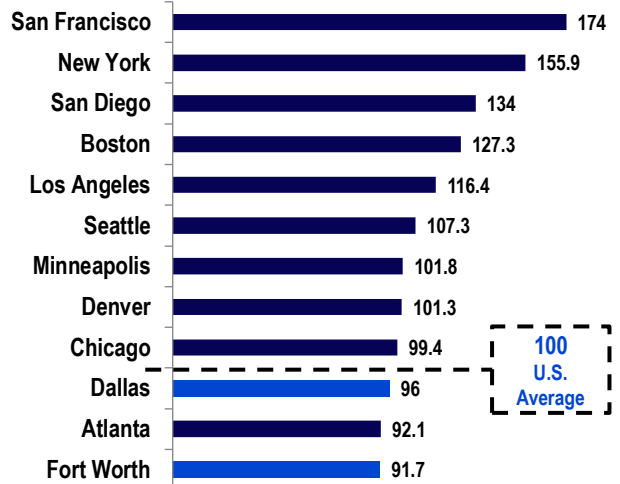


By 2040, DFW
will be larger
than Chicago

Cost of Living



Cost of Doing Business



214,900

NET NEW JOBS #1 RANKING FOR U.S. METROS
DEC 2016 – DEC 2020

DRC LED REGIONAL BID FOR
Amazon HQ2

5 Fortune 500 HQs

MOVED TO DALLAS REGION

CBRE Charles Schwab Core-Mark Jacobs McKesson

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SUCCESSFUL CORPORATE
RECRUITMENT AND
EXPANSION PROJECTS

INDUSTRIAL FACILITIES



CORPORATE OFFICES



CORPORATE HEADQUARTERS



CORPORATE RECRUITMENT

WHERE WE ARE



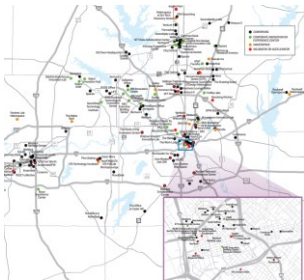
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LOOKING AHEAD

WHERE WE ARE GOING



We're Still Dallas, DFW and Texas



Hub and Spoke Location Pattern



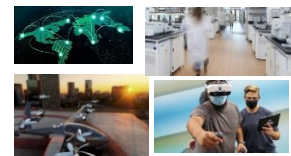
We Are A Major Tech Hub (and Growing)



We Appeal To Manufacturers Who Are Repositioning Production and Supply Chains



We Offer Optionality and Fiscal Stability



Convergence of Emerging Tech

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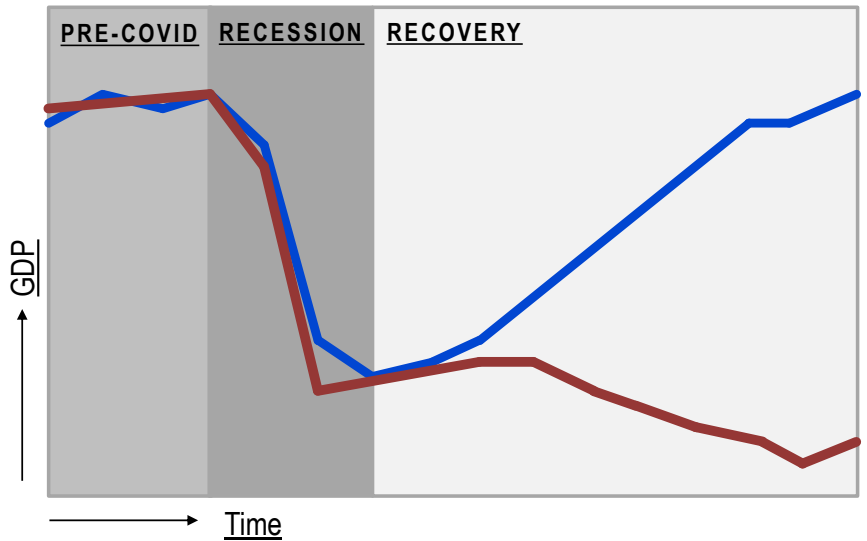


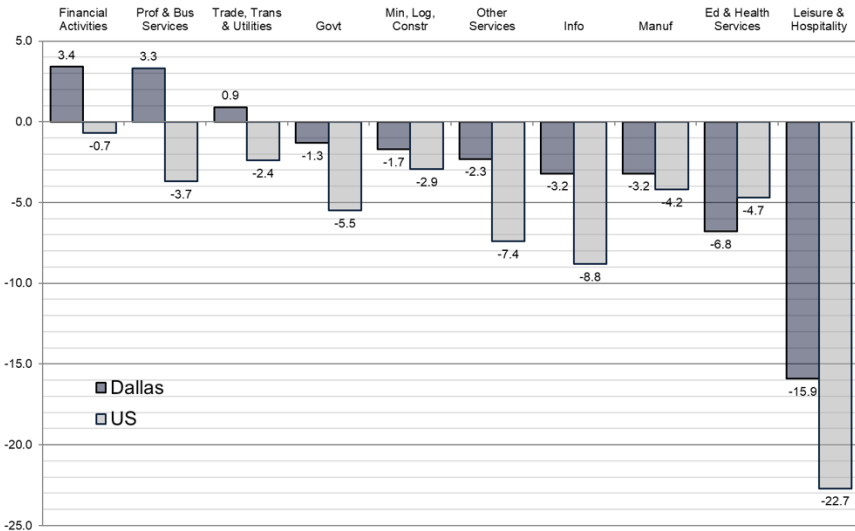
GROWING / RECOVERING INDUSTRIES

- Technology
- Software Services
- Financial Services
- Professional Services

INDUSTRIES NEEDING ASSISTANCE

- Travel and Transportation
- Entertainment
- Hospitality
- Food Services
- Local Governments





Year over Year percent change in employment by industry supersector, Nov 2019 - 2020

POLL QUESTION 2

The only way to get back to normalcy is to reach 75%-80% of the population vaccinated.

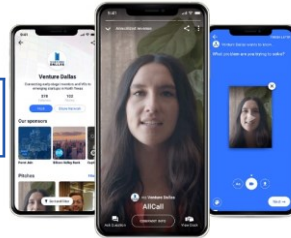


Do you expect your company to return to some type of normal office operations by September 1st?

- Yes
- No



Amazon is Expanding its Dallas Tech Hub by Hiring 600 and Adding 100K SF of Office Space
Amazon is Hiring 600 of 2,000 new jobs in all other areas the U.S. including R&D & Sales



The buying power in DFW compared to other top high-tech job creating metros

Region	2015 Jobs	2020 Jobs	2015-2020 Change	Cost of Living Index	Cost of Doing Business Index
New York-Newark-Jersey City, NY-NJ-PA	457,374	500,407	43,034	237.4	155.9
Washington-Arlington-Alexandria, DC-VA-MD-WV	340,844	369,006	28,162	159.0	112.7
Los Angeles-Long Beach-Anaheim, CA	323,405	359,726	36,321	145.9	116.4
San Francisco-Oakland-Berkeley, CA	232,923	289,871	56,948	196.6	174.0
Boston-Cambridge-Newton, MA-NH	228,120	270,052	41,932	150.1	127.3
Dallas-Fort Worth-Arlington, TX	216,600	260,315	43,715	107.7*	96**
Chicago-Naperville-Elgin, IL-IN-WI	237,051	252,570	15,520	120.0	99.4
Seattle-Tacoma-Bellevue, WA	201,619	244,884	43,265	156.7	107.3
San Jose-Sunnyvale-Santa Clara, CA	200,942	237,903	36,961	N/A	139.56

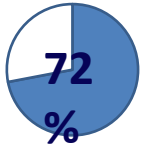
6TH HIGHEST CONCENTRATION OF HIGH-TECH WORKERS

2nd MOST HIGH-TECH OCCUPATIONS ADDED SINCE 2015

5TH HIGHEST CONCENTRATION OF COMPUTER OCCUPATIONS

Austin ranked second in Texas, adding 21,323 jobs to reach 111,268 in Q3 2020.

DALLAS-FORT WORTH IS THE #1 REGION IN TEXAS FOR HIGHER EDUCATION



of DFW students stay and work in the region after graduation, the **6th highest rate in the country**

#1 Region in Texas for **Higher Ed Enrollment and Degree Completion**

23% of all students in Texas are enrolled in a DFW college or university.

24% of all degrees completed annually in Texas come from a DFW college or university. That's more than any other region in the state.

#1 More Carnegie-Designated R1 & R2 Research Universities Than Any Other Texas Metro

The University of Texas at Arlington

The University of Texas at Dallas

The University of North Texas

SMU (Southern Methodist University)

TCU (Texas Christian University)



www.tradfw.org

The Texas Research Alliance was established attract and expand research activity by building collaborations between companies, industries, government, and Dallas-Fort Worth universities

A free personalized service can help cut costs, reduce your time to market, and connect you into the resources and expertise of our innovation ecosystem





TALENT ATTRACTION CAMPAIGN

Market the Dallas Region to attract and retain top talent from Texas, the U.S. and abroad

Advocate and promote quality of life initiatives most important to attracting talent



RECRUITING TOOLKIT

- Key Messages
- Marketing Materials
- Cost Calculators
- Training Workshops
- Relocation Guide

DIVERSITY. EQUITY. INCLUSION.



FOR THE GOOD OF EVERY BUSINESS. FOR THE GOOD OF OUR COMMUNITY.

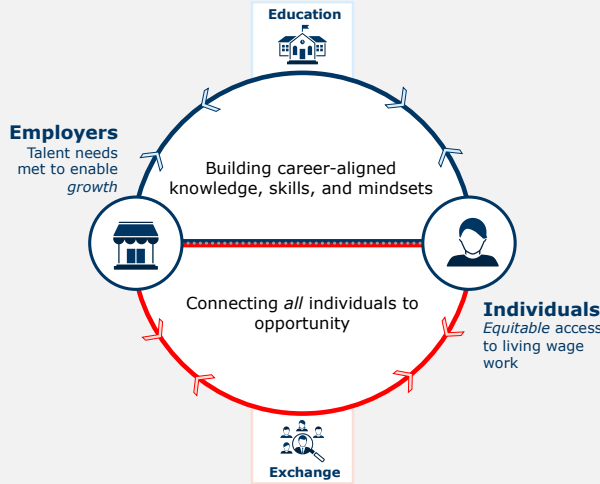
**DIVERSITY
IN LEADERSHIP**

**EDUCATION &
WORKFORCE**

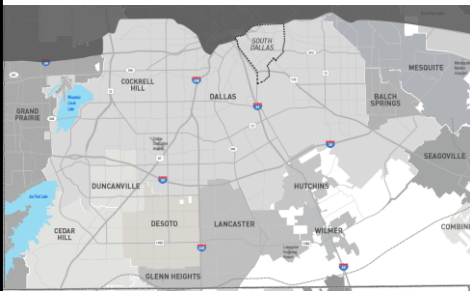
**COMMUNITY INVESTMENT
IN UNDERSERVED AREAS**

**POLICING & CRIMINAL
JUSTICE POLICIES**

An aligned and connected workforce ecosystem will drive growth and foster equity

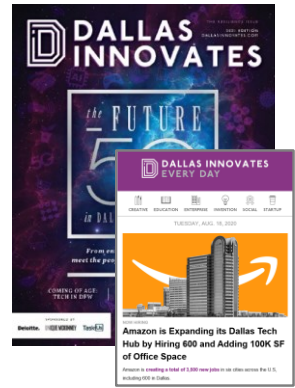
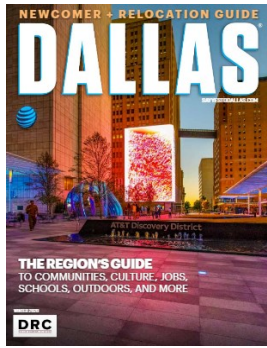


Led by DRC and Commit, Dallas Thrives is a community initiative to double living wage attainment for 25-34 year-olds by 2040



- **UT Southwestern and Children’s Health to build first joint project in RedBird Mall** - Almost half of the 150,000 square feet will be devoted to pediatrics
- **The Southern Gateway Park**, a 5.5 acre deck-park over I-35 at the Dallas Zoo, will be a visual and virtual gateway to the City
- **UNT Dallas** is the fastest growing public university in Texas
- Danish logistics company **DSV** building a massive regional headquarters campus in Lancaster.





D Magazine is the official DRC custom publisher

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Let's Make Dallas Even Better.

Financial Executives International – Dallas Chapter

February 9, 2021

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HOW IT BEGAN

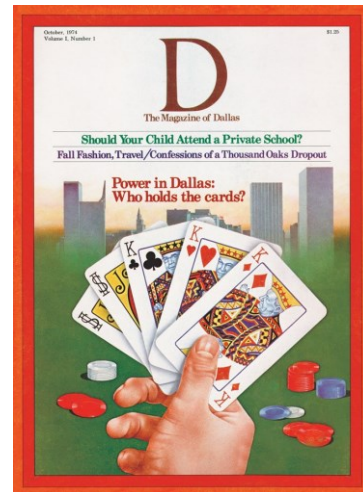


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It started with an idea, a business plan, and a good connection.

“ There was an optimism and excitement in Dallas then, much like there is today. DFW Airport had opened the year before. Texas Instruments and its suppliers were recruiting a highly educated and diverse workforce from all over the world. **Those new residents were demanding more of the city:** more culture, more dining options, more entertainment. The city was alive with possibility.”

- Wick Allison on the start of *D Magazine*



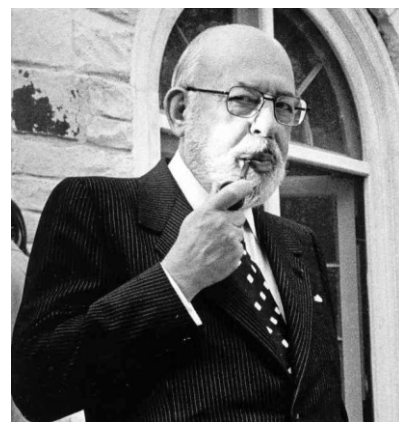
The Connection:

20,000 people responded to Stanley Marcus' personal invitation to subscribe to *D Magazine* in 1974.

“ How many times have you felt: there is so much of Dallas I'd like to know more about?

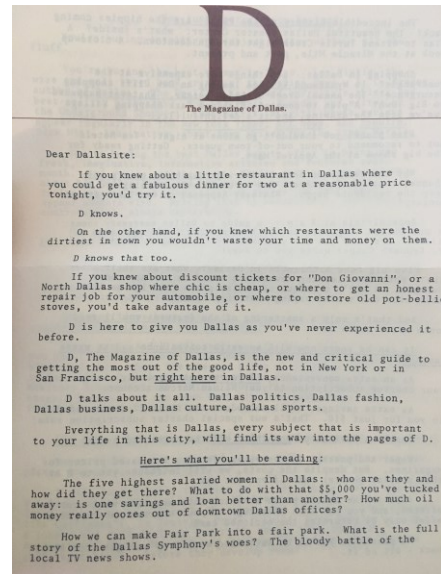
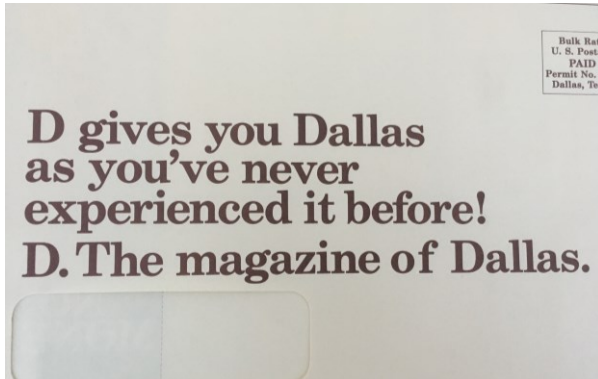
Everything that is Dallas, every subject that is important to your life in this city, will find its way into the pages of D.

- Letter to Neiman Marcus card holders, 1974



HOW IT BEGAN

The Connection:



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HOW IT BEGAN



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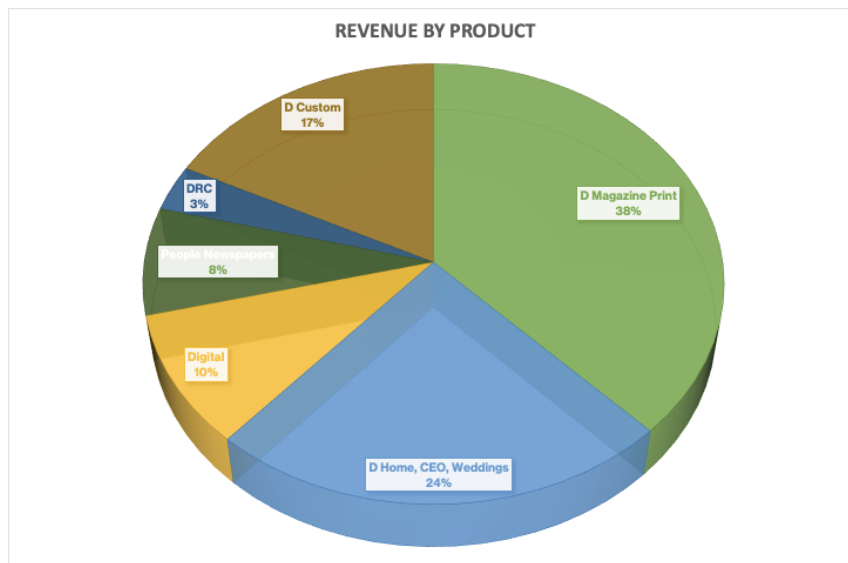
THE NOW

(Spoiler: print is not dead)

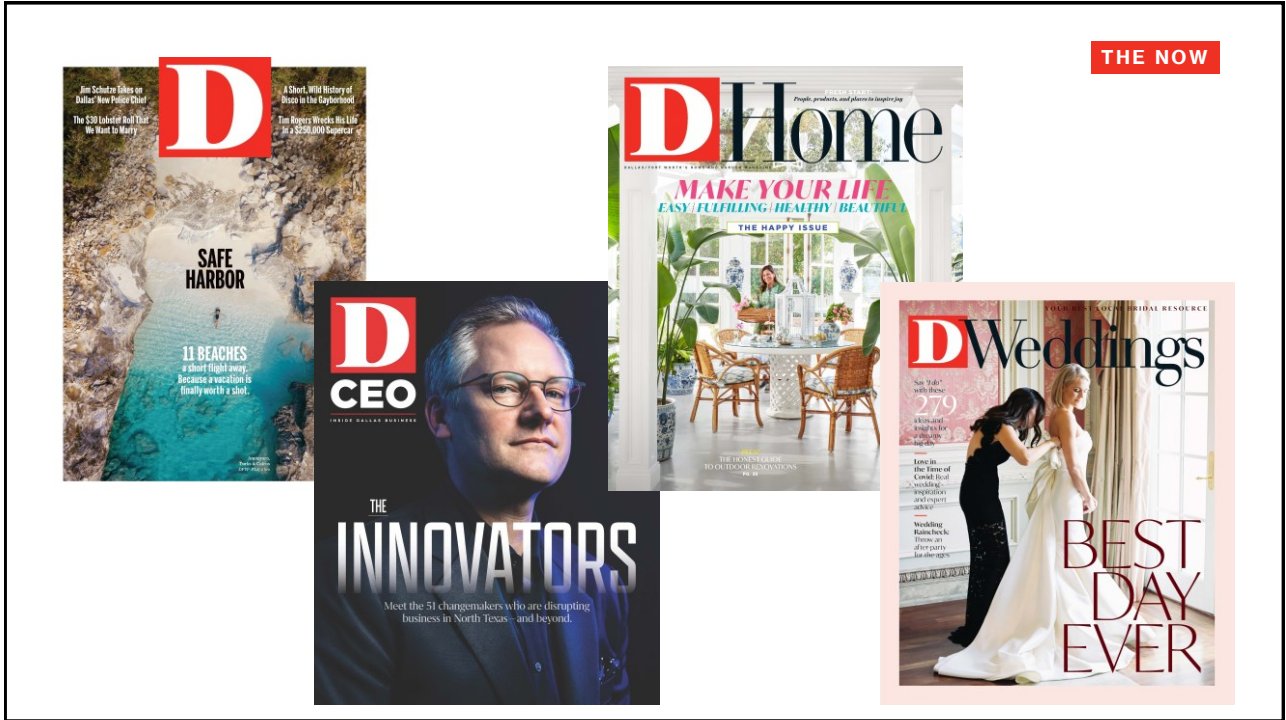
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THE NOW

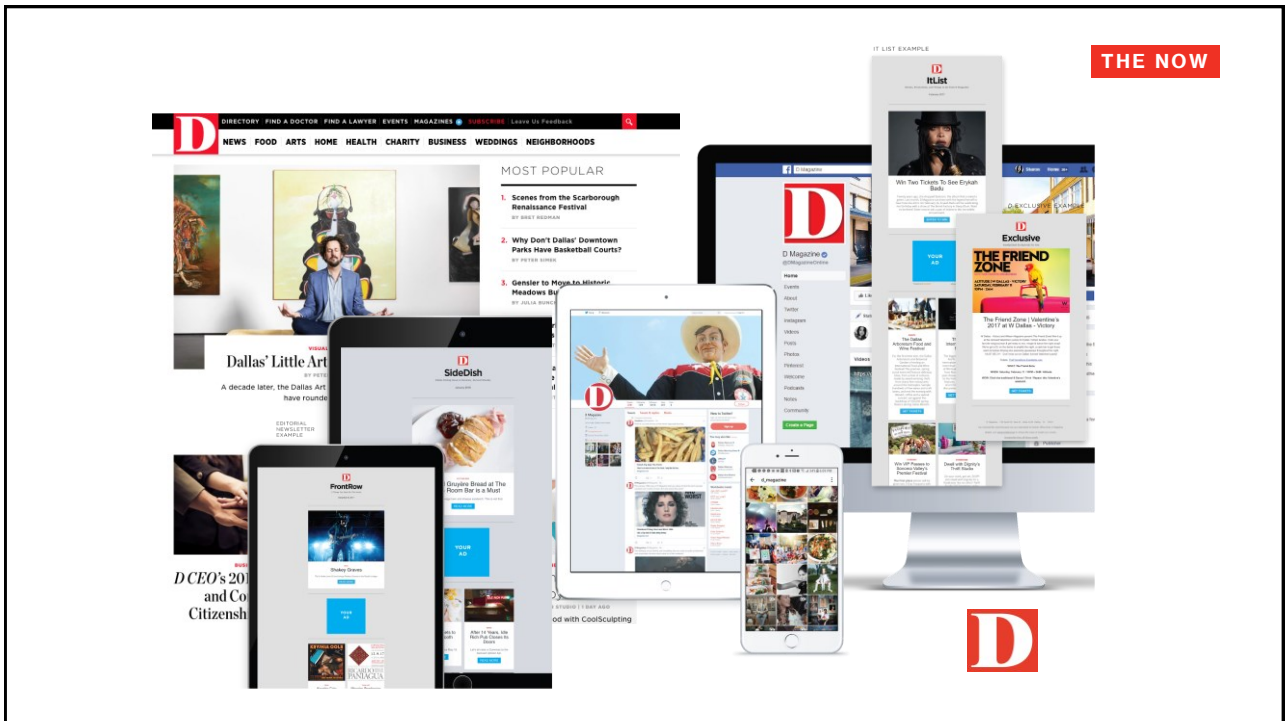
Our Business



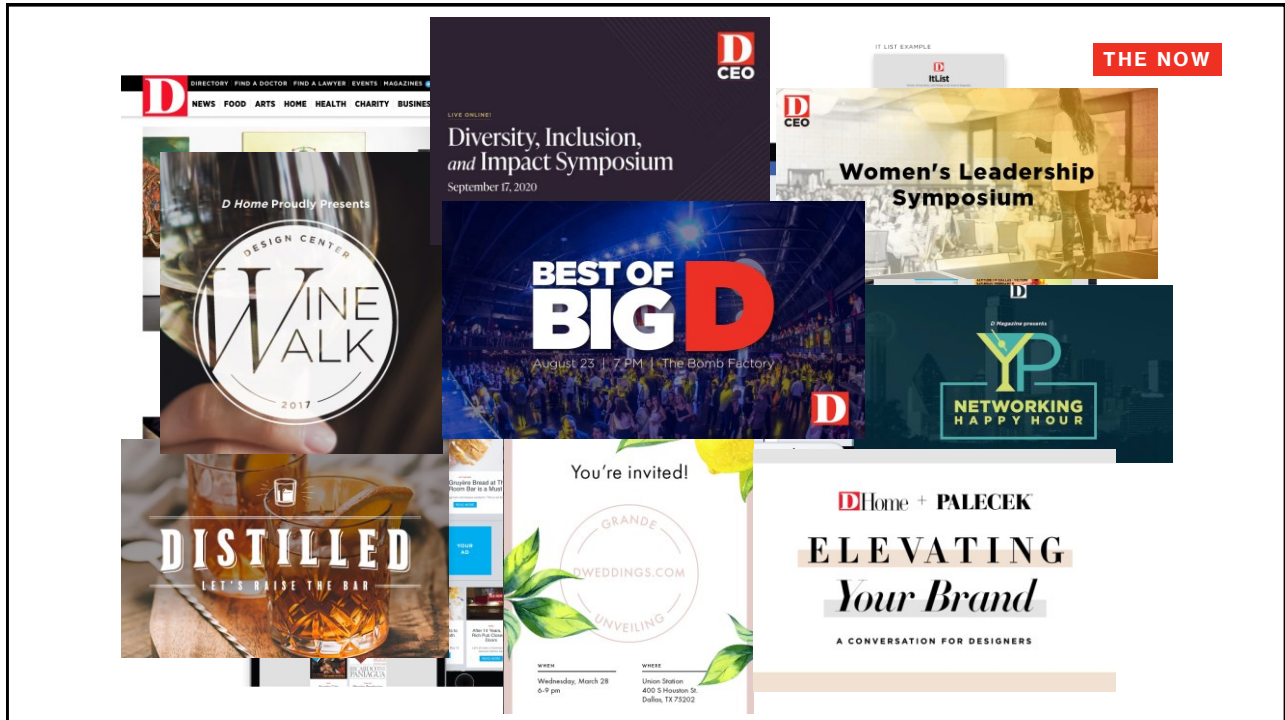
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SGOW DR.

We went on a quest for cozy, quaint, and oh-so-wise suburban abodes for a refreshing look at Dallas real estate.

The MOST Charming HOUSES IN DALLAS

"We wanted to connect with, and expand, our customer base in the Dallas market through a publication with beautiful creative and top-drawer editorial. We found an outstanding partner in D, and look forward to continued success."
THE ORVIS COMPANY INC.

THE NOW

D Magazine Success Factors

TRUST

93% of readers consider D Magazine a reliable resource when making purchases or buying decisions.

79% of readers frequently purchase products seen in D Magazine.

ENGAGEMENT

98.4% of D Magazine subscribers regularly read or look through the magazine. (The average for national magazines is 77%)

LOYALTY

78% of readers keep their copy of D Magazine for more than one month.

D MAGAZINE

77 minutes average time spent reading each issue


vs

NATIONAL

45 minutes average time

SOURCES: Circulation Verification Council, 2016, 2018

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THE NOW

Dmagazine.com

Through award-winning storytelling and up-to-the-minute editorial, **dmagazine.com** draws an educated, affluent, and discerning audience of **1,167,210** users, who trust us for authoritative advice, insightful commentary, and thoughtful recommendations on all things local, from restaurants to real estate.

WHO ARE OUR DIGITAL USERS?

- 51% are between 25 and 44 years old.
- 65% are female.
- 75% have a bachelor's or professional degree (MBA, M.D., J.D.).
- 47% have an average household income of \$100,000 and above.
- 59% are more or just as likely to click on an article sponsored by a brand.
- 79% trust sponsored or partner content.

OUR PERFORMANCE

- 3,325,917**
AVERAGE MONTHLY PAGEVIEWS
- 1,167,210**
AVERAGE MONTHLY UNIQUES
- 70,000**
EMAIL SUBSCRIBERS
IN OUR DATABASE


SOURCES: Dmagazine.com Online Survey, 2017; Google Analytics 2020; Hubspot 2020

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POLL QUESTION 3

Do you subscribe to local or regional media outlets (newspaper, magazine, member of NPR affiliate, etc.)?

- Yes
- No
- Unsure



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THE FUTURE

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LOCAL MEDIA



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Dallas Media Landscape



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"D is for people who give a damn."

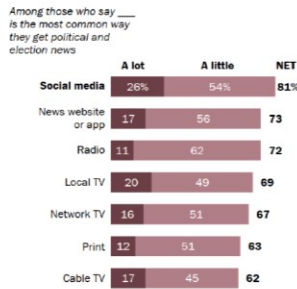
- Richards Group Brand Study, 2008

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Local Media Readers = Engaged Citizenry

Social media news users most likely to have heard conspiracy theory that pandemic was intentionally planned

% of U.S. adults who have heard ____ about the conspiracy theory that powerful people intentionally planned the coronavirus outbreak

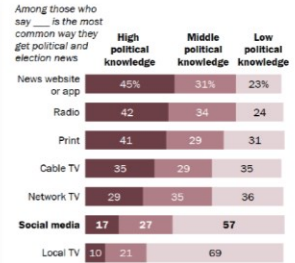


Source: Survey of U.S. adults conducted June 4-10, 2020. "Americans Who Mainly Get Their News on Social Media Are Less Engaged, Less Knowledgeable"
PEW RESEARCH CENTER

LOCAL MEDIA

Those who depend on social media for political news have lower political knowledge than most other groups

% of U.S. adults who have ____ according to an index of nine knowledge questions



Note: Knowledge index created from nine political knowledge questions. High political knowledge includes those who answered eight or nine questions correctly, middle knowledge includes those who answered six or seven questions correctly, and low knowledge includes those who answered five or fewer questions correctly. Answers correct as of November 2019.
Source: Survey of U.S. adults conducted Oct. 29-Nov. 11, 2019. "Americans Who Mainly Get Their News on Social Media Are Less Engaged, Less Knowledgeable"
PEW RESEARCH CENTER

Pew Research Center, July 2020.
<https://www.journalism.org/2020/07/30/americans-who-mainly-get-their-news-on-social-media-are-less-engaged-less-knowledgeable/>

LOCAL MEDIA

In an age of isolation and with the pressing challenges facing our city, local media is needed more than ever.



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LOCAL MEDIA



Dallas population hovers at 1.3 million.
When we started D Magazine,
Dallas was 840,000.

21% live below the poverty line
10% live without a car (national average: 8.7)
Houston, Los Angeles and New York City
have lower violent crime rates than Dallas

2019 D-FW metro area is **7.5 million**. It is the
fastest growing metro area in the country.
D-FW is forecasted to reach 11 million by
2040.

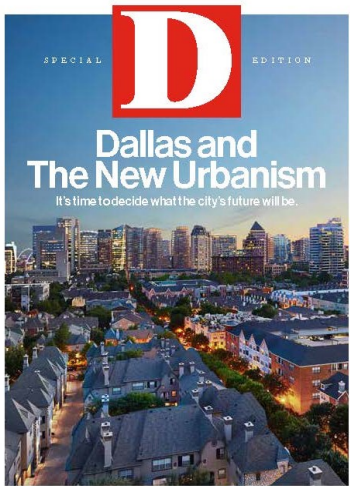
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LOCAL MEDIA



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LOCAL MEDIA



D has taken on a new role as a producer of cause journalism and serious content discussions.

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Home Communities Food Things To Do Home Living Business Weddings More



City of Dallas Residential Building Permit Process Remains in Total Disarray

Some developers are now saying their worst days have been the suburbs are crawling.

The city of Dallas' system for approving residential, single family building permits does not appear to be improving, despite months of frustration from the development community and council members. The result: hundreds of houses that could have been built weren't. According to data provided by global real estate analyst Zonda Meyers Research, Dallas likely lost out on between 200 and 400 new homes from the start of the pandemic, in March, through November of last year.

This appears to be a uniquely Dallas problem. City staff used to have to work in mid-March, starting the permitting process online. But data shows that neighboring cities didn't have the same operational problems. Dallas fell. The region as a whole issued 54 percent more permits in 2020 than in 2019, but the city of Dallas issued 36 percent fewer permits over the same period, 1,600 compared to 2,487. The decrease didn't result from lack of demand. Of its surrounding cities, just three — McKinney, Allen, and Denton — issued fewer permits than last year. In the same period, the city of Dallas issued 36 percent fewer permits over the same period, 1,600 compared to 2,487. The decrease didn't result from lack of demand. Of its surrounding cities, just three — McKinney, Allen, and Denton — issued fewer permits than last year. In the same period, the city of Dallas issued 36 percent fewer permits over the same period, 1,600 compared to 2,487.

FrontBurner Poll: What Are Your Priorities for the Next Police Chief?

BY PAUL HODGSON | 2 MONTHS AGO



Today, the public will get its first chance to hear from the seven candidates vying to be police chief for the city of Dallas. The panel will be streamed from 2 p.m. to 5 p.m.

The city has used a series of surveys to solicit input from the public. About 4,500 took part in the first. Today's public interview is an upgrade from the original plan, which included a series of panels with community groups as selected by the city manager. Those still happened yesterday, but were not broadcast publicly. Today's panel will be, its moderator is Gary Peterson, the head of the search firm that helped identify the finalists. The city again used a survey to help guide the questioning, but that closed yesterday at noon.

You can stream today's panel at this link.

Four of the candidates are current or former high-ranking officers within the Dallas Police Department. Deputy Chief Albert Martinez, the former head of the Southwest Division who left the Department to run security for the Catholic Diocese of Dallas; Assistant Chief Avery Moore, who heads the Investigations and Tactical Branch's 865 sworn detectives and support staff and its \$127 million budget; Maj. Malik Aziz, who was a finalist for the job in 2017 and is one of the final two selections for Mitchell's chief.

Home Communities Food Things To Do Home Living Business Weddings More



Why the Dallas ISD Bond Election Won't Really Increase Property Taxes

Confusing language on the ballot claims that the DISD bond election represents a property tax increase. That's not quite true.

BY MICHAEL SMITH | PHOTOGRAPH BY PHOTOGRAPHY | OCTOBER 23, 2020 | 1:58 PM

A commenter in Leading Off this morning asks an important question: Why do ballots claim that the Dallas ISD bond election represents a vote to increase property taxes while supporters of the bond say it will not?

The short answer is that regardless of the details of this particular bond election, the property tax language is a saw blanket requirement of any school bond election that was included in the Texas school finance reform bill that passed during the last legislative session. In a video urging for the passage of the DISD bond, state Rep. Rafael Llanza says that the inclusion of the language in the bill was part of a legislative compromise that helped get the large's large school finance bill passed. But even so, is the language correct — is the DISD bond vote a vote to raise taxes?

COVID-19 Vaccine Plans in Dallas Are 'Changing So Much Every Day'

BY WILL HARRIS | 2 MONTHS AGO



The COVID-19 vaccine is on its way to Dallas, but that doesn't mean the pandemic will go up in smoke. The United Kingdom approved the vaccine last week, and the anticipation is on the way to the United States within the month. Still, here in Dallas-Fort Worth, public health officials and hospital systems are busy climbing the logistical mountain of getting the medicine into the hands that need it most.

The state announced Friday that long-term care residents would be added to those who would receive the vaccine after healthcare workers. The Dallas Morning News reported Friday that Dallas officials want first responders like police officers, firemen, and medics to be prioritized for the vaccine, but they may have to wait up to a month because of the limited supply and the state's prioritization of healthcare workers.

As hospital systems work with local and state public health authorities, Dallas County Medical Director Dr. Philip Huang says his department is busy recruiting providers interested in distributing the vaccine. It isn't as easy as handing a clipboard on the wall and seeing who signs up. With several different vaccines on the way, each has its own requirements and procedures. One version requires two different doses three weeks apart, and the medicine must be kept in its super-cold freezer. Other versions don't need to be kept as cold and only require one shot. Patients need to be sure they are getting their second shot at the same location and getting the correct dose.

Dallas Morning News newsroom employees win election to form union

The Dallas Morning News says it will work with employees on contract talks can begin.



Employees of The Dallas Morning News said on the night they won a union election to represent them in a collective bargaining fight with their employer. The National Labor Relations Board in Fort Worth said newsroom employees voted by a 6-3 margin to form a union with the Communications Workers of America. NLRB said it will mediate the results.

The union represents the 2,000 employees who work at the Dallas Morning News. The union says that the Dallas Morning News has a long history of being a good employer. The union says that the Dallas Morning News has a long history of being a good employer. The union says that the Dallas Morning News has a long history of being a good employer.



Dallas City Wire

A screenshot of the Dallas City Wire website showing various news articles and a navigation menu.

Local News Is Under Assault by a Pay-to-Play Media Mode

"The secret is not to live in a city,
the secret is to build a city."

- Thornton Wilder

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Thank you so much for all you do to make
Dallas an even better place.

Gillea@dmagazine.com

Cell: 214.766.7451

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**ARE THERE ANY QUESTIONS FOR OUR PANELISTS?
PLEASE ASK YOUR QUESTION IN THE Q&A BOX!**



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POLL QUESTION 4

Do you need more information?

- Yes
- No



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thank you!

FOR YOUR PARTICIPATION DURING THIS WEBCAST!

VISIT FEIDALLAS.ORG FOR EVENT INFORMATION

CPE Notification Email should be sent in 7-10 days.

For any additional questions regarding CPE, please email Nancy.Ehlers@feidallas.org



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