

24HOURDALLAS

24HourDallas is an all-volunteer 501(c)(3) non-profit that encourages collaborations, incubates cultural activity, champions sociable districts, and inspires business development ... all to the benefit of Dallas' nighttime economy.

Core Values – Collaboration, Diversity, Innovation, Integrity, Leadership, and Optimism

Vision – Dallas stands as a model for a vibrant 24-hour economy and culture that exists seamlessly in a traditional city environment. The nighttime is for everyone.

Mission – Let's create a safe, vibrant and diverse nighttime culture for businesses, residents, and guests.

Goals –

1. **Nighttime Economy** – We need meaningful insights and measures for Dallas' nighttime economy. We must promote economic activity and increase economic opportunity at night.
2. **Safety** – We need to provide recommendations and actions that will help customers, residents, employees, neighbors, and businesses be safe at night.
3. **Nighttime Placemaking** – We need to advance planning, urban design, transportation, and environmental priorities that create ideal nighttime places.
4. **Cultural Innovation** – We need more arts and cultural experiences that will invigorate and demystify the night ... and bring us back into a community.
5. **Respect** – We must deliberately ensure all races, ethnicities, faiths, cultural traditions, ages, economic classes, sexual orientations, abilities, and families have a place in our community. We need to mediate conflict and come to terms that take both emotions and laws into consideration.
6. **Communication** – We will communicate and gain support for what 24HourDallas and Dallas' nighttime economy are about.

Notes: focus on existing entertainment districts in Dallas city limits, operating as a hybrid civic and business association.

Objectives –

- G1. Nighttime Economy – We need meaningful insights and measures for Dallas' nighttime economy. We must promote economic activity and increase economic opportunity at night.
- A. Pandemic Economic Recovery – Pursuing non-traditional hours of operation and other nighttime culture initiatives as a means to promote financial health for businesses recovering from the pandemic.
 - B. Business Start-Up Procedures & Guidelines – Establish 24Hour Dallas as the conduit/facilitator for businesses needing assistance expanding into the nighttime economy.
 - C. Sociable Districts Economic Development Goals – Create a clear path for districts growing their nightlife by establishing economic goals to benchmark and measure success.
- G2. Safety – We need to provide recommendations and actions that will help customers, residents, employees, neighbors, and businesses be safe at night.
- A. Stop Human Trafficking – Create educational and partnership opportunities to inform those participating in the nighttime economy on how to recognize and ultimately help eliminate human trafficking in the nighttime space.
 - B. Community Watch & Presence Programs – Develop a sociable street ambassador program powered by Dallas' faith leader volunteers.
 - C. Police Partnership & Accreditation Pilot Program – Launch an initiative that recognizes nighttime businesses that attain best practices in: customer and employee safety; racial equity; code and ordinance compliance; responsible beverage service; and cooperation with proactive policing.
- G3. Nighttime Placemaking – We need to advance planning, urban design, transportation, and environmental priorities that create ideal nighttime places.
- A. Sociable Districts Criterion – Define the ideal entertainment district that successfully balances the needs of businesses, residents, customers, and workers.
 - B. District Needs Assessment – Identify the needs gap in existing entertainment districts based on an inventory of their current assets compared to the criterion developed in “G3A” above.
 - C. Best Practices Library – Establish and provide access to a best practices library addressing the needs of an identified stakeholder group/audience.
- G4. Cultural Innovation – We need more arts and cultural experiences that will invigorate and demystify the night ... and bring us back into a community.
- A. Integrate Arts & Social Activities – Identify and facilitate ways for arts and culture to partner with and integrate into existing nightlife offerings.
 - B. Permit and Fire Safety Standards Categories – Identify opportunities and eliminate barriers for the expansion of arts and culture into the nighttime economy.
- G5. Respect – We must deliberately ensure all races, ethnicities, faiths, cultural traditions, economic classes, sexual orientations, abilities, and families have a place in our community. We need to mediate conflict and come to terms that take both emotions and laws into consideration.
- A. Racism and the Nighttime Economy (consumer facing) – Help ensure that all consumers are able to participate in the 24-hour culture without regard to demography.
 - B. Racism and the Nighttime Economy (business facing) – Help ensure that entrepreneurs are able to participate in the 24-hour culture without regard to demography.
- G6. Communication – We will communicate and gain support for what 24HourDallas and Dallas' nighttime economy are about.
- A. Awareness & Advocacy – Help promote the existing options in Dallas' entertainment districts and grow support for their expansion in terms of offerings and hours of operation.
 - B. Expertise & Credibility – Grow awareness of 24Hour Dallas as the independent expert for all things related to Dallas' nighttime culture and economy.
 - C. Financial Independence & Stability – Establish budgetary requirements and identify revenue streams to fulfil those requirements.

Initiatives – (Year 1, 2, or 3)

- G1.A. Nighttime Economy – Pandemic Economic Recovery*
- (Y1) Define data needs to be included in City’s nighttime economic impact study
 - (Y2) promote nontraditional hours of operation for nightlife
 - (Y2) identify other quick solutions to help nighttime economy
 - (Y2) define the message and advocate on behalf of stakeholders
- G1.B. Nighttime Economy – Business Start-Up Procedures & Guidelines*
- (Y1) identify existing resources and contacts
 - (Y2) survey businesses to identify needs and problem areas
 - (Y2) determine when/if 24HD should be point of contact
 - (Y3) develop manual with guidelines, list of resources, and contacts
- G1.C. Nighttime Economy – Sociable Districts Economic Development Goals*
- (Y1) determine metrics attractive to government and business entities
 - (Y2) define models of economic success and data sources
 - (Y3) establish reasonable reporting standards
- G2.A. Safety – Stop Human Trafficking*
- (Y1) determine what nighttime businesses and stakeholders can do
 - (Y1) develop and launch initiative
 - (Y2) track participation and impact
- G2.B. Safety – Community Watch & Presence Programs*
- (Y1) determine viability and willingness to participate
 - (Y1) define program
 - (Y2) implement program and track participation
- G2.C. Safety – Police Partnership & Accreditation Pilot Program*
- (Y1) determine partners for data and participation
 - (Y2) determine program guidelines; what’s needed to make a district feel safer
 - (Y3) launch pilot program and track participation
- G3.A. Nighttime Placemaking – Sociable Districts Criterion*
- (Y2) identify existing data/sources and determine additional needs
 - (Y3) define model district
 - (Y3) adoption by districts and other stakeholders
- G3.B. Nighttime Placemaking – District Needs Assessment*
- (Y1) identifying existing districts
 - (Y2) inventory existing assets
 - (Y2) identify needs gap compared to model plan
 - (Y3) communicate to district business owners and developers
- G3.C. Nighttime Placemaking – Best Practices Library*
- (Y1) define target stakeholder group/audience
 - (Y1) define library catalog (repository of knowledge)
 - (Y1) determine sources/partners
 - (Y2) define/show best practices
 - (Y2) make Dallas specific
 - (Y3) identify gaps and how to acquire/fill

Initiatives (*continued*) –**G4.A. *Cultural Innovation – Integrate Arts & Social Activities***

- (Y1) determine level of interest/participation
- (Y2) define what integration looks like
- (Y2) collect data to support integration
- (Y3) launch pilot program and track participation

G4.B. *Cultural Innovation – Permit and Fire Safety Standards Categories*

- (Y1) determine stakeholders (city, property owners, and potential users)
- (Y1) determine current barriers and steps to eliminate
- (Y2) feasibility study
- (Y3) create a pilot program to use vacant ground floor office building space
- (Y3) pilot program and track participation

G5.A. *Respect – Racism and the Nighttime Economy (consumer facing)*

- (Y1) identify partners to help address systemic racial bias and barriers
- (Y1) define and communicate the problem areas (bring to front of mind)
- (Y2) address problem areas

G5.B. *Respect – Racism and the Nighttime Economy (Business facing)*

- (Y1) identify partners to help address systemic racial bias and barriers
- (Y1) define and communicate the problem areas (bring to front of mind)
- (Y2) address problem areas

G6.A. *Communication – Awareness & Advocacy*

- (Y1) define communications plan to promote 24-hour culture
- (Y2) define communications plan to promote Dallas' current nightlife
- (Y2) implement plans and track impact

G6.B. *Communication – Expertise & Credibility*

- (Y1) define and implement board development process
- (Y2) define plan and implement
- (Y2) define reporting requirements

G6.C. *Communication – Financial Independence & Stability*

- (Y1) define potential revenue streams
- (Y1) build budget and path to get there
- (Y1) establish membership benefits and goals
- (Y2) define long term staff needs

“Concern” areas for plan inclusion

Safety, Crime & Security – placemaking and safety

Hours, Noise, & Patios – part of accreditation

Transportation & Parking – placemaking, best practices

Mobility & Walkability – placemaking, best practices

Conditions & Cleanliness – placemaking, best practices

Equity, Diversity, & Inclusion – respect

Glossary:

- Core Values – What’s important to us. Organization’s culture and priorities.
- Vision – Who/What/Where we want to be. The outcome of the successful implementation of the strategic plan.
- Mission – Who/What/Where we are now. Explanation of why we exist. Statement of purpose.
- Goals – General end purposes toward which effort is directed. How to accomplish the mission.
- Objectives – Our game plan. What we work towards. SMART targets (specific, measurable, achievable, realistic, and timely).
- Initiatives – What we need to do. Steps to accomplish objectives. Can be further detailed/refined through strategies and tactics if necessary.

Definitions:

- Nightlife – A broad spectrum of common, professional, social, and entertainment activities required by those who enjoy, work in, or manage the night. These include retail, food & beverage, performances, sports, arts, and other cultural offerings.
- 24-hour economy – The economic significance of nightlife.
- 24-hour culture – The mindset that there are residents and visitors with both traditional and nontraditional working schedules who desire a full slate of business, entertainment, and social offerings 24 hours a day. This is accomplished while balancing the needs of businesses, residents, customers, and workers.