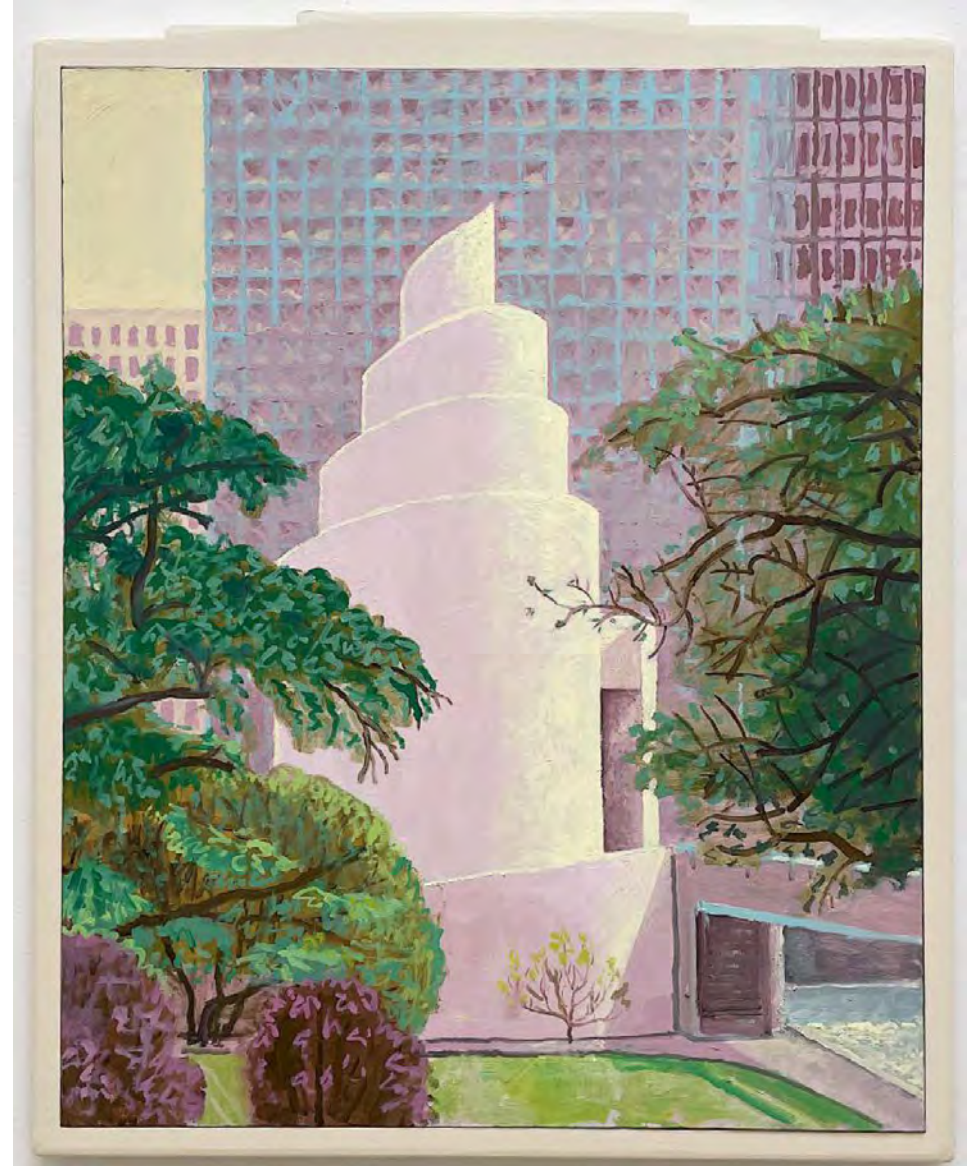
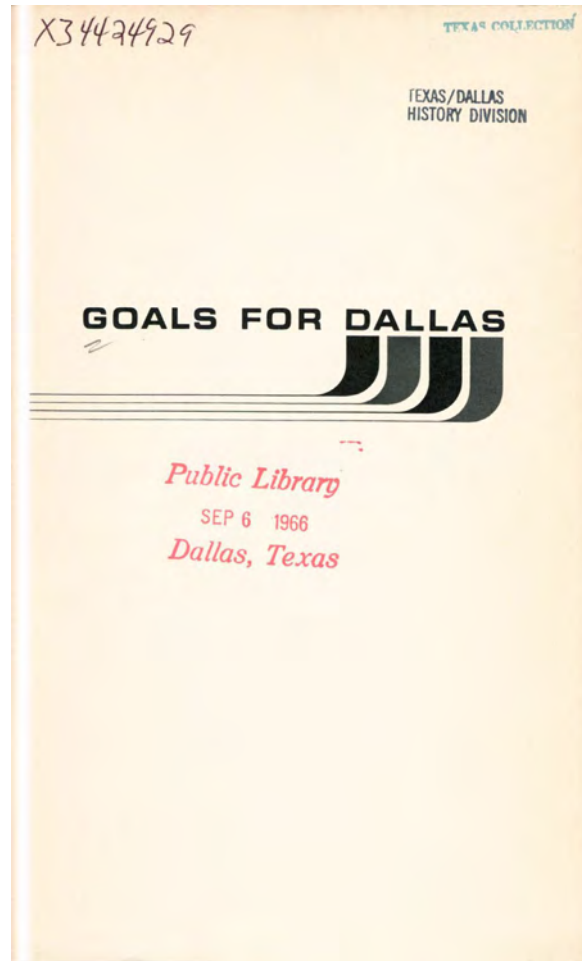
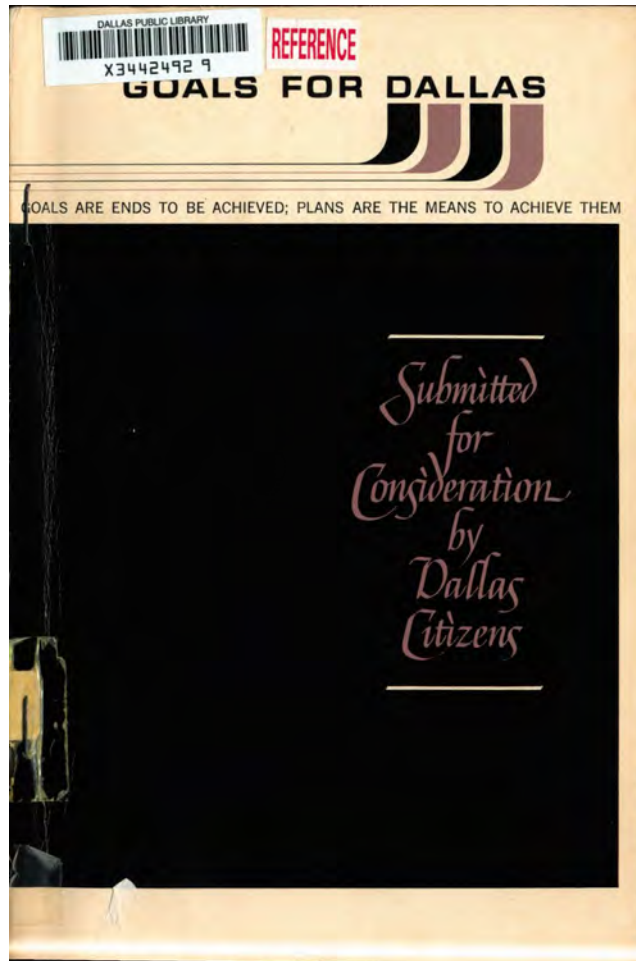


thanks  
Thanks-Giving Foundation



# GOALS FOR DALLAS



R309.2  
L-73

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U. S. TREASURY DEPARTMENT  
INTERNAL REVENUE SERVICE

DISTRICT DIRECTOR

Dallas, Texas  
August 3, 1964

ID#75-6036406

IN REPLY REFER TO  
Form 2954

Thanks-giving Square Foundation  
*1621 PACIFIC*  
Dallas, Texas *75201*

Gentlemen:

RECEIVED  
AUG 18 1964  
DIST. DIR. INT. REV.  
DALLAS  
REVIEW STAFF

A:R:EO:JPL  
DAL:64-190

PURPOSE Charitable
FORM 990A REQUIRED <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
ACCOUNTING PERIOD END- ING 12-31

Based upon the evidence submitted, it is held that you are exempt from Federal income tax as an organization described in section 501(c)(3) of the Internal Revenue Code, as it is shown that you are organized and operated exclusively for the purpose shown above. Any questions concerning taxes levied under other subtitles of the Code should be submitted to us.

You are not required to file Federal income tax returns so long as you retain an exempt status, unless you are subject to the tax on unrelated business income imposed by section 511 of the Code

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On our 60<sup>th</sup> anniversary, The Thanks-Giving Foundation is grateful to our founders. At a time when Dallas was thought of as a city of hate, your courage, leadership, and resources helped build Thanks-Giving Square, an aspirational expression of what Dallas can be. We are also thankful to our supporters, who have helped us remain loyal to that original vision of Dallas as a beacon of gratitude and goodwill. Today, we ask you all to help us recommit to this beautiful vision of our city. Thank you.

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# Completed in 1977 thanks to the investment and support of over 400 of Dallas' most influential citizens, businesses and institutions.



Kyle Ogden, President & CEO > kogden@thanksgiving.org





International Year of Thanksgiving – 2000

# The Glory Window

Created by  
Gabriel Loire

# Thanks-Giving Square Hosted 205,300 Visits from Oct 1, 2023 through Sept 28, 2024

## Property Overview

Oct 1, 2023 - Sep 28, 2024



### Metrics

● **Thanks Giving Square**  
1627 Pacific Ave, Dallas, TX 75201

Visits	205.3K	Avg. Dwell Time	149 min
Visits / sq ft	2.64	Panel Visits	11.2K
Size - sq ft	77.8K	Visits YoY	-8.1%
Audience	63.4K	Visits Yo2Y	-1.6%
Visit Frequency	3.24	Visits Yo3Y	+48.2%

Oct 1st, 2023 - Sep 28th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

# **THE BIG IDEA: To establish Thanks-Giving Square at the center of a movement to define a new cultural ideal for Dallas and give each of us a noble role in pursuing it.**

---

**Thanks-Giving Square** sits at the center of Dallas' cultural life, serves as a **civic and cultural backbone**, and **Advocates for a Purposeful Approach to a Profoundly Caring Community**. We endeavor to bend our culture toward overcoming **five big social challenges...**

- 1) Broaden the circle of care** – We need to extend our circle of care beyond family and friends to embrace the entire community and take an interest in improving the quality of life of all those therein.
- 2) Connect with civility** – We need to know each other and build relationships based on mutual respect so that we are able to transcend disagreements with civility.
- 3) Embrace differences** – We need to embrace a pluralistic culture rather than a dominant or blended culture and empower all among us to express his or her individuality.
- 4) Champion socioeconomic mobility** – We need to heal the class and economic divide and adopt an ethos whereby every person within our community has a genuine opportunity and a viable pathway to thrive and flourish.
- 5) Celebrate virtue and goodwill** – We need to nourish our shared moral and spiritual hunger and awaken a resurgence of goodness for our personal wellbeing and that of the community.



July 8, 2016





**THEY'RE SERVING US  
ON THE FRONTLINES.  
LET'S SERVE THEM  
AT MEALTIME.**



Provide a meal to healthcare workers and first responders who have given us so much. With meals purchased from local restaurants, Serving Up Gratitude is on a mission to deliver thanks from the whole community.

Donate today

[thanksgiving.org/serving-up-gratitude](https://thanksgiving.org/serving-up-gratitude)



**SERVING UP**



**GRATITUDE**



## Breaking Bread, Building Bridges

Nov 16, 2021

Kyle Ogden, President & CEO > [kogden@thanksgiving.org](mailto:kogden@thanksgiving.org)

thanks  
Thanks-Giving Foundation

# Celebrate Virtue

thanks  
Thanks-Giving Foundation  
thanksgiving.org, Dallas, Texas

## THEOLOGICAL



**Faith** is believing in something or someone, even if you can't see it or prove it. It's having trust and confidence that things will work out or that someone will help you.



**Hope** is when you really want something good to happen and believe that it can come true. It's like looking forward to something with a positive feeling.



**Charity** is helping people who need it by giving them things like money, food, or your time. It's about being kind and caring to others.

## CARDINAL



**Prudence** is being careful and making smart choices. It means thinking about what might happen before you do something, so you can avoid problems and get the right results.



**Justice** is making sure that everyone is treated fairly and gets what they deserve. It means doing what is right and standing up for what's just.



**Courage** is being brave and doing something even if it scares you. It means facing your fears and doing what you believe is right, even when it's hard.



**Temperance** is controlling yourself and not doing too much of something. It means being balanced and not letting things like eating, playing, or spending money get out of control.

## ME



**Honesty** is always telling the truth and not lying or cheating. It means being truthful with others and yourself.



**Integrity** is being honest and doing the right thing, even when no one is watching. It means you keep your promises and always do the right thing.



**Humility** is being modest and not bragging about yourself. It means knowing your strengths and weaknesses without feeling better than others.



**Sincerity** is being genuine and truthful in what you say and do. It means being honest and showing your true feelings and intentions.

## YOU

## US



**Respect** is treating others the way you want to be treated. It means being polite and kind to everyone, no matter how different they are from you.



**Dignity** is knowing you and those around you are worthy of honor and respect. It means treating others with honor and feeling a sense of pride in yourself.



**Fairness** means treating everyone equally and giving everyone the same chances. It's about making sure things are done in a way that is right and just for everyone.



**Equality** is making sure everyone gets what they need to be successful, even if everyone's needs are different. It's about fairness and giving everyone a fair chance.

## SPIRIT

## APPROACH



**Love** is caring deeply about someone or something. It's a feeling of deep affection, someone and wanting to help them or be with them.



**Kindness** is being nice and helpful to others without expecting anything in return. It's about being friendly and doing things that make others feel good.



**Mindfulness** is paying attention to what is happening right now, without thinking about the past or worrying about the future. It's about being aware of your thoughts, feelings, and surroundings in the present moment.



**Intentionality** means doing things on purpose or with a specific goal in mind. It's about making decisions and taking actions with awareness and thoughtfulness.



**Empathy** is putting yourself in someone else's shoes and understanding how they feel. It means feeling what they feel and wanting to help them feel better.



**Compassion** is understanding how someone else feels and wanting to help them when they're going through a tough time. It's about caring for others and being kind to them.



**Presence** means being fully focused and paying attention to what is happening around you right now. It's about being engaged and aware in the present.



**Cleanliness** means keeping yourself, your belongings, and your surroundings neat and tidy. It's about taking care of things and making sure things are free from dirt or mess.



**Goodwill** is being friendly and wanting to help others without expecting anything in return. It's about being kind and wanting to make the world a better place.



**Forgiveness** is deciding not to be angry or upset with someone who has hurt you. It means letting go of bad feelings and being willing to move on.



**Orderliness** means arranging things neatly and keeping them in a tidy and systematic way. It's about having a sense of organization and keeping everything in its proper place.

## THOUGHT



**Rationality** means making decisions and solving problems based on clear thinking and logic, rather than emotions or feelings. It's about being sensible and using your brain to figure things out.



**Perspective** is how you see or understand something based on your point of view or experience. Changing your perspective is looking at things from different angles to get a better understanding.



**Wisdom** is knowing how to make good choices and decisions because you understand a lot about life and people. It's like having a special kind of knowledge that helps you know what is right and best to do.

## ATTITUDE



**Curiosity** is wanting to learn or know more about something. It's about asking questions, exploring new ideas, and being interested in how things work.



**Optimism** is having a positive outlook, even when faced with challenges or difficulties. It's about seeing the bright side of situations and expecting good outcomes.



**Gratitude** means feeling happy and thankful for the nice things you have and for the good things people do for you. It's like saying "Thank you" with your heart.



**Loyalty** means being careful with your things and not wasting it. It's about using your resources wisely and not spending more than you need to.

## ACTION



**Initiative** is taking the first step or starting something without being told. It means being proactive and taking action to get things done.



**Determination** is working hard to achieve a goal and not giving up easily. It means staying focused and not letting obstacles get in your way.



**Competence** means being good at something and knowing how to do it well. It's about using the skills and knowledge to succeed in what you're doing.



**Reliability** means being someone others can trust to do what you say you will do. It's about being dependable and doing things consistently well.



**Industry** means working hard and being diligent in what you do. It's about getting things done and not being lazy.



**Perseverance** means continuing to try even when something is difficult or takes a long time. It's about not giving up and working hard until you achieve your goal.



**Resilience** is bouncing back or staying strong when something difficult happens. It's about facing challenges and not letting them bring you down.

# COMMUNITY BUILDING

## Celebrate Virtue

We are working to forge a partnership with DISD to provide Celebrate Virtue posters for classrooms in the DISD system. We will be launching a test at four elementary and one middle school in the near future. We hope to generate education and conversation around virtue and character building for young people, but also endeavor to reach the broader community as well.

# DALLAS KINDNESS WEEK - NOVEMBER 9 - 15, 2025



**DALLAS KINDNESS WEEK 2025**  
**November 9-13, 2025**  
PRESENTED BY THANKS-GIVING SQUARE

“Be kind whenever possible.  
It is always possible.”  
DALAI LAMA



**KINDNESS QUOTE**

**DALLAS KINDNESS WEEK 2025**  
**November 9-13, 2025**  
PRESENTED BY THANKS-GIVING SQUARE

Pay for someone’s coffee or meal.



**KINDNESS CHALLENGE**

THANKS  
GIVING  
THANKS  
GIVING  
THANKS  
GIVING  
THANKS  
GIVING  
THANKS  
GIVING  
THANKS

# Thanks-Giving Cultural District

Kyle Ogden, President & CEO > [kogden@thanksgiving.org](mailto:kogden@thanksgiving.org)

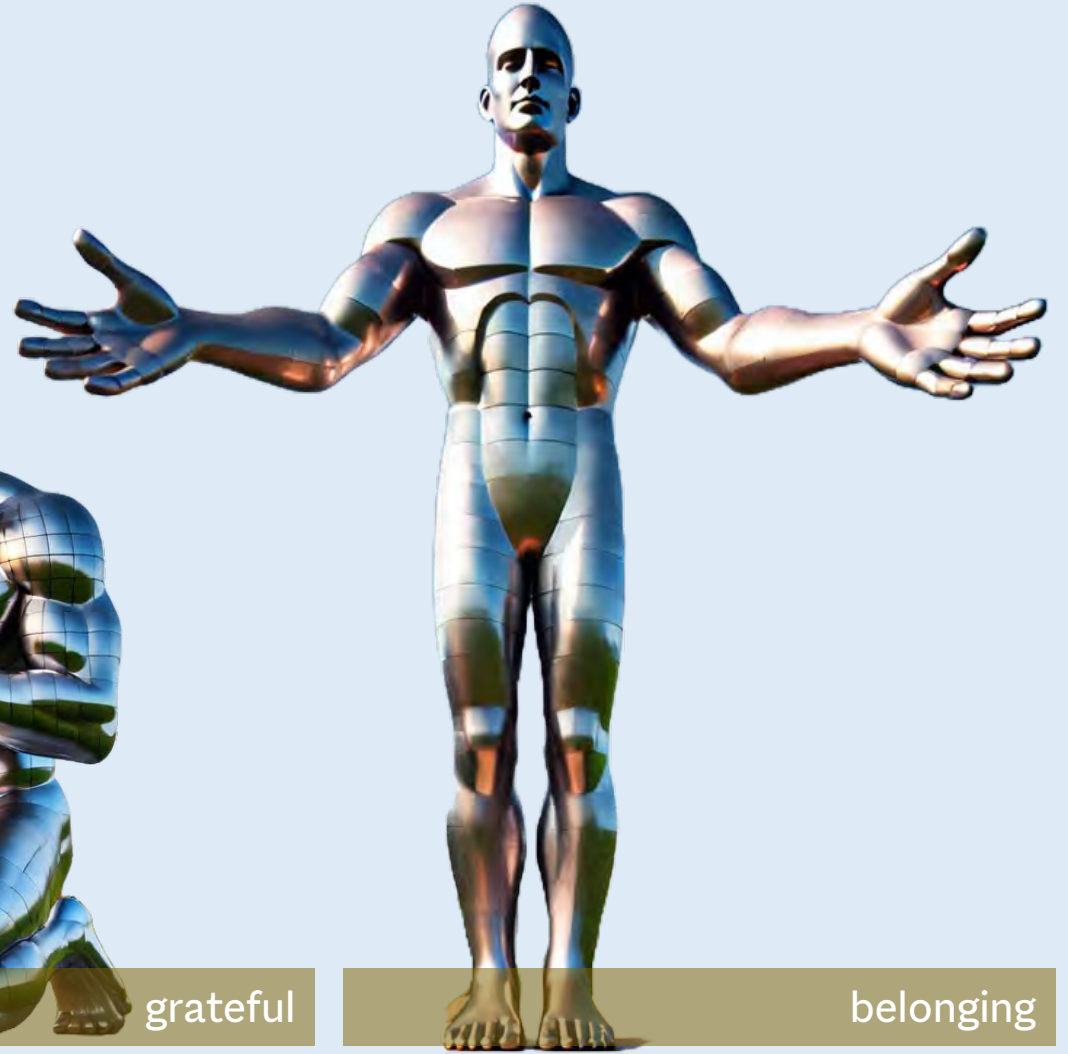
thanks  
Thanks-Giving Foundation



welcoming



grateful



belonging

# Thanks-Giving Cultural District

Thirty-foot tall sculptures created in collaboration with Brad Oldham Sculptures



# Thanks-Giving Cultural District

Kyle Ogden, President & CEO > [kogden@thanksgiving.org](mailto:kogden@thanksgiving.org)

**thanks**  
Thanks-Giving Foundation



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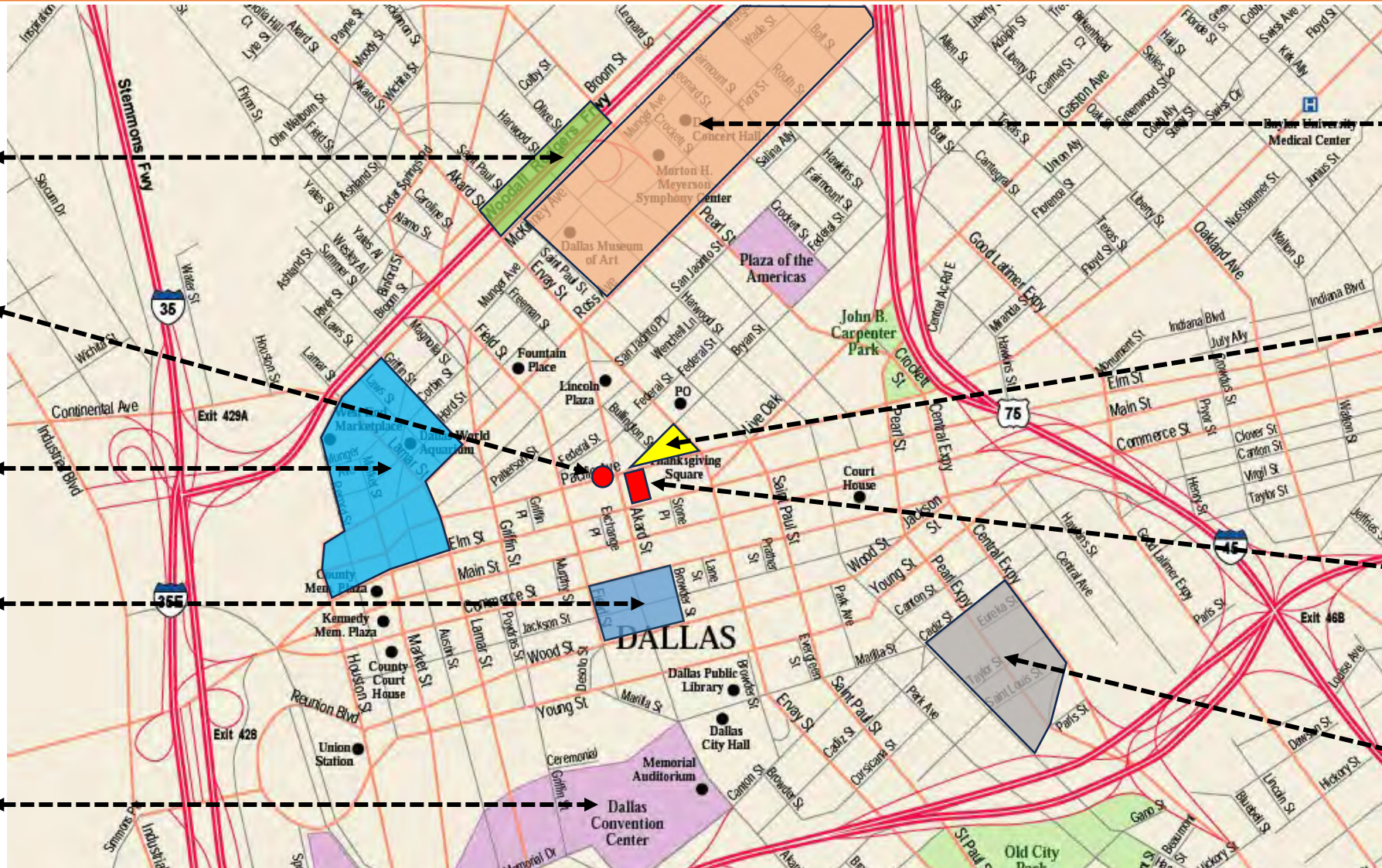




# Thanks-Giving Cultural District

Kyle Ogden, President & CEO > [kogden@thanksgiving.org](mailto:kogden@thanksgiving.org)

Klyde Warren Park  
 Thanks-Giving District  
 Dart Station  
 West End District  
 AT&T Discovery Zone  
 Dallas Convention Center



Dallas Arts District  
 Thanks-Giving Square & District  
 Public Parking  
 Farmer's Market

# Thanks-Giving District as Dallas' Downtown Hub

Kyle Ogden, President & CEO > kogden@thanksgiving.org



# Thanks-Giving District as Dallas' Downtown Hub

**From:** [Kyle Ogden](#)  
**To:** [Jesse Brown](#) ([jbrown@nctcoo.org](#))  
**Cc:** [Michael Morris](#) ([mmorris@nctcoo.org](#)); [Gus Khankari](#) ([gkhankari@stjascityhall.com](#))  
**Subject:** Comment re Fair Park Link  
**Date:** Wednesday, July 31, 2024 10:19:00 AM  
**Attachments:** [image001.png](#)

Jesse,

I enjoyed meeting you yesterday afternoon at the open community meeting. I am an enthusiastic supporter of the work that the NCTCOG team is doing!

As I mentioned after the Fair Park Links public meeting, I would like to suggest that Thanks-Giving Square should be the downtown hub for the various modes connecting to Fair Park. Given its location at the geographic center of downtown, its proximity to the Akard/Pacific Dart Station, the ample public parking available, and most importantly, the cultural and symbolic importance of our physical place and community work, The Square is an ideal choice. With the planned creation of The Thanks-Giving District, and with our elevated role as the heart and soul of the city, we plan for Thanks-Giving Square to be THE PLACE that everyone has to visit while in downtown Dallas.

Please let me know what questions that you may have. You can reach me at this email address or on my cell (214.755.1900). I would love to have additional conversations as to how to make this ambition a reality.

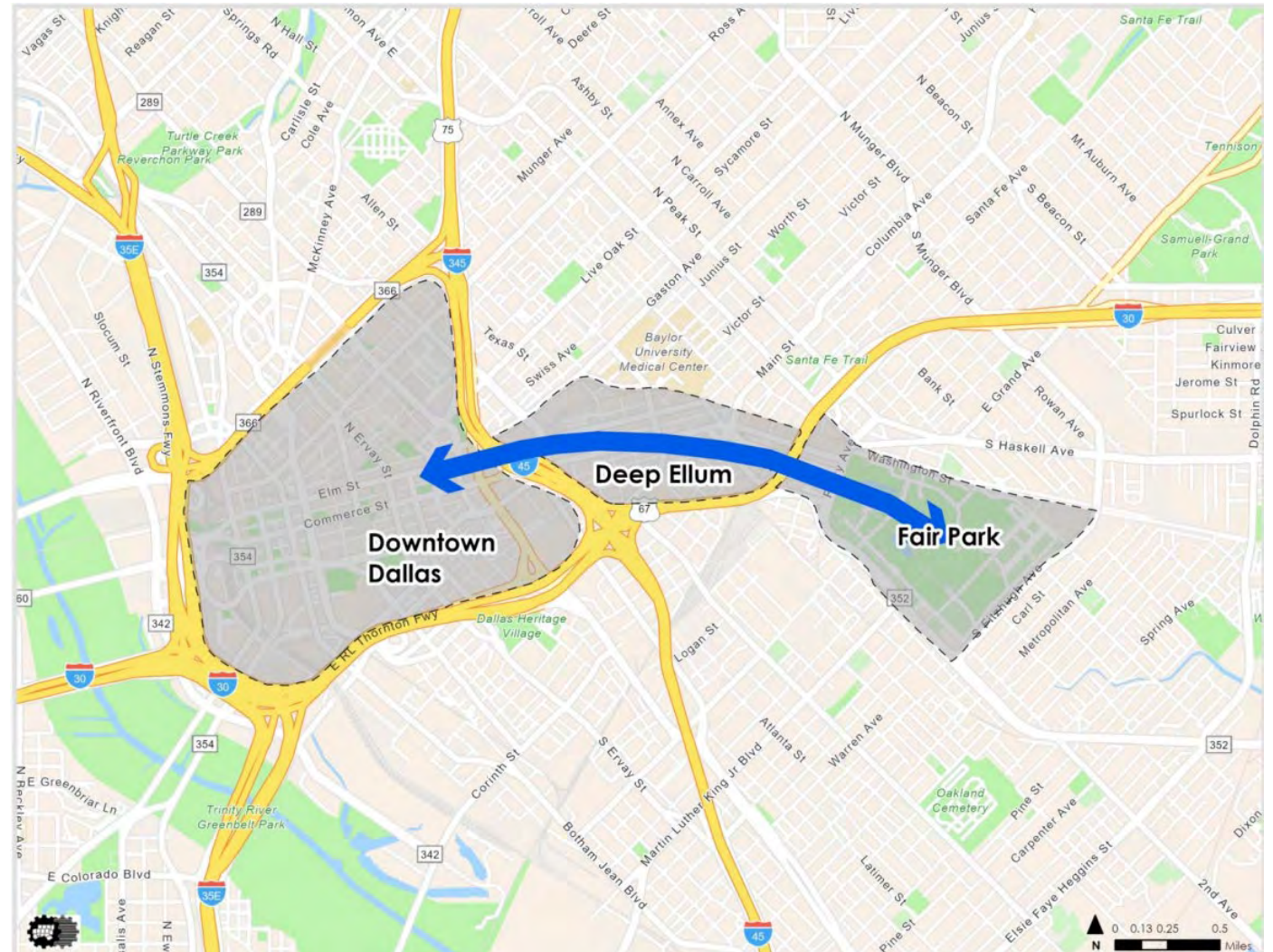
Best,

Kyle

**Kyle Ogden**  
President & CEO



The Thanks-Giving Foundation  
1827 Pacific Ave • Dallas, TX 75201  
(w) 214-698-1827 • (c) 214-755-1900  
[kogden@thanksgiving.org](mailto:kogden@thanksgiving.org)  
[www.thanksgiving.org](http://www.thanksgiving.org)



# Thanks-Giving District as Dallas' Downtown Hub

- The city of Dallas and the North Central Texas Council of Governments (NCTCOG) coordinates on funding partnership for new projects in addition to refinements to existing projects
- Staff from The Thanks-Giving Foundation, City and NCTCOG discussed this project's concept, its impact on walkability, connectivity and alignment with existing plans
- On Feb 8, 2024, NCTCOG's RTC action included funding for this project in the amount of \$10M provided the Thanks-Giving Foundation generates \$20M in private funds
- In order to understand the potential scope of infrastructure improvements related to this project, NCTCOG is advancing \$500K for preliminary engineering work

# Thanks-Giving District

## “Once in the Life of a Great City Opportunity”

### The Case for Support of The Thanks-Giving District

- Rising downtown property values generate **increased property taxes** (see Klyde Warren Park, AT&T Discovery District)
- Increased downtown tourism drives sales to downtown businesses and **increased sales tax** to COD
- Increased downtown tourism drives hotel nights and **Hotel Occupancy Tax** to COD and others
- **Alignment with Downtown Dallas 360 Plan**
- Downtown Dallas becomes **more “walkable”** and therefore more desirable
- Downtown Dallas attractions become **more “connected”** and therefore more desirable
- **Improved quality-of-life** for downtown residents and workers
- Increased prosperity **attracts new businesses** (hotels, restaurants, retail, grocery, etc)
- **Renewal of downtown infrastructure** as part of project
- Theme of welcoming, belonging and gratitude **positively impact the culture** (and quality-of-life) of Dallas
- Theme of welcoming, belonging and gratitude **positively impacts the image of Dallas, driving new visitors, residents and businesses.**

### The “ASK”

- We are **requesting that City Council and other city leadership offer a loud, enthusiastic and public endorsement** of the project to create The Thanks-Giving District at and around Thanks-Giving Square

## KLYDE WARREN PARK



**Klyde Warren Park attracted an incremental \$900+ million in Park-Oriented Development in the six years following its initial \$110M capital funding.**

Between 2009 and 2014, the area within ¼ of a mile saw \$1.1 million of residential development per acre per year, compared to roughly \$133,000 per acre per year in the surrounding neighborhoods of Downtown, Uptown and Oak Lawn. Residential development in the previous six years averaged \$133,000 per acre.

Klyde Warren Park also attracted significant commercial development, averaging approximately \$2.2 million more development per acre per year within a ¼-mile radius than in the surrounding



neighborhoods. According to a local real estate broker, nearby land values have increased from \$125/SF to \$250/SF or higher over the past decade. Additional value is anticipated in coming years.

By uniting Downtown and Uptown across the 8-lane Woodall Rogers Freeway, the park has likely catalyzed additional value in both neighborhoods beyond a short walking radius.

As the park's usage – and value – far exceed initial expectations, park advocates including the Woodall Rogers Park Foundation are seeking new sources of funding, including the recently-created public improvement district, that monetize park value to support O&M costs.

HR&A Advisors, Inc. | ECONOMIC VALUE

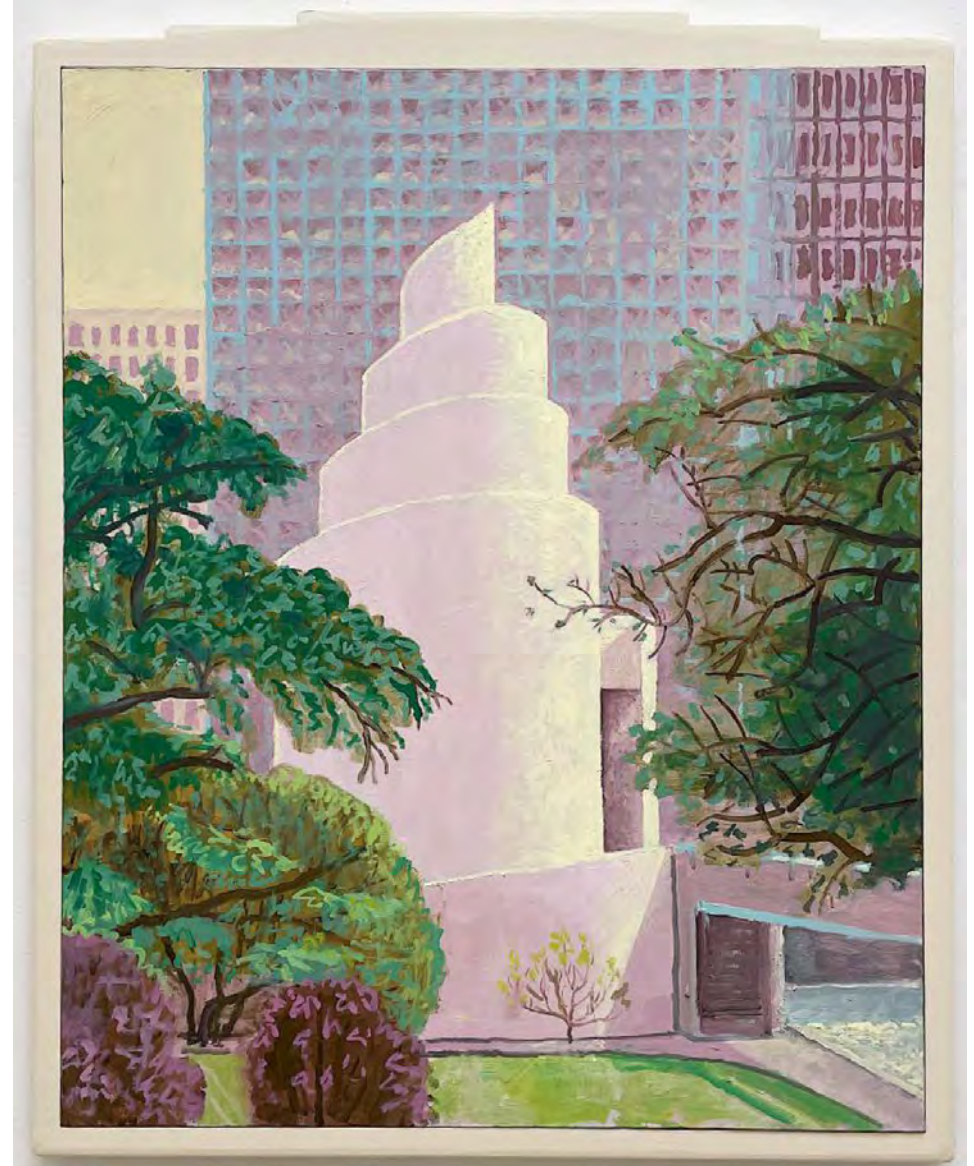
# Value Creation Via Investment in Parks

According to HR&A advisors in their February 2016 Economic Value and Benchmarking Study, Dallas Parks on average return a 7:1 return on public investment as a result of increased property valuations (~51%), tourism (~45%) and environmental benefit (~4%). They go on to say that the \$110mm investment in Klyde Warren Park (50% from private sources) resulted in over \$900mm in park-oriented development...almost 9:1 on the real estate portion alone before considering the impact on tourism and environmental benefits!

# thanks

Thanks-Giving Foundation

Kyle Ogden, President & CEO  
The Thanks-Giving Foundation  
1627 Pacific Ave.  
Dallas, TX 75201  
kogden@thanksgiving.org  
214.755.1900



# Thanks-Giving District Appendix to Presentation



# Endorsements

July 12, 2024

Dear Mr. Ogden:

Downtown Dallas, Inc. (DDI), strongly supports Thanksgiving Square, and the vision to continue to enhance its success as an important asset for the residents, workers and visitors of Downtown Dallas.

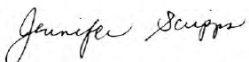
Nestled in the heart of the city, Thanksgiving Square serves as a vital neighborhood amenity, seamlessly connecting the diverse array of Downtown attractions and developments.

We can attest to the ongoing spirit of collaboration exhibited by you and the Thanksgiving Square team, and the many years of work creating this vision alongside committed stakeholders. This work has been instrumental in identifying critical improvements to enhance this neighborhood amenity and further improve the facility and its offerings for the Downtown community.

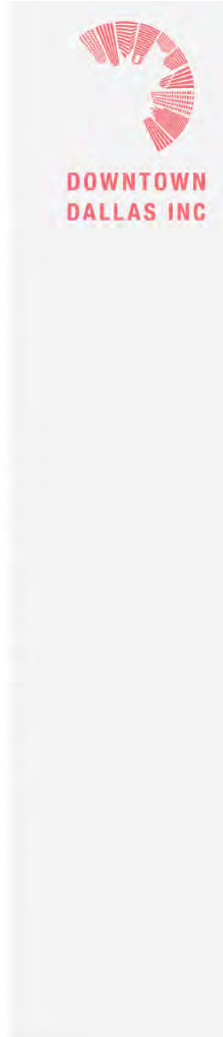
Thanksgiving Square continues to be a vital and utilized place of respite and reflection amid the activity and energy of Downtown. We are excited to collaborate on the vision to further enhance this space to continue to reflect and serve the neighborhood in which it resides.

DDI looks forward to continued engagement and is excited to see many years of collaborative planning efforts advance.

Best Regards



Jennifer Scripps  
President & CEO



---

From Alheli Garza on behalf of Mayor Eric Johnson on 11/9/23

Hi Kyle:

The approved quote from Mayor Johnson is below:

“Thanks-Giving Square is a remarkable asset for the City of Dallas that needs to be celebrated and extended out beyond the walls and into our city to encourage gratitude and goodwill. The new Thanks-Giving District will be a fabulous addition to downtown Dallas, and I am excited about how this place of belonging and inclusion will bring the people of Dallas together.”

Thank you,  
Alheli

---

From Councilmember Jaynie Schultz on July 9, 2024

“Central to the physical and spiritual core of our city is Thanksgiving Square. This special place brings together people from every perspective and practice, moving all of us forward in the right direction - the way of gratitude and kindness. Having a district dedicated to this practice will exponentially enhance our city. The ripple effect of this expanded place will project farther than we can imagine.”

---

From Max Sanchez on behalf of Councilmember Paul Ridley on July 10, 2024

“As the District 14 Councilman representing Thanksgiving Square, I am thrilled to welcome the new Thanksgiving District to Downtown Dallas. This addition will provide an exciting space for all downtown residents and visitors to enjoy.”



# Philip Johnson's Iconic Architecture

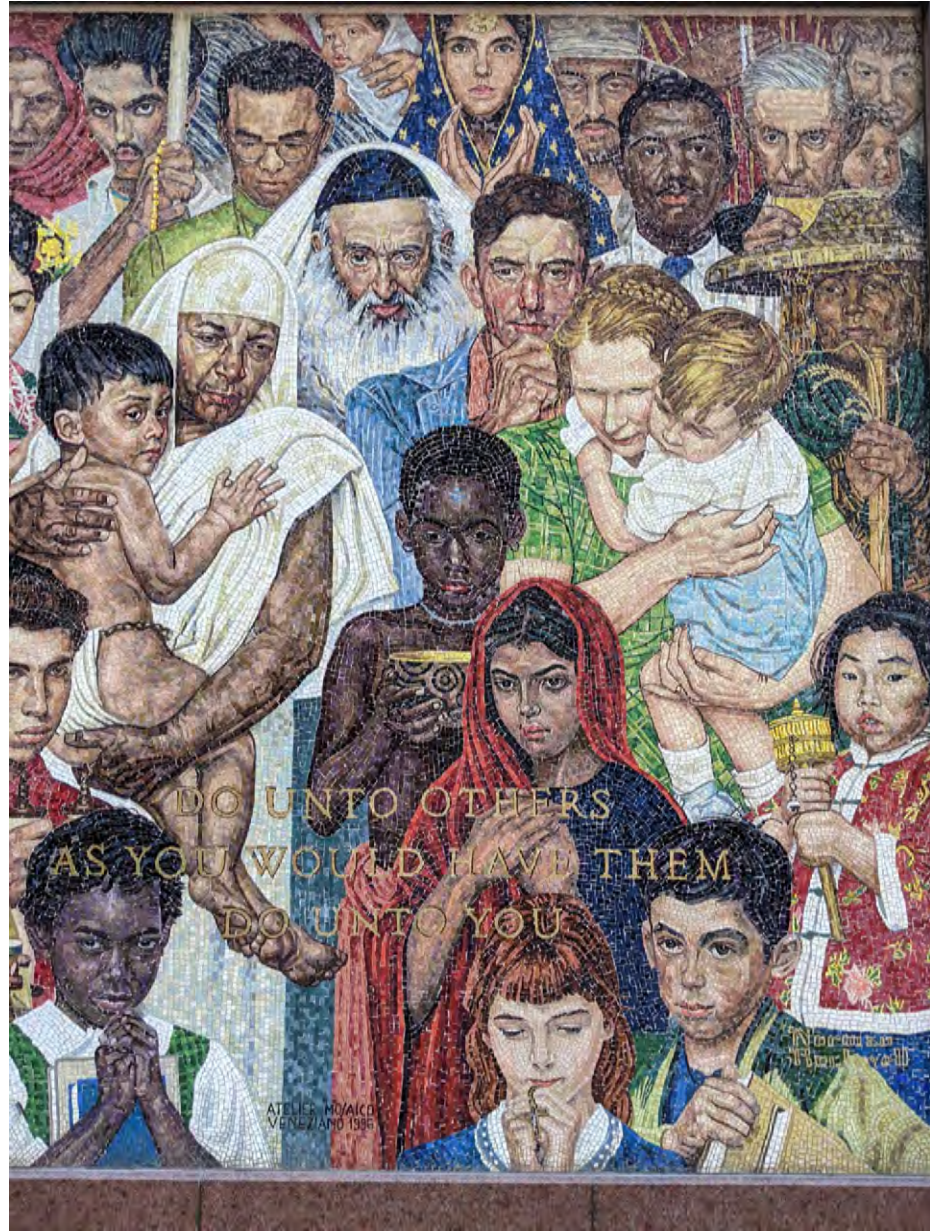
1973 - Groundbreaking

1976 - Thanks-Giving Chapel opened in the year of the Bi-Centennial

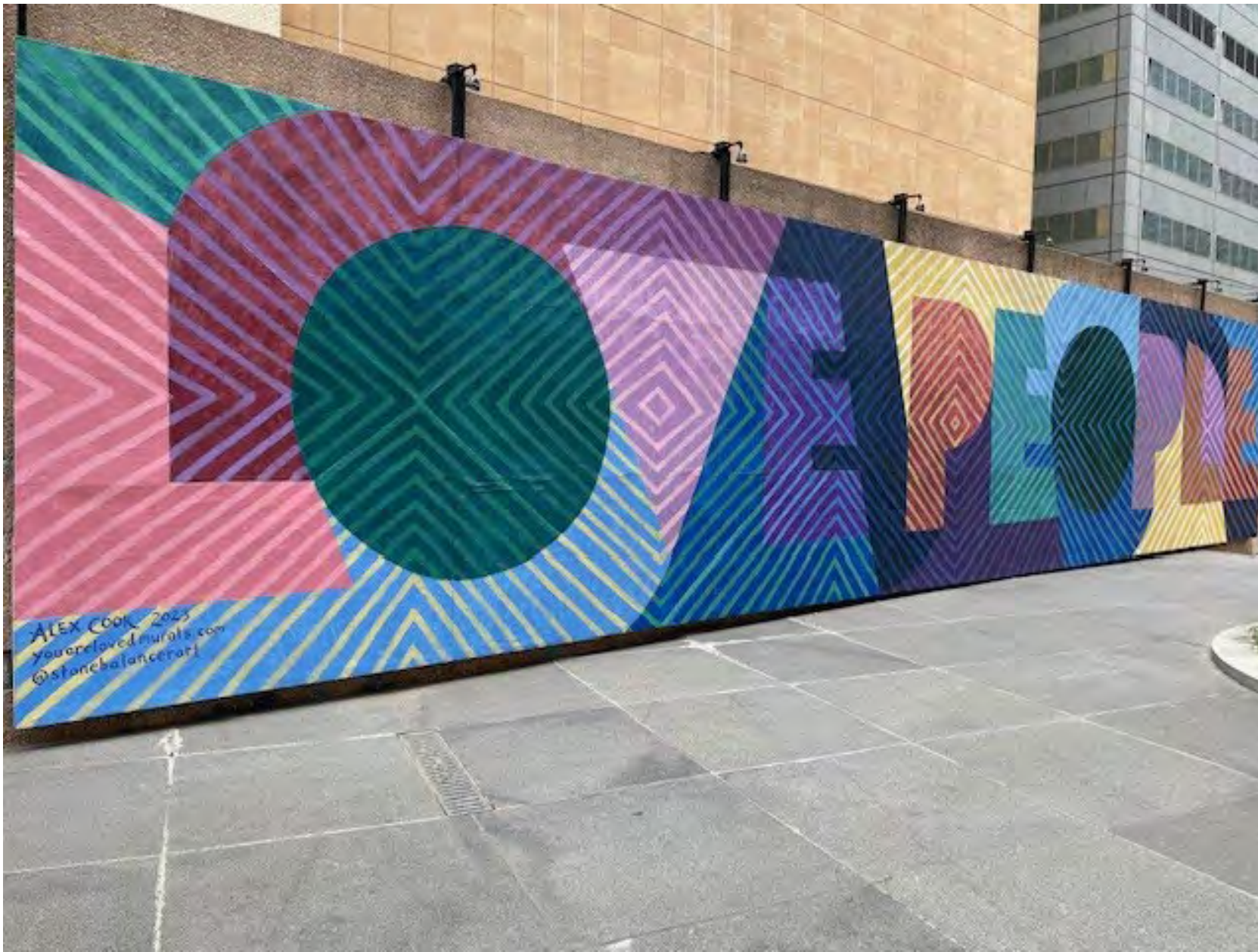
1977 - Thanks-Giving Square opened

Great Falls, Grove among five water features  
(Philip Johnson's loved water features;  
also design the Fort Worth Water Gardens)





# Bell Tower & Golden Rule Mosaic



Mural Installed  
November, 2023

# LOVE PEOPLE

Created by Boston  
artist Alex Cook



## TubaChristmas - Thanks-Giving Square

# Longstanding Programs

## Interfaith Council

- Group meetings and volunteer work
- National Day of Prayer Luncheon
- Festival of Faiths/Festival of Thanks-Giving
- Interfaith Thanksgiving Service
- Faiths In Conversation
- Faith Times

## Faith Forward Dallas









**National Day of Prayer Luncheon**  
**May 2, 2024**  
**Meyerson Symphony Center**

# CAN WE STILL BE FRIENDS

*if we don't vote  
the same?*



thanks  
Thanks-Giving Foundation

FINDING COMMON GROUND FROM THE GROUND UP

## COMMUNITY BUILDING

### CAN WE STILL BE FRIENDS?

We are providing free yard signs to community members that wish to confront incivility in their neighborhoods. The signs are distributed at area churches, synagogues and mosques.



# COMMUNITY BUILDING

## JOIN or DIE

In partnership with the Dallas Morning News, we are screening at multiple locations across the community the documentary “JOIN or DIE”, which is based on the work of Dr Robert Putnam, author of the seminal book “Bowling Alone”. This work establishes social capital as the key to a flourishing diverse democracy and tracks its decline over the last 60 years. Dr Putnam’s follow-up book, “The Upswing”, encourages us to exercise our agency to reverse the negative trend.

# thanks

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