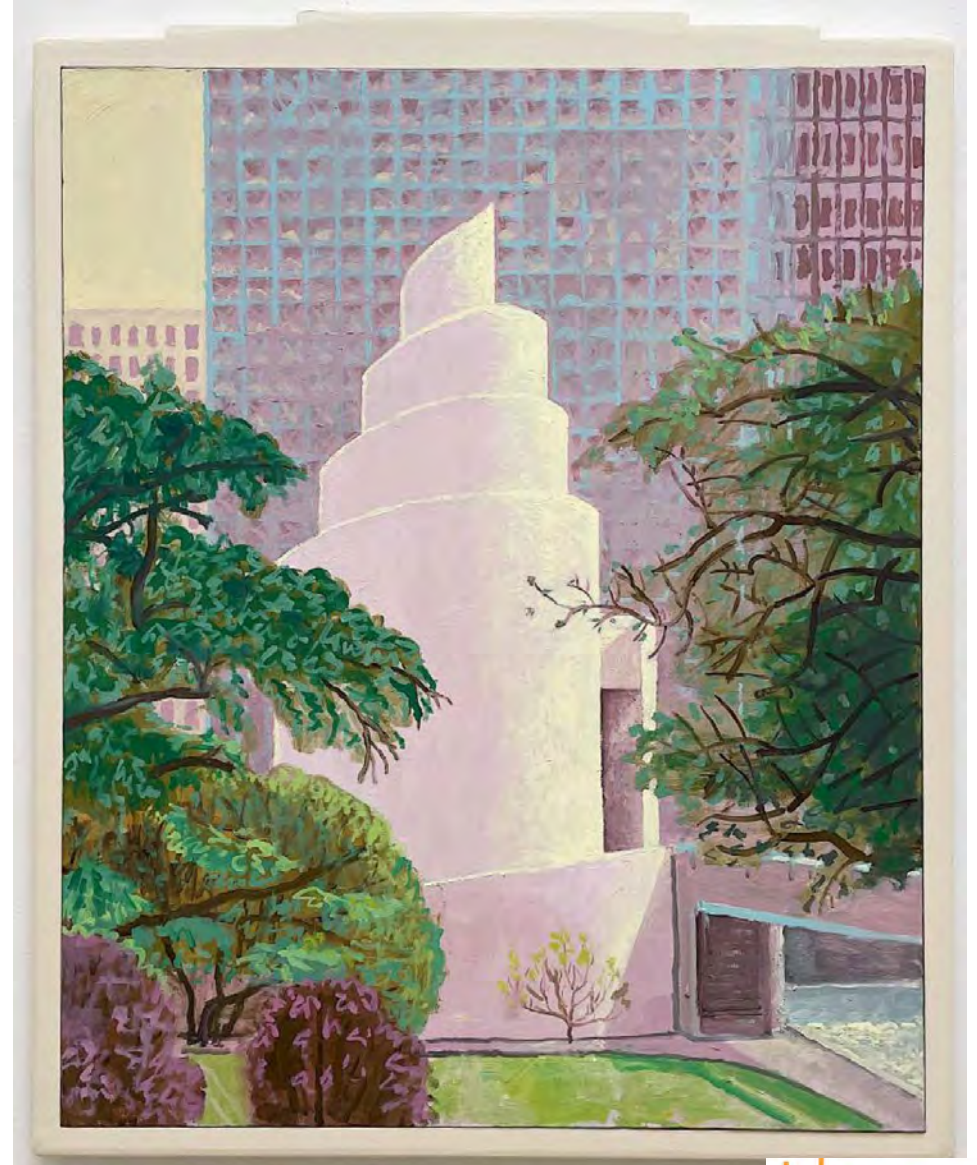


# thanks

Thanks-Giving Foundation



# Why Are We Here?

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

- **Know:** The Significance of Thanks-Giving Square for Dallas's past, present & future
- **Feel:** Inspired by the role gratitude, kindness and civility play in our city
- **Do:** Support the Thanks-Giving Square in its future aspirations to ensure Dallas is a connected and thriving city





**Past**



# Rich History & Significance

- Launched in 1964
- Opened in 1977
- Stemmed from Goals for Dallas
- Post-JFK assassination

## THANK YOU FOR GIVING.

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.

Mr. H. Belo Corp  
Mrs. Ebby Halliday Acers  
ACT NOW/AT  
Mr. Fred J. Agnich & Family  
Mrs. Sawnee Aldredge, Jr.  
Mr. Austin E. Allen  
Mr. George L. Allen  
Mrs. Jennifer Altabe  
American Airlines  
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Mr. J. Kenneth S. Arthur  
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Atlantic Richfield Company  
Mr. T. Louis Austin, Jr.  
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Mr. Louis C. Bailey  
Dr. Irving Baker  
The Harry Bass Foundation  
The Bass Foundation (Richard D. Bass)  
Mr. Bill Bauman  
Baylor Health Care System  
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Cullum & Boren Company  
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Mr. Jake Goldman  
Mr. Joel H. Goldman  
Mr. Herman M. Gray  
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Mr. John M. Gray  
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Mr. John T. Higginbotham, Jr.  
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Mr. J. Hub Hill  
Mr. Kim Hill  
Mr. Lyda Hunt Hill  
Mr. Martin Hill  
Hobbsville Foundation  
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Mr. J. Frank Holt  
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Mr. James S. Hudson  
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Mr. Venetia T. Hughes  
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Mr. Lamar Hunt  
Mr. Nelson Barker Hunt  
Mr. William Herbert Hunt  
Lyda Barker Hunt Family  
Hunt Consolidated Inc.  
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Mrs. John Laddy Jones  
Mr. Lawrence B. Jones  
Mayor J. Erik Jonsson & Family  
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Mr. J. O. Lambert  
Mr. Alvin H. Lane, Sr.  
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Mr. Harding Lawrence  
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Mrs. Herbert Marcus  
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Mr. Ralph B. Rogers  
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Mr. John W. Zealand, Jr.  
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Reverend Thomas J. Shipp  
The Harold Simmons Foundation  
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Sowell Creditable Trust  
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Mr. Alan Stehman  
Mr. & Mrs. John M. Stemmoms  
Stemmoms Foundation  
Mr. W. Dawson Sterling  
Mr. W. L. Sterrett  
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Mr. & Mrs. Peter H. Stewart & Family  
Mr. Robert H. Stewart, III  
Mr. & Mrs. Waldo Stewart

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Dean & Mrs. Robert G. Storey  
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Texas Capital Bank  
Texas Instruments  
Texas Power & Light Company  
Thanksgiving Tower  
Mr. Paul Thayer  
The Dallas Foundation  
The Dallas Morning News  
The Dallas Times Herald  
The Department Store Association  
The Times Mirror  
Mr. Jere W. Thompson  
Mr. John F. Thompson  
Mr. Al Cullen Thompson  
Mrs. Margaret Philip Thompson  
Thompson Foundation  
Mr. R. L. Thornton, Jr.  
Mr. W. L. Todd, Jr.  
Mr. Robert F. Topp  
Mr. & Mrs. Christopher Townbridge  
Bishop Thomas Tschepke  
TJ Electric  
Mr. J. Glenn Turner, Sr.  
Mr. L. S. Turner, Jr.  
TXU  
Tyler Corporation  
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Mrs. Charles L. Vychopen  
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Mrs. George W. Jack Walton  
Mr. Fletcher W. Ward  
Mr. Charles E. Warlick  
Mr. William J. Watson  
Mr. William E. Weatherford  
Ms. Carrie E. Welch  
White Rhino Coffee/The Parvin Group  
Mr. & Mrs. Fred F. Wiedemann  
Dr. Bryan Williams  
Mr. Dan C. Williams  
Mrs. H. H. Wineburgh  
Mr. Sam A. Wing, Jr.  
Mr. John D. Wisenbaker  
Mr. Peter Wolf  
Mr. Warren F. Woodard  
Reverend S. M. Wright  
Mr. & Mrs. Charles Wyly & Family  
Mr. & Mrs. Sam Wyly & Family  
Wynne & Jaffe  
Mr. Angus G. Wynne, Jr.  
Mr. Bedford S. Wynne  
Mr. Taddie Lee Wynne, Jr.  
Mr. & Mrs. Taddie Lee Wynne, Sr.  
Mr. Karl E. Young  
Zale Corp.  
Mr. Fred M. Zeder, II



SCAN HERE AND SHOW YOUR GRATITUDE

thanks  
Thanks-Giving Foundation



# An Architectural Treasure



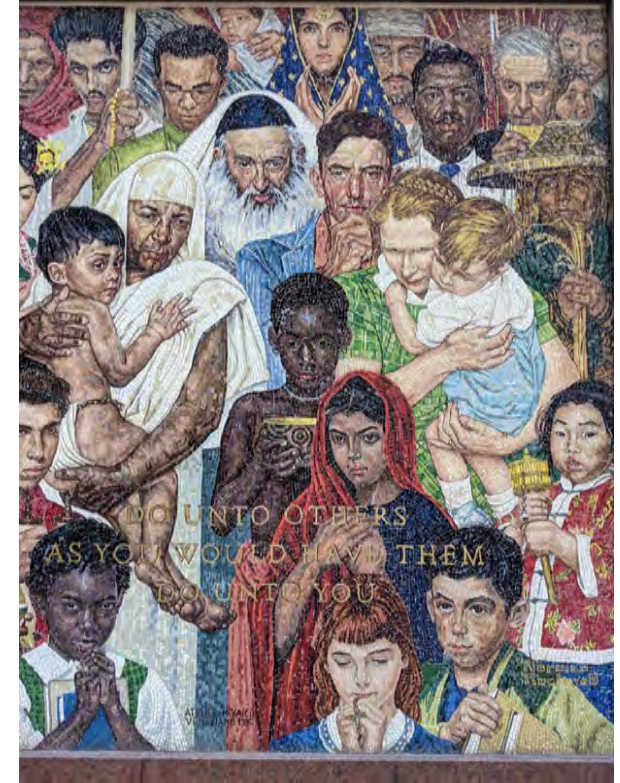
Star architect Philip Johnson designed the Square



The Glory Window  
created by Gabriel Loire



The Bell Tower



The Golden Rule Mosaic



# Present

Mural by Alex Cook

# What We Do:

Thanks-Giving Square stands at the heart of Dallas' cultural and civic life, fostering a community built on gratitude, connection, and shared purpose. Committed to shaping a more caring and inclusive society, we strive to address five key social challenges—

1. Expanding our circle of care
2. Fostering civility
3. Embracing differences
4. Championing socioeconomic mobility
5. Celebrating virtue and goodwill

Through this mission, we aim to inspire a movement that defines a new cultural ideal for Dallas and gives each of us a noble role in achieving it.





# A Place for Connection

- Year-round programming and initiatives designed to foster connections and advance shared virtues among diverse audiences
- 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



# A Place For Healing



Israelis and Palestinian leaders discussed the conflict

thanks  
Thanks-Giving Foundation



Breaking Bread Building Bridges brought together formerly incarcerated youth and DPD officers for important conversations



Citizens and interfaith leaders mourned violence against LGBTQ+ communities



Dallas Leaders held an interfaith prayer after July 7



# A Place for Celebration



Many faith and cultural celebrations

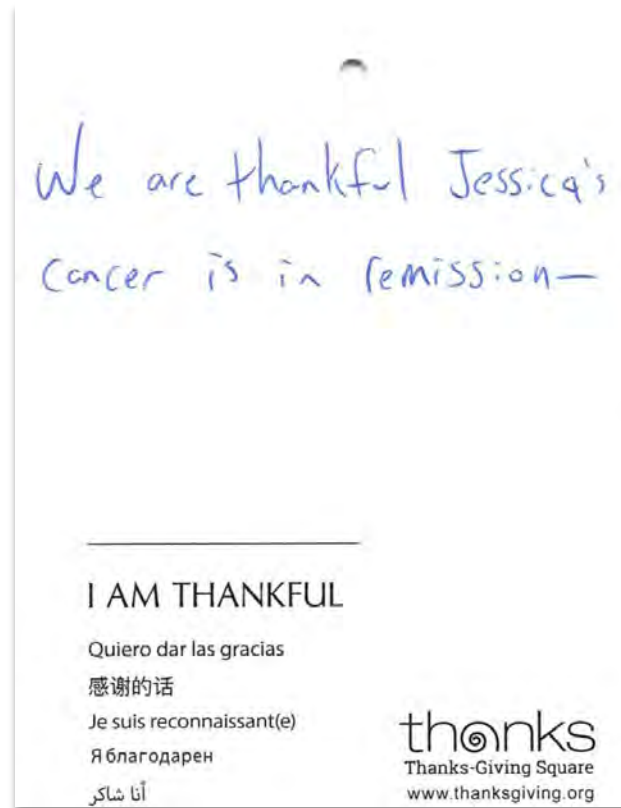


Annual Traditions, like Tuba Christmas



# A Place For Gratitude

**Untapped Potential:** **205,000 annual visitors/year**, a foundation for a world-class district that can attract even more tourists, residents, and businesses





# Future

The Thanks-Giving District will be the center of a movement to define a new cultural ideal for Dallas. In contrast with a museum that looks backwards at history, this initiative focuses on crafting a better future.



# The Thanks-Giving District: A Bold Vision for Dallas

The Thanks-Giving District will transform Dallas from the nation's "Can Do City" to a **"Can Be Community"**—a walkable, dynamic space centered on welcoming, belonging, and gratitude.

Anchored by the world's first Humanitarium, it will inspire individuals to be their best selves, shaping a future of purpose, connection, and civic renewal in Dallas and beyond.



# A Case for Success

- Enhance **well-being** for Dallas citizens and visitors
- Increase property, sales, and hotel occupancy **tax revenue**
- Create a more **walkable** downtown
- Improve the **quality of life** for downtown residents
- Attract **new visitors**, residents, and businesses
- Upgrade downtown **infrastructure**





Thanks-Giving Cultural District

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

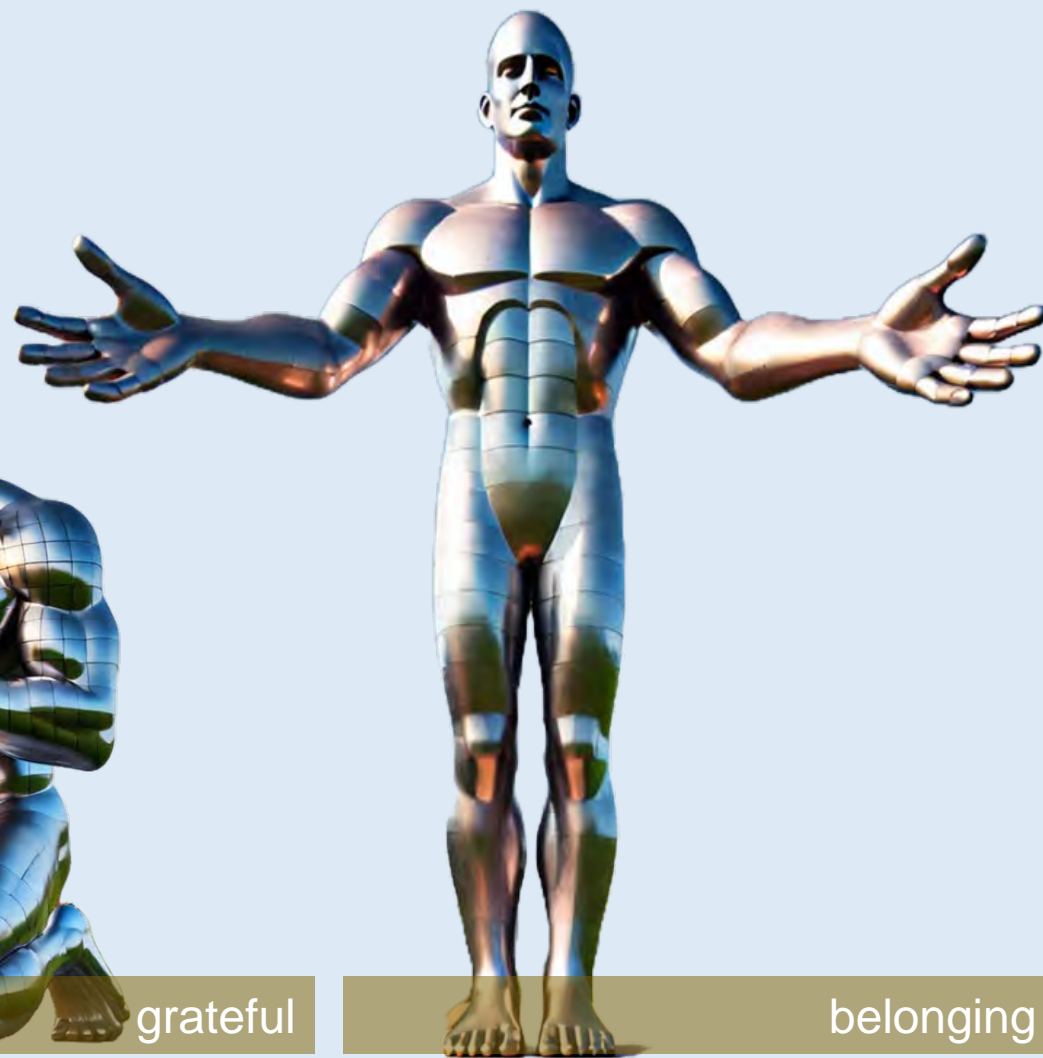




welcoming



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)

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Thanks-Giving Foundation



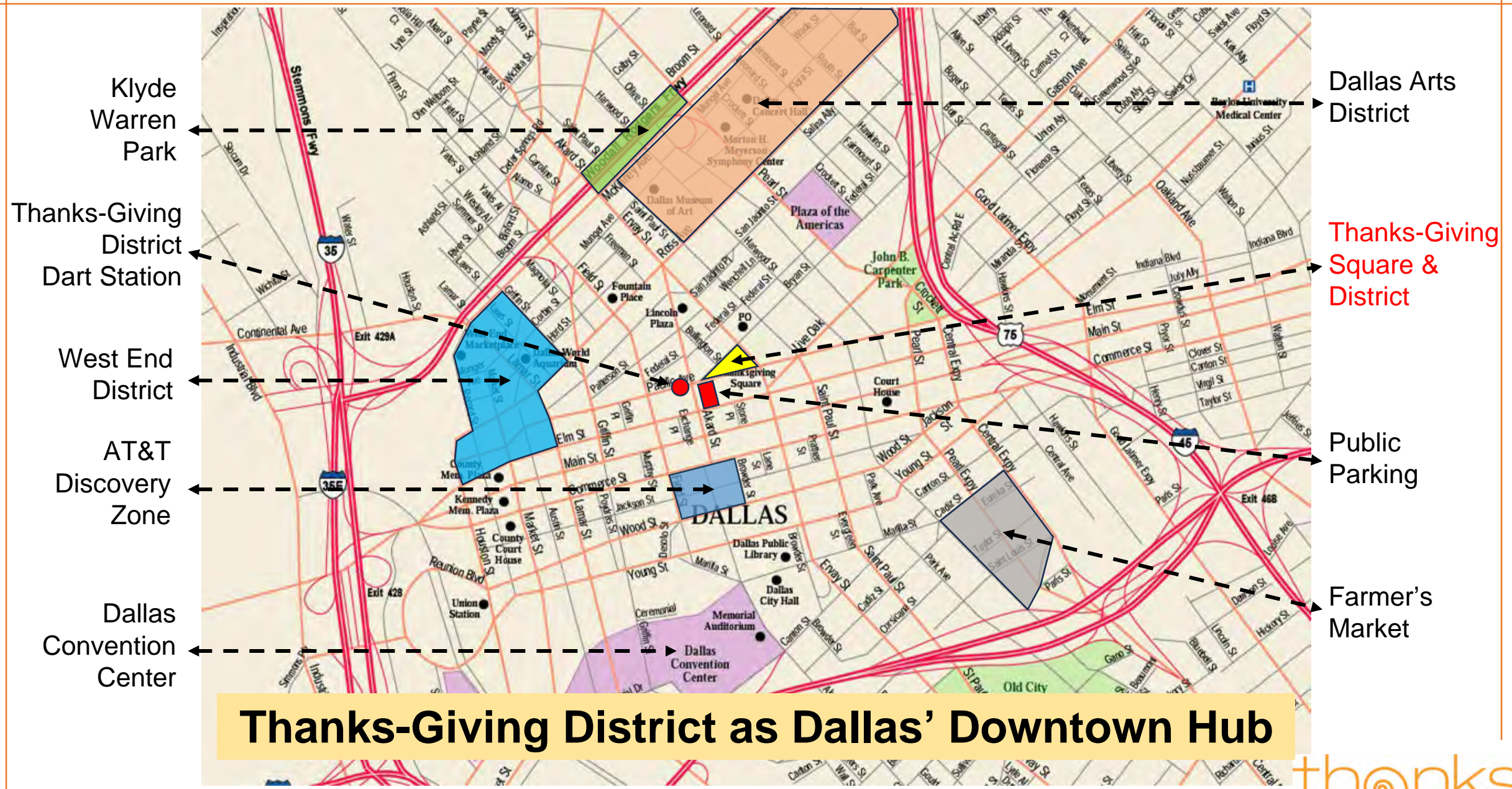


## Thanks-Giving Cultural District

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

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Thanks-Giving Foundation





# Thanks-Giving District as Dallas' Downtown Hub



# Thanks-Giving District as Dallas' Downtown Hub

**From:** Kyle Ogden  
**To:** Jesse Brown (jbrown@nctco.org)  
**Cc:** Michael Morris (mmorris@nctco.org); Giusi Shankar (gshankar@delawarecityhall.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.

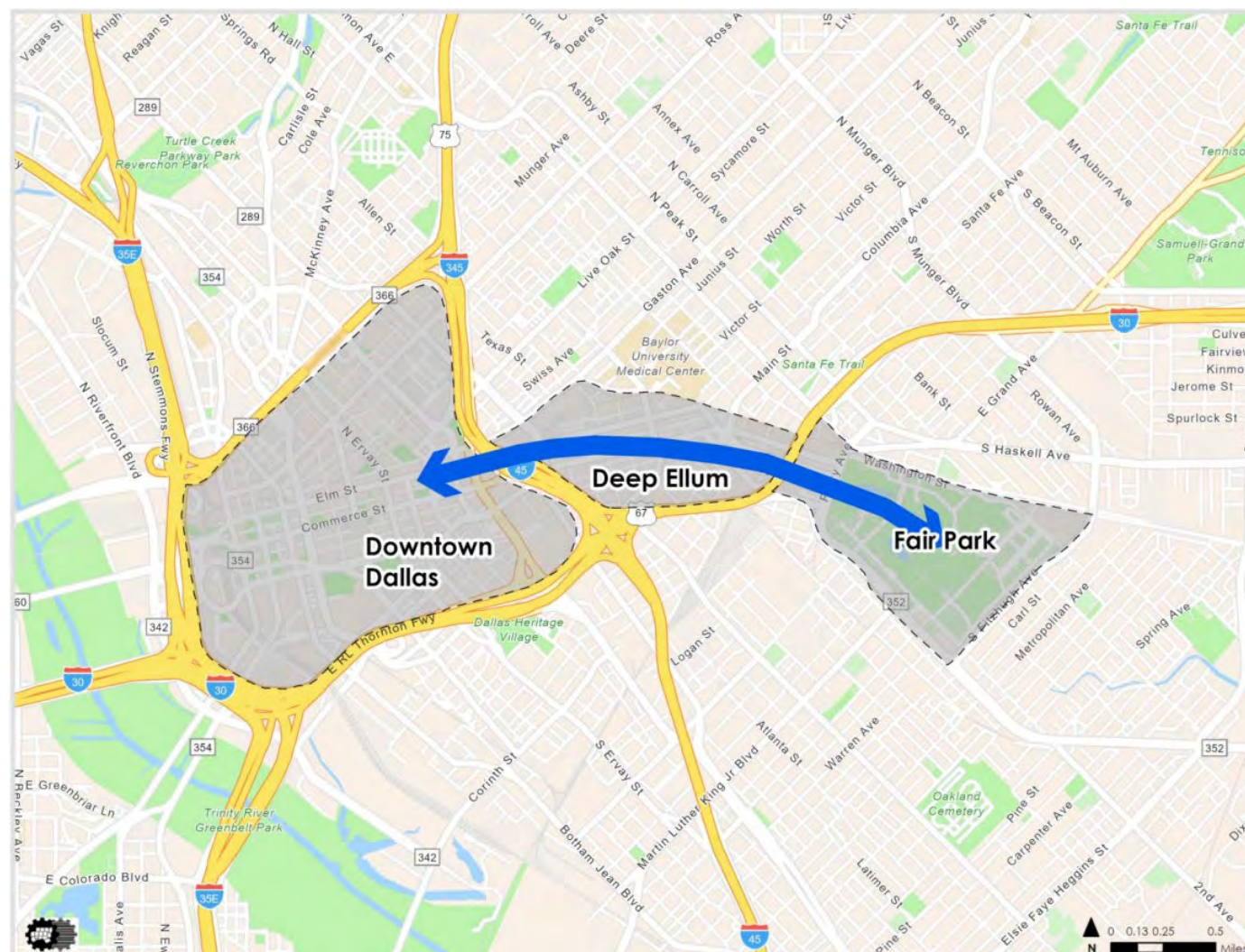
Best,

Kyle

**Kyle Ogden**  
President & CEO



The Thanks-Giving Foundation  
1827 Pacific Ave., Dallas, TX 75201  
(w) 214.969.1977 • (c) 214.755.1900  
k.ogden@thanksgiving.org  
www.thanksgiving.org





# A Public, Private Partnership

- On Feb 8, 2024, NCTCOG's RTC action included funding for this project in the amount of \$10M provided the Thanks-Giving Foundation generates a **2:1 match**.
- In order to understand the potential scope of infrastructure improvements related to this project, NCTCOG is advancing \$500K for preliminary engineering work.



# Recap: A Bold Vision & Benefits

A “**Can Be Community**”—a walkable, dynamic space centered on welcoming, belonging, and gratitude, which will...

- Enhance **well-being** for Dallas citizens and visitors
- Increase property, sales, and hotel occupancy **tax revenue**
- Create a more **walkable** downtown
- Improve the **quality of life** for downtown residents
- Attract **new visitors**, residents, and businesses
- Upgrade downtown **infrastructure**

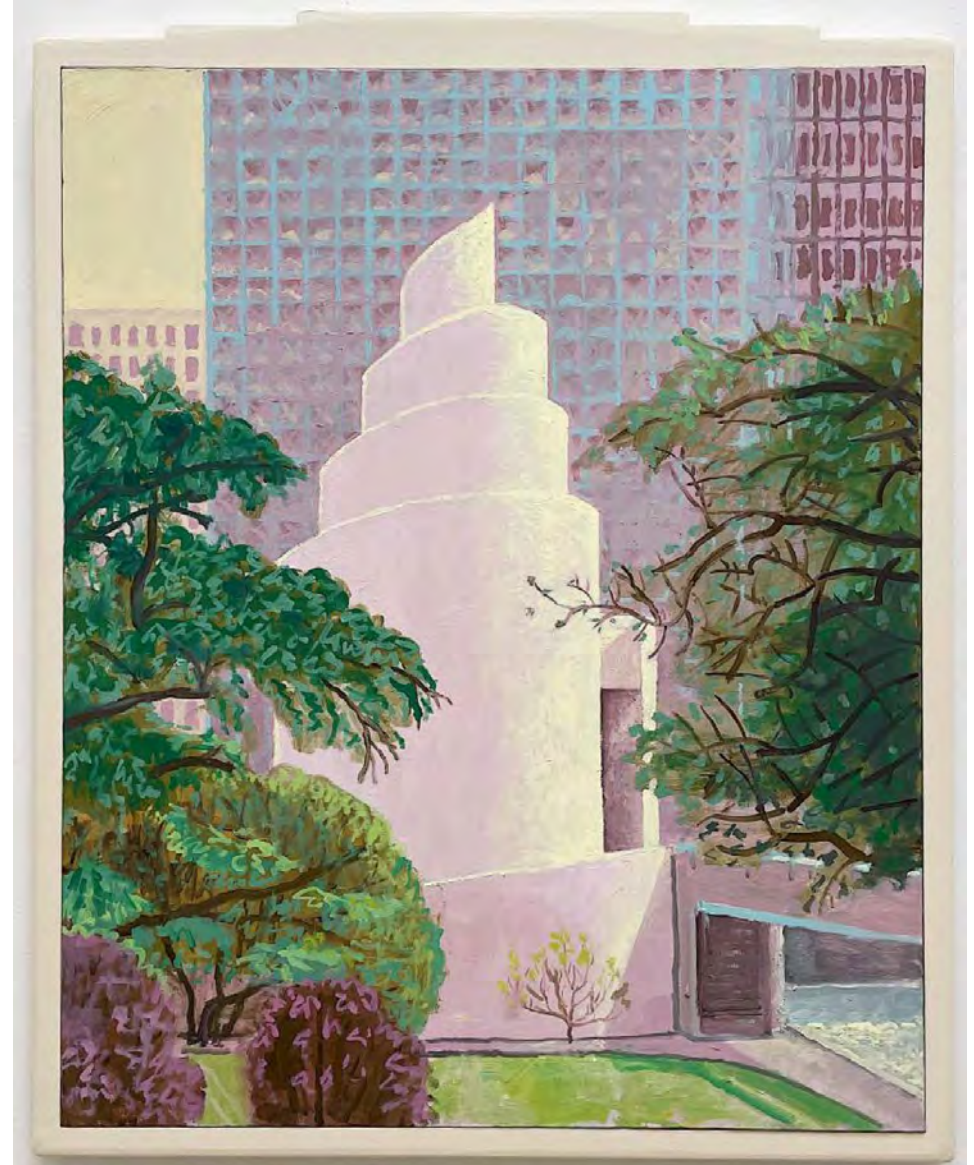
**Thank you, City of Dallas leaders, for your past, present and future support of the Thanks-Giving District as we aspire for an even greater impact for our City.**



# thanks

## Thanks-Giving Foundation

Kyle Ogden, President & CEO  
The Thanks-Giving Foundation  
1627 Pacific Ave.  
Dallas, TX 75201  
[kogden@thanksgiving.org](mailto:kogden@thanksgiving.org)  
214.755.1900





# **Thanks-Giving District Appendix to Presentation**



# 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 1/4 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 1/4-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!



# 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.

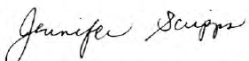
Nestled in the heart of the city, Thanksgiving Square serves as a vital neighborhood amenity, seamlessly connecting the diverse array of Downtown attractions and developments.

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



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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

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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.”

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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.”