



Letter from the Executive Director

Greetings Historic West End District!

The first three months of the year have flow by and Spring is in the air! Our neighborhood is feeling a surge of visitors looking to venture out into neighborhood to enjoy all of the great weather and entertainment we have to offer. The West End District embraces our historic landmarks, great restaurants, museums and amazing places for people to work. Our community one of a kind and enjoyable for the millions who visit, live, work and play in downtown Dallas. Like instruments in a symphony, our stakeholders work in unison, collaborating tirelessly, to make the West End District the downtown destination of choice. Our partnerships with Downtown Dallas Inc., the City of Dallas and other non-profits have strengthened the West End Association and everything it offers to our community. Below are a few updates on our Association and its mission to provide world class value for all who love this great neighborhood.

Membership

Association membership has continued to grow the last year. Property owners and business owners have supported the West End Association since its humble beginnings over 50 years ago. Our members continue to attract additional stakeholders within the Historic District. This year we plan to involve our residents, we know are our biggest beneficiaries of the products and services our members provide. There is an eagerness to contribute and when speaking to our most valuable customers, I believe our residents have much to offer.

Safety and Security

The West End Public Safety Program Security Officers and Off Duty Dallas Police Extended Neighborhood Program Police Officers conducted over 7500 security checks in 2021. This included providing medical assistance to those in need and the prevention of property crimes. Our off duty Police Officers, Dallas Police Neighborhood Police Officers and contract security personnel have made a great difference within the neighborhood, however we will continue to work with our public safety partners to improve and keep the West End District safe. Our relationship with the Dallas Area Rapid Transit Police has grown and their initiatives with Dallas Police Central Business District has made a positive impact on the West End.

Neighborhood Improvement Projects

One of the most important improvements over the last 12 months has been the improved lighting within the West End District. OnCor and the City of Dallas finished a much needed upgrade to our street lights with new LEDs. This was a much needed upgrade that also improved public safety and highlighted the evening beauty of our historic neighborhood. The lights illuminate North Lamar Street, Elm Street, North Houston Street, McKinney Ave and all cross streets. These enhancements are a welcome addition and we are thankful!

West End Square / West End Association Outdoor Market

The West End Square Park is fully active! We saw thousands of visitors and residents enjoy the park the last year! It's been a full year since its grand opening and it has been such a great joy to see the children, pets and seniors enjoy it. The West End Outdoor Retail markets provided goods, services, musical entertainment and much needed social interaction last summer. We plan to have additional markets this year.

West End 5k

As we look to bring more events within the neighborhood we are proud to announce our first 5k run sponsored by the West End Association and many of our property and business owners! It will be held on Saturday, May 14th, 2022 at 8am. The West End Association will present an educational scholarship to the North Texas Coalition Against Human Trafficking. This will assist those who need a fresh start with much needed educational assistance. You can learn more about the North Texas Coalition Against Human Trafficking by visiting their website, NTCAHT.org

Visits from our new Dallas Police Chief, Councilman Paul Ridley and Councilman Jesse Merano

The Honorable Jesse Merano and Paul Ridley have provided updates and visited the District several times the last year. They have made themselves available to hear our needs and concerns. We are thankful for their engagement. Chief Garcia also visited the West End several times to see what Dallas police could do to assist us with our public safety needs. As an Association we will continue to engage with all of our partners downtown. We believe that it is with these important collaborations that our district will continue to grow and thrive.

If you are interesting in supporting our endeavors or programs to keep our neighborhood vibrant and safe please contact us at membership@dallaswestend.org. I am here to serve and look forward to a successful 2022!

In Service,

Phillip G. Honoré, Executive Director

West End Association