

ATTRACTING AND RETAINING MILLENNIALS IN DOWNTOWN DALLAS



ABOUT MILLENNIALS

- Born between 1980 and 1999, Millennials are both the largest and most diverse generation cohort to date
- Millennials are the most educated generation in history
 - 72% have earned at least a high school certification
 - Of those, 68% enrolled in college, and 58% of those will graduate with a bachelor's degree within six years
- Millennials demand a work-life balance
 - Millennials working full-time may be the happiest workers in the United States - 42% state they are either “happy” or “very happy”

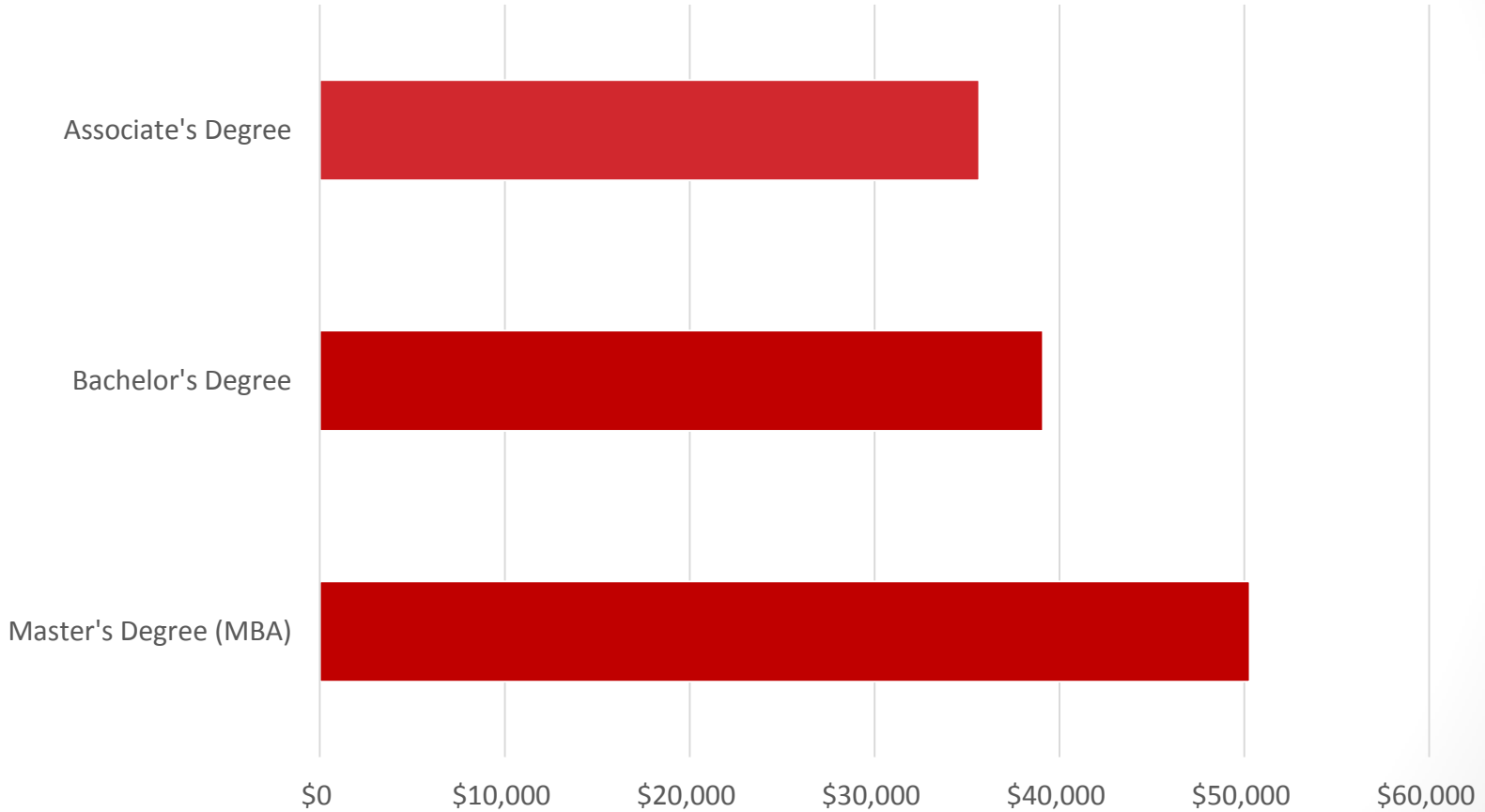
WORK

Dallas has been listed as the best city in the United States for Millennials by Business Insider.

- DALLAS, TX STATS FOR NEW COLLEGE GRADS
 - Mean Annual Income: \$46,200
 - Unemployment Rate: 5.9%
- NATIONWIDE STATS FOR NEW COLLEGE GRADS
 - Mean Annual Income: \$42,100
 - Unemployment Rate: 7.7%

WORK

Average Starting Salaries by Degree in Dallas, Texas



"Dallas, Texas City Salary, Average Salaries by Degree." *Payscale*. 18 July 2015. Web. 22 July 2015.

WORK

Big Business in Downtown Dallas

- 22 out of 25 of the largest law firms in North Texas
- Six out of the top 10 largest North Texas accounting firms
- All of the Big Four accounting firms operate branches in Dallas
 1. Deloitte
 2. PwC
 3. KPMG
 4. Ernst & Young
- Nearly half of North Texas' top 25 largest architectural firms
- 17 out of North Texas' 25 largest multi-tenant office buildings

WORK

Government Jobs

- The City of Dallas and Dallas County employ almost 20,000 people
- Dallas County Operates six buildings in downtown, with Dallas City Hall employing over 2,000 people
- The Government employs many people in niche fields such as:
 - Courts
 - Social Work
 - Teaching
 - Law Enforcement
 - Infrastructure

WORK

Healthcare Jobs

Employees

- UT Southwestern Medical District
 - Parkland Hospital: 8,500
 - Children's Health Hospital: 3,000
 - UT Southwestern Medical School: 2,300
- Baylor Medical Center: 3,800
- Tenet Healthcare: 750
- And many more!

Healthcare is the largest sector in the Dallas economy at 13.4%

WORK

- AT&T
 - U-Verse Premises Technician
 - \$15.00 hourly, \$31,200 starting annual salary
 - Requires a round of certifications and on the job training offered by AT&T
- DALLAS INDEPENDENT SCHOOL DISTRICT
 - Teacher
 - \$46,000 starting annual salary
 - Requires Bachelor's Degree in Education or field of interest paired with passing of certification exam
- UNITED WAY OF METROPOLITAN DALLAS
 - IT Systems Analyst
 - \$45,000 starting annual salary
 - Requires Bachelor of Science in Computer Science, related IT experience, or the passing of certification exams

WORK

Non-Profit Work

- There are approximately 3,300 nonprofit jobs in the downtown area alone
- During the most recent fiscal year nonprofit employment jumped nearly 7% in the downtown area alone
- Nonprofits hire students with degrees in:
 - Arts
 - Music
 - Political Science
 - Social Sciences
- Eight nonprofits analyzed accounted for over 83% of employment for nonprofits downtown

LIVE

If you were to move to Downtown Dallas, what would be your reasons to live there and what would your ideal housing be like?

“It would be close my jobs. I currently work at the Crescent and Omni Hotel right now.”

Mario Dondiego

“...I would want the whole ‘no car, New York lifestyle’ type of feeling.”

Trishna Roy

“...I would live in Downtown Dallas in an apartment close to my job. Definitely nothing luxurious, I’ll save that for a house.”

Kristal Acosta

“The skyline, walking distance from restaurants and bars, the atmosphere...”

Meagan Bower

LIVE

City	Average Rent	Median Cost of Rent 1 bedroom	Hourly Rate	Yearly Salary	Median Cost of Rent 2 bedrooms	Hourly Rate	Yearly Salary
Pittsburgh	\$1,126	\$903	\$22.48	\$44,690	\$1,186	\$11.24	\$22,480
Detroit	\$842	\$738	\$22.42	\$44,840	\$817	\$11.21	\$22,420
St. Louis	\$868	\$688	\$22.74	\$45,480	\$910	\$11.37	\$22,740
Cleveland	\$908	\$687	\$23.22	\$46,440	\$915	\$11.61	\$23,220
Indianapolis	\$808	\$620	\$23.98	\$47,960	\$752	\$11.99	\$23,980
Dallas	\$1,512	\$1,241	\$29.30	\$58,600	\$1,725	\$14.65	\$29,300
Houston	\$1,752	\$1,281	\$30.26	\$60,520	\$1,901	\$15.13	\$30,260
Austin	\$1,445	\$1,155	\$33.72	\$67,440	\$1,652	\$16.86	\$33,720
San Diego	\$1,905	\$1,582	\$46.60	\$93,200	\$2,015	\$23.30	\$46,600
New York	\$3,432	\$3,039	\$47.44	\$94,880	\$3,805	\$23.72	\$47,440
Los Angeles	\$2,296	\$1,950	\$49.96	\$99,920	\$2,591	\$24.98	\$49,960
San Francisco	\$3,803	\$3,213	\$63.24	\$126,480	\$4,385	\$31.62	\$63,240
San Jose	\$2,829	\$2,342	\$65.74	\$131,480	\$2,917	\$32.87	\$65,740

LIVE

1 Bedroom Apartments \$1200 Price Range

Apartment Name	Address	State, City, Zip Code	Price Range	Walk	Transit	Bike
The Arts	2611 Ross Ave	Dallas, TX 75201	\$1,199	84	76	51
Cedars Park Lofts	2001 S Ervay St	Dallas, TX 75215	\$800			
1900 Elm	1900 Elm St	Dallas, TX 75201	\$860	94	86	71
American Beauty Mill Lofts	2400 S Ervay St	Dallas, TX 75215	\$865			
Wilson Building	1623 Main St	Dallas, TX 75201	\$880	95	88	74
Interurban Building	1500 Jackson St	Dallas, TX 75201	\$899	95	87	75
City Park Lofts	1707 S Ervay St	Dallas, TX 75215	\$925			
The Davis Building	1309 Main St	Dallas, TX 75202	\$1,020	95	88	72
Jefferson at 1001 Ross	1001 Ross Ave	Dallas, TX 75202	\$1,035	86	88	61
Third Rail Lofts - Gulf States	1415 Main St	Dallas, TX 75202	\$1,050	96	88	74
Dallas Power & Light Buildings	222 Browder St	Dallas, TX 75201	\$1,050	95	87	75
Kirby Residences on Main	1509 Main St	Dallas, TX 75201	\$1,062	96	88	74
Camden Farmers Market	2210 Canton St	Dallas, TX 75201	\$1,109			
Mercantile Place on Main	1800 Main St	Dallas, TX 75201	\$1,230	96	87	74
Marquis West End	800 Ross Ave	Dallas, TX 75202	\$1,234	87	89	64
Mosaic Highrise	300 N Akard St	Dallas, TX 75202	\$1,300	95	88	71

LIVE

2 Bedroom Apartments \$1500 Price Range

Apartment Name	Address	State, City, Zip Code	Price Range	Walk	Transit	Bike
The Arts	2611 Ross Ave	Dallas, TX 75201	\$1,199	84	76	51
Cedars Park Lofts	2001 S Ervay St	Dallas, TX 75215	\$800			
1900 Elm	1900 Elm St	Dallas, TX 75201	\$860	94	86	71
American Beauty Mill Lofts	2400 S Ervay St	Dallas, TX 75215	\$865			
City Park Lofts	1707 S Ervay St	Dallas, TX 75215	\$925			
Third Rail Lofts - Gulf States	1415 Main St	Dallas, TX 75202	\$1,050	96	88	74
Dallas Power & Light Buildings	222 Browder St	Dallas, TX 75201	\$1,050	95	87	75
Jefferson at 1001 Ross	1001 Ross Ave	Dallas, TX 75202	\$1,218	86	88	61
The Davis Building	1309 Main St	Dallas, TX 75202	\$1,290	95	88	72
Marquis West End	800 Ross Ave	Dallas, TX 75202	\$1,300			
Third Rail Lofts - 1414 Elm	1414 Elm St	Dallas, TX 75202	\$1,400	96	88	74
Manor House	1222 Commerce	Dallas, TX 75202	\$1,400			
Camden Farmers Market	2210 Canton St	Dallas, TX 75201	\$1,480			
Interurban Building	1500 Jackson St	Dallas, TX 75201	\$1,495	95	87	75
Mosaic Highrise	300 N Akard St	Dallas, TX 75202	\$1,550	96	88	74
Mercantile Place on Main	1800 Main St	Dallas, TX 75201	\$1,716	96	87	74
Wilson Building	1623 Main St	Dallas, TX 75201	\$1,723	95	88	74
Kirby Residences on Main	1509 Main St	Dallas, TX 75201	\$1,828	96	88	74

LIVE

Affordable Housing Program

- Income driven program
- Must make at least \$27,250 and cannot make more than \$39,450
- Clean criminal background
- Stable credit
- Application process can take as little as 24 hours or as long as 3 weeks
- Very detailed application asking about debts, assets, etc.
Limited amount of units within the building that are for the program
- LTV Tower (currently in construction), The Davis Building, Lone Star Gas Lofts, and The Continental

PLAY

- **A Budget for a social weekend in Dallas:**

- Lunch with friends: \$10-15 comfortably... 20 is a safe amount.
- Dinner: \$15-25

- **Lunch with attraction:**

- Perot museum: \$45-55
 - General admission: \$17
 - Other attractions within the museum: \$10-20
 - Food: \$8-12
 - Parking: \$8-\$12
- Dallas zoo: \$45-55
 - General Admission: \$15
 - Parking: \$8
 - Other attractions within the museum: \$10-20
 - Food: \$8-12
- Arts district: \$25-50
 - Parking: \$10-20
 - Food: \$15-30
- Klyde warren park: \$8-12
 - Food trucks: \$8-12
- Dallas world aquarium: \$31.95-\$50
 - Parking: \$3-8
 - Admission fee: \$20.95 + tax
 - Food: \$8-20

Night Out in Downtown

- Entertainment
- 21 and older beverages: \$40 and under
 - Dick's Last Resort: \$18-25
 - Food: \$18-25
 - House of Blues: \$30 and under
 - Crossroads restaurant/entertainment:
 - Food: \$30 and under
 - A Movie (The Magnolia Theatre): \$27-45
 - Ticket price: \$12-20
 - Food: \$15-25
 - Sports bar: \$15-25
 - Food: \$15-25

Total: \$75-170

PLAY

- \$3,900-\$8,840 is the ideal budget for a social year in Dallas.
- Dallas offers a very affordable budget for a post graduate student.
- All millennials can be included in many of the entertainment/social events.



HIGH SCHOOL THOUGHTS

Cielo Soto

- Seagoville High School
- Rising Junior, Class of 2017
- Aspiring to be a military nurse
- Participant in the Mayor's Intern Fellowship Program



QUESTIONS?

