



A FEW THOUGHTS FROM OUR CEO

The DRC is a different kind of Chamber – and never has that been more apparent. We’re now in the final year of our five-year strategic plan, “Building Tomorrow Together,” and remain focused on our pillars: Economic Development, Education and Workforce, Public Policy, and Talent Attraction. The attached easy-to-read graphic includes highlights of our work through the first six months of 2020. I want to share some other highlights.

Our 2020 Annual Meeting in January was the most successful event in our 111-year history. Nearly 1,700 business leaders heard from our 2020 Chair John Olajide, Founder and CEO of Axxess, the fast-growing home health care technology company, and our dynamic keynote speaker Cynt Marshall, CEO of the Dallas Mavericks. Both shared powerful messages on the importance of embracing diversity, equity – and most importantly, inclusion.

Less than two months later, COVID-19 reached our community. We quickly reorganized to best serve our members. We launched an editorial operation to write and aggregate important news about how our member companies were operating. We collaborated with the Dallas Citizens Council, Downtown Dallas Inc, and VisitDallas to create an online jobs platform for the many workers who lost their job as a result of the pandemic. We produced virtual events with leading experts focused on the future of work and business.

The death of George Floyd in Minneapolis in May and the worldwide protests that followed were a stark reminder of the ongoing fight for racial equity. In June, our Board created a new Diversity, Equity, and Inclusion (DEI) Council. This followed our decision to hire a Senior Vice President for DEI, putting a permanent framework in place to ensure that these topics are always front and center. The DRC also updated its mission statement, adding the phrase “for all people” to highlight the importance of making the Dallas Region “the best place in the United States for all people to live, work, and do business.”

Despite historic economic challenges, it is gratifying that several member organizations have pledged an increased financial investment in the DRC this year – a real vote of confidence. In addition, we added 34 new members in the first six months of 2020.

It is thrilling that so many realize we are a “different kind of Chamber,” always looking for new ways to serve and make things better.



All my best wishes,

Dale Petroskey

Dale Petroskey
President & CEO

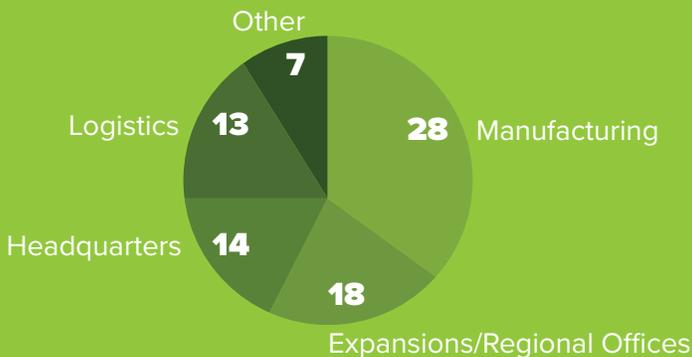
2020 MID-YEAR REPORT

ECONOMIC DEVELOPMENT

80 recruitment projects
under consideration

including **27** since COVID-19
(mid-March)

Project pipeline by category:



EDUCATION & WORKFORCE

Dallas Thrives - Working with over **50 companies and institutions** to double living wage attainment in Dallas County in a generation

Supported **51** ISDs and

10 colleges/universities with reopening preparations

PUBLIC POLICY

Hosted **14** events and meetings
with **1,400+** attendees, virtually
and in person

Speakers included:

- U.S. Secretary of Labor Eugene Scalia
- U.S. Senator John Cornyn
- U.S. Congressman Colin Allred
- State Representative Julie Johnson
- State Representative Chris Turner
- State Representative Giovanni Capriglione

TALENT ATTRACTION

Say Yes to Dallas campaign:
300,000+ page views from
50,000+ users and
500,000+ social media impressions
January - June 2020

180,000+
job postings viewed by displaced
workers on the jobs portal
March - June 2020