



August 12, 2022

Greetings City of Dallas Family,

On August 9, I presented the City Manager's Recommended Biennial Budget for Fiscal Year 2023 and 2024.

For every challenge that we have faced in the past and every obstacle that may lie ahead, we are here to provide programs and services that delivers RESPONSIBLE, EQUITABLE, ACCOUNTABLE, and LEGITIMATE Impact, also known as **R.E.A.L. Impact**, to improve the lives of Dallas residents.

Responsible Impact means that we are planning today for the challenges in our future.

Equitable Impact means a commitment to eliminating disparities while improving outcomes for all.

Accountable Impact means delivering our programs and services with a commitment to transparency and continuous process improvement.

Legitimate Impact means that we will continue to put the priorities of our residents first. Public Safety and Infrastructure remain two of the top priorities for Dallas residents.

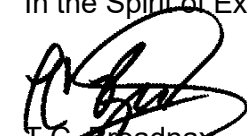
Over the next few weeks, I want to highlight our investments that affirm our commitment to the City's overarching strategic priorities. Under Economic Development, we are committed to being known as a business-friendly city that supports job creation, private investment, a broadened tax base, and economic opportunities for all members of our community. This year's budget advances this goal by investing in:

- The City's building permit process and improving the customer experience;
- Advancing the City's Economic Development Policy and Strategic Plan with the addition of key staff to steer and support implementation, and;
- Overhauling the City's Development Codes to develop a modern, updated, and user-friendly development code that is streamlined, consistent, clear and aligned with all City plans.

This would not be possible without the commitment and dedication to public service that each of you bring to this organization. It is with this commitment and dedication that we have earned a "2022 Best Place for Working Parents" Designation. The designation recognizes the City's family-friendly policies and practices we offer to support employees, specifically working parents.

As always, thank you for everything each of you do for our residents. Remember to keep yourself, your family, and coworkers safe by wearing face coverings when in close contact with others. Have a great weekend!

In the Spirit of Excellence,



T.C. Broadnax
City Manager