

Region in Context - Day # 1 Agenda

Thursday, September 21, 2017

Location: Downtown Dallas

Pre-class reading: Jane Jacobs; The Death and Life of Great American Cities

Park at Omniplan Offices - 1845 Woodall Rodgers Fwy; Suite 1500, Dallas, TX 75201; Parking entrance is off of N. St. Paul Street. Free parking will be provided through the gate but please park on level 7 or 8

8:15 a.m. Start the Day - Elevators and parking gate access will be available starting at 8:00am; breakfast, coffee, water and sodas will be provided.

8:25 a.m. Welcome and Ground Rules – Carl Pankratz (Welcoming speaker) will start with a couple of basic rules and we will take some additional suggestions from the class.

8:35 a.m. Class Introductions / Walk Up Songs – Each person picks a song (10-15 seconds) that they walk up to and introduce themselves and speaks a little about their work and interests.

9:45 a.m. Scavenger Hunt Introduction/Instruction

10:00 a.m. Scavenger Hunt (~1.5 hrs; Let's build an appetite)

Send note to class for comfortable shoes and potentially rain gear

11:45 a.m. Lunch – Savor Gastropub (2000 Woodall Rodgers Fwy, Dallas, TX 75201)

12:45 p.m. Walk (4 min) – Federal Reserve Bank of Dallas @ 2200 N Pearl St, Dallas, TX 75201

1:00 p.m. Presentation – Amy Jordan (Federal Reserve Bank of Dallas) will speak on market analysis and provide an overview of the region in terms of current economics.

2:00 p.m. Walk (5 min) - McKinney and Olive (M&O), 2001 McKinney Ave, Dallas, TX 75201

2:15 p.m. Panel – (Broad-brush; Making sense of North TX Commercial Real Estate)

- Joseph Pitchford – Managing Director for Crescent Real Estate Equities, LLC
- Catherine Cuellar – Community Leader and Visionary Strategist; Director of Partnerships for Luscinia Health; DART Board of Directors for Dallas and Cockrell Hill
- Bill Jackson – Senior Vice President & Managing Director; Northmarq Capital

3:15 p.m. Switch to Q&A

3:25 p.m. Break

3:40 p.m. Keynote Speaker followed by Q&A – Whitney Livingston (Senior Vice President at Madison Marquette) Retail / Mixed Use; Moving ahead in an ever-changing market

- Trends
 - Tenant Technology Trends
 - Leasing Trends
 - Marketing & Research Trends
 - Operation Trends

4:45 p.m. Recap - Carl Pankratz to summarize the day's events and provide a quick overview of the next event day

5:00 p.m. Walk (2 min) – to Happy Hour @ Meso Maya (1611 McKinney Ave, Dallas, TX 75202)
Indoor area reserved with Patio access if weather is permitting