



ECONOMIC REPORT

Presented by the



**GREATER EAST DALLAS
CHAMBER OF COMMERCE**



GREATER EAST DALLAS
CHAMBER OF COMMERCE

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- Networking
- Visibility
- Advertising
- Tools & Trainings
- Advocacy
- Job Growth



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CHAIRMAN'S LETTER

Greetings and Salutations, My Friends,

As we reflect on the successes of the past year and prepare for an exciting 2025, I am honored to present the Greater East Dallas Chamber of Commerce 2024 Economic Report. This report offers a wealth of knowledge about the current and projected economic landscape of the greater East Dallas area. While I encourage you to explore its details, I'd like to highlight a few key points and celebrate our Chamber, our dedicated volunteers, and—most importantly—our members.

Economic Outlook for East Dallas

The economy of East Dallas remains robust, with both current growth and future prospects on a positive trajectory. We've witnessed a wave of new developments, from commercial properties to residential real estate, which continue to bolster our local economy. The creation of small businesses is on the rise, particularly in retail, dining, and services.

In the coming year, we anticipate sustained growth as East Dallas benefits from ongoing investments in infrastructure, an improving job market, and increasing demand for residential properties. The construction cranes dotting our skyline and the traffic cones along key corridors, especially Gaston Avenue, Garland Road, and Ferguson Road, signal further exciting developments ahead.

Small Business Environment

Small businesses are woven into the fabric of East Dallas. From local restaurants and boutiques to service providers and creative enterprises, these businesses are thriving thanks to our community's commitment to supporting local entrepreneurs. The Chamber plays a pivotal role in helping our small businesses succeed by providing access to resources, networking opportunities, and advocacy at all levels of government.

Population Growth Inside the Loop

The Chamber's service area, framed by US-75, I-635, and I-30, has welcomed tens of thousands of new residents in recent years. As more individuals and families choose to call East Dallas home, we're witnessing a surge in development and an active residential real estate market. These neighborhoods are becoming some of the most sought-after in the Dallas area due to their proximity to downtown, unique charm, and diverse populations that reflect East Dallas' dynamic mix of long-time residents, young professionals, families, and entrepreneurs.

Chamber Growth

Just as the population within the loop has grown, so too has our Chamber. We've welcomed new members from Far East Dallas, Deep Ellum, Greenville Avenue, and particularly



northward into Lake Highlands. With this broader reach, we will continue to be the leading advocate for business success in East Dallas.

Enhanced Member Benefits

In 2024, enhancing our member benefits was a top priority. We've introduced new tools to support business growth, foster innovation, and strengthen professional development. From our Young Professionals group to networking events, educational workshops, and advocacy initiatives in the arts, culture, education, and policy, we are committed to equipping our members with the resources they need to thrive.

With an impressive benefits suite and affordable dues, I confidently state that our Chamber remains the best value in town for businesses and nonprofits of any size.

Looking Ahead

We must acknowledge the vital role our Chamber plays in the success of our local economy. With a strong sense of community, our members are at the heart of it all—supporting neighborhood businesses, creating jobs, and keeping the local economy strong by ensuring that the dollars we spend circulate right here in our neighborhoods. When you do business with a local Chamber member, you're not just supporting one business; you're boosting the entire network of vendors, employees, and even our local government.

On behalf of the Chamber's Board of Directors and our dedicated committee volunteers, I want to express my deepest gratitude to our members. Your engagement and support have been the keystone of our success. As we move into 2025 and beyond, we look forward to continuing our partnership. Together, we will grow, innovate, and build a prosperous future for everyone, making East Dallas a better place to live, work, and play.

In Sincere Appreciation,

Chuck Kobdish

Chuck Kobdish
Chairman, Greater East Dallas Chamber of Commerce

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MEMBER DIRECTORY

BOARD OF DIRECTORS

2024 EXECUTIVE COMMITTEE



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Chuck Kobdich
Backmenders Chiropractic



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VICE CHAIR II
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Deborah Brown
Greater East Dallas
Chamber of Commerce

2024 BOARD OF DIRECTORS



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BOARD MEMBER
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BOARD MEMBER
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WELCOME TO EAST DALLAS!

Welcome to the 2024 Economic Report for East Dallas, brought to you by the Greater East Dallas Chamber of Commerce. Our community is a thriving hub of entrepreneurial energy, where businesses and non-profits of all sizes excel, fueling one of the most dynamic, sought-after, and rapidly growing areas in the metroplex.

With nearly 300 members—from cherished mom-and-pop shops to nationally recognized brands—the GEDCC plays a pivotal role in building connections that drive growth, innovation, and opportunity for all.

This year, our Membership and Ribbon Cutting Committees have been active across East Dallas, celebrating the opening of new businesses. We've supported our members by hosting events at venues ranging from Deep Ellum to Far East Dallas, Lakewood to Lake Highlands, and everywhere in between. With over 100 events on the calendar—including monthly luncheons, Rise and Shine Networking Breakfasts, happy hours, Young Professionals events, Food for Thought Lunch-n-Learns, New Member Orientations, Table Talks, Cocktail Passport Destinations and more —there's truly something for everyone and every schedule.

Our members' success is always our priority. The strength and collaboration within our community provide an invaluable foundation for all. Let's continue to grow and succeed together. Join the chamber today.



2024 Ribbon Cuttings



2024 Event Locations



THE FACES OF EAST DALLAS

East Dallas is a vibrant and diverse community, home to a rich blend of cultures, lifestyles, and professional backgrounds. From established professionals living sophisticated urban lifestyles to young, mobile residents embracing city life, the demographics of our neighborhood reflect a dynamic cross-section of the population. With growing families, upwardly mobile professionals,

and long-standing residents who contribute to the economic and cultural vibrancy of the area, each group plays a vital role in shaping the unique fabric of East Dallas. Join us as we take a closer look at the most dominant demographic segments that drive the growth and prosperity of our community, highlighting the diverse stories behind the data.



Urban Chic

residents lead a sophisticated, exclusive lifestyle

- Professionals with busy, well-connected lives.
- 50% of households are married-couple families.
- 30% of residents are singles.
- Well-educated consumers, avid readers and moviegoers.
- Environmentally active and financially stable.
- Slightly older demographic with a median age of 43 years.
- The population is growing slowly but steadily.



Emerald City

residents are young and Mobile

- Living in lower-density urban neighborhoods.
- More likely to rent their homes.
- 50% have a college degree and work in professional occupations.
- Incomes close to the US median, derived from wages, investments, and selfemployment.
- Highly connected, using the Internet for entertainment and environmentally conscious purchases.
- Balance long Internet hours with gym time.
- Many embrace the foodie culture, cooking with local and organic foods.
- Enjoy music and art as major pastimes.
- Frequent travelers, both domestically and internationally.



11.4%
population

NeWest

residents are New to America with new, young families

- Many are new to the English language; nearly one-third of households are linguistically isolated.
- Residents are adopting the American way of life.
- Often pursue risky employment for the benefit of extended families.
- Work long hours in blue-collar jobs, primarily in the service industry.
- Skilled workers often employed in construction and manufacturing sectors.
- Female labor force participation is somewhat low.



10.9%
population

Top Tier

residents the wealthiest and earn over three times the US household income

- Significant purchasing power allows indulgence in lavish lifestyles.
- Spend on lavish home upkeep, upscale salons, spas, fitness centers, and high-end retailers.
- Frequent vacations, both domestic and international, with no expense spared.
- Leisure activities include opera, classical music concerts, charity dinners, and shopping.
- Highly educated professionals who have reached corporate career goals.
- Average net worth exceeds \$3 million, with income from strong investment portfolios.
- Many are older residents, often in consulting roles or running their own businesses



7.6%
population

Laptops and Lattes

are predominantly single well educated professionals

- Professionals in business, finance, legal, computer, and entertainment fields.
- Affluent and prefer city living with access to urban amenities.
- Densely populated neighborhoods in large metropolitan areas.
- Many walk, bike, or use public transportation; some work from home.
- High proportion of partner households, including a significant number of same-sex couples.
- More interested in the stock market than the housing market.
- Cosmopolitan and technologically savvy consumers.
- Active, health-conscious, and environmentally aware.

LIVING LOCAL & DINING ROUNDUP



A Day in the Life of typical East Dallasites - Alex and Taylor Davis. Alex Davis, 30, and his wife, Taylor, 28, live in a rental loft near Lower Greenville, where they enjoy the blend of urban living in a lower-density neighborhoods. Both are college graduates— Alex works as a freelance

graphic designer while Taylor runs her own social media consulting business. They start their morning by grabbing cold brews at White Rock Coffee, a favorite local spot, before heading to the East Dallas YMCA for a workout.

The couple is highly connected, often juggling work and entertainment online throughout the day. Despite their modest income, Alex and Taylor prioritize eco-friendly purchases, ordering sustainable groceries from Whole Foods and frequently cooking adventurous meals using fresh, organic ingredients.

In the evenings, the Davises often wind down by attending art events at the Blue Dragon or checking out live music at Granada Theater. Cooking is a shared passion, and they experiment with recipes inspired by their travels, using locally sourced produce from the Good Local Market. Weekends might find them browsing at Tallulah or the T Shop or visiting Veritex Bank for business matters.

Although their lifestyle is busy and tech-driven, Alex and Taylor balance it with real-world pleasures—music, art, and the excitement of discovering new destinations on their frequent domestic and international trips.

East Dallas and Lake Highlands continue to thrive as culinary hotspots, with a wave of new and old restaurant developments.

Goodwin's, now open in the former Blue Goose Cantina space on Greenville Avenue, is a prime example of this evolution. Offering a dual-concept experience with a family-friendly atmosphere alongside a more intimate cocktail bar. Goodwins is 50 percent neighborhood restaurant, 50 percent big city restaurant and Goodwin's speakeasy, the Goose, is a nod to the former Greenville Ave legend.

Additionally, **St. Martin's Wine Bistro**, a beloved French restaurant

that has been part of the East Dallas community for over 40 years, relocated to Old East Dallas after closing its longtime Greenville Avenue location. This move allows the restaurant to continue its legacy of fine dining, live piano music, and classic French cuisine, ensuring it remains a local favorite for years to come.

Together, these two developments underscore the evolving nature of East Dallas, where timeless establishments thrive alongside innovative new concepts.

Looking ahead to 2025, the East Dallas and Lake Highlands restaurant scenes show no signs of slowing down. **Goldie's Neighborhood Spot**, currently open in Lake Highlands' Lakeridge Village, promises to be a standout, blending nostalgic comfort

food with modern twists in a family-friendly setting.

Serritella Prime Italian Steakhouse will offer an upscale dining experience focused on premium steaks and Italian fare, continuing to elevate the neighborhood's culinary options.

Did you know: Resident Taqueria, the beloved Lake Highlands eatery known for its creative and adventurous tacos, has gained significant recognition across local media as a potential Michelin Guide contender. The Dallas Morning News notes that while the exact Michelin categorization remains to be seen, Resident Taqueria is certainly deserving of attention from Michelin inspectors. The restaurant's inventive use of exotic ingredients and unique flavors has firmly established it as a standout in the Dallas culinary scene.

HEALTH AND WELLNESS

Staying Healthy in today's fast-paced world can be a challenge, but East Dallas is home to an array of local businesses that provide unique services to help you prioritize your wellness. From fitness solutions to specialized healthcare services, here are some key players in the wellness industry in East Dallas, along with tips on how they can support your health journey.

HOTWORX Studio East Dallas -

For those who want to combine fitness with innovative technology, HOTWORX Studio is a game-changer. This 24-hour infrared fitness studio offers virtually instructed workouts inside patented infrared saunas. The fusion of heat and exercise can enhance calorie burn, detoxify the body, and improve overall fitness. Infrared heat can also help reduce inflammation, relieve muscle soreness, and boost circulation—key elements for staying healthy and active.

Tip: Try their isometric workouts, such as hot yoga or hot Pilates, for a low-impact yet highly effective workout that promotes muscle strength, flexibility, and relaxation. For busy schedules, the 24/7 accessibility of the studio makes it easy to fit wellness into your routine.

Paradigm Family Health - Maintaining your overall health requires more than just fitness—it's also about proactive medical care. Paradigm Family Health is a direct primary care clinic in East Dallas that offers a patient-centered approach, focusing on prevention, wellness, and personalized care. With their membership-based model, patients can access comprehensive primary care services without the hassle of insurance, allowing for longer consultations, more personalized treatments, and a focus on preventing health issues before they arise.

Tip: Build a strong relationship with your primary care physician to create a personalized health plan that includes regular checkups, preventive care, and wellness advice. This ensures that you stay ahead of any potential health problems and maintain optimal well-being year-round.

Prime IV Hydration and Wellness

Mockingbird Lane - Proper hydration is a cornerstone of wellness, and Prime IV Hydration and Wellness in East Dallas offers a unique way to maintain it through IV therapy. Their IV hydration treatments deliver vitamins, nutrients, and fluids directly into the bloodstream, making them more effective than traditional oral supplements. Whether you're recovering from illness, looking to boost your immune system, or need an energy boost, their tailored IV drips can help you stay energized and hydrated.

Tip: Incorporate IV therapy into your self-care routine, especially during times of high stress, after intense workouts, or during the change of seasons when your immune system might need extra support. Regular hydration boosts can improve energy levels, enhance recovery, and support overall health.

East Dallas Therapy - Mental health is an essential component of overall wellness, and East Dallas Therapy offers services to support your emotional and psychological well-being. This counseling and therapy practice provides individual therapy, couples counseling, and family therapy, helping clients work through life challenges, stress, and mental health concerns. Whether you're dealing with anxiety, depression, or navigating a major life transition, East Dallas Therapy offers a compassionate and supportive environment to help you regain balance.

Tip: Don't underestimate the importance of mental health. Scheduling regular therapy sessions—even during times of lower stress—can help you develop healthy coping strategies and emotional resilience. Therapy is a valuable tool for maintaining your mental wellness, which in turn supports your physical health.

Baylor Scott & White Medical

Center - Plays a vital role in keeping the community healthy through comprehensive medical care. With a focus on prevention, Baylor offers regular health screenings, advanced diagnostics, and cutting-edge treatment options. Their team of specialists is dedicated to helping patients manage chronic conditions, recover from surgeries, and maintain overall well-being. Additionally, Baylor provides wellness education and community programs that promote healthier lifestyles and disease prevention, empowering patients to take control of their health.

Tip: Regular health checkups and attending wellness programs can help you detect potential health issues early and adopt healthier habits. Prioritize your preventive care for a healthier future!

East Dallas has a rich ecosystem of wellness businesses catering to all health aspects—physical, emotional, and mental. The key to long-term wellness is consistency. Regular exercise, preventive health checkups, proper hydration, and mental health maintenance are all critical components of a balanced, healthy life. Consider exploring these local businesses to help create a sustainable and fulfilling wellness routine that works for you.

ECONOMIC GROWTH



The commercial real estate market in East Dallas is experiencing notable shifts across various sectors. In the multifamily apartment market, there are over 86,000 units, with average rents just above \$1,400 per month. Although 2023 saw the delivery of 1,375 new units, 2024 will see significantly fewer starts, with just 144 new units projected. Occupancy rates are expected to remain around 90%, keeping rents stable for now but potentially rising into 2025. Multifamily construction has slowed at the fastest rate in history, and as completions continue to outpace new starts, the supply will tighten, which could lead to a rebound in rents and occupancy starting mid-2025. This shift is likely to attract investors banking on long-term growth despite current short-term challenges.

The office, retail, and industrial markets in East Dallas are also experiencing changes. The office market, with nearly 17.9 million square feet of leasable space, has seen little new inventory and a slight negative net absorption for 2024. Office rents may decline slightly but are expected to stabilize by 2025. Retail space, totaling 20.2 million square feet, has a 4.6% vacancy rate, and rents are expected to grow modestly by 2% metro-wide. Meanwhile, the industrial market, which includes 23.5 million square feet, is facing a slowdown in rent growth as new deliveries and inventory increase, although occupancy remains above 90%. Overall, East Dallas' commercial real estate market is navigating a period of slower growth and shifting dynamics, but long-term trends suggest a potential recovery starting in 2025.

OFFICE SPACE

- East Dallas office market: 17.9 million square feet of leasable space.
- Just under 80% leased with no new inventory expected in 2024.
- Rent values stable with potential increases in 2025.
- Very little new inventory; construction slowing significantly from 2021/2022 levels.
- Slightly negative net absorption in 2024, with more office space vacated than leased.
- Expected net absorption: -1% to -2% of inventory.
- Average office rents expected to fall 3% to 4% by December 2024 compared to 2023.

RETAIL SPACE

- East Dallas retail market: 20.2 million square feet of leasable space.
- 104,000 sq. ft. under construction, with 88,200 sq. ft. absorbed, adding 15,800 sq. ft. to total inventory.
- Average rent: \$22.83 per sq. ft., with a 4.6% vacancy rate.
- Market inventory remains mostly unchanged; potential for a 1-2% increase or decrease.
- Absorption depends on older space conversions and new construction demand.
- Positive net absorption expected in 2024, though at a slower rate compared to 2023.
- Retail rents could grow up to 2% metro-wide by the end of 2024.

INDUSTRIAL SPACE*

- East Dallas industrial market: 23.5 million sq. ft. of leasable space.
- 671,000 sq. ft. delivered in the last 12 months.
- Occupancy just over 90%, with possible additional 500,000 sq. ft. of starts.
- Average rent: \$8.11 per sq. ft.
- Despite softer macroeconomic conditions, deliveries remain strong.
- Metro-wide inventory could grow 1.5% to 3% by December 2024.
- Net absorption has slowed in 2024; slower growth expected through 2025.
- Industrial rents expected to slow through 2024 into 2025 until equilibrium is reached.

MULTIFAMILY/APARTMENTS

- Over 86,795 apartment units in East Dallas.
- Delivered 1,375 units, with 931 new units in the last 12 months.
- Average rent: \$1,400+ per month, around \$1.70 per sq. ft.
- Occupancy rate: Just under 90%, with fewer new deliveries expected to stabilize rents.
- 2024 deliveries (144 starts) significantly lower than 2023 (1,375 starts).
- Statewide deliveries projected to be 20% lower by year-end.
- Completion wave to continue into early 2025, then slow significantly.
- Expected rent growth strengthening in 2024/2025, averaging 2.5% increase in 2025 for larger metro areas.
- Newly built apartments taking longer to lease and often under pro forma rents to compete with new supply.
- Potential rent rebound by mid-2025 as supply tightens.
- Multifamily construction is falling at the fastest rate in history.
- In 2024, completions outpaced starts by 168,800 units – the largest gap since 1968.
- New starts unlikely to pick up significantly until rents and asset values rebound.

LOTS

- 283 vacant lots, primarily for townhomes.
- Nearly 250 lot closings in the last 12 months.

ART MEETS OPPORTUNITY

Art Meets Opportunity: East Dallas' Cultural Scene as a Driver for Economic Growth

The East Dallas arts scene is fueled by a strong grassroots movement, with numerous independent galleries, studios, and public art spaces driving the community's creative energy. The impact of this burgeoning art scene is far-reaching, contributing to both the cultural and economic growth of East Dallas.

The emerging art scene in East Dallas is quickly becoming a dynamic force within the local community, blending tradition with modern creativity.

At the heart of this movement is the East Dallas Arts District, a newly formed nonprofit organization that aims to foster artistic expression and cultural engagement. The district's first major event, the inaugural Art Walk EAST, is set to debut in November 2024 offering local artists and creatives a platform to showcase their work across a variety of mediums.

Art Walk EAST takes place in multiple venues including artist's home's open studios where visitors can

experience the rich diversity of talent that East and Old Dallas have to offer. The grassroots nature of these galleries and studios promotes a sense of authenticity, as they are often artist-run and deeply embedded in the neighborhood's cultural fabric.

And the future of these artists efforts is bright. Working with the City of Dallas' Office of Arts and Culture, planned public art projects, such as outdoor murals

and sculptural installations, everyday spaces are expected to transform into vibrant expressions of community identity.

The art scene is also fostering a sense of pride and belonging among residents, encouraging both long-time locals and newcomers to engage with their neighborhood in new ways. As East Dallas continues to attract artists, creatives, and art enthusiasts, it is poised to become not only a

cultural destination but also a catalyst for local business development and increased tourism, solidifying its place as a thriving hub for creativity.



Sheila Cunningham, Tree Planting, digital manipulation, 13x13 in

WHITE ROCK LAKE WEEKLY

Neighborhood News & Views • Community Calendar • Amusements for All Ages • www.whiterocklakeweekly.com

The neighborhoods around White Rock Lake are like a wonderful small town all its own.

WHITE ROCK LAKE WEEKLY is the award-winning, family-friendly newspaper that helps you reach your potential clients or customers in all of these neighborhoods.

Our devoted readership includes most local demographics and lifestyles: families, young professionals, churches, a large senior community, and so many more! ... all lovers of the gem of Dallas, White Rock Lake.

They read our newspaper to know more about the people and events in our area – and to find local restaurants, stores and services of all kinds for themselves and their families.

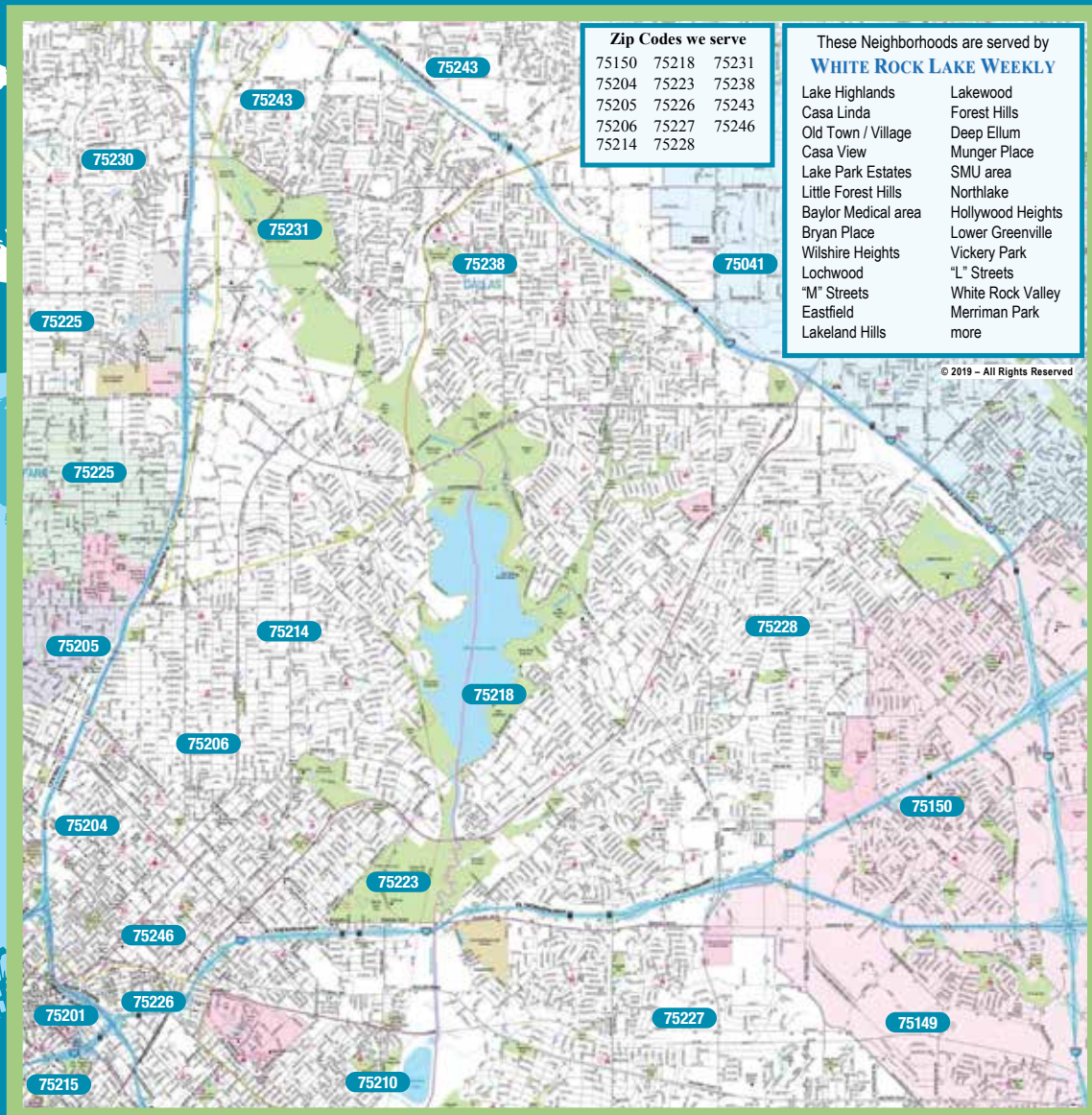
WHITE ROCK LAKE WEEKLY is distributed for Free at **more than 430 locations** throughout this market area.

That is **hundreds more locations** than for any other local publication. People say, “I see your paper everywhere!”

Area Newcomers, as well as the Long-Time residents, can consistently – every week! – see your message and become potential customers or clients of your business.

WHITE ROCK LAKE WEEKLY is the **No. 1 choice in advertising** to help spread the word about your business to all of East Dallas

To reserve your preferred space, call **214-373-2111**
Members of the Greater East Dallas Chamber of Commerce receive a
15% discount off regular rates.



NEIGHBORHOOD DEVELOPMENT

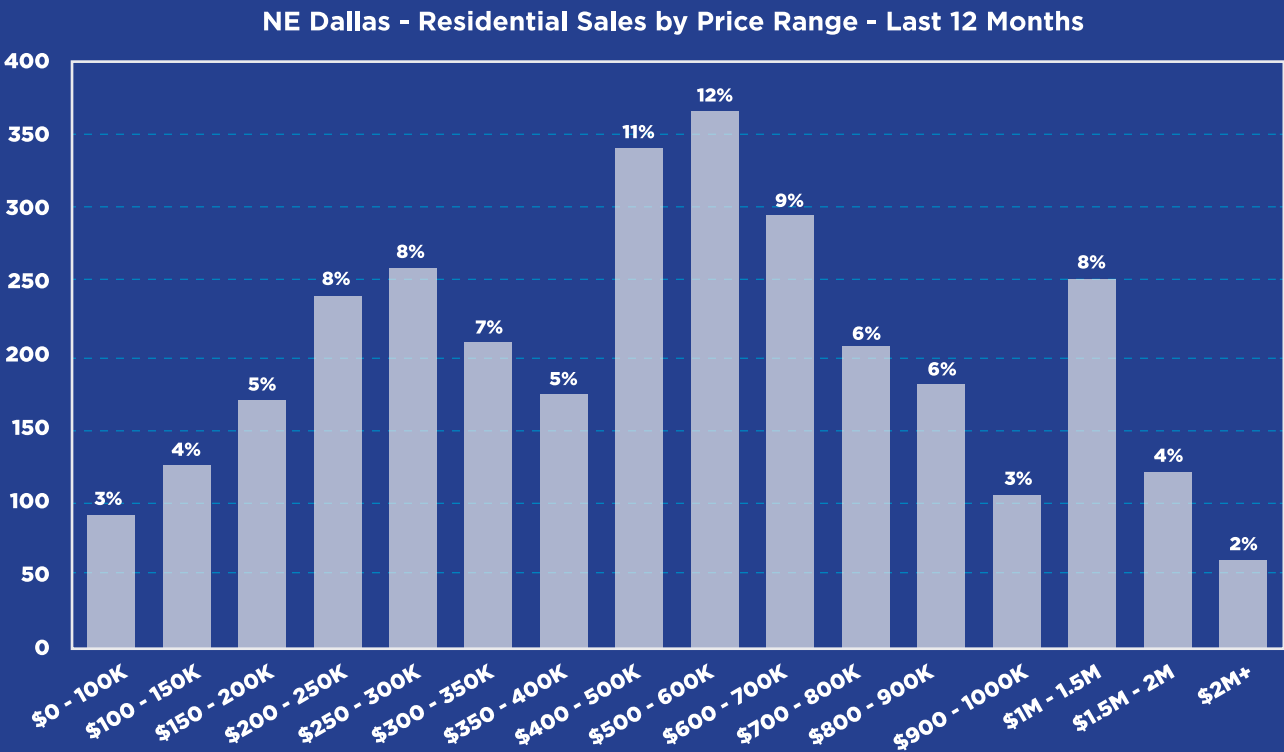
East Dallas offers a unique blend of urban convenience and laid-back living, making it one of the most desirable areas for homebuyers seeking a balanced lifestyle. With charming tree-lined streets, diverse neighborhoods, and proximity to Dallas' top cultural spots, East Dallas provides an environment that caters to families, professionals, and creatives alike.

Residents enjoy access to blue ribbon public schools; award winning private schools; sophisticated local dining; outdoor recreation like White Rock Lake; and a strong sense of community—all while benefiting from a housing market that delivers solid value and growth potential. Whether you're

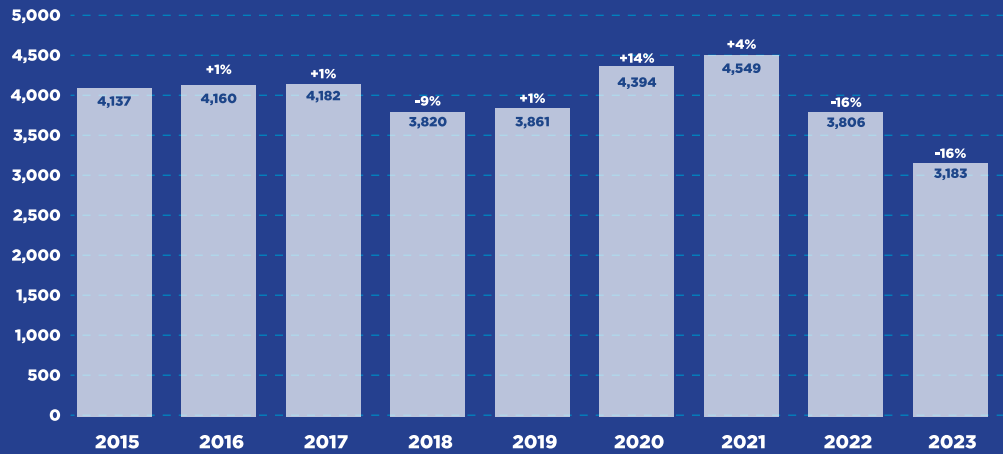
drawn by the rich history, the green spaces, or the dynamic cultural scene, East Dallas delivers a lifestyle that's hard to match.

While overall sales have slowed, values continue to rise. The real estate market in East Dallas has slowed slightly since the boom years of 2020-2022. Sales dropped by 23% in June 2024 compared to the previous year, largely due to rising interest rates. However, unlike previous downturns, home prices kept going up, hitting a record high median price of \$478,660. Despite fewer sales, the overall market value only dipped by 3% because home prices stayed strong.

Experts predict that, with the recent interest rate cut, prices will keep rising, and the market will shift back toward being more competitive for buyers. As inventory decreases, buyers who wait could end up paying more, both in terms of price and interest rates. Looking ahead to 2025, the market will likely favor sellers, with rising home values and shorter time on the market. The DFW and East Dallas in particular area will continue to attract buyers from other parts of the country, still offering more affordable homes compared to other metro areas.



NE Dallas - Annual Residential Sales



“Looking ahead to 2025, the market will likely favor sellers, with rising home values and shorter time on the market. The DFW area will continue to attract buyers from other parts of the country, offering more affordable homes compared to other metro areas”

- Mark Sprague, Independence Title Co

DFW - Median Residential Sale Price



2024 MILESTONES

100
YEARS

Forest Hills Neighborhood District

85
YEARS

- Corinthian Sailing Club
- White Rock United Methodist Church

75
YEARS



- McShan Florist



65
YEARS

- Lake Highlands Book Review Club
- City Hospital

55
YEARS

- Royal Oaks Country Club
- Dallas 24 Hour Club

50
YEARS

- Holidays in the Highlands
- Christian Childhood Development Center
- St Patrick's Day Parade

45
YEARS

- Lucky Dog Books



40
YEARS

- Market in the Meadow
- Casa View Thrift
- Anonymously Yours Resale
- Panda Express

35
YEARS

- Artistik Edge
- White Rock Lake Foundation

25
YEARS

- Comedy Club
- Doggie Den Dallas
- Echo Theater
- Jesse's AC & Appliance Services

2023 BUSINESS OF THE YEAR WINNERS



2023 BUSINESS OF THE YEAR

East Dallas Automotive

CHAIRMAN'S AWARD

The White Rock Lake Foundation

ENTREPRENEUR OF THE YEAR

McRae's American Bistro & Cocktails

LIVE LOCAL

Dallas Piano Academy
HG&CO Home Improvement
Shakespeare Dallas

R.S. MUNGER BUSINESS PIONEER

Art on Main

PEOPLE'S CHOICE

The Children's Center

Runners Up:

Momo Italian Kitchen Lake Highlands
McRae's American Bistro & Cocktails

SPORTS AND OUTDOOR

East Dallas is home to a variety of outdoor activities, with White Rock Lake serving as the crown jewel for recreation and nature lovers. Spanning over 1,000 acres, this urban oasis offers a range of activities, from hiking and biking along its 9.3-mile trail to kayaking or sailing on the tranquil waters. The lake is surrounded by beautiful parks and picnic spots, making it a popular destination for families and outdoor enthusiasts alike. Birdwatchers and nature photographers flock to the lake for

its diverse wildlife, including herons, egrets, and even bald eagles, giving it a rich ecological significance.

Beyond its scenic beauty, White Rock Lake is also a hub for community events and fitness activities. East Dallasites regularly participate in yoga classes, rowing, and weekend 5K races held in the surrounding park areas. The Dallas Arboretum and Botanical Garden, located along the lake's shores, adds to the area's charm with its stunning seasonal displays and

family-friendly events. Whether you are looking for a peaceful day in nature or an active outdoor experience, White Rock Lake is the heart of East Dallas outdoor life, offering something for everyone.

White Rock Lake's preservation and enhancement owe much to the efforts of several philanthropic organizations and community groups that are deeply invested in maintaining its beauty and accessibility. The White Rock Lake Conservancy plays a crucial role in



raising funds for lake improvements, ensuring the upkeep of trails, piers, and wildlife habitats. Similarly, the For the Love of the Lake brings together volunteers for regular shoreline cleanups and tree plantings, working

tirelessly to keep the area pristine. Additionally The White Rock Lake Foundation collaborates with the City of Dallas to implement restoration projects and park improvements, ensuring that future generations can

enjoy the lake's natural beauty. These organizations, supported by donations and grants, help preserve this urban gem for recreation, education, and wildlife conservation.

“The Arboretum welcomes over one million visitors each year, supporting nearby businesses, hotels, and restaurants. For every dollar the Arboretum spends, the community benefits by \$5.00, highlighting how outdoor spaces not only enrich our lives but also contribute to the local economy in meaningful ways”





Sports & Outdoor Space Impact on Dallas

Dallas is known for sports, and it's no great secret why. As the No. 1 City for Sports Business - as previously selected as such by The Sports Business Journal in 2023 - our city sees a significant impact from sports, sports venues, and outdoor spaces. The Dallas Sports Commission itself hosts 75-85 sporting events each year, and with over 90 area sports venues,

Dallas has a wide variety of sports available to both participate in and watch overall.

In 2023, the Dallas Sports Commission attracted over 2.2M attendees and generated a \$1.4B economic impact through locally hosted sporting events. These events also supported 4,987 jobs and generated \$20M in local dollars.

Sports have more than an economic impact on a city, as they also

encourage community, health, and wellness. Local parks and trails welcome thousands of residents each year, and youth programs encourage relationship building and a growth in confidence at a young age.

As a whole, Dallas aims to continue to support its community with exciting growth in sports and entertainment.





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FUTURE FORECAST

As East Dallas continues to evolve, the role of the Young Professionals group will become increasingly important in driving innovation and fostering a vibrant business environment. With a focus on collaboration and community engagement, the group is poised to influence key developments in both the business and civic sectors.

By encouraging young professionals to take an active role in shaping the neighborhood's future, the Greater East Dallas Chamber of Commerce ensures that the area remains a thriving hub of economic growth, cultural richness, and sustainability for years to come.



The City of Dallas boasts one of the world's most dynamic and diverse economies, continuously welcoming projects seeking to expand or relocate to North Texas. With new incentive packages launched in 2023, Dallas fosters a collaborative environment for local and incoming businesses. The city ranks ninth in high-tech job concentration and fifth in tech workforce size, making it a hub for innovation and growth.

The Greater East Dallas Chamber of Commerce serves as the united voice for our community. Through our Legislative and Economic Growth Committee, we actively engage with city leaders, hosting open forums and other opportunities to connect with elected officials. The chamber advocates on behalf of our members, lobbying for policies that support the cultural, educational, and economic interests of East Dallas. By amplifying the voices of our members, we ensure their concerns are heard and addressed, bringing tangible benefits to our community.

The Greater East Dallas Chamber of Commerce Young Professionals (YP) group has quickly become a key contributor to both the Chamber and our community. Open to professionals under the age of 40, our mission is to foster relationships, support local business growth, and give back to East Dallas.

This year, we've hosted a dozen YP-specific events, all fully funded through sponsorships secured by our

YP members. This allows Chamber resources to focus on broader member support and initiatives. In addition to being a great deal of fun, our events offer valuable opportunities for networking, collaboration, and mutual business support, while strengthening community ties.

By connecting young professionals and drawing on the experience of our Chamber mentors, we're laying the groundwork for future Chamber

leadership. The YPs are proud to be a driving force, bringing fresh ideas, new energy, and contributing to the continued growth and success of our Chamber.

EYE ON EDUCATION

East Dallas offers a wide array of public and private schools, along with excellent early childhood education options, making it a hub for families seeking quality education. The Dallas Independent School District (DISD) and Richardson Independent School District (RISD) serve our area with several notable schools, including Woodrow Wilson High School, renowned for its International Baccalaureate (IB) program and college-preparatory focus; and Lake Highlands High School, known for its strong academic programs, athletics, and community involvement.

Private schools in East Dallas, such as Bishop Lynch High School, Lakehill Preparatory School, and St. John's Episcopal School, provide rigorous college-preparatory curricula, smaller class sizes, and a focus on individualized learning. Early childhood education is also a priority with options like DISD pre-K programs and private preschools. With both public and private schools excelling across all

levels, East Dallas remains a sought-after area for families focused on high-quality education.

It's no surprise that, compared to other areas, East Dallas residents are highly educated.

30.5% of East Dallas residents highest degree earned is a bachelor's degree, compared to 23% of Dallas County.

16.3% of East Dallas residents highest degree earned is a High School diploma as compared to 20.1% of Dallas County.

While Dallas ISD continues to provide numerous pathways to college, there are now more options than ever before for students in vocational education in both traditional and new fields.

High School students across DISD now have the opportunity to attend classes at their home campus and pursue career interests at one of the four new Career Institutes, where they

can prepare for high-demand, high-wage careers in the following areas: construction, plumbing, electrical, HVAC, interior design, cybersecurity, patient care tech and pharmacy tech.

Each program provides students with an industry certification and work-based learning experiences similar to an apprenticeship.

In addition, Dallas ISD students also have the opportunity to enroll in P-tech/Early College Programs Bryan Adams and over 20 other neighborhood high schools have early college programs that provide students with the opportunity to get a head start on college by earning 60 college credits while still in high school.

With over 100 Industry Partners involved in this program across the district, experts provide input on curriculum, mentoring and internships for our students.



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justin@theonlyfacial.com

469-482-9110

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6936 Gaston Avenue Dallas, TX 75214

tony@samuelallenpampel.org

972-207-4980

Member Since 5/30/2024

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6750 Abrams Road, Suite 110 Dallas, TX 75231

Sportsbar.underdog@gmail.com

972-290-0011

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The White Rock Lake Foundation

P.O. Box 140277 Dallas, TX 75214

tedellis@aol.com

214-725-9300

8/27/2012

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4514 East Grand Avenue Dallas, TX 75223

beth.mathis@thompsonmetal.com

214-826-1630

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Dallas, TX

kathy@kathyfielder.com

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tidelaundromat@turns.com

469-299-0505

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kert@timestencellars.com

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chelsea.perkins@topgolf.com

469-513-6037

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lindsay@totalcardpay.com

972-924-0945

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eric@trim.studio

469-600-0230

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contactus@usstorage.net

469-423-9927

Member Since 1/31/2024

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9850 Walnut Hill Ln. #405 Dallas, TX 75238

veronica@vectorbrewing.com

469-676-0797

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2101 Abrams Road Dallas TX 75214

dellison@veritexbank.com

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lvattakavanich@volh.com

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connect@visiteastdallas.com

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barry.vigder@wasteconnections.com

972-289-6714

Member Since 10/28/2022

Well Grounded Coffee Community

9219 Garland Rd. Dallas, TX 75218

wellgroundedcoffeecommunity@gmail.com

817-505-6743

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Westlake Brewing Company

2816 Commerce Street Dallas TX 75226

Hello@WestlakeBeer.com

877-994-2337

Member Since 5/22/2024

White Rock Alehouse & Brewery

7331 Gaston Avenue Dallas TX 75214

beer@whiterockalehouse.com

214-989-7570

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White Rock Center of Hope

10021 Garland Road Dallas TX 75218

greg@whiterockcenterofhope.org

214-324-8996

Member Since 8/3/2017

White Rock Lake Conservancy

P.O. Box 140227 Dallas, TX 75214

jennifer@whiterockdallas.org

214-402-5714

Member Since 8/29/2019

White Rock North School

9727 White Rock Trail Dallas, TX 75238

a_adams@whiterocknorthschool.com

214-348-7410

Member Since 1/5/2024

White Rock YMCA

7112 Gaston Ave Dallas, TX 75214

sallie.martinez@ymcadallas.org

214-328-3849

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Whole Foods Market

2118 Abrams Rd Dallas, TX 75214

garland.scoby@wholefoods.com

214-824-1744

Member Since 6/2/2023

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8344 E. RL Thornton Freeway Dallas, TX 75228

lori_baum@wilkinsoncenter.org

972-284-0389

Member Since 10/2/2023

Zaby & Associates, Attorneys

6116 N. Central Expy Dallas, TX 75206

zabyfirm@gmail.com

214-750-1919

Member Since 5/26/2011

ZenBusiness

5511 Parkcrest Drive Dallas, TX 78731

outreach@zenbusiness.com

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Zepeda Group LLC

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tezepeda@gmail.com

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