



2023 ECONOMIC REPORT



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More than 500,000 neighbors engage with Advocate digital, social and print brands monthly. Most are 35- to 55-year-old homeowners in our city's best neighborhoods – like the Lakewood/East Dallas area. For more than 30 years, we've helped neighborhood businesses prosper by targeting this desirable audience – our readers – with engaging content and unequalled coverage of neighborhood news and information. After three decades as a neighbor-owned small business, we recently became an IRS-recognized 501(c)3 non-profit news organization to help us survive economic turbulence and access special regional and national journalism grant programs previously unavailable to us. Our transition from for-profit to non-profit helps improve our ability to cover what matters most to our neighbors and ensures the Advocate will be a neighborhood resource for years to come.

We are honored to provide the writing, design and layout for the Greater East Dallas Chamber of Commerce 2022 Economic Development Report.

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CHAIRMAN'S LETTER

Karen Hettrick | Global Real Estate Advisor
Briggs Freeman Sotheby's International Realty

Dear Members and Friends of the Greater East Dallas Chamber of Commerce,

It is with great pleasure that I address the community in this Chairman's letter as part of our annual Economic Report. As we reflect on the state of our beloved East Dallas community it's important to remember that The Greater East Dallas Chamber of Commerce has always stood as a beacon of progress, unity, and economic vitality in our neighborhood. As we continue to navigate the dynamic landscape of our local economy, it is crucial to recognize the remarkable achievements and transformations that have taken place over the past year.

Economic Overview:

East Dallas remains a thriving hub of economic activity. Despite the challenges posed by the ever-changing global landscape, our local businesses have displayed resilience and innovation. Our economy continues to diversify, with new enterprises emerging across various sectors. On a larger scale, the Dallas job market is robust, and unemployment rates are among the lowest in the region. This year, we have seen a remarkable uptick in small and medium-sized enterprises, adding to the vibrancy of our local business ecosystem.

Businesses in East Dallas:

Our local businesses are the lifeblood of our community. From the bustling storefronts of Gaston Avenue to the vibrant restaurant scene in Lakewood, our entrepreneurs have continued to exemplify East Dallas's spirit of entrepreneurship. In particular, our retail and service sectors have thrived, and East Dallas has become a hub for innovation and creativity, attracting talent and investment from far and wide.

Demographics:

The demographic makeup of East Dallas is evolving, reflecting our commitment to inclusivity and diversity. Our community continues to welcome individuals and families from various backgrounds, further enriching the cultural tapestry of our neighborhood. As we embrace these changes, it is essential that we ensure equal opportunities for all residents and businesses to thrive. The Chamber remains dedicated to fostering an inclusive environment where everyone can prosper.

The Greater East Dallas Chamber of Commerce's Role:

Amidst this backdrop of economic growth and transformation, the Greater East Dallas Chamber of Commerce continues to play a pivotal role. We are your advocates, your connectors, and your supporters. Our mission remains unwavering – to promote the economic and social well-being of East Dallas by providing resources, networking oppor-

tunities, and advocacy for our members.

Over the past year, we have expanded our efforts to support our members and the community at large. We've hosted informative workshops, facilitated networking events, and provided crucial assistance to businesses navigating the challenges of the post pandemic. Our commitment to promoting economic development, education, and community engagement remains steadfast.

Looking Ahead:

As we look ahead to the future, we remain optimistic about the continued growth and prosperity of East Dallas. We will continue to advocate for policies that support our businesses, invest in education and workforce development, and collaborate with local leaders to ensure our neighborhood remains a vibrant and welcoming place to live and work.

In conclusion, I want to extend my heartfelt gratitude to each and every one of you – our members, partners, and community members. Your dedication to the Greater East Dallas Chamber of Commerce and our shared vision for East Dallas is what makes our neighborhood a remarkable place to call home.

It has been my pleasure to serve as Chairman of the Board for this year. A year in which we've seen membership grow exponentially; committee involvement expand and new and innovative programs develop for the benefit of you, our members.

Together, we will continue to build a stronger, more vibrant East Dallas for generations to come. Thank you for your unwavering support and commitment. We appreciate your membership in our organization and look forward to the future prosperity of you and your business!

Sincerely,



CHAIRMAN OF THE BOARD
GREATER EAST DALLAS CHAMBER OF COMMERCE



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2023 MILESTONES

150 YEARS	40 YEARS
Deep Ellum	Undermain Theater
105 YEARS	40 YEARS
El Fenix	Sergio's Jewelry
75 YEARS	25 YEARS
McShan Florist	Echo Theater
60 YEARS	25 YEARS
Adairs Saloons	Tei Tei Robata Bar
60 YEARS	20 YEARS
Bishop Lynch High School	O'Riley
55 YEARS	Billiards, Food and Bar
Hong Kong Restaurant	15 YEARS
55 YEARS	Good Local Markets
Pizza Getti	15 YEARS
50 YEARS	White Rock Home Tour
Swiss Avenue Home Tour	15 YEARS
45 YEARS	BackMenders Chiropractic
Holiday in the Highlands Home Tour	15 YEARS
45 YEARS	East Dallas Networking
Snuffer's	10 YEARS
40 YEARS	Lake House Bar and Grill
Panda Express	10 YEARS
	HG Sply Co.

2022 Chairman's Award Steve Moore

2022 BUSINESS OF THE YEAR AWARDS

2022 BUSINESS OF THE YEAR
White Rock YMCA

CHAIRMAN'S AWARD
Caddo Office Reimagined

ENTREPRENEUR OF THE YEAR
Botolino Gelato Artigianale
Humble Pies

LIVE LOCAL
Brown Mountain Art Restoration
Maggie Riba Marathon Training
Talulah & HESS

R.S. MUNGER BUSINESS PIONEER
Hari Mari

PEOPLE'S CHOICE
FASTSIGNS of East Dallas
Runners Up: Yard Card Queen, White Rock Alehouse

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WALNUT HILL

UPPER GREENVILLE

FAIR OAKS



SKILLMAN ST.



LAKERIDGE VILLAGE

"L" STREETS



LAKE HIGHLANDS



LOCHWOOD



CASA VIEW



ABRAMS RD.



WHITE ROCK LAKE

ARBORETUM

BUCKNER BLVD.

GARLAND RD.



CASA LINDA



LAKESIDE

GARLANDIA



LOWER GREENVILLE



SKILLMAN LIVE OAK CENTER

TENISON PARK



FAIR PARK

RIP

MEET YOUR EAST DALLAS NEIGHBOR

MEDIAN AGE: 39

**71% BACHELOR'S
DEGREE OR HIGHER**

51% FEMALE

49% MALE

EAST DALLAS

TOTAL FAMILY INCOME

\$3,844,192,174

TOTAL ANNUAL

CONSUMER EXPENDITURES

\$2,101,031,000

AVERAGE NET WORTH

\$800,000

AVERAGE

HOUSEHOLD INCOME

\$167,000

790K RESIDENTS IN EAST DALLAS

WHITE COLLAR JOBS: 297,101

BLUE COLLAR JOBS: 97,698

PRIVATELY OWNED BUSINESSES: 38,036

NON-PROFIT COMPANIES: 22,584

TOTAL HOUSEHOLDS: 264,753

AVERAGE PEOPLE PER HOUSEHOLD: 3

FAMILY HOUSEHOLDS: 193,939

NON-FAMILY HOUSEHOLDS: 70,814

Dallas was the #1 migration market in America in 2022 adding nearly 130k people. That was an all-time record in the DFW metro. Dallas takes the third spot in a list of 10 cities where millennials move, anyone between the ages of 25 and 39, according to a study from SmartAsset. According to the Federal Reserve Bank of Dallas, jobs will increase 2.8 percent in 2023. The forecast suggests that 376,800 jobs will be added in the state this year, and employment in December 2023 will be 14.0 million.

Our Neighbors By the Numbers

92%

shop at local
boutiques

88%

dine at local restaurants

65%

are looking for a new
home, decorating or
refurnishing a home in the
next year

179

EASI* sale

potential score shows
a high propensity for
spending in the luxury
segment

*Easy Analytic Software Inc. (EASI) is indicator of the demographic characteristics, consumer spending and behavior patterns.

DINING ROUND-UP

EAST DALLAS IS A FOOD HAVEN.

Dining options are tucked in all corners of our neighborhood. East Dallasites spend over \$99 million annually on restaurants and bars.

Our homegrown restaurants are nationally recognized. Three neighborhood restaurants are James Beard semifinalists: Junior Borges of Meridian, a Brazilian restaurant in The Village; Regino Rojas, the chef at Revolver Taco Lounge; and Tatsu Dallas, located inside the Continental Gin Building in Deep Ellum. Mama Coco and Mixtitos made Yelp's "Top 100 places to eat" list. Sister, a Duro Hospitality concept caught the New York Times' attention. Greenville Avenue Pizza Co.'s owner is the fourth Texan to be World Pizza Champion.

McRae's American Bistro & Cocktails is the newest concept from Stan's Blue Note owner Mike McRae. Long-awaited Ellen's opened in Casa Linda. Restaurateur Jon Alexis is opening Birdie's in the old Luby's space on Mockingbird Lane. The plan is a "forever East Dallas institution" that pays homage to the original cafeteria.



Haystack Burgers. Photo by Kathy Tran.

SPENT ON ALCOHOL
\$66,868,000

SPENT AT RESTURANTS
\$99,029,000

BARNONE, an East Dallas bar and restaurant, is expanding its whiskey offerings to over 173 varieties and launching a members club.

ASCENSION COFFEE, opened its location in East Dallas on Feb. 18. It's housed in a 2,283-square-foot renovated chapel, formerly the home of White Rock Community Chapel, next to Dallas Fire-Rescue Station No. 31 in Casa Linda.

MIXTITOS, located in the former La Acapulqueña at 2706 Samuell Blvd., made

Yelp's list of the Top 100 Places to Eat in Texas in 2023. The restaurant, which opened in 2022, offers fusion dishes with Mexican, American, French and Japanese influences.

THE PROPER WAY TO DRINK: At Belgian taproom **Meyboom Brasserie**, bartenders pour beer at a surgical pace, ensuring the exact measurements of each component. Here, chugging is replaced with a borderline performance art.

AUTHENTICITY COMES FIRST: Step inside **Taquero**, and you'll be greeted with a

space that's as vibrant as its food is tasty. Executive chef Fino Rodriguez promises the most authentic Mexican dishes around.

BURGERS AND BEER AND PATIOS, OH MY! Haystack's owners Kevin and Jenny Galvan know exactly what they want their restaurant's atmosphere to be, and they're not going to cut any corners.

POP GOES MY HEART: Pop Popcorn has colors that pop just as much as its kernels. The Lakeridge Village spot is perfect for gifts, especially Valentine's Day.



Emilio's Mexican Kitchen. Photo by Kathy Tran.

AROUND THE WORLD: Nick Elizi is a sponge. He travels the world, soaking up as much cultural cuisine as he can, before implementing what he has learned at his **360 Brunch House** at **Mockingbird Station**.

CONTINENTAL GIN BUILDING: A steakhouse, a martini bar, a sushi omakase restaurant and a coffee shop walk into the Continental Gin Building. They ask the landlord if it's alright to hang around for a while. And the landlord says yes.

OLD TIMERS: **JG's Old Fashioned Hamburgers** is exactly what it sounds like. To many, it feels like home, combining classic American food with nostalgic decor.

SQUISHIES: There's something for everyone at Frank Nuccio's boba tea staple, **Squishies**. The spot has a large menu that's constantly being added to as Nuccio and employees experiment with new flavors.

LATIN SMORGASBORD: Every bite is an adventure at **Bruno's Fruteria**, a smorgasbord of fresh flavors from Mexico, Cuba and elements of other Latin American cuisine and Taiwanese beverages.

A TASTE OF HOME: Emilio Mata created **Emilio's Mexican Kitchen**, a concept that reflects his upbringing in Veracruz, Mexico, through authentic dishes he grew up eating.

FILIPINO FOOD: Marie Ramos created **Marie's Kitchen** to fill a Filipino food-sized hole in Lake Highlands.

SHELL SHACK: It's OK to wear a bib, no matter your age, and get your hands dirty in return for delicious seafood boils and fried foods at **Shell Shack** Lake Highlands.

TOFFEE TITAN: Neighbor Cindy O'Brien has a sweet tooth, and she wants you to have one too. Her toffee brand, **Cindy's Sweets**, has won first place at the State Fair of Texas sweets competition.

NEIGHBORHOOD DEVELOPMENT



Both commercial and residential development is changing the economic face of our neighborhoods. Several multifamily and single family projects are creating housing for the growing population. Private and public funding partnerships like the \$7.4 million Vista Property deal is bringing in new businesses and new neighbors.

GASTON AVENUE A

106-townhome project on Gaston Avenue has begun construction with completion of the first 44 units expected in 2024. **Lakeside** two- and three-bedroom townhomes are expected to be priced starting at \$500,000. The 5-acre property is located next to the **Arboretum Village Shopping Center**.

MOCKINGBIRD LANE

Mockingbird Lane Construction has begun on **21 single-family homes** on the site of the former **Ridgecrest Baptist/Mockingbird Community Church** adjacent to **Glencoe Park**. **Pine Tree Court** will include detached single-family homes with a minimum lot size of 3,000-square-feet.

OLD EAST DALLAS **Kiva East**, an 87-unit multifamily development offering affordable and market-rate housing, is under construction at **4806 Eastside Ave.** in Old East Dallas. The building also has a 10-year lease agreement with **Bezos Academy** to house a tuition-free, Montessori-inspired pre-K at the development. Completion is expected in late 2023.

Zoning has been approved for a 72-unit apartment project called **Bloc House** in Old East Dallas at Carroll and Columbia. Units will range in size from "micro" 350-square-foot apartments to less than 800-square-foot units at **4615 Willow St.** Builders are **Alex Lowe and Jon Hetzel**.

FAR EAST DALLAS **El Rio Grande Latin Market** recently opened in Far East Dallas as part of a public/private economic development. The 59,200-square-foot grocery store was part of a \$1.3 million economic development initiative with **Vista Property Co.**, and the deal included \$7.4 million in improvements to the shopping center that anchors the supermarket.

A former **Keller's Hamburgers** site is home to **The Shindig**, a food park and bar with local food and beverage vendors, at 3732 Samuell Blvd. Owner Kam De Leon, who formerly ran a catering company with wife Teri, encourages families to frequent the spot.

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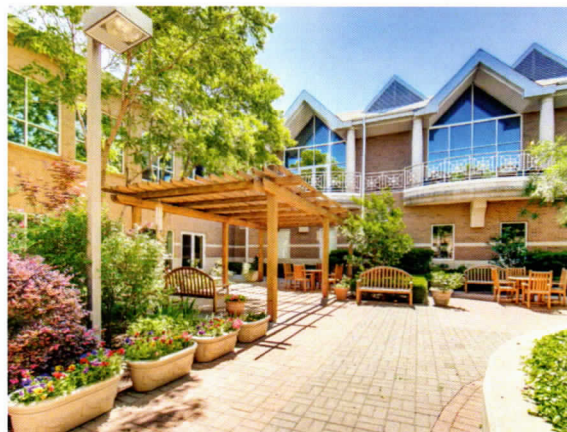
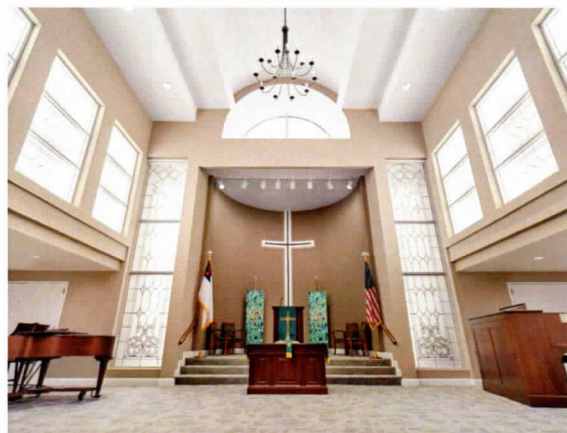
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NEIGHBORHOOD DEVELOPMENT



FAIR PARK

Home to the State Fair of Texas, Music Hall, Cotton Bowl and Children's Aquarium, Fair Park is a cultural landmark with the most extensive collection of Art Deco architecture. In late 2022, Fair Park First brought in Overland Partners to help spearhead redevelopment of the site. Renovations of Fair Park, which is over 130 years old, will cost an estimated \$330 million.

Brian Trubey, who previously did work on the American Airlines Center and AT&T Stadium, will lead the project.

CITYPLACE TOWER **Neiman Marcus**

is now headquartered at Cityplace Tower, which will serve as the company's "Dallas Hub" and include about 85,000 square feet on three floors of the building. As part of the move, Neiman Marcus agreed to maintain its Downtown Dallas flagship store.

DEEP ELLUM The real estate company that owns the **Wells Fargo Lakewood Tower** at **Gaston and Abrams** and the **Continental Gin Building** in Deep Ellum has acquired 17 buildings in Exposition Park between Deep Ellum and Fair Park. August Real Estate Co. purchased the portfolio from David Gibson, who amassed the properties over a period of 50 years. The newly purchased properties include about 400,000 square feet, bringing the amount of property owned and managed by August in East Dallas to about 650,000 square feet.

FOREST AUDELIA The Dallas City Council is funding a new park and multipurpose center at Forest Audelia through the Skillman tax increment financing district (TIF). The development will be located at 9759 Forest Lane.

WALNUT HILL **The Hill Shopping**

Center at Walnut Hill and Central Expressway could soon be home to 1,200 to 1,740 multifamily units, if a zoning change requested by property owner **Asana Partners** is approved by the City Council. Asana Partners bought the center in 2021 and has worked to add a variety of tenants to the original mix.

White Rock Bluffs, a collection of 34 single-family homes starting at 5,000 square feet for the four- and five-bedroom homes, is expected to begin construction in late 2023. The site on White Rock Trail near Walnut Hill Lane was formerly home to **Hollywood Overhead Door Co.** The development is owned by **Robert Elliott Custom Homes**. Another singlefamily development, **StoryBuilt**, at the southwest corner of White Rock Trail and Walnut Hill, faces an uncertain future due to developer funding issues. The StoryBuilt site, to be called **Goose at White Rock Valley**, originally was purchased by the Richardson Independent School District for construction of a new White Rock Elementary School, but that idea was killed when parents opposed the location.

HEALTH & WELLNESS

STAYING HEALTHY:

Interfaith Family Services,

a nonprofit organization for family homelessness and poverty, is launching a comprehensive wellness program, aimed at promoting self-care, preventing employee burnout, and fostering a thriving workplace culture.

Studio 6 is a 50-minute calorie-burning exercise for total body conditioning using the Lagree Fitness Method and megaformer machine to incorporate elements of pilates, barre and yoga.

Paradigm - An unlimited 24-

hour fitness gym combines luxury with fitness, from executive locker rooms and infrared sauna detox.

Offbeat Boxing and Cycling Studios offers like cycling, sculpt, boxing class formats for people to choose from.

F45 Training Lakewood's workouts at F45 Training crafted by certified personal trainers to bring together all muscle groups in your body.

SESSION Pilates is a reformer Pilates studio that performs a 50-minute, rhythm-based, high-intensity class using the Allegro 2 reformer.

HOTWORX - This virtually instructed program includes a 30-minute isometric workout and 15-minute HIIT session.

The **WELLNESS INDUSTRY** is one of the fastest growing market segments. The health care industry is worth an estimated \$52 billion dollars in Dallas-Fort Worth. And East Dallas is home to award-winning doctors, dentists, nursing homes and medspas.

BAYLOR MEDICAL CENTER, WHITE ROCK MEDICAL CENTER and **TEXAS A&M'S DENTISTRY SCHOOL** are East Dallas businesses.

SPENT ON HEALTHCARE
\$147,801,000

SPENT ON DENTAL CARE
\$99,950,00

SPENT ON VISION CARE
\$1,731,000

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\$29,633,600

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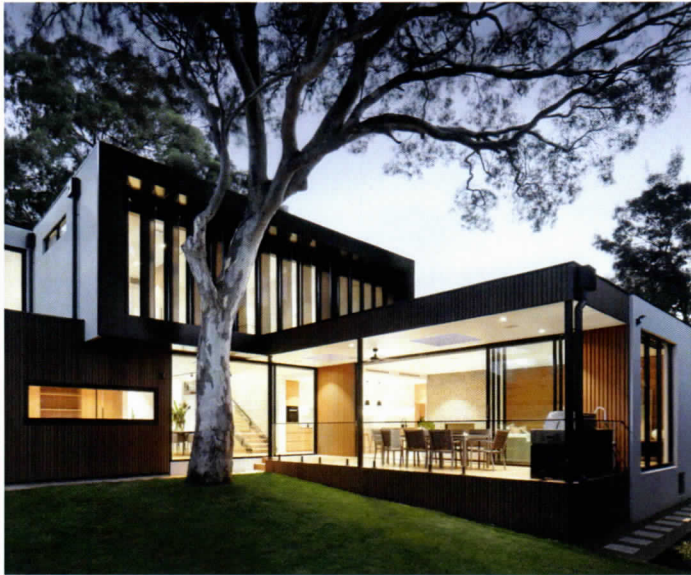


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RESIDENTIAL REPORT



BY THE NUMBERS

EAST DALLAS

AVERAGE SALE PRICE

AUG. 2023: \$699,000

AUG. 2022: \$647,000

AUG. 2021: \$545,000

SALE-TO-LIST PRICE: 99.2%

SOLD OVER LISTED PRICE: 29%

NUMBER OF HOMES SOLD: 293

LAKWOOD

AVERAGE SALE PRICE

AUG. 2023: \$1,500,00

AUG. 2022: \$1,235,000

AUG. 2021: \$865,000

SALE-TO-LIST PRICE: 97.3%

SOLD OVER LISTED PRICE: 23.4%

NUMBER OF HOMES SOLD: 39

OLD EAST DALLAS

AVERAGE SALE PRICE

AUG. 2023: \$560,000

AUG. 2022: \$540,000

AUG. 2021: \$451,000

SALE-TO-LIST PRICE: 98.7%

SOLD OVER LISTED PRICE: 22.7%

NUMBER OF HOMES SOLD: 88

LAKE HIGHLANDS

AVERAGE SALE PRICE

AUG. 2023: \$591,000

AUG. 2022: \$460,000

AUG. 2021: \$443,000

SALE-TO-LIST PRICE: 99.1%

SOLD OVER LISTED PRICE: 34.1%

NUMBER OF HOMES SOLD: 299

Of 50 major cities in a Storage Cafe study, Dallas ranks No. 2 in Texas and No. 13 nationwide for best places to live based on home size and a few other quality-of-life components. Dallas' median single-family home in 2023 is about **32% bigger** than the median recorded 10 years ago, the researchers say. Despite a year high of \$749,760 in Lakewood's 75214, \$529,855 in Old Lake Highlands and Lochwood/Dixon Branch's 75218, East Dallas is still one of the most accessible neighborhoods for families, newcomers and businesses. Strong schools, tight-knit community and a focus on local, makes it one of the best places to live and work.

HOME EXPENDITURES

SPENT ON
HOMEOWNERS
INSURANCE
\$12,611,800

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FLOORING
INSTALLATION &
REPAIR
\$2,998,400

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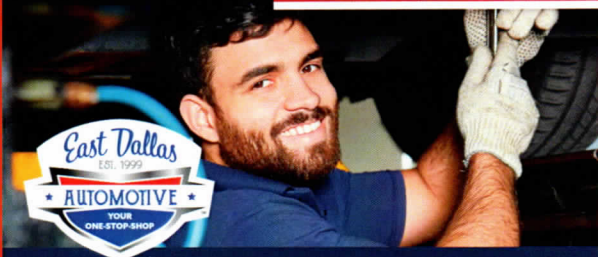
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OUTDOORS/SPORTS



Boats at White Rock Boat Club at White Rock Lake. Photo by Jessica Turner.

Between an expanding trail system, pickleball, rowing and sailing, and star student athletes, East Dallas and Lake Highlands is great for sports enthusiasts and those with an active lifestyle. Consumers spent **\$5.8 million** in sports program fees and **\$62 million** in recreation and health club memberships.

OUR TRAIL SYSTEM

THE LOOP DALLAS is a 50-mile trail system being built by the Circuit Trail Conservancy that will connect Dallas trails. **NORTHAVEN TRAIL BRIDGE**, a 201-foot arched bridge, is designed to span the gap between existing pedestrian and bicycle trails east and west of the busy highway. **CREEKSIDE PARK** is a new park with four miles of mountain bike trails in a new 50-acre site located south of White Rock Lake. Directional signs were installed along **WHITE ROCK LAKE TRAIL**. Four improvement plans are slated for the **SANTA FE TRAIL**, which connects neighborhoods from White Rock Lake to Deep Ellum and Fair Park. Developer Larkspur Capital donated \$25,000 to Friends of Santa Fe Trail to be used toward the trail's master plan.

SET SAIL: If the wind is right, you can sail away and find tranquility. At least that's what '70s yacht rock icon Christopher Cross thinks. Local couple Jeanne and Tom Tunks feel the same way, proudly sailing on White Rock Lake for decades. In addition to two rowing clubs, a handful of historical buildings and yet-to-be-unearthed artifacts from Dallas' Davy Jones' locker, White Rock Lake Park is home to two sailing clubs.

STUDENT ATHLETES: Dallas United Crew has provided special Title I academic opportunities to rowers from disadvantaged schools.

RECORD BREAKERS: Woodrow Wilson High School's Campbell Chase made USA Today High School Sports Awards list of 50 swimmers and divers from across the country.

THE FUTURE OF LACROSSE: Pete Hoffman and Varina Lin created a girls lacrosse team at Mockingbird Elementary.

STEM AND SPORTS: LaBori Boxing teaches how properly to punch a bag and a keyboard all at once.

PICKLE BALL: Willis Winters Park, which celebrated its centennial in 2022, has four tennis courts and two pickleball courts. Pickleball Kingdom, the self-proclaimed "leading indoor brand in the booming world of pickleball" announced a five-unit franchise deal in the Dallas metro market.

THE BEST TIMES IN EAST DALLAS

TUES & THUR 4-9:45PM
\$5.95 SANDWICH SPECIALS

TRIVIA
WED 7-9PM
WIN UP TO \$100

HAPPY HOUR
TUESDAY-FRIDAY
FROM 3-7PM

FRIDAY LUNCH SPECIALS \$5.95
11-3PM ROYALE WITH CHEESE
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OUR NEIGHBORHOOD

Our city's rich cultural history is rooted in East Dallas. Musicians like Erykah Badu, Dusty Hill, and Joshua Ray Walker call East Dallas home. This environment is a breeding ground for creative entrepreneurs that combine art and business.

CREATIVE ENDEAVORS

HOUSE OF HEALING: Summer Hansen's CBD boutique is a well-decorated, aesthetically-pleasing shop on Plano Road trying to change stereotypes.

POTTERY PARTY: Katie Fuerst builds community with neighbors over her pottery painting parties.

PLANT STYLE: Inspired by her family's love and care for plants, Becky Sulton began potting and selling plants at local pop-up shops around the neighborhood.

REKINDLING: Old Flame Candle Co. refurbishes antique items into beautiful candles.

HOME IS WHERE THE ART IS: Paige Poupart's jobs include real estate broker, house flipper and HGTV personality.

CULTURE & ENTERTAINMENT

LOVE FOR LOVELL: Dallas musicians have rallied around drummer Chad Lovell, who suffered a tragic accident that has left him in a coma since 2019.

CELESTE SAVES THE CITY: Author Courtney Kelly narrowly escaped Hurricane Katrina when she was a girl. Years later, she penned a semi-autobiographical children's book about her experience.

LIVE WIRE: Maxell Razor twists metal wire into interconnected sculptures.

CLOVER TURNS A NEW LEAF: Violinist Gabrielle Clover combines classic and contemporary with her renditions of modern pop songs.

DRIVE-BY SMILES: This bright yellow Volkswagen bus has been remodeled into a portable photo booth.

FREE ADVICE: Roderick MacElwain provided a sense of comfort and stability to those who visited White Rock Lake. In January, he passed away after a long battle with cancer. Neighbors continue to commemorate his life.

MULTI-HYPHENATE: Granger Smith can rock a country dance floor and make hearts swell as the lead actor in *Moonrise*.

JANITOR BY DAY, CLASSICAL PIANIST BY NIGHT: Bobby Orozco mops the floors at Richardson ISD schools to pay the bills. When he's off, he turns his attention to creating acclaimed piano compositions.



NON-PROFIT

ANNIE'S PLACE: Named after her friend who was diagnosed with cancer, LH mom Natalie Boyle founded a nonprofit childcare center for children of parents suffering from disease. Annie's Place also broke ground on a 4,800-square-foot expansion with the addition of a learning center in the existing child care space at Parkland in November 2022, marking its second anniversary.

Parkland Health campus employees get a spotlight in the expansion because child care for children of health employees is a key focus. Photo by Hunter Lacey.



MEET MS. HRANITZKY: Lake Highlands High School is in for fun with their new forensic science teacher. Lindsey Hranitzky is a cross between Will Schuster, the high school teacher on *Glee*, and Dr. Temperance Bones from the titular television show. Hranitzky teaches forensic science at Lake Highlands High School, sharing the latest techniques and procedures students may one day use to solve murders and other crimes. Lake Highlands students can take forensic science as an elective course, and some admittedly see the hour as just one more in a long day. But many hope to pursue a specialty in criminal justice and envision forensic science as the foundation of a future career, she says.

2022 TEACHER OF THE YEAR AWARDS

The GEDCC annually honors educators in our neighborhood who go above and beyond

Nominations were solicited from the community, and a committee of neighbors and GEDCC members made the final selections.

SHAUN PHILLIPS

Alex Sanger Preparatory School

JORDAN GUSA

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Bryan Adams High School

SCHOOLS FROM OUR NEIGHBORHOOD PRODUCE NATIONALLY-RECOGNIZED ALUMNI

from NASA engineers to NFL players. Lake Highlands High School went on a historic journey to claim its first state basketball title since 1968. And Woodrow Wilson students were awarded \$53,000 in scholarships.

JEFF KANE: An ode to a former principal of Forest Meadow Junior High. When Jeff Kane was celebrated at the dedication of a Forest Meadow Junior High activity center bearing his name, it was standing room only for Richardson ISD administrators, teachers and parents. It is rare in school districts, and almost unheard of in RISD, to name a facility after someone who has never been a district superintendent. This man stood out from the crowd.

FUNDING: Texas state officials announced public school districts would receive \$11.2 billion in federal funds in one-time payments. The release of the funds, which was announced April 28 by Gov. Greg Abbott and other state leaders, builds on about \$2.2 billion in federal funds already given to Texas. **DALLAS ISD** is expected to receive about \$362 million in the first allocation.

BRYAN ADAMS is the first comprehensive high school in DISD to be an AVID National Demonstration campus, had the number one English 1 and English 2 teams for two years, had a distinguished assistant principal and Assistant Principal of the Year.



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

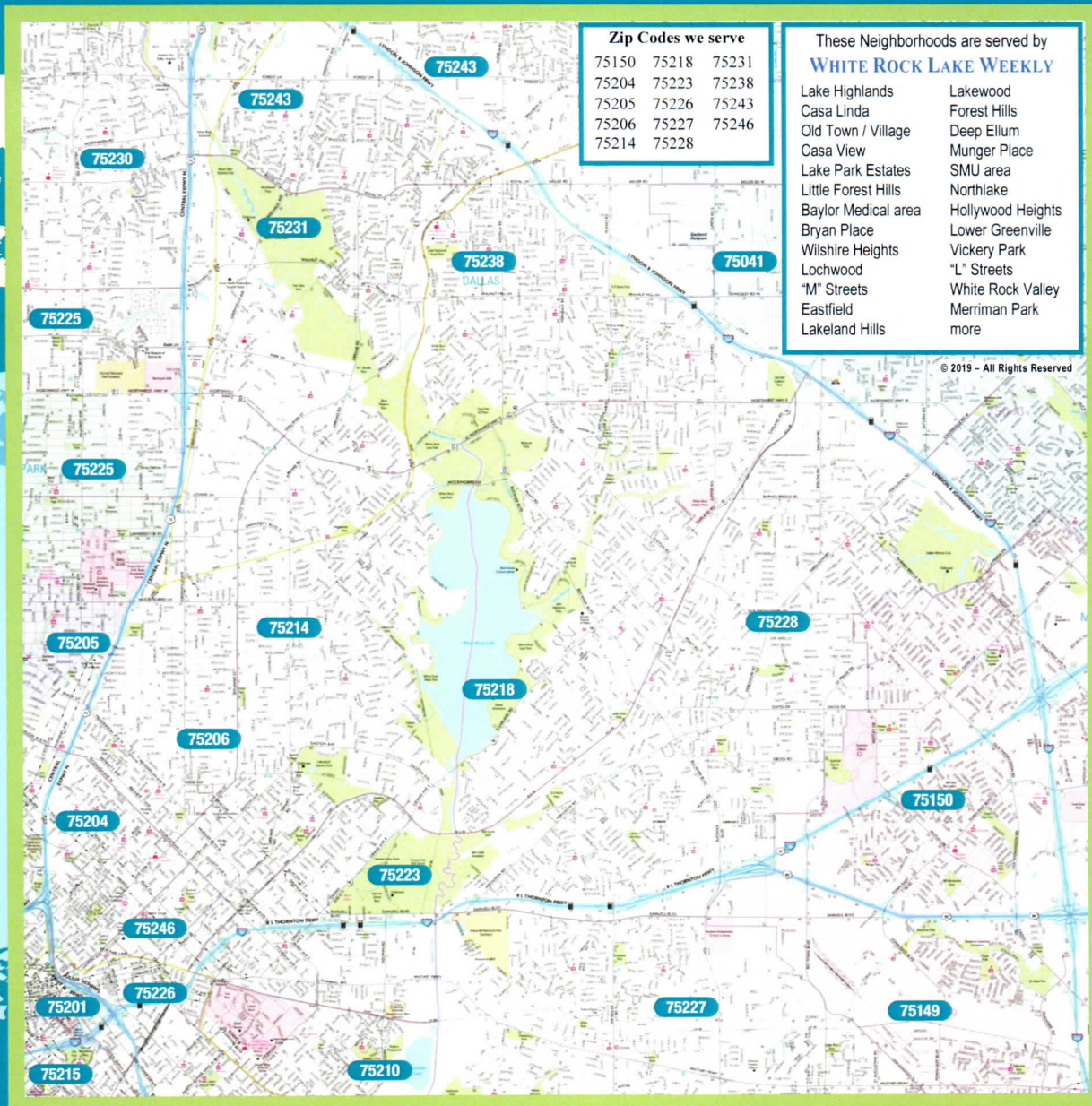
That is **hundreds more locations** than for any other local publication. People say, “I see your paper everywhere!”

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.

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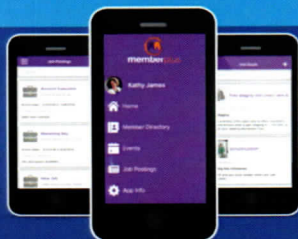
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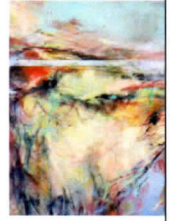
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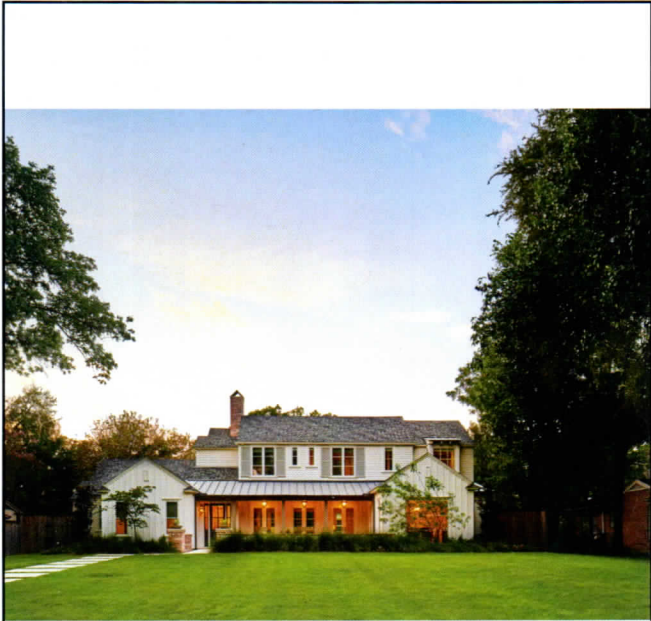
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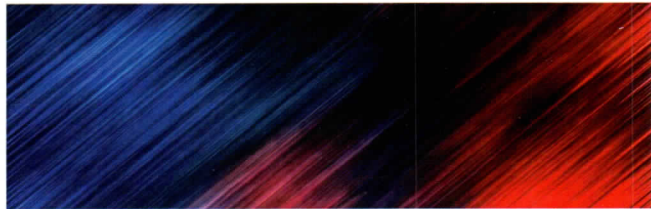
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