



2022 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 unequaled 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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FOOD & DRINK | THIS WEEKEND | CRIME | OPENINGS & CLOSINGS | SCHOOLS | LOCAL POLITICS

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CHAIRMAN'S LETTER

Brad Grist, Legacy 401K Partners



What a great time to be in East Dallas! 2022 has ushered in a year of rebirth and a return to (somewhat) normalcy. And while the pandemic may not be fully in our rearview mirror, we are learning to adapt to the current environment and moving ahead like only East Dallas can.

The feeling in and around our area is one of great optimism. We are seeing an uptick in businesses coming to East Dallas to launch new concepts or to expand their existing footprint. More organizations are recognizing that individuals want to work where they live and have a desire to support businesses in their community.

The GREATER EAST DALLAS CHAMBER is focused on promoting member businesses and enhancing the community through a variety of programs and events. In 2022, the Chamber is celebrating our 18th annual Economic Summit with an incredible lineup of speakers. The event is highlighted with a keynote from Lila Stewart, co-founder of East Dallas's Hari Mari, a presentation from Steve Brown from the Dallas Morning News, a discussion on DISD's Workforce Development program by DISD Trustee Dan Micciche, and a panel of four sitting city council members who represent East Dallas. The Summit is a crowd favorite and sells out quickly.

In April, the Chamber's LIVE LOCAL EAST DALLAS committee hosted the first "Building Blocks" event at Caddo Offices Reimagined. The hugely successful event showcased area businesses and was open to the public. Several more Building Blocks are planned for other parts of East Dallas. LLED also hosts a monthly networking happy hour for both members and non-members.

With an increasing membership base that now totals roughly 200 member businesses, the MEMBERSHIP committee remains hard at work. Between ribbon cuttings, new member orientations, and delivering welcome packets, members of this committee can be seen crisscrossing East Dallas to welcome new members to the Chamber. A recent poll of Chamber members outlined some of the top reasons they joined the East Dallas Chamber. Among them: growing their business; getting more involved in the community; meeting new people; and focusing on more local networking and marketing. The Membership committee has also implemented a member-to-member discount program,

which continues to grow in popularity.

In addition to helping promote East Dallas businesses, another principal function of the Chamber is to advocate for our member businesses through the legislative process. Our

LEGISLATIVE AND ECONOMIC GROWTH committee keeps a finger on the pulse of the local, regional and national elections and legislative events that impact our businesses and residents. Dating back to 2012, the committee has hosted an annual Mayoral Luncheon - this year, with Dallas Mayor Eric Johnson. During election cycles, the committee hosts candidate forums and invites political experts to update our members on the latest happenings in Austin and Washington.

As the Chairman for these past two years, I am fortunate to be surrounded by an incredible group of talented and passionate individuals who make all of these things possible. Each of the Chamber committees continues to find ways to promote our East Dallas Chamber member businesses and the community at large. To all that donate their time and energy — and to those businesses that comprise our membership — I say, "THANK YOU!" To anyone who is not yet a member, I ask "WHAT ARE YOU WAITING FOR?" I hope that you will consider joining the Greater East Dallas Chamber and allow us the opportunity to show YOU what we can do for your business.

CHAIRMAN OF THE BOARD

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2022 MILESTONES

130 years
Juliette Fowler Communities

45 years
St. Martin's Wine Bistro
Lucky Dog Books

100 years
CC Young
Dallas Historical Society

40 years
Kalachandji's
Lakewood Service League
Women's Council of the Dallas
Arboretum and Botanical Garden

75 years
Ships Lounge

35 years
Kosta's Greek Café

70 years
Stan's Blue Note
The Children's Center

30 years
Advocate Media
White Rock Lake Artists'
Studios Tour

60 years
Medallion Center
Parkit Market

25 years
For the Love of the Lake

50 years
Preservation Dallas
Nexus Recovery Center

20 years
The Pour House

John's Cafe
Half Price Books
Shakespeare Dallas

10 years
Hari Mari

2022 CHAIRMAN'S AWARD

Steve Moore

BUSINESS OF THE YEAR AWARDS

2021

BUSINESS OF THE YEAR

Dickey's Barbeque Pit

CHAIRMAN'S AWARD

Flatbread Company

ENTREPRENEUR OF THE YEAR

Le Caveau Vinotheque, Minuteman Press East Dallas

LIVE LOCAL

Curiosities & Curious Garden, For The Love of The Lake
Well Grounded Coffee Community

R.S. MUNGER BUSINESS PIONEER

Mariano's Hacienda

PEOPLE'S CHOICE

Charlie's Treats - Kid Made, Kid Owned

IN MEMORIAM: Trey Johnson — Yoga Art Music, LLC

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BOARD MEMBER
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Jackson Walker LLP



BOARD MEMBER
Fred Welsh
Community Volunteer

WELCOME TO EAST DALLAS

Our neighborhood is one of the most diverse, economically mobile and growth-forward in Dallas. More than 100 business members of the Greater East Dallas Chamber of Commerce call our neighborhood "home", from national brands to locally owned 70-year-old restaurants. The Greater East Dallas Chamber of Commerce is the best way to build lasting relationships in our neighborhood.





MEET YOUR EAST DALLAS NEIGHBOR

MEDIAN AGE: **39**

71% BACHELOR'S DEGREE OR HIGHER

51% FEMALE

49% MALE



10,650 FAMILIES MOVED INTO EAST DALLAS SINCE 2010

AVERAGE FAMILY SIZE: **3** PEOPLE



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

More than 275,000
jobs were added to
the local economy
from February
2021 to February
2022



Our Neighbors By the Numbers

92%

shop at local boutiques

88%

dine at local restaurants

65%

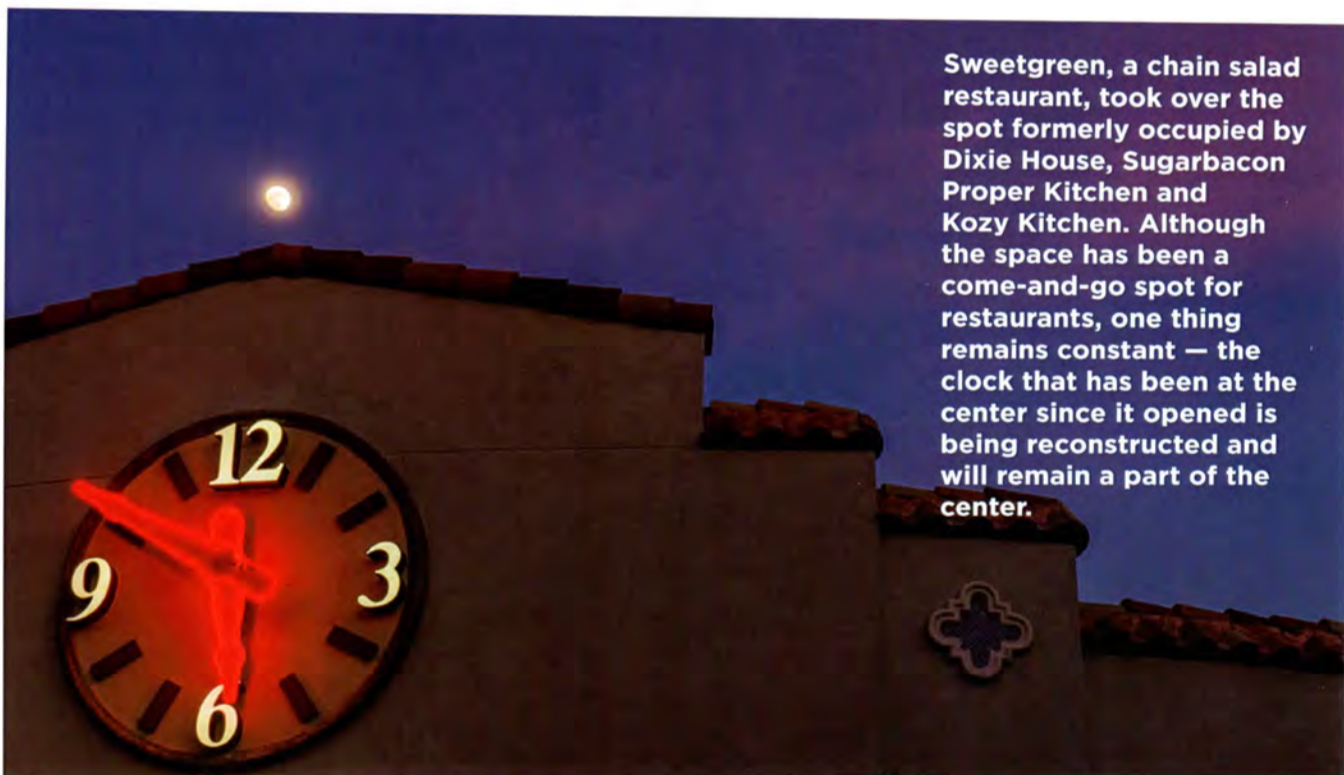
are looking for a new home, decorating or refurnishing a home in the next year

179

EASI* sale potential score in luxury segment

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

DINING ROUND-UP



Sweetgreen, a chain salad restaurant, took over the spot formerly occupied by Dixie House, Sugarbacon Proper Kitchen and Kozy Kitchen. Although the space has been a come-and-go spot for restaurants, one thing remains constant — the clock that has been at the center since it opened is being reconstructed and will remain a part of the center.

Clock as it stood in 2015. Photo Danny Fulgencio

SPENT ON ALCOHOL
\$66,868,000

SPENT AT RESTAURANTS
\$99,029,000

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.

Favorites like Stan's Blue Note, Gold Rush Cafe and John's Cafe have been in business for over 50 years. Hospitality groups like Milk Concepts and This & That have opened a slew of popular restaurants like The Finch, Cafe Duro and Sfuzzi.

Our homegrown restaurants are nationally recognized. Chef John Tesar of Knife, a steakhouse located

in The Highland, was awarded a Michelin star. Petra and the Beast and Revolver Taco were both shortlisted for the James Beard Award. Greenville Avenue Pizza Co.'s owner is the fourth Texan to be World Pizza Champion. According to Yelp, Woodrow Wilson alum-owned La Victoria has the best burrito in Texas.

Plus, we have the most-talked about coffee shop in the nation. La La Land Cafe boasts over 5.9 million social media followers (more than Target and Starbucks combined) for its kindness campaign.

NOTABLE OPENINGS

- Sfuzzi
- Cafe Duro
- The Finch
- Sushi Mocki
- Rodeo Goat
- 360 Brunch House
- Great American Hero
- Cava
- Jia Asian Bistro
- Piada Italian Street Food
- Terroir
- Cafe Hunan
- Double Dave's



Photo by Sylvia Elzafon

SAMUEL/GRAND

East Dallas resident **Patrick Donlin** is redeveloping the corner spaces at 2706 Samuell Boulevard, which formerly housed the La Acapulqueña and El Taco Loco restaurants. "I really like East Dallas, and I like trying to be more a part of the community, so I had been looking for something that was transformable," Donlin says. "The big thing for me is it's got to be good bones, good structure, good history. This is an iconic property that is in a really good corner." Among the new tenants: Jose Luis Rodriguez, the first brick-and-mortar restaurant for chef and owner Jose Luis Rodriguez. Mixitos serves soups, salads, sandwiches, burgers and tacos.

MOCKINGBIRD/GREENVILLE

The **Kroger** on Mockingbird Lane and Greenville Avenue, at the location of the former Dr Pepper headquarters, opened the grocer's first "ghost kitchen" featuring six local restaurants — Dog Haus hotdogs, Capriotti's sandwiches, Curry UPnow Indian street food, Carl's Jr. hamburgers, Fuku fried chicken and Monkey King noodles.

SWEET NEWS

- **Susie Cakes bakery, opened in mid-2022**, sells cakes, cupcakes, cookies, bars, pies and puddings.

- **Parlor's Ice Creams** opened its first brick-and-mortar location. SMU graduates Kellie and Brandon Stoll, the co-founders, started the company in 2019 and have been selling their treats at pop-ups at places such as the Dallas Arboretum and Dallas Farmers Market. The store features seasonal and rotating permanent flavors.

- **Jeni's Splendid Ice Creams** is opening its second Dallas store in Lowest Greenville.

RETAIL HIGHLIGHTS



Photo courtesy of Northwood Retail.

NOTABLE OPENINGS

- Crossroads Trading Co.
- Clark's Barbershop
- Buff City Soap
- Perrault Beverage
- Sugared and Bronzed
- Alchemy 43
- White Rock Medical Group
- Modern Animal
- Continental Gin Building
- America 70's

THE HILLSIDE VILLAGE SHOPPING CENTER WELCOMES SEVERAL NEW BUSINESSES ON MOCKINGBIRD LANE.

- **Glosslab** is located between Yogurtland and Roots Juices, and provides waterless manicures and pedicures. Neighbors can also purchase a membership, which includes unlimited manicures and pedicures.

- **Boardroom Salon** specializes in men's haircuts, shaves and spa services. The national chain operates 45 locations through the United States, including 15 in North Texas.

- **Froggie's 5&10** and **Betty Lou** opened combined 4,700-square-foot shops, with separate entrances for each longtime favorite that relocated from Knox Street.

- **Sprouts** is taking over the space that housed the former Stein Mart.

SKILLMAN/ABRAMS

Medallion Center is undergoing a renovation featuring a new facade, improved signage and new lighting, along with a number of new tenants. The former Pier 1 space is being taken over by Summit Salons, a Colorado-based salon company. Pet Supplies Plus and Skin & Body Co. are joining the center, and Salata expects to open this fall in the former Fish Bone Grill spot. Medallion Center has a long history in East Dallas dating to 1962. W.W. Caruth Jr. masterminded the development, and the center is still owned by the Caruth family.

EAST DALLAS

Neiman Marcus is moving its headquarters to the Cityplace Tower at North Central Expressway.



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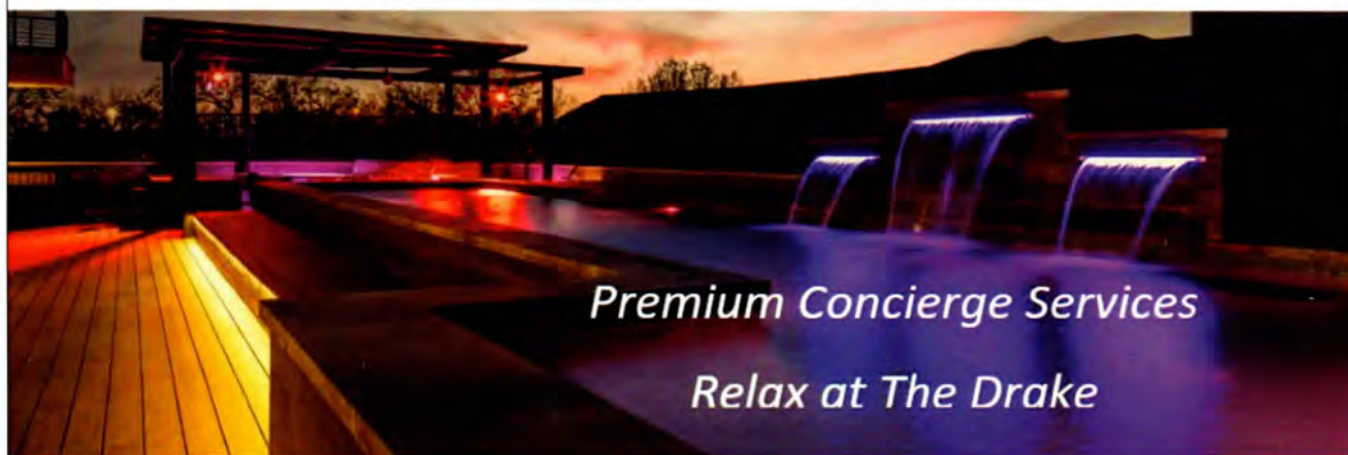


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RESIDENTIAL REPORT

HOME EXPENDITURES

SPENT ON HOMEOWNERS INSURANCE
\$12,611,800

SPENT ON APPLIANCE REPAIR
\$555,800

SPENT ON PEST CONTROL
\$772,800

SPENT ON FLOORING INSTALLATION & REPAIR
\$2,998,400

SPENT ON HOME SECURITY SYSTEM
\$983,200

WINDOW COVERINGS
\$351,900

GARDENING, LAWN CARE SERVICE
\$5,365,000

Dallas was among the top-three metropolitan areas for 2021 annual home price acceleration.

Our city reported a whopping 30.8% increase in home prices, year over year. That is compared to a 20-city composite gain of 20.5% for the same period.

Month-over-month, home prices are increasing more slowly than they were last year at this time, but researchers say that "despite this deceleration, growth rates are still extremely robust."

EAST DALLAS HOME PRICES (FROM ZILLOW REPORT):

The typical home value of homes in **75214** is \$780,500. 75214 home values have gone up 24.2% over the past year.

The typical home value of homes in **75218** is \$554,396. 75218 home values have gone up 23.8% over the past year.

The typical home value of homes in **75228** is \$313,056. 75228 home values have gone up 23.4% over the past year.

The typical home value of homes in **75206** is \$604,642. 75206 home values have gone up 23.2% over the past year.

NEWS ROUND-UP

Residential valuations increased \$40 billion in the last decade.

Our city reported a **whopping 30.8% increase** in home prices, year over year.

Average price is \$186 per square foot and **\$399,950 for 2,145 sq. ft.**

Yet, **Dallas ranks 10th nationally** in the study's top 10 most affordable cities for single family homes.

Dallas has the **second-highest projected number of new apartments** with an expected 23,571 units added by the end of year.



JUNIUS HEIGHTS TROLLEY

A Junius Heights streetcar is being disassembled and moved out of the old Spaghetti Warehouse building. The shell of Streetcar 707, built in the mid-1920s, will be stored at Orr Reed Architectural Co. while undergoing refurbishment.

Experienced. Enterprising. Exceptional.

They don't just know Lakewood and East Dallas — they know people, luxury, lifestyles, business, relationships, family, friends, neighborhoods, numbers, quirks, characters, ins and outs. Here's to them, every single day.



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NEIGHBORHOOD DEVELOPMENTS



Standard Shoreline. Rendering courtesy of Ojala Holdings.

NEW PROJECTS

GASTON AVE.

Construction is underway at the **Lakeside Living** project off Gaston Avenue. There are plans to build 107 townhomes at Lakeside, which is sandwiched between the Winsted at White Rock apartments and Arboretum Village shopping center. The Santa Fe Trail runs near the eastern edge of the property. Phase One will include 44 townhomes priced at the mid-\$400,000s to the mid-\$600,000s. The first homes will be available this fall.

HIGHLAND RD.

Highland Grove is a community of 23 single-family homes planned for a former mobile home park on a 4.16-acre site.

Homes will range in size from 2,000-4,000 square feet and are expected to be priced between \$675,000 and \$1 million. The residences are planned to be available next year.

GARLAND ROAD

Casa View Court will replace Garland Road Thrift. Of the 54 units, there will be duplexes, free-standing residences and four six-plexes. Two-story homes, each with a private backyard, will line the perimeter. And the three-story structures will be in the middle of the property, surrounding a community pool.

ROSS/GREENVILLE

Alexan Cathedral Arts is a 384-unit apartment complex from developer Trammell Crow Residential. Criticism was raised earlier this year when workers clear-cut over a dozen live oak trees on the Ross Avenue property near St. Matthew's Cathedral.

DEEP ELLUM & FAIR PARK

Larkspur Capital has two projects underway in the area between Deep Ellum and Fair Park, and the company has purchased a third property for construction. Larkspur is building an eight-story apartment community on Commerce Street on the eastern edge of Deep Ellum. Earlier this year, the developer announced plans for a 19-story rental tower in the same area. And the developer just acquired another nearby block closer to Fair Park, along Second Avenue near Exposition Avenue. Larkspur Capital still has another building site on Haskell Avenue under contract.

HENDERSON/ CENTRAL

New York-based **Acadia Realty Trust** paid \$85.4 million for more than a dozen properties and vacant land along Henderson Avenue. The properties stretch along 10 blocks on Henderson between North Central Expressway and Ross Avenue. Tenants in the more than 160,000 square feet of buildings include Sprouts grocery, Henderson Tap House, Fireside Pies, Warby Parker and Tecovas. "The portfolio is located in the heart of rapidly growing East Dallas, and in proximity to the city's most affluent communities of Highland Park, University Park, Uptown and Lakewood," Acadia said in a quarterly earning report.

GARLAND ROAD

Standard Shoreline, the mixed-use project proposed for the Shoreline church site at Garland Road and Centerville, received unanimous approval from the Plan Commission in September 2022. The development plan calls for 282 multifamily units in four stories wrapped around a parking garage. There will be 18 townhomes, 3,000 square feet of creative office space and an art park fronting Garland Road.

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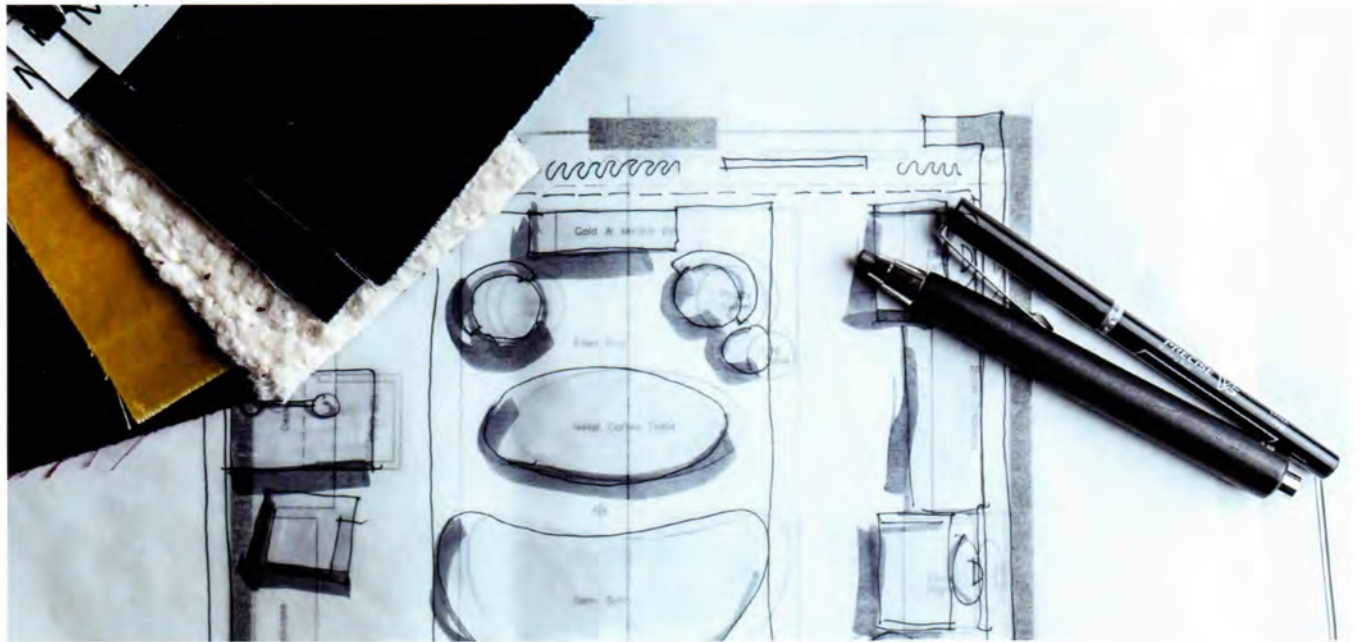
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HEALTH & WELLNESS



SPENT ON HEALTH CARE
\$147,801,000

SPENT ON DENTAL CARE
\$99,950,00

SPENT ON VISION CARE
\$1,731,000

SPENT ON PERSONAL CARE
\$29,633,600

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.

"Meditail" is where shopping developments are repurposing traditional retail space to include a robust wellness tenant list. For example, Mockingbird Station replaced retail for **ONE MEDICAL CENTER, HYDRATE IV BAR, STRETCH LAB AND FIT SOCIAL CLUB.**

NEWS ROUND-UP

DWELL WITH DIGNITY, a nonprofit founded by a Lakewood resident, designed and furnished a new mental health facility to service an estimated 4,800 people in Pleasant Grove.

The former Doctors Hospital at Garland Road and Buckner Boulevard rebranded from **CITY HOSPITAL** to **WHITE ROCK MEDICAL CENTER**. Pipeline Health owns the facility, which over the past year has expanded its clinical programs, hired more physicians, renovated inpatient rooms and facilities, and upgraded medical technology.

The Dallas Cowboys opened a \$3 million fitness center at Baylor University Medical Center in East Dallas. **COWBOYS FIT** is housed in the former location of the Tom Landry Fitness Center. The 45,000-square-foot center features a completely updated facility that includes exercise areas and locker rooms.

Dallas-born **MELISSA SAJJADI** moved back after living for several years in Chicago to open her own pilates studio, **PILATES214**, on Mockingbird Lane. The facility includes classes designed specifically for pre- and post-natal mothers along with Fit 214 classes.

CELEBRATING
130 years!



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Life at Fowler mirrors the creative energy of East Dallas. Located on 21 wooded acres, see why your neighbors have been choosing Fowler for so many years!

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Assisted Living

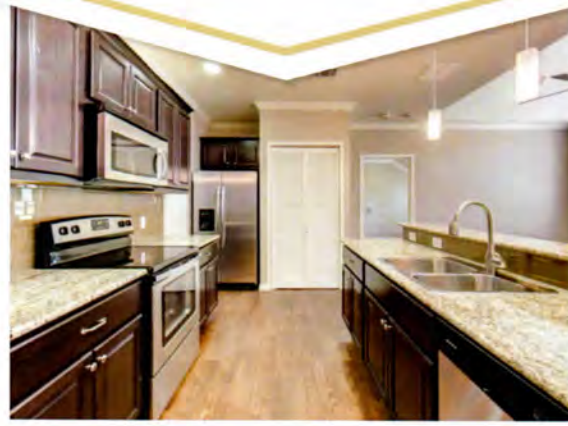
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CULTURE & ENTERTAINMENT



Our city's rich cultural history is rooted in East Dallas. This neighborhood has more record shops than anywhere else in Dallas. Musicians like Erykah Badu, Dusty Hill, Tripping Daisy and Joshua Ray Walker call East Dallas home.

Artists Jeff Garrison and Chris Arnold had painted the seven gigantic, iconic murals on the exterior of the **5 MOCKINGBIRD APARTMENT** complex

over a decade ago. Then they were covered in beige paint. This year, the artists painted two "contemporary deco" murals on the buildings.

SHAKESPEARE DALLAS celebrated its 50th summer season at Samuell-Grand Amphitheater.

To Celebrate **DEEP ELLUM**'s 150th anniversary, Deep Ellum 100 is giving 10 local artists \$1,000 grants to participate in the Sounds of Deep Ellum live album project.

Woodrow Wilson Alum **JOAQUÍN ZIHUATANEJO** founded Dallas Youth Poets, an organization that trains and takes local, young poets to the Brave New Voices competition. He authored seven books and most recently was named Dallas' first-ever poet laureate.

81%
GO TO
CONCERTS

71%
ATTEND
SPORTING
EVENTS

SPENT ON ENTERTAINMENT
\$111,763,000

SPENT ON PLAY, THEATER, OPERA, CONCERT
\$2,961,900

SPENT ON PARKS & MUSEUMS
\$757,300

SPENT ON PARKS & MUSEUMS
\$2,554,900

FAIR PARK HISTORY

When the State Fair was canceled because of the coronavirus pandemic, Fletcher's hit the road to sell its fried fare at pop-up events around Dallas. That wasn't the first time Fletcher's reimagined itself as a fast-food concept. In 1960, Fletcher's had its own drive-thru at 3610 Samuell Blvd. across from Tenison Glen Golf Course. Ads from that summer show the eatery needed fry cooks, car waitresses, counter men and bus boys who were "nice appearing, sober and reliable."



NEWS ROUND-UP

WOODROW WILSON HIGH SCHOOL Community Foundation awards over \$50,000 in scholarships.

Lakewood Elementary Early Childhood PTA raised more than a record \$250,000, which was distributed to six neighborhood schools.

The Junior League of Dallas and presenting sponsor Texas Instruments awarded nearly \$113,000 in grants to 52 Dallas ISD educators, six of which are East Dallas educators

By December 2022, R.E.A.D. Labs will be installed at **LAKWOOD ELEMENTARY, ALEX SANGER PREPARATORY, WILLIAM LIPSCOMB ELEMENTARY** and **EDUARDO MATA MONTESSORI** as part of a district-wide library improvement plan.

HIGHEST TEA RATED NEIGHBORHOOD SCHOOLS

Alex Sanger Preparatory School: B
Casa View Elementary: B
Dan D. Rogers Elementary: A
George W. Truett Elementary: Lakewood Elementary: A
Mockingbird Elementary: B
Mount Auburn STEAM Academy: B
Reinhardt Elementary: B

The robotics students at neighborhood schools **ALEX SANGER PREPARATORY** and **CASA VIEW ELEMENTARY** were honored for robotics excellence at the VEX Robotics World Championship.

DALLAS ISD is launching a fully virtual option for students in grades 3-9. The program, named iLearn Virtual School, will be self-paced and offers "an innovative, flexible learning environment."

GENEVA HEIGHTS AND VICTOR H. HEXTER elementary schools each have about \$30 million budgeted for improvements. The schools are among 186 projects funded by Dallas ISD's most recent bond issue.

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.



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Dallas Academy



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In our commitment to diversity and equity, St. John's Episcopal School does not discriminate regarding race, color, ethnicity, national origin, sexual orientation, gender, age, genetic information, disability, pregnancy, marital status, religion, military status, and/or any protected category. This commitment extends to our employees, educational activities, and financial aid policies, and other school advancement programs.

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Dallas Morning News Advertising from 1949

When it comes to supporting our East Dallas community, the Greater East Dallas Chamber of Commerce has been a leader since 1945.

The organization and its members provide networking support to our business and industrial community, along with cultural, educational and healthcare resources. The Chamber's commitment to local businesses and economic activity has helped make our residential neighborhoods among the strongest in the City of Dallas.

During the past 77 years, Chamber members have had the opportunity to attend group-sponsored community events, learn about and meet people representing other member businesses, attend regular networking luncheons featuring keynote speakers, impact governmental issues on all levels through Chamber lobbying, and learn about future developments at the Chamber's end-of-the-year economic summit.

The Greater East Dallas Chamber of Commerce is a member of the U.S. Chamber of Commerce, the State of Texas Chamber of Commerce and the Greater Dallas Chamber of Commerce. For membership information, visit eastdallaschamber.com for more information about the Chamber and how you can become involved.

1967
The Greater East & South Dallas Chamber merges with the **Eastern Dallas Chamber**. The Chamber president at the time was **Sheffie Kadane Sr.**, president of Pure Ice & Cold Storage Co.

1971
The Greater East & South Dallas Chamber changed its name to the **East Dallas Chamber** under the leadership of Lakewood Bank & Trust's **Don Wright**.

1985
The Lakewood Business Men's Association of Dallas, established in 1948, officially changed its name to the **Lakewood Chamber of Commerce**. **Jim Davis**, who owned Country Garden Florist and later founded Disciples of Trinity (DOT), served as chamber chairman for several years.

1996
The East Dallas chamber led by **Sherryl Wesson** of Ebby Halliday Realtors and the Lakewood Chamber headed by **Annette Stone** of State Farm Insurance merged. The new group was called **Dallas Northeast Chamber of Commerce**.

2013
The group's name was changed to **Greater East Dallas Chamber of Commerce** under the leadership of **Roger Perry**, headmaster of Lakehill Preparatory School.

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.

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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.

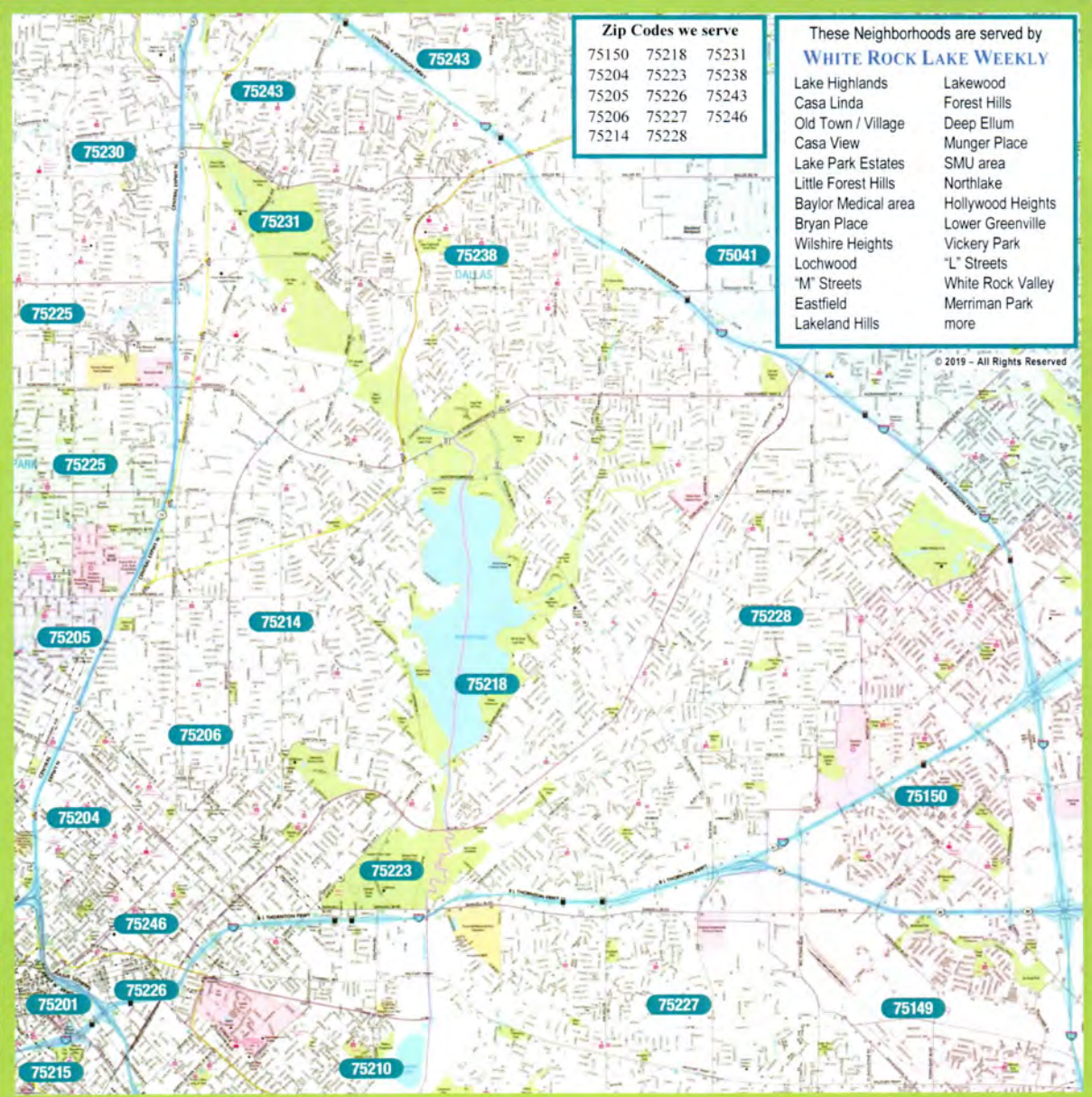
That is hundreds more locations than for any other local publication. People say, "I see your paper everywhere!"

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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.



WHY

Join the Greater East Dallas Chamber of Commerce for the members-only benefits to boost your business and benefit our community

In addition to a host of networking opportunities (morning, lunch, and evening), as a member, you would enjoy the following exclusive benefits.

- **Business Listing in Chamber directory in all outlets, including:**
 - Online on our website,
 - In our mobile app, and
 - In our annual Economic Development Report
- **Member decal for storefront or window**
- **Ribbon Cutting/Open House for New Members**
- **Invitation to attend New Member Orientation**
- **Opportunity to be featured in Member spotlight (social media)**

Discounts to Chamber luncheons and other events

Attend networking events for free

Opportunity to offer coupons or discounts to other Chamber Members

Exclusive sponsorship opportunities

With all these benefits, membership is a wise investment and tool for a successful business. Our Business Memberships start at \$250 per year. Please click on the link or scan the QR code below to explore the membership that best suits you.

See our online calendar of upcoming events!
business.eastdallaschamber.com/gedcc-calendar

JOIN?

LEARNING

Exclusive training opportunities on hot topics from business leaders

DISCOUNTS

Increase your purchasing power through members-only discounts and perks

CREDIBILITY

Increase your reputation through membership

HAVE A VOICE

Gain a say in government through our advocacy efforts

VISIBILITY

Get noticed in our community

NETWORKING

Harness the power of networking in our community



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Sign up today using the QR code or visit business.eastdallaschamber.com/member-application

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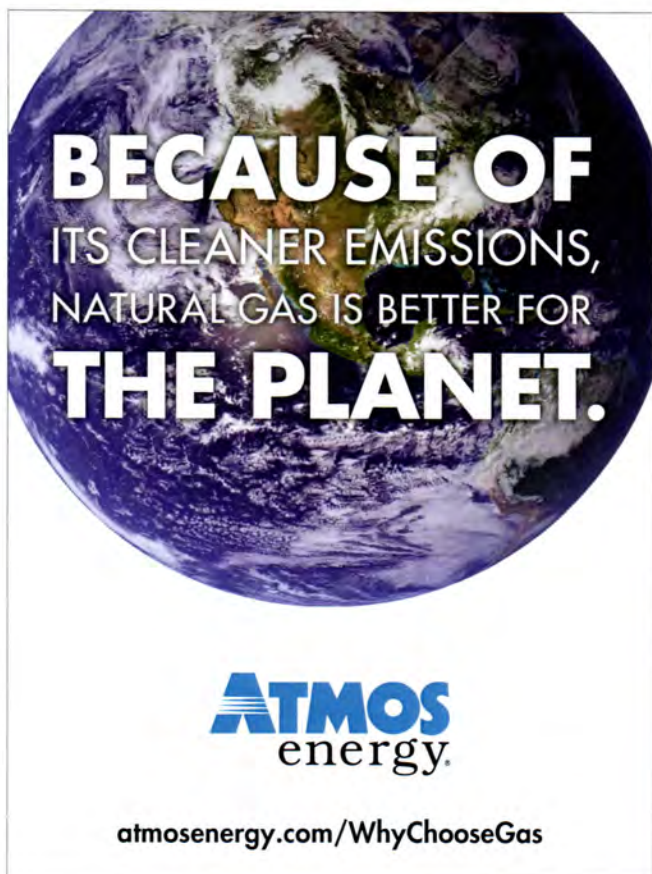
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