



Connect to DART's 700-square-mile service area at the Addison Transit Center:

Route 707 connecting the Addison Transit Center and Westgrove via Quorum Drive and Addison Road. (Runs every 20 minutes from 5:30 a.m. to 6:40 p.m. Monday through Friday only)

Route 708

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shuttling mid-day between the Addison Transit Center, The Galleria and Valley View Mall. (Runs every 40 minutes from 9:37 a.m. to 2:57 p.m. Monday through Friday only).

For more information about Addison's four Trolley-Bus Routes or for general DART bus and rail schedule information,

call 214-979-1111 or visit our website at DART org

DART Safely

Take the Addison Trolley-Bus It's fun and easy as 1-2-34

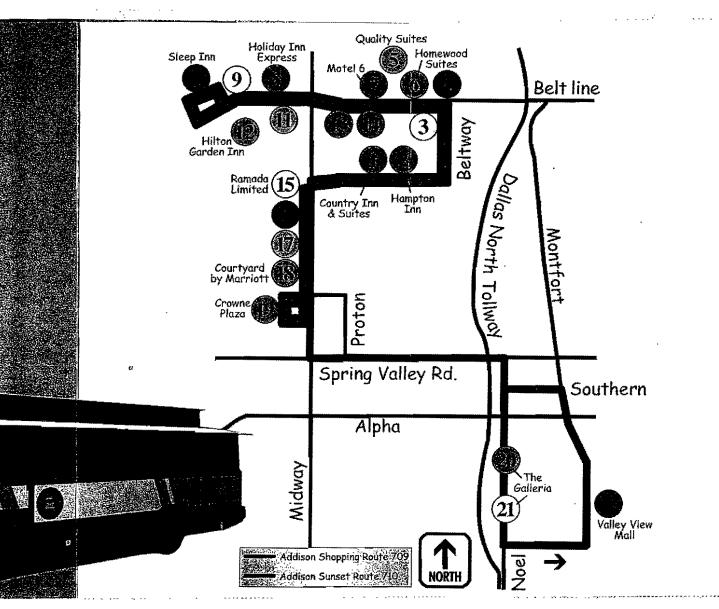
 Select your departure and destination locations from the reverse side (note stop numbers).

Go to nearest stop before the time listed on the schedule attached.

3: Fare is only 50 cents (Operators cannot make change), Free with transfer from DART bus or rail.

Shop 'til you drop:

Addison Shopping Trolley-Buses depart from The Galleria every hour on the hour from 11 a.m. to 10 p.m. Monday through Saturday.



Addison Shopping Tholley-Bus (709)

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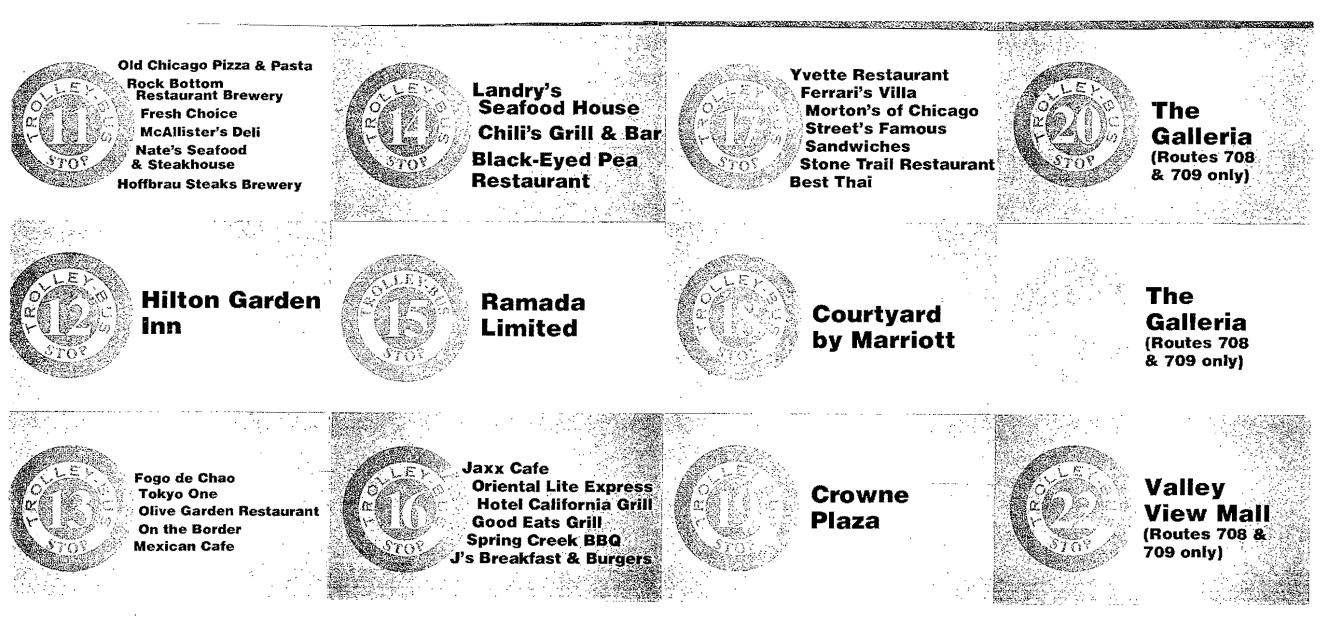
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Addison Shopping **Holiday Inn** Trolleyabus Hampton **Quality** Express (Route 709) connects north Addison restaurants and hotels on Belt line; Beltway and Midway to: **Suites** Inn The Galleria and Valley View Mall via Spring Valley **Cafe Express** Road & Noel. Runs every hour from 10 a.m. to 10 p.m. Monday through Saturday. No Sunday. service (Starts July 31, 2000) Addison Sunset TOLEVEUS Cristina's **Cantina Laredo** Homewood (Route 710) - serves north Addison restaurants. Mexican Restaura Suites and notels on Belt line Beltway and Midway Chu's Restaurant **Jason's Deli** Runs every 30 minutes 6 p.m. to midnight. Monday through Saturday, No Sunday service Starts July 316-20 The Londoner Grady's **Genghis Grill Country Inn American Grill Sleep Inn** Jo Jo's & Suites Restaurant Macaroni Grill Motel 6





OFFICE OF THE CITY MANAGER

Post Office Box 9010 Addison, Texas 75001-9010

(972) 450-7001 • FAX (972) 450-7043 5300 Belt Line Road

July 3, 2003

Mr. Tim Newby AVP Public Service Planning Dallas Area Rapid Transit P.O. Box 660163 Dallas, TX 75266-9299

Dear Tim:

Thank you for meeting with us recently to visit about the DART Trolley program in Addison. As we discussed, current revenue trends in the Town's hotel/motel receipts are requiring us to reevaluate programs and eliminate certain expenditures. We have made the determination that the Town can no longer financially support the DART Trolley program and request termination of this service in our community.

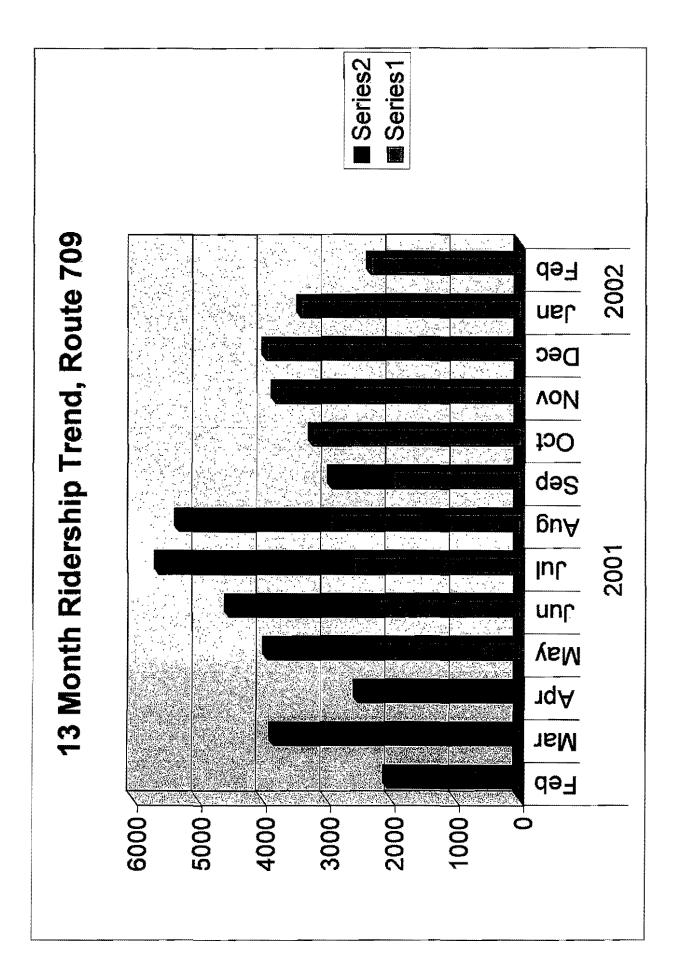
I appreciate your willingness to work with the Town in instituting the trolley service. Unfortunately, "ridership" never approached the levels we had hoped despite our best efforts. Perhaps economic circumstances will enable DART and the Town of Addison to explore new rider service programs catering to smaller numbers of passengers in the future.

Thank you again for all your assistance and support.

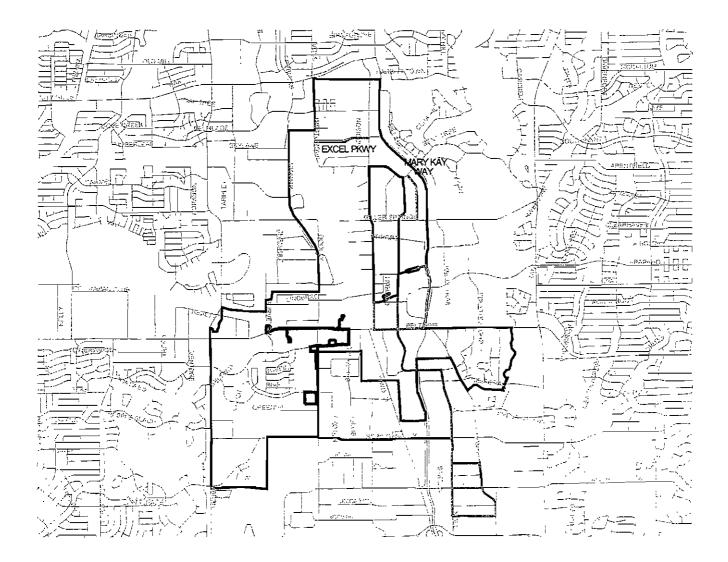
Sincerely,

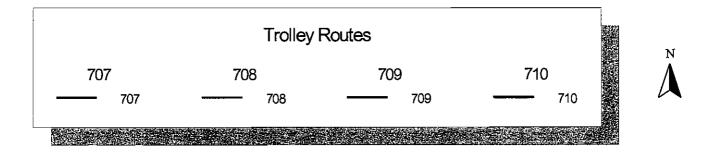
Ron Whitehead, City Manager

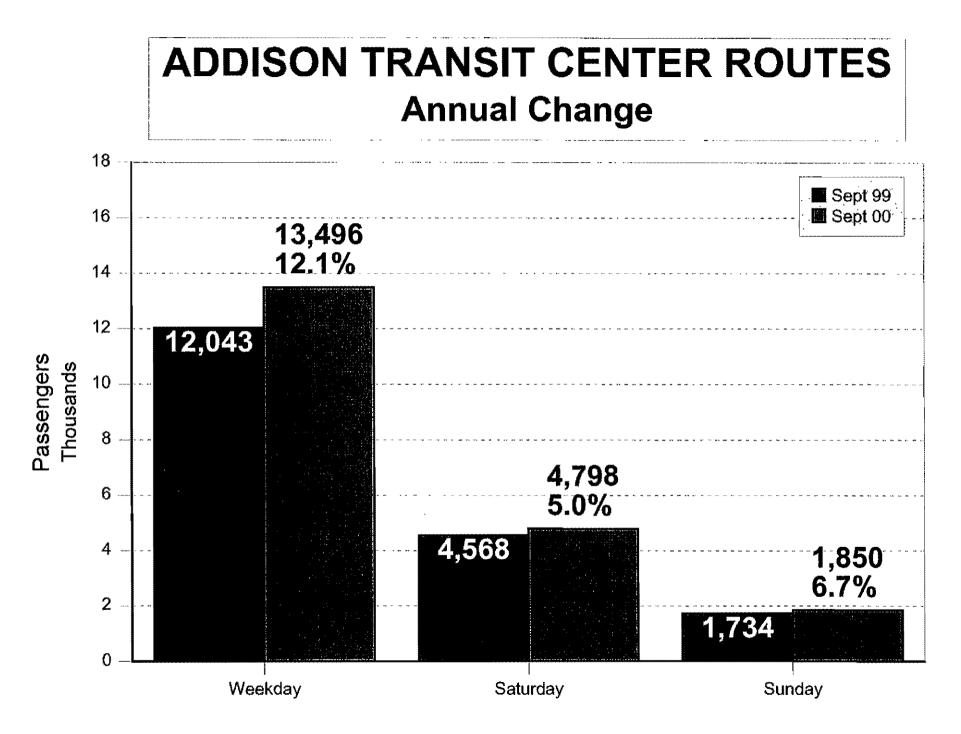
c: Town of Addison City Council Lea Dunn, Deputy City Manager Randy Moravec, Finance Director Bob Phillips, Visitor Services Director Mike Murphy, Public Works Director



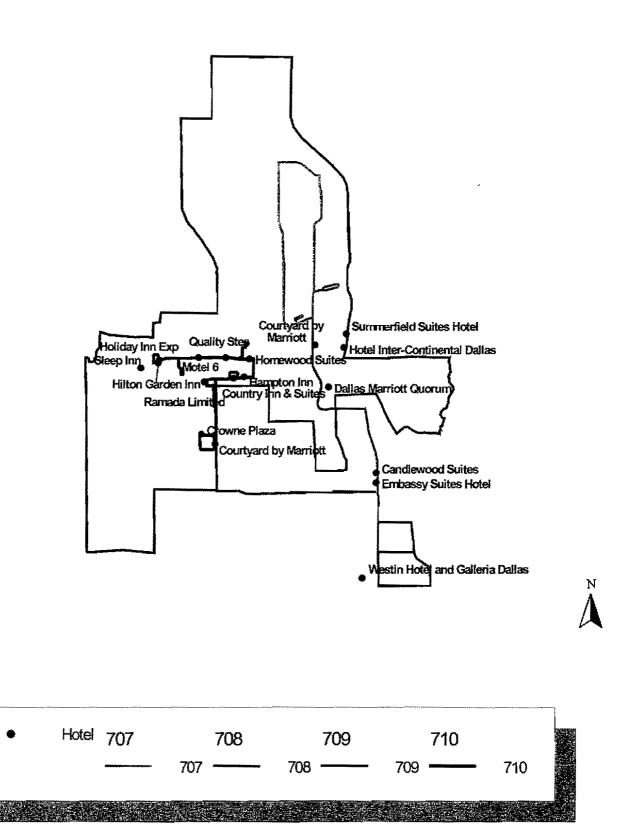
Addison Trolley Service



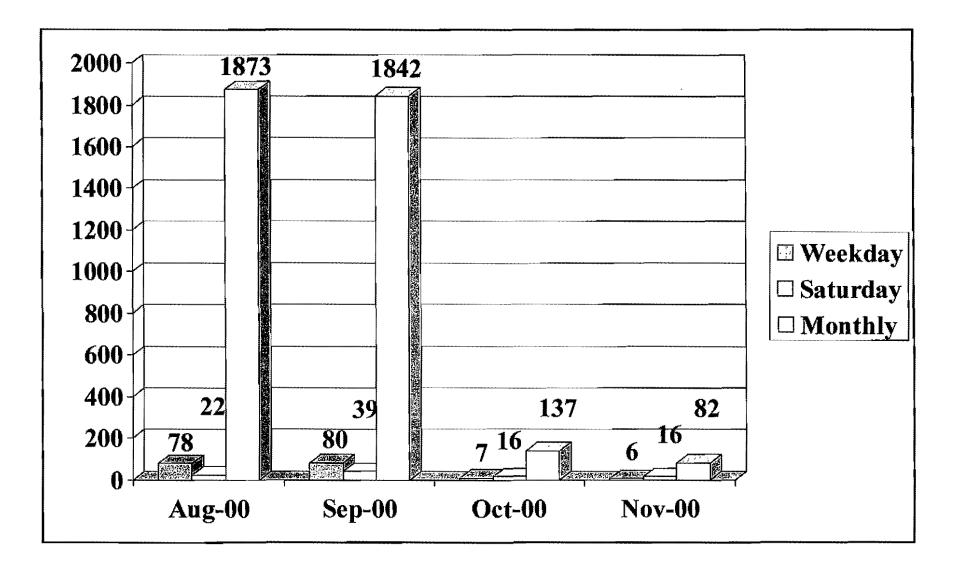


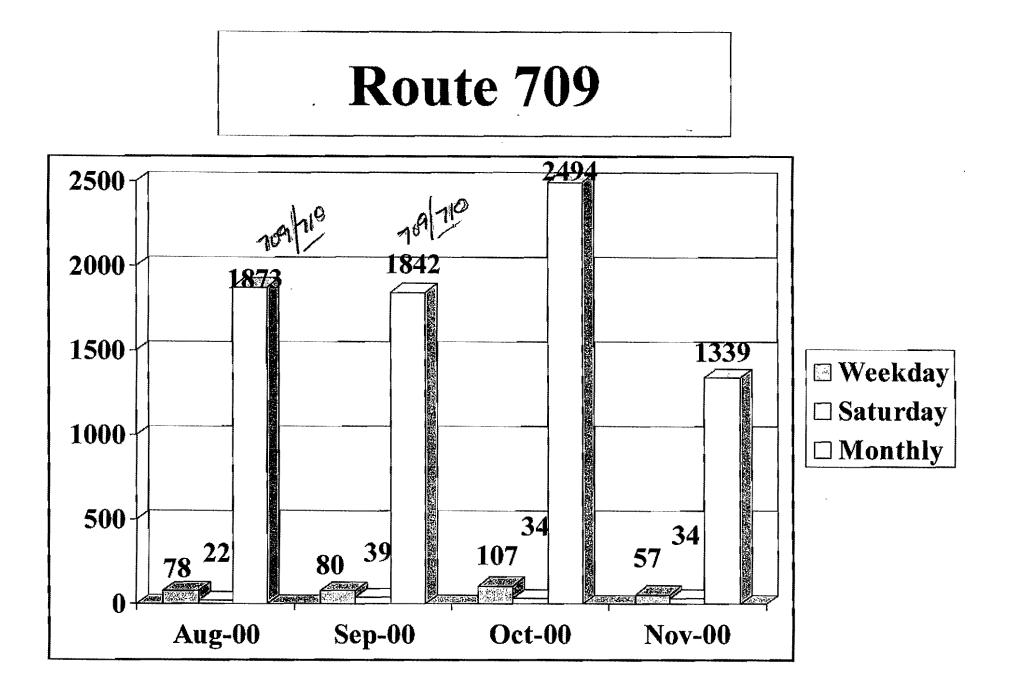


Addison Hotels



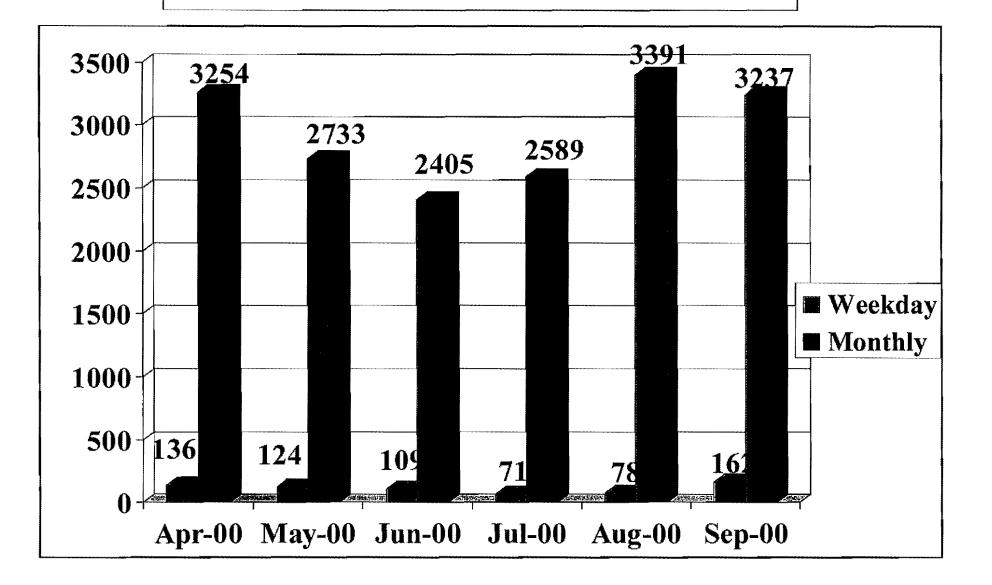
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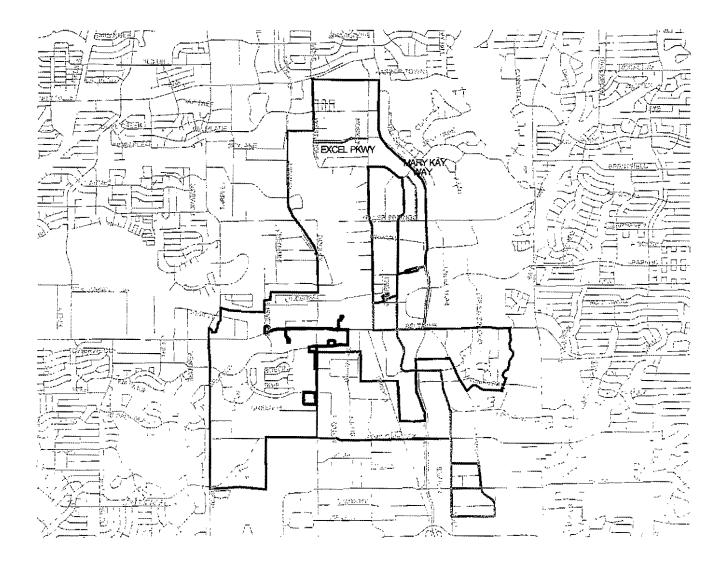


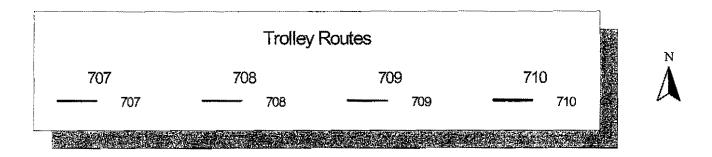
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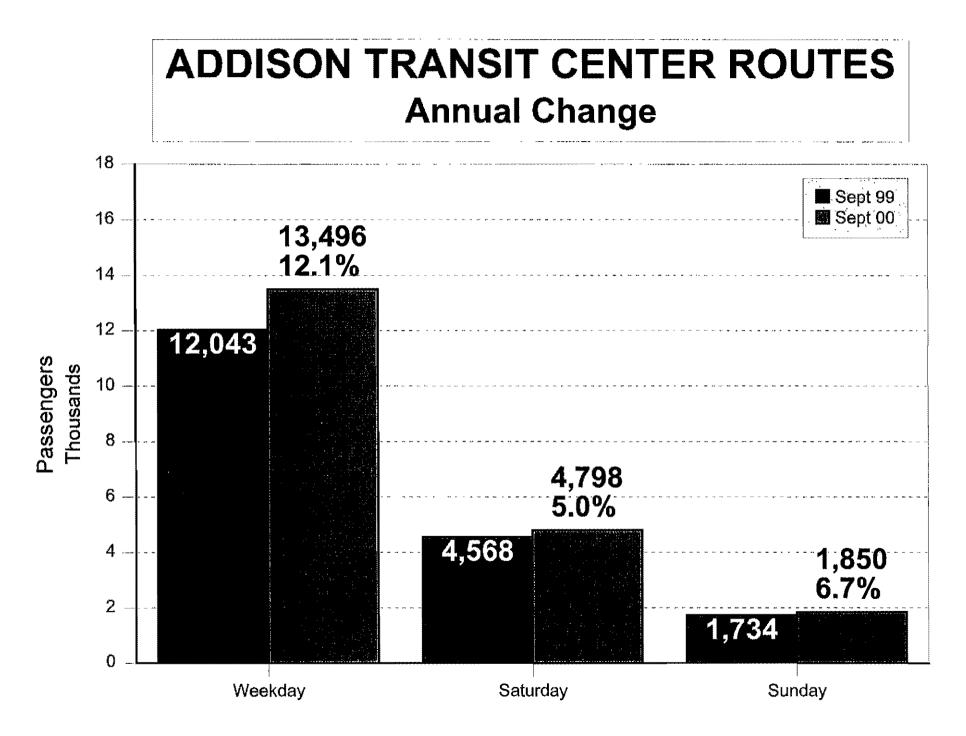
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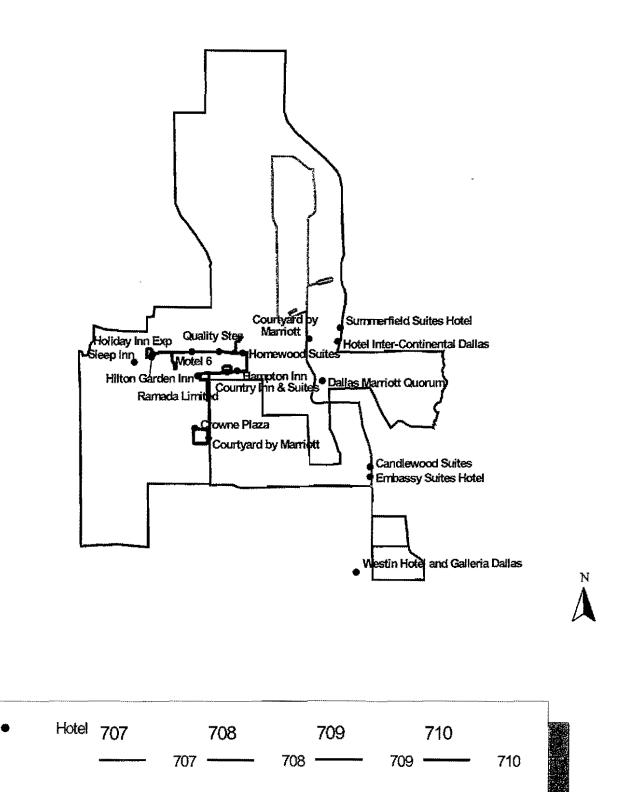
Addison Trolley Service



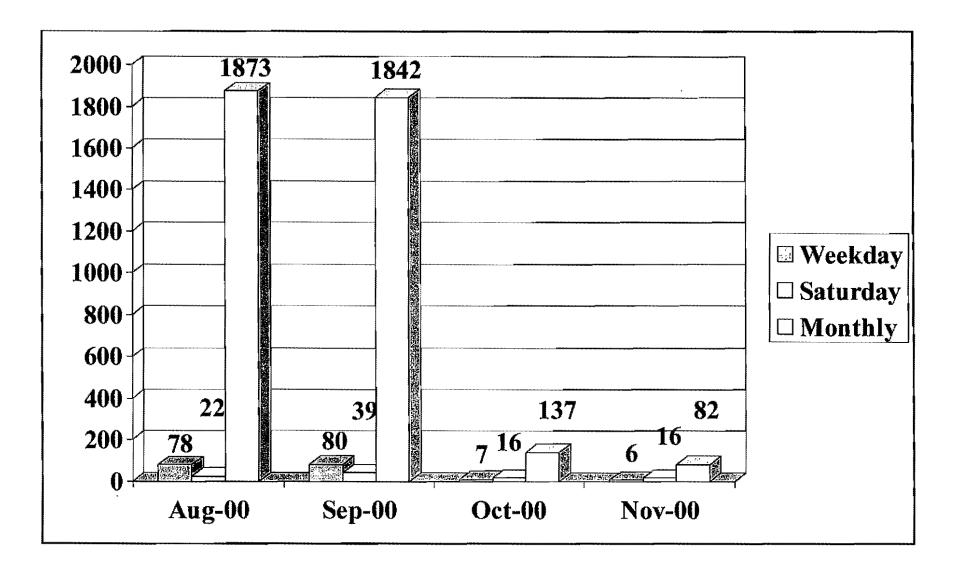


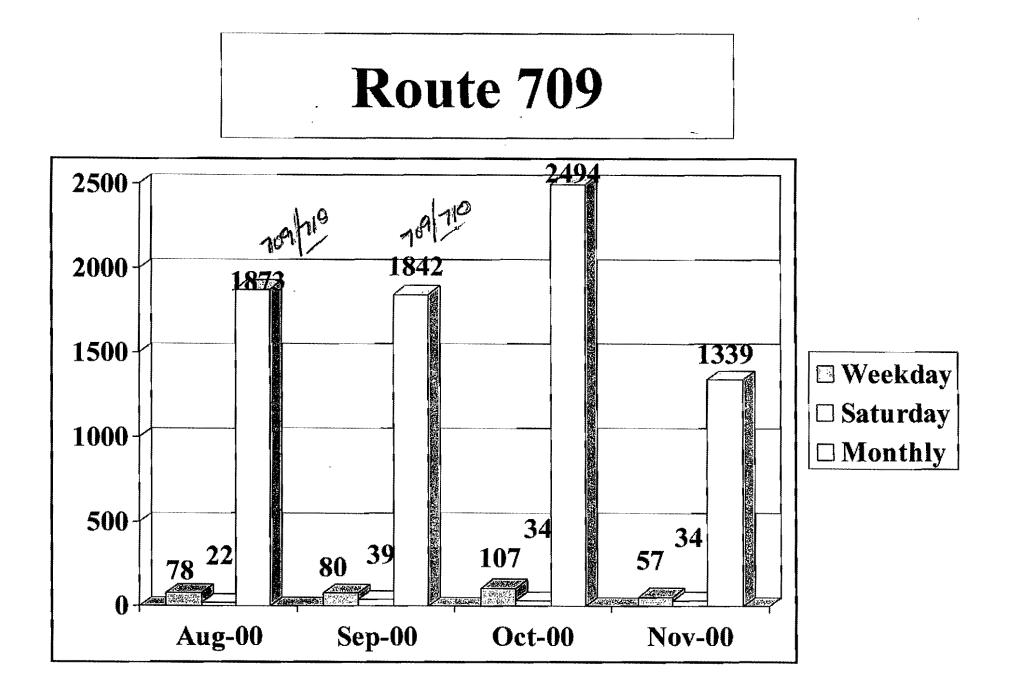


Addison Hotels



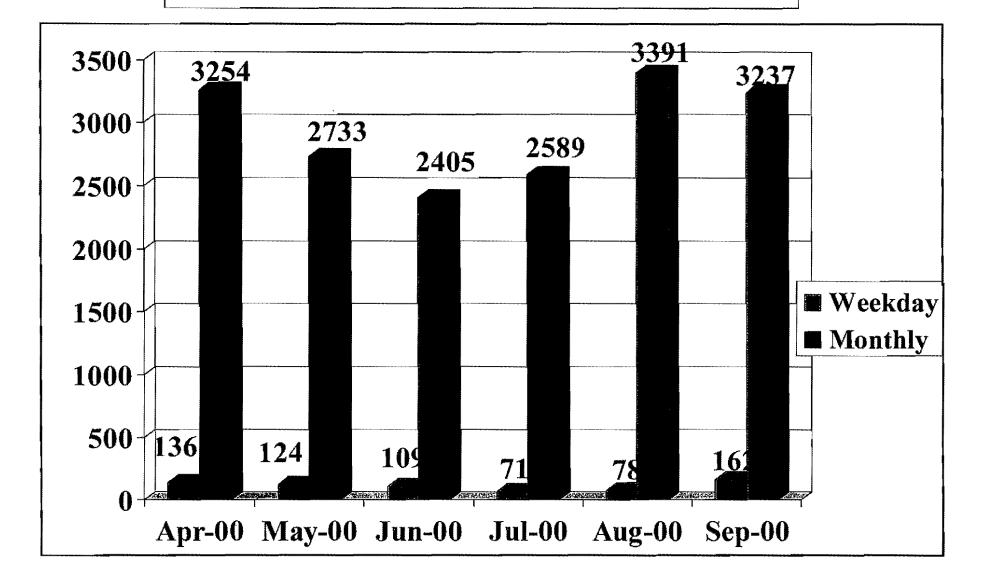
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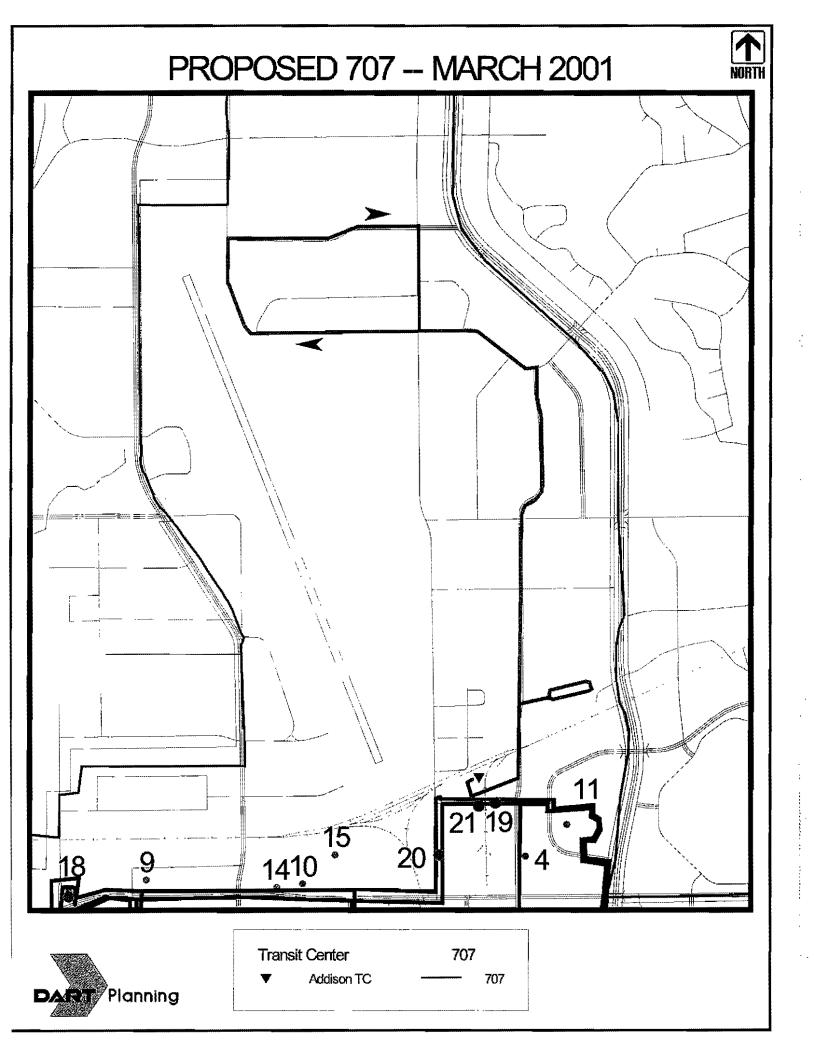


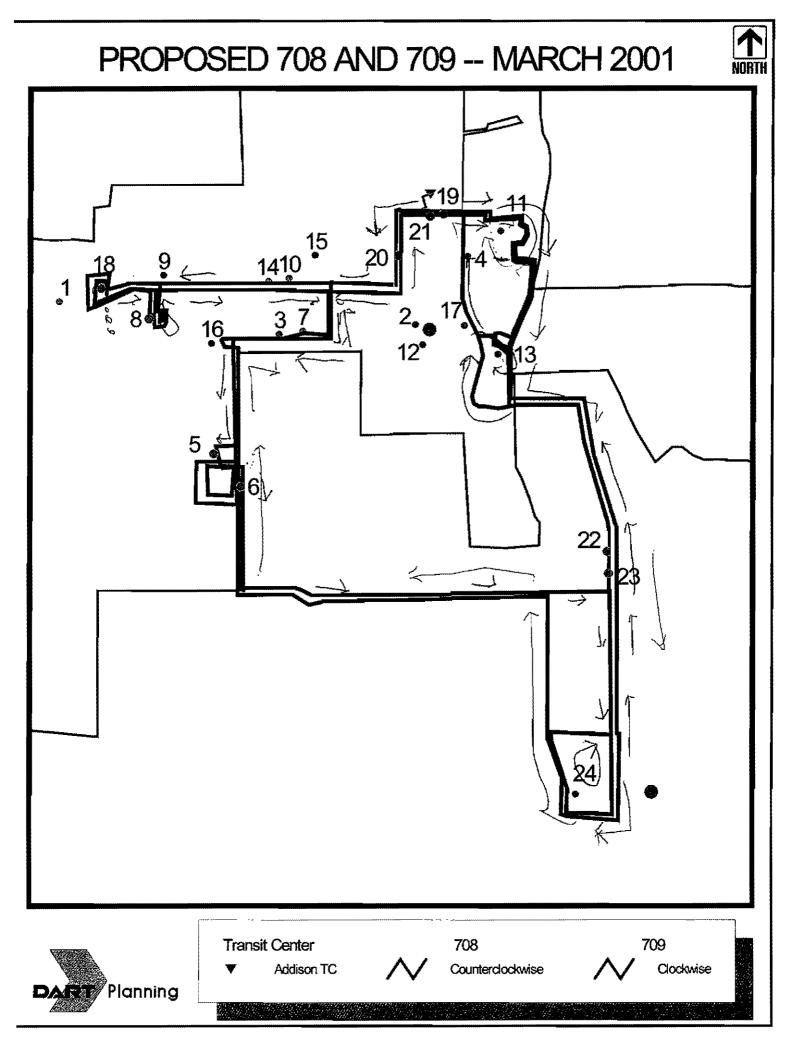


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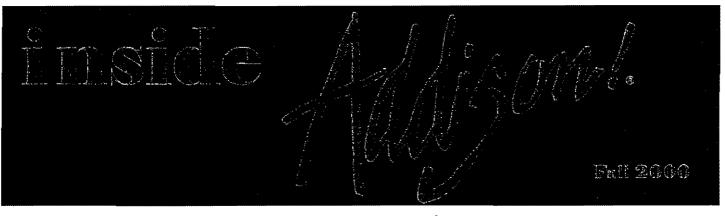


ID	Hotel	Address	City	ZIP
1	Suites of America	4004 Belt Line Road, #160	Addison	75001
2	Comfort Inn	14975 Landmark Blvd.	Dallas	75240
3	Country Inns and Suites	4355 Beltway Drive	Addison	75001
4	Courtyard by Marriott/Addison Quorum	15160 Quorm Drive	Addison	75001
5	Courtyard by Marriott/Addison Midway	4165 Proton Drive	Addison	75001
6	Crowne Plaza North Dallas	14315 Midway Road	Addison	75001
7	Hampton Inn	4505 Beltway Drive	Addison	75001
8	Hilton Garden Inn	4090 Belt Line Road	Addison	75001
9	Holiday Inn Express	4103 Belt Line Road	Addison	75001
10	Homewood Suites	4451 Belt Line Road	Addison	75001
11	Hotel Inter-Continental Dallas	15201 Dallas Parkway	Addison	75001
12	La Quinta Inn and Suites	14925 Landmark Blvd.	Dallas	75240
13	Marriott Quorum	14901 Dallas Parkway	Dallas	75240
14	Motel 6	4325 Belt Line Road	Addison	75001
15	Quality Suites	4555 Belt Line Road	Addison	75001
16	Ramada Ltd.	4151 Beltway Drive	Addison	75001
17	Residence Inn by Marriott	14975 Quorum Drive	Dallas	75240
18	Sleep Inn	4005 Belt Line Road	Addison	75001
19	Summerfield Suites	4900 Edwin Lewis Drive	Addison	75001
20	Wingate Inn	4960 Arapaho Road	Addison	75001
21	MainStay	15200 Addison Road	Addison	75001
22	Candlewood Suites	13939 Noel Rd.	Dallas	75240
23	Embassy Suites Hotel	14021 Noel Rd.	Dallas	75240
24	Westin Hotel and Galleria Dallas	13340 Dallas Parkway	Dallas	75240

1-18-01 Diana Leary 2nd Phase Person/DART Jennifer Jones - Promted Catherine Wallace Soc Planner 749-2552 Co back to drawing board (Change July / Angust) - - -Will E-m · · · Ron, Lee, Newby - - -. - ---- - -. · · ·

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ddison, TX 75001-9010

O. Box 9010

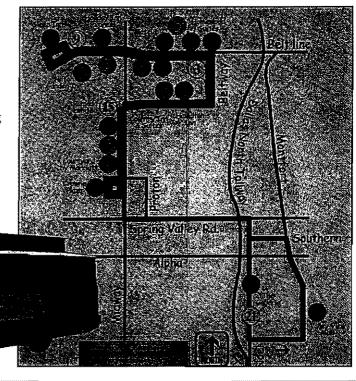
With the holiday shopping season – and its inevitable traffic crunch — fast approaching, why not relax and leave the driving to the pros at DART? Their reliable Trolley service will whisk you to and from Addison hotels, restaurants and malls at regular intervals, making for a much less hectic and much more festive shopping experience.

Imagine yourself rolling along to your holiday shopping destination, without a care in the world! For those die-hard bargain hunters, the DART Addison Shopping Trolley-Bus runs every hour on the hour from 10:00 a.m.-10:00 p.m. Monday through Saturday. The Shopping Trolley-Bus connects north Addison restaurants and hotels on Belt Line

Road, Beltway Road, Midway Road with the Galleria and Valley View Mall.

After a hard day of shopping, why not treat yourself by catching the DART Addison Sunset Trolley-Bus? Cruise all the fine eating establishments along famous Restaurant Row and hit the best of the area's outstanding hotels along Belt Line, Beltway and Midway every 30 minutes from 6:00 p.m.-midnight Monday through Saturday.

With 22 stops along the DART Addison Trolley-Bus route, you're sure to find one close and convenient. You can also connect to DART's 700square-mile service area at the Addison Transit Center, so everything in Addison is within your reach, regardless of where you're coming from.For more information, call DART at 214-979-1111.



FIRST CLASS

U.S. POSTAGE

PAID

PERMIT#58

ADDISON, TEXAS

Addison Postal Customer Addison, Texas 75001

GO MONGOLIAN!

The next time you're hungry for something truly different, go Mongolian! The best of the new wave is right here in Addison, where you can taste the world without ever leaving the city limits.

Mongolian Grills Exotic. Enticing, Colorful. Creative. All these terms describe the hottest new trend in cuisine – the Mongolian grill. Addison is proud to be the home of two outstanding restaurants offering this unique dining experience, Genghis Grill Mongolian Barbecue and Zen Mongolian Bar & Grill.

Genghis Grill, conveniently located at the comer of Belt Line Road and Midway Road, is a popular destination for those whose palates hunger for something deliciously different. The atmosphere is decidedly campy and distinctively cultural, with clever puns throughout the restaurant connecting their name with the infamous marauder of the middle-ages, Genghis Khan himself. A favorite is the sign inviting diners to splurge in the "all you Khan eat" setting! Aromas tantalize your taste buds from the moment you enter, and the sounds of spicy foods sizzling on the huge open grill conjure up a variety of culinary delights. Hungry food artists convene around a kiosk where numerous selections of fresh meats, vegetables, oils, sauces and spices

await, each one creatively heaping their choices in crockery bowls that are in turn given to the grill-masters for cooking. The artistry continues before your very eyes, as the Mongolian grill-masters set about sizzling your selection to perfection on an enormous open grill and then adding a giant portion of steaming rice to balance the tasty concoction. Not often are you treated to such mouth-watering entertainment! Reasonably priced, outlandishly outfitted, and tantalizingly tasty, Genghis Grill is hard to beat for good food and great fun. Open Monday-Friday for lunch from 11:00 a.m.-2:30 p.m. and dinner 5:00-10:00 p.m., Saturday 11:00 a.m.-11:00 p.m., and Sunday 11:00 a.m-10:00 p.m. (4201 Belt Line Road, 972-503-5995, genghisgrill.com)

Zen Mongolian Bar & Grill, in the heart of upscale Addison Circle, is one of the newest additions to that area's line-up of fine dining establishments. True to its name, Zen is both mystical and intriguing. Sights, sounds, and smells converge into a multi-sensory mosaic. Interactive at every level, Zen beckons the bold and tempts

the timid, as each one tries their hand at building a mouthwatering masterpiece from among the imaginative array of meats, vegetables, oils, sauces, and spices available. The next stage is equally interactive, as the Zen artists entertain onlookers with their skill at the grill, custom-cooking each creation with flair and finesse. Paired with a generous bowl of steamed rice and flatbread, the eating is as plentiful as it is pleasurable. The atmosphere is casual, contemporary and colorful, with indoor as well as patio dining. Open Monday-Friday for lunch from 11:00 a.m.-2:30 p.m. and dinner from 5:00-10:00 p.m., with Happy Hour from 4:00-8:00 p.m. Open Saturday from 12:00-10:00 p.m. and Sunday 10:00 a.m.-10:00 p.m. There's even a special Sunday brunch with a Bloody Mary bar from 10:00 a.m-1:00 p.m. And, the full bar is open 7-days-a-week from 11:00 a.m.-2:00 a.m. This locally-owned eatery is one-ofa-kind and the perfect spot for a relaxing drink with friends or catching the big game on the big screen. Check it out at Zen Mongolian Bar & Grill. (5064 Addison Circle,972-233-9362, zenaddison.com)



LAWRY'S THE PRIME RIB 14655 Dallas Parkway ~ 972-503-6688

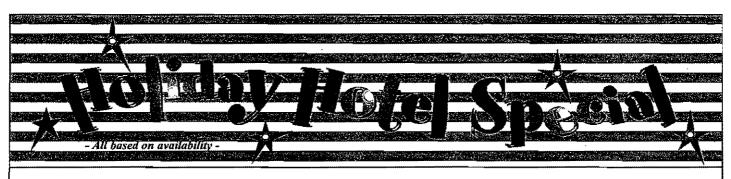
Beef, glorious beef! That's what you'll find at Lawry's The Prime Rib...and lot's of it. The experts at Lawry's have been dishing up the best beef in the business since 1938 when the original opened in Beverly Hills. In all the years since, the standard of excellence hasn't changed. In fact, the Lawry reputation continues to grow here in Addison as more and more satisfied customers pass through their elegant portals along the Dallas Parkway.

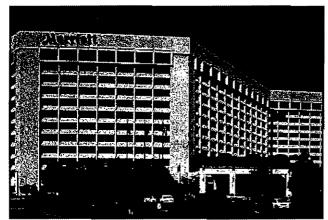
Seasoned to perfection and cooked to order, Lawry's beef

(and other fare) is synonymous with great taste. Entrees are rounded out with generous servings of tasty and traditional side-dishes, crispy cool salads, and decadent desserts. No taste bud is ever ignored at Lawry's, from artistic appetizers to firstrate finales.

When it comes to service, Lawry's again excels. Courteous and responsive staff make it their mission to anticipate and meet every need. Diners delight in the special personal attention they receive from the experienced folks at Lawry's who extend red carpet treatment to each and every customer.

Discover the delicious difference for yourself at Lawry's The Prime Rib. Special "ale and sandwich bar" is open for lunch Monday-Friday from 11:00 a.m.-2:30 p.m., with full dinner service from 5:30-10:00 p.m. Weekend hours are 5:00-10:00 p.m. on Saturday and 5:00-9:00 p.m. on Sunday. Check out the Sunday brunch from 11:00 a.m.-2:30 p.m.





CROWNE PLAZA offers expert party planning for your holiday events and an excellent discounted room rate for your guests during the holiday season. There's something for everyone to enjoy. Learn more by calling 972-980-8877.

HILTON GARDEN INN offers a special "\$100 Weekend" (\$50 plus tax each night) every Thursday-Sunday with a two-night minimum. Treat yourselves or your visitors to the Hilton experience and enjoy a particularly relaxing holiday season. Just mention the "\$100 Weekend" to get this great rate. Call 972-233-8000 for reservations.

HOLIDAY INN EXPRESS offers a special holiday rate of \$49/night between November 23-26 and December 21-26. All the great service and amenities provided by Holiday Inn Express (like the complimentary deluxe continental breakfast) are available to your out-of-town friends and family members, so contact them at 972-991-8888 for reservations and details.

HOTEL INTER-CONTINENTAL has a great Monte Carlo Seafood Buffet every Friday from 6:00-10:00 p.m., which is a particular asset during the busy holiday season. Bring your family and guests, and enjoy steamed Maine lobster, jumbo shrimp, crab claws, mussels, oysters on the half shell, a variety of fresh fish, and even prime rib for those who prefer beef. For \$38/person and \$22/children under 12, it's a great value and a great holiday time-saver. Call 972-386-6000, ext. 4135, for reservations. LA QUINTA INN & SUITES offers their "Buy One Weekend Night – Get One Free" every Friday-Saturday-Sunday from September 1-December 30, 2000. Just purchase one night at regular low rates and get the next consecutive night free, plus enjoy two-days worth of complimentary breakfast. Your out-of-towners will enjoy those benefits, for sure. Call 972-404-0004 for reservations.

MARRIOTT COURTYARD ADDISON QUORUM offers a special weekend / holiday rate of \$59/night from October 13-December 31, 2000, with additional weekend availability November 17-26 and December 15-January 7. There is also a "Breakfast Lovers" special, which includes breakfast for two with the room for \$69 plus tax, per night. Contact the hotel directly at 972-404-1555 for reservations.

SUMMERFIELD SUITES BY WYNDHAM offers a great holiday rate of \$69-One Bedroom suite and \$109-Two Bedroom/Two Bathroom suite. These holiday rates will be offered starting Thursday, November 16-28 and December 15-28. For more details, please call, 972-661-3113.

WINGATE INN, the first hotel to offer high-speed internet access throughout its system, sweetens the deal with a special \$85/night rate with the mention of this write-up in the *inside Addison* newsletter. As always, Wingate rates include complimentary breakfast and access to all amenities for the business or recreational traveler. Call 972-490-1212 for more information.



QUORUM GALLERY

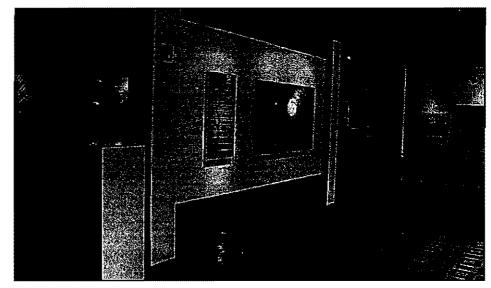
QUORUM GALLERY 15640 Quorum Drive in Addison Circle 972-239-5812 Tuesday-Saturday 10:00 a.m.-6:00 p.m. Other hours by appointment

There's nothing quite like a leisurely stroll through an art gallery to soothe the senses, spark the creativity, and sharpen the imagination. Since the February opening of the Quorum Gallery, there's been plenty of soothing, sparking, and sharpening going on in Addison Circle. Located at 15640 Quorum Drive, directly across from the picturesque Bosque Park in the eclectic Addison Circle development, Quorum Gallery offers casual passersby and visitors an ever-changing glimpse into fresh artistic dimensions just inside their doorway.

Owners Doug Robinson and Kym Foster built their partnership on a solid friendship and mutual passion for the arts, both as business professionals and fellow artists. Together, they have achieved their goal of presenting the diverse works of featured artists with rare creativity in visuallystimulating displays that are regularly revised. The emphasis is always fresh, as new works are introduced frequently.

Visitors can expect to see something new, different, and inspiring with each and every stroll through Quorum Gallery. This 'dedication to different' makes Quorum Gallery dynamic and interactive, never rigid and repetitive. There's no mistaking Quorum Gallery for anything close to a museum in atmosphere, attitude, or arrangement.

From canvases to ceramics to jewelry to sculpture to photography and beyond, Quorum Gallery shines the spotlight on emerging and established artists in both exclusive shows and group displays. The multi-dimen-



Quorum Gallery spotlights artists native to Texas including painters, ceramists, printmakers and photographers. New artists are featured every four to six weeks.

sional feel to the artwork featured at any given time adds texture and diversity to the gallery experience.

Doug and Kym invite you to join them for upcoming artist showcases on the calendar at Quorum Gallery. Opening night Artist Receptions are especially festive occasions, with bartenders offering refreshments and finger foods as guests mingle with the artists and take in the sights from 6:00-9:00 p.m.

Please join us for the upcoming opening night receptions:

Another special date on the Quorum Gallery calendar is the upcoming Trunk Show throughout the month of December for custom jewelry designer Joanie White.

An additional feature of Quorum Gallery is the custom framing offered by resident pro and co-owner Doug Robinson. With 12 years experience in the fine art of framing, Doug lends his expertise as both an artist and craftsman to each project.

Ambiance, attitude, aesthetics, and artistry reside at Quorum Gallery. Always changing and evolving, Quorum Gallery brings the freshest, newest, most inspiring works of art worldwide to their intimate setting in Addison Circle. And, Quorum Gallery is rapidly becoming known as a creative alternative venue for corporate receptions, meetings, or other business gatherings looking for an out-of-the-ordinary locale. Stop once and you'll visit often.



inside Addison! is a publication of the Town of Addison. It is free for Addison residents and businesses. If you have any comments or suggestions concerning this or future issues, please send them to:

Jill C. Hilder Public Communications Manager Town of Addison P.O. Box 9010 Addison, Texas 75001-9010 972-450-7035

www.addisontexas.net





by Don Franklin, Chief of Police, Town of Addison



Halloween can be a lot of fun, especially when parents take certain precautions to help their children avoid the dangers of this particular holiday.

1. Whenever possible, accompany your children on their rounds. This is a prudent way to better assure a safe and fun Halloween adventure. Your presence- and that of other adultsalso tends to reduce pranks, complaints, and even possible criminal activity.

2. Give your children flashlights to carry and reflective costunies (or tape) to wear so they are more easily seen as they go from house to house. Make sure your children are easy to spot as drivers navigate the roadways and driveways.

3. Trick-or-treat in your own neighborhood where you and your children know the residents and the layout. This will reduce the possibility of your child becoming lost or accepting unwelcome invitations or treats from strangers

4. Tell your children not to go inside any houses under any circumstances and to avoid dark houses. Neighbors who wish to participate in the traditional trick or treat custom will have their front doors lighted and will usually have some type of decoration on display.

5. Inspect your children's foot before you allow them to eat it. Some parents allow their looks the least bit suspicious should be discarded, and if evidence of tampering is discovered, notify your local law enforcement officials immediately.

6. Advise your children not to engage in pranks (no pumpkin smashing, no writing on things with soap or chalk, no bullying other children, no toilet-papering or egging houses or businesses, etc.).

Halloween is always a very busy time for law enforcement, and unfortunately there are often a number of incidents of more serious vandalism and other criminal activity. Most law enforcement agencies increase pairol activity and will strictly enforce the law in such cases. By exercising a few simple safety precautions and by remembering respect and consideration for others, your community can join with law enforcement in making this Halloween safe and fun for everyone!

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E Health Aps

Get healthy – Start walking!

Addison's own Fan Benno-Carris is a world-class athlete who has won more than fifty medals in national and international racewalking events. A racewalker since the age of seventy, she is helping others in the Town walk to a healthier state of mind and body. She has set a good example for the community by creating a walking club for Addison residents.

The group meets on Saturday mornings at 7:30 a.m. at the Pavilion

across from the Athletic Club and the group is open to all residents.

Fan's walking club has been an instant success with dedicated participation and there is talk of group walking events in the near future. Come join!

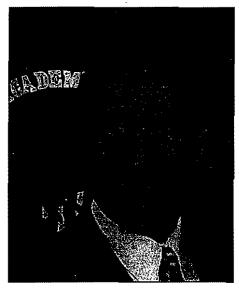
For more information, please call 972-243-3512.

American Heart Association CPR and Automatic External Defibrillator (AED) Courses

Everyanied to be certified in CPR but never knew where to go? Well, now the Addison Fire Department is giving you the opportunity. Free classes are offered to all Addison residents and businesses on the first and third Saturday of each month from 8:00 a m.-noon.

Please call 972-450-7212 to reserve a spot.

Assistant Police Chief Ron Davis receives honored ______ training at FBI Academy _____



Assistant Police Chief Ron Davis

In recognition of the need to promote professional police management and sharing of resources between Federal, State and Municipal law enforcement agencies, the Federal Bureau of Investigation hosted the first National Academy class in 1935. Since that time, over 33,000 police managers have attended the elevenweek course at the FBI training facility at Quantico, Virginia. From April 1st through June 16th, along with 255 fellow law enforcement managers from 49 states, the District of Columbia and 35 foreign countries, Assistant Chief Ron Davis of the Addison Police Department represented the Town as a member of the 201st National Academy class.

The primary focus of the National Academy is on academics directed toward the development of police managers. Students are required to select courses from a curriculum composed of law enforcement/management related fields of study such as: Law, Forensic Science, Information Management Systems, Police Personnel Management, Mass Media Relations, Behavioral Science and Leadership studies. Each student is also required to participate in a physical fitness program that promotes life long fitness. Classes are taught by the regular staff of the FBI Academy,

located on the Marine Corps Officer Training base in Quantico, Virginia, and students receive either undergraduate or graduate work for successfully-completed classes through the University of Maryland.

According to Davis, the National Academy experience was something of a time warp. Most of the students, whose average age was 44, found themselves back in their long-forgotten college days in a dormitory setting, complete with snoring roommates, noisy neighbors, and shared bathrooms. And, as in college, there was homework to do, tests to take, and cafeteria lines to tolerate. Evening outings and weekend activities revolved around term papers, test schedules, and the need for clean laundry! After the first few days, desperate individuals roamed the halls looking for someone who could remember how to use a statistical calculator or proof a paper so that it did not come back dripping with red ink. One example of creative cooperation was when the Assistant Police Chief from New York City swapped law notes with the Lieutenant from a I0-person New Mexico department so as to have time to study Forensics with a Captain from the Texas Rangers.

To the outside observer, Davis believes the Gym Classes would have been the most entertaining. More than two hundred adults dressed out in matching gym clothes followed their 28-year-old fitness instructor in calisthenics and five mile runs through the woods of Virginia each day. Those who were out of shape when they arrived were more fit by the time they left, having survived the infamous "Yellow Brick Road" run, which is a grueling 9.4 mile round trip, including a three-mile obstacle course complete with barbed wire, mud, steep hills and background machine gun fire used by the Marine Corps Officers Training.

At the end of the eleven week Academy, Davis and his classmates graduated and headed back to their respective homes. The camaraderie and shared experiences have established life-long friendships and professional bonds where law enforcement strategies and experiences can be shared between departments for mutual benefit. The Town of Addison commends Assistant Police Chief Ron Davis for his recent participation in the FBI National Academy and for bringing the benefits of his experience to bear on his role at the Addison Police Department.

Town of Addison Hosts Community Garage Sale Saturday, November 4

Are you planning to move, or have you just moved to town and you're ready to dispose of some of the old things collecting dust in your closet or garage? Are you looking for hidden treasures at a great price? If you answered yes to either question, then you won't want to miss the second annual Addison Community Garage Sale on Saturday, November 4 from 8:00 a.m. to 2:00 p.m. at the Sam's Club parking lot, located at 4150 Belt Line Road.

Tents will be set up in front of Sam's Club for all bargain hunters to stop by and take advantage of the great deals provided by Addison families. Free one-day passes for Sam's Club will also be available to garage-sale shoppers.

Addison Residents can still reserve a 10 X 10 space with a table and two chairs for only \$20. Only 50 booths available, so hurry!

For more information, please call Les Folse at 972-450-2887.



Jim Pierce

From:	Lea Dunn
Sent:	Tuesday, October 24, 2000 2:15 PM
To:	Jim Pierce
Subject	: FW: FW: Trolley Rider ship Report

Jim,

I saw your message to Tim. Sorry I didn't get this to you yesterday, but this is the only information we've received to date.

Thanks,

Lea ----Original Message-----From: Diana Leary Sent: Monday, October 09, 2000 8:24 AM To: Lea Dunn Subject: FW: FW: Trolley Rider ship Report

Lea,

This is what I had received from Jennifer Jones at DART regarding the rider ship for the first month.

Diana Leary Town of Addison Visitor Services, Sales Manager

Please visit our new web site http://www.addisontexas.net

-----Original Message----From: Jennifer Jones [mailto:Jjones@dart.org] Sent: Wednesday, October 04, 2000 2:37 PM To: dleary@ci.addison.tx.us Subject: Re: FW: Trolley Rider ship Report

Diana:

I have the ridership figures for trolley Routes 709/710. The ridership data is reported as a combined figure. An average of 78 weekday riders boarded Routes 709/710. An average of 22 Saturday riders boarded Routes 709/710. The total ridership for August 2000, was 1,873. Can we meet on October 23, 2000, at 10:30 a.m.

<u>،</u> ۲

Thanks, J.J

>>> <<u>dleary@ci.addison.tx.us</u>> 10/02/00 09:31AM >>>

> -----Original Message-----

> From: Diana Leary

> Sent: Monday, October 02, 2000 9:30 AM

To Ron Whitehead Rom: This is the Dnly redership data I have . I will call Katherine Wallace of DART to see if I can Get more, fimi

> To: 'jjones@dart.iorg'

- > Subject: Trolley Rider ship Report
- >

> Jennifer,

>

> Sonjia had said that by Oct 2, the report would be out on the rider ship

> for the month of August. Can you email me that information? Also, we

> need to set up a meeting with all the interested parties to discuss the

> first few months of the program.

> I will see what Bob and Rons schedule is for the coming weeks and give you

> some dates.

>

> Talk to you soon.

> > Diana Leary

> Town of Addison Visitor Services, Sales Manager

.

>

> Please visit our new web site

> http://www.addisontexas.net

>

From:	Ron Whitehead
Sent:	Wednesday, August 02, 2000 1:19 AM
To:	Jim Pierce
Subject:	RE: Addison Sunset Trolley

Jim, I am so excited about this, but we are going to have to monitor it closely. I appreciates your suggestions. Ron

Original Message		
From:	Jim Pierce	
Sent:	Tuesday, August 01, 2000 8:57 AM	
To:	Ron Whitehead	
Cc:	Bob Phillips; Chris Terry; Michael Murphy; Don Franklin	
Subject:	Addison Sunset Trolley	

I took the maiden voyage on the above last night. Scheduled to leave Crown Plaza (CP) at 6 PM, left at 6:12 PM. While waiting, I talked to CP staff. They are very enthusiastic about the trolleys. They did not have any free tickets to ride. The trolley was also running to the Galleria. I think the trolley identifiers could be better. The Galleria trolley is marked Galleria, this is probably OK, but the promotional pamphlet/schedule calls the route "Addison Shopping Trolley-Bus". Maybe "Shopping" would be a better identifier. or both. The restaurant trolley is identified as "Shuttle" while called "Addison Sunset Trolley-Bus" in the promo pamphlet. I think a better ID would be "Restaurants", or Sunset Trolley - Restaurants".

Two ladies got on with me at CP. They were deciding where to go on the ride. They picked Fresh Choice, and seemed happy about the service. No other customers got on or off. While riding with the ladies, I had a thought about security. Will our police step up patrols around these stops especially after dark? The driver has a radio on board that he can use to call his base and ask for security - is that looped into our Police Dept?

We got back to the CP at 6:48 PM, so the route took a little more than 30 min. With more "business", it could take a little longer. When I got back to CP, 5 people got on the Shuttle and 4 people got on the Galleria trolley.

I think we have a winner.

Jim Pierce, P.E. Assistant City Engineer PO Box 9010 Addison, TX 75001-9010 972-450-2879 Dallas Area Rapid Transit P.O. Box 660163 Dallas, Texas 75266-0163 214/749-3278

DART

GET ON BOARD ADDISON/DART TROLLEY-BUS PROMOTION

Dear Addison restauronteurs:

On July 31, 2000, Addison and Dallas Area Rapid Transit are adding the following two new Trolley-Bus routes to provide Monday-through-Saturday shuttle service between Addison hotels, restaurants and shopping malls. This pilot program will run through the end of December.

<u>ADDISON SHOPPING Trolley-Bus (Route 709) -</u> cannects north Addison restaurants and hotels on Beltline, Beltway and Midway to The Galleria and Valley View Mall via Spring Valley Road & Noel. (runs every hour from 10 a.m. to 10 p.m. doily except Sunday)

<u>ADDISON SUNSET Trolley-Bus (Route 710) -</u> circulates among north Addison restaurants and hotels on Beltline, Beltway and Midway (runs every 30 minutes 6 p.m. to midnight Monday-Saturday; no Sunday service)

> To cross-promote these convenient new Trolley-Bus routes and patronage of businesses along the routes, DART is soliciting promotional giveaways from restaurants in the service area.

To participate in our advertising launch of these new routes, restaurants are requested to offer a giveaway to customers who present their used DART Trolley-Bus transfers. Suggested free giveaways could include any of the following: • Drinks with meal purchase • Appetizers • Desserts • 2-for-1 entrees • Percentage off dining check

Each participating restaurant will be included in DART's marketing campaign to promote these new Trolley-Bus routes. DART will produce campaign components such as brochures, newspaper advertising, "windscreens" at DART's Addison Transit Center and in-hotel signage. Your establishment will be featured as a destination along our new Trolley-Bus routes during the promotion period from July 31 to December 31, 2000. Additionally, DART can provide in-store signage and Trolley-Bus brochures to distribute to your customers.

> If your establishment wishes to participate in this promotional campaign, please fill out and return the form below to Sonjia Livingston or Becky Wendt at DART, 1401 Pacific, Dallas 75202-7228.

Roger Snoble President/Executive Director Dollas Area Rapid Transit

Scott Wheeler Mayor

Mayor Gity of Addison

Emoil Address:_____

We're On Board

We are interested in participating in DART's Addison Trolley-Bus promotional pilot program for a period from July 31 to December 31, 2000.

Business name: _____

Address:

Contact person: ____ Phone number:

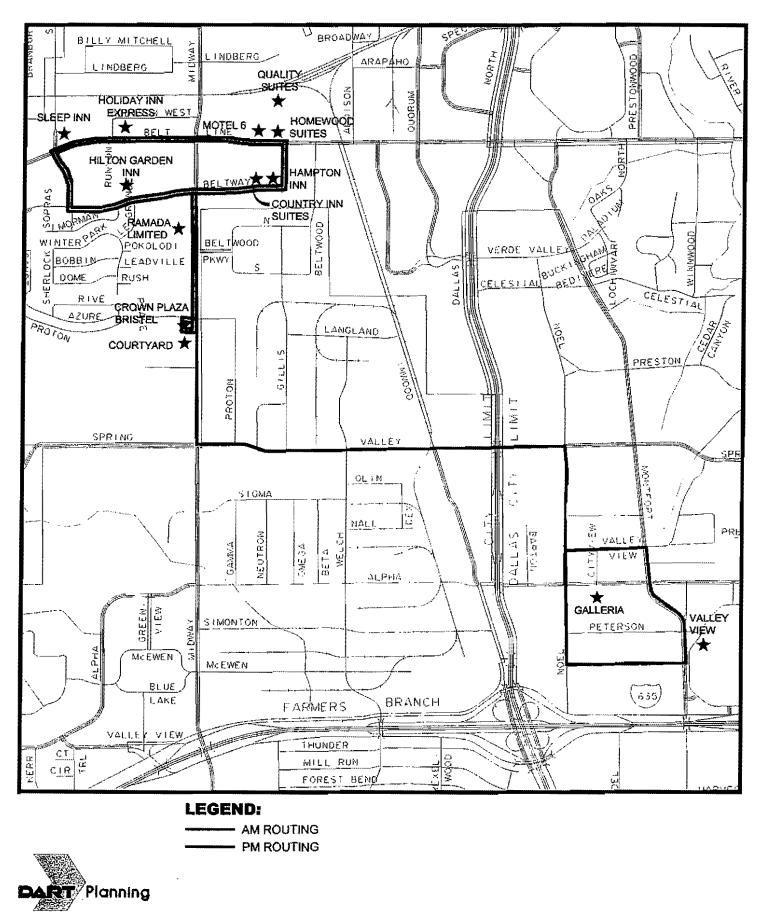
er: _____

Signature: ______

Date:



PROPOSED ADDISON TROLLEY



7-26-00

DART Koutes 707 \$708 Addisén L'Galleria Puorum Spoke to Tim Newby. The way DART gathers data does not give thema Split on ridership. Early on they did some on board Monitoring to get a split. Tim think the 707 was the better of the 2. Not sure. May want to do another on Board Generg to update the split. Tim will get with Jennifer on this and get back to me. • * * * * * * • • * * * * ~ -... • - -.... - - -

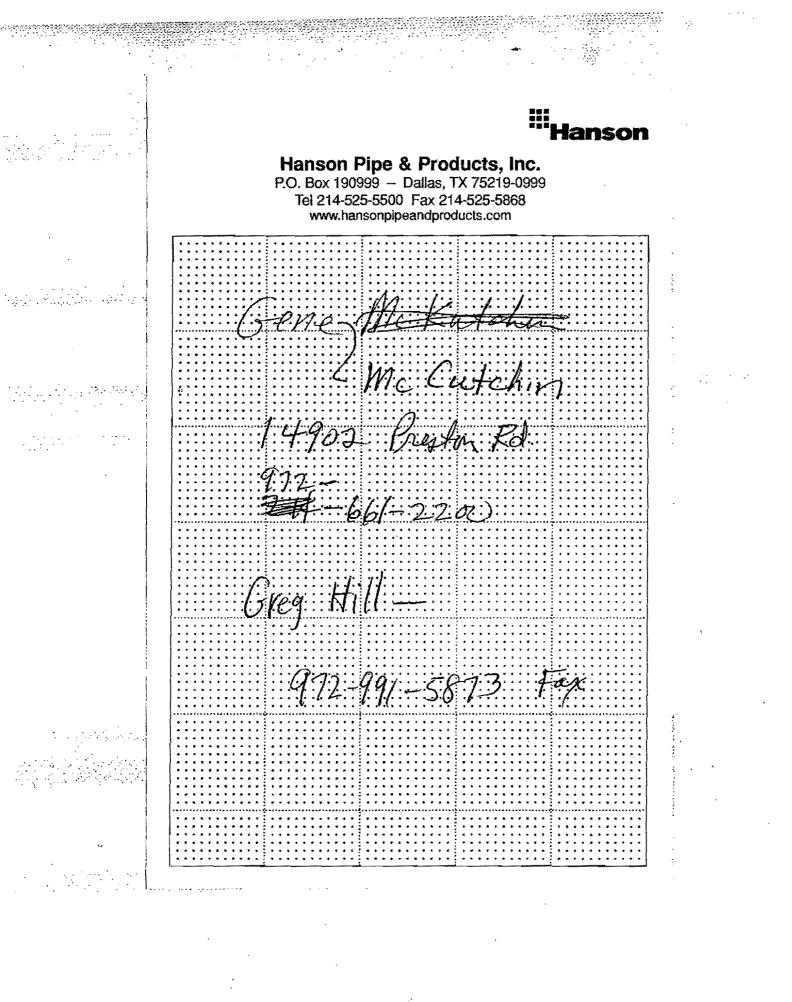
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972-418-1620 Fax CONSULTING ENGINEERS, INC. NATHAN D. MAIER Two NorthPark/8080 Park Lane Suite 600 Dallas, Texas 75231 214-739-4741 214-739-5961 fax email ndmce@ndmce.com Jack DICOSKey 972-418-9999 المعاملين معممهم ومنقطين فلمؤمم فيقاقبه فالمراب والمحدوم metro News Municipal Services • CPS • Drainage • Boundary & Topographic Surveys • Water Resources • General Civil • a096-986-2600 \mathcal{O}

• Transportation • Land Development • Construction Management • Traffic • Water & Wastewater Systems •

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HP LaserJet 3100 Printer/Fax/Copier/Scanner

SEND CONFIRMATION REPORT for Town of Addison 9724502834 Jul-25-00 10:02AM

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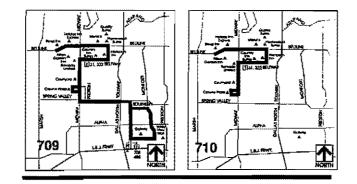


New Trolley-Bus Service To Debut In Addison



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Failuy-Bas Koris 707 will connect Addison houses with its restourants close Behline Road as well as the Gallaria and Walky View Med, providing issuity searche between 10 a.m. and 10 p.m. Beginning of a p.m., Tralloy-Bus Route 710 will asyment itse 709 service between the hotels and restourants, operating every half hour until 12 methodight. Hotels to be served indude Courty and By Marriott, Country Ion Sarkes, Greener Mana, Hampton Ian, Hokels y Ion Express, Homesood Saiter, Marie &, Ramado Linited, Sheep Ion, Hillon Gorder: Ion and Quality Suites.





PUBLIC WORKS DEPARTMENT

Post Office Box 9010 Addison, Texas 75001-9010

(972) 450-2871

16801 Westgrove

July 13, 2000

Mr. Tim Newby, Assistant Vice President Service and Planning Scheduling Dallas Area Rapid Transit P.O. Box 660163 Dallas, TX 75266-7248

Re: Addison Trolley Bus Route 707

Dear Mr. Newby:

During a recent staff meeting with Ron Whitehead, Trolley Route 707 came up for discussion. It is our feeling that the 707 Route should be modified to make it a little more useful, and to cover more territory. I have attached a mark-up indicating the proposed changes.

Please take a look at this and advise if you think this is feasible. Please call me at 972-450-2879 if you have any questions.

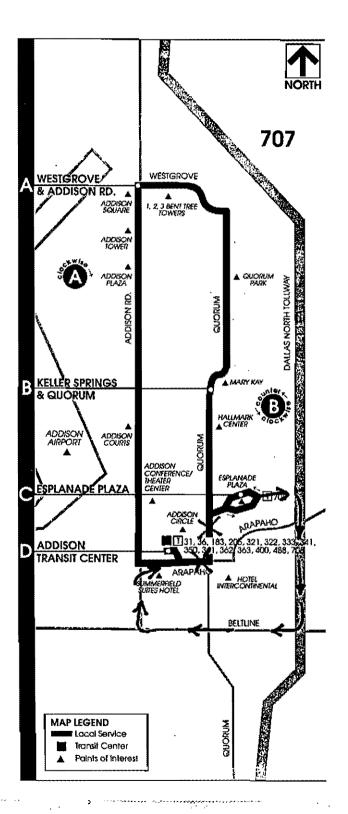
Very truly yours,

Town of Addison

James C. Pierce, Jr., P.E. Assistant City Engineer

cc: Chris Terry, Assistant City Manager Michael E. Murphy, P.E., Director of Public Works

Enclosure



WEEKDAY/Entre Semana 707-Clockwise (A)



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WEEKDAY/Entre Semana 707-Counter-Clockwise (B)

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No Saturday or Sunday Service. No Holiday Service on days observed for Memorial Day, July 4, Labor Day, Thanksgiving, Christmas Day and New Year's Day.

No hay servicio los sábados ni domingos. No hay servicio en los días conmemorativos como: Memorial, 4 del julio, Día del Trabajo, Día de Acción de Gracias, Navidad y Año Nuevo.

PM listings in Bold type/PM en Números Oscuros

PM listings in Bold type/PM en Números Oscuros

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6-23-00 - Jay Kline DART Service Plan Transit System Plan Current SVC Plan is built, under coust or in advanced planning a new system plan reeds to be prepared - looking & 2025, will start Lin the fall. Spring Valley & Marsh Bus Service? System Plan will feed ento the fendnical plan Must get on COGS Transportation Plan too Sharon Hodgkins - part of Syst Plan Team Get for Safo on & Passon Budget Contact TXU re Sub Station

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Addison, Te	xas 75001 - 🖌	1010							
Telephone:	121-41-450-287	1 • Fax: [2	147937-6648						

TO	ennifei	r Jor	195						
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GENTLE	MAN: RE SENDIN	IG YOU	Attached	C U	nder ser	parate cover via	1	he following items:	
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6-5-00 Jin, Owant us to

Discuss the

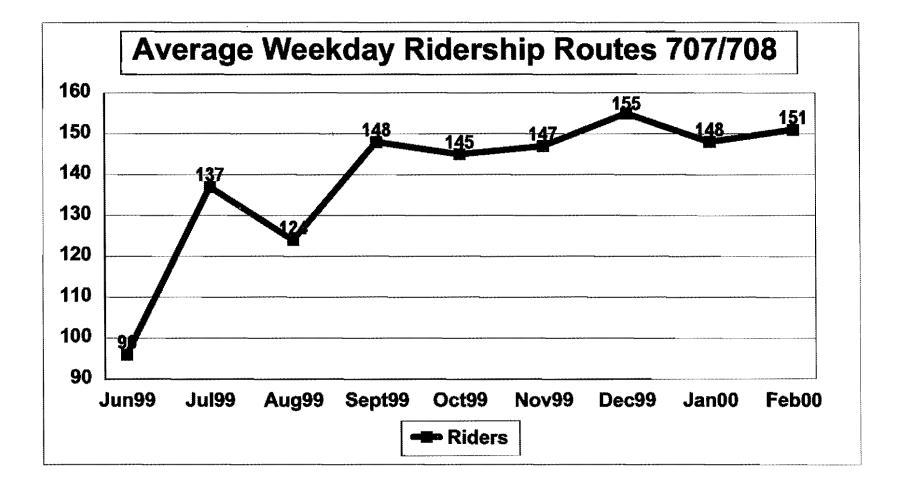
100 Rom Ron will contact me

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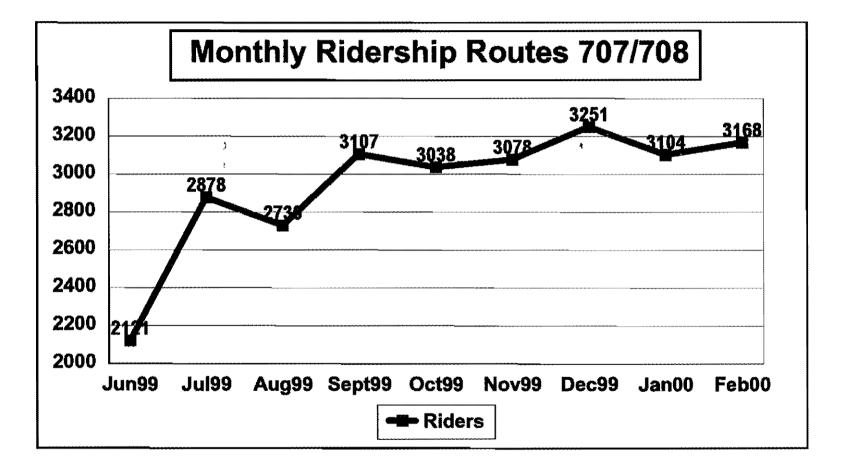
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DART/ Addison Trolley Route 709/710 Marketing Plan June, 2000

Situational Analysis:

DART Marketing has been working with the City of Addison to promote DART services to Addison's finest hotels and restaurants. This effort has been implicated due to the success of trolley routes #707 and #708. DART and the City of Addison have teamed up and have come to the agreement of joint funding for a 6-month experimental run. This will be implemented for 6 months, if successful these routes then will become permanent. The trolley route will link Addison's restaurants and hotels to Dallas's Galleria. This route will service tourist, business conventions, as well as the general public with valid trolley tickets. The Addison Trolley is designated route #709 and #710. The #709 will operate daily Monday through Saturday from 10am-10pm with a 45-minute to a 1-hour service with access to the Galleria. The #710 will operate nightly from 6pm to 12 midnights with a 30-minute interval with service only to Addison's hotels and restaurants. The service will be a 50cent fare and free to Senior Citizens. A joint marketing effort will be implemented to ensure the success of these new trolley routes.

Program Purpose:

To promote the new Addison Trolley and DART services to increase ridership

Objectives:

To promote the ease and convenience of using the Addison Trolley and other DART services To access service to dining, lodging and shopping

Target Audience:

Hotel Guests Tourists Business Professionals General Public Convention attendee's

Strategies:

Joint-promotions/with hotels and restaurants Destination Marketing

Tactics:

· • • • •

Develop a brochure with destinations and service information/map for trolley route #709, #710 and other services that serve Addison Design special decal for Addison Trolley stop Develop a package deal with hotels and restaurants/ implement DART coupon Event Tour Concierge with hotels and restaurants Advertise in Convention package/brochure Advertise in restaurants/DART brochure holders

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Program Elements:

All-in-one destination brochure with service information maps and point of interest Bus stops decals Tour invitations Hotel and Restaurant outreach marketing Offer incentives from destinations to ensure ridership Local area ads Pass sales/ free tickets offering through hotels Place ads in convention magazine/mail out/ map

Key Messages:

Fast, frequent affordable and convenient trolley service Easy access to hotels, restaurants and the Galleria Take the Addison Trolley it's fun and easy! Let DART Addison Trolley take you there!

Timeline:

Meeting with Bob Phillips 5/3 to discuss promotions with Addison's hotels To open jobs with graphics to incorporate promotional items 5/15 Trolley to begin Mid-Junel Need to local area ads to run a few weeks prior to opening 6/5 Set up Tour Concierge with hotel and restaurants / ASAP Design invitation and get out to businesses and hotels Arrange for trolley to assist the tour 5/25

Budget:

The budget allotted for this project is approximately \$1,000

1. Drive around and locate Sign, 2. Samples of signage, (3. Designate Trolley Route)

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KNOW ALL MEN BY THESE PRESENTS:

DRAFT

BUS ACCESS LICENSE AGREEMENT

THAT this Bus Access License Agreement ("Agreement") entered into bv and , situated at , Addison, Texas ("Owner"), and between DALLAS AREA RAPID TRANSIT, ("DART"), a regional transportation authority created pursuant to Chapter 452, Texas Transportation Code, whose address is P.O. Box 660163, Dallas, Texas 75266,

WITNESSETH:

2. Use of Owner's Property.

a. Subject to the terms and provisions of this Agreement, Owner does hereby grant unto DART a revocable, non-exclusive license for access, ingress and egress for DART's trolley busses measuring thirty feet (30') or less in length over, across and upon that part of Owner's Property as shown on Exhibit "A".

b. The Routes 709 and 710 buses will serve the Owner's Property with one (1) bus stop as agreed upon by the parties.

c. DART covenants and agrees that it will peaceably and quietly yield-up the Owner's Property covered by this Agreement to Owner on the date this Agreement is terminated.

3. Term. This Agreement shall be effective on the date of execution by the last of the parties to sign and shall continue in full force and effect until terminated by either party giving at least sixty (60) days notice of termination to the other party.

4. Commencement of Service. Service to the Owner's Property shall be commenced by DART as soon after the date of this Agreement as is reasonably possible, as determined solely by DART.

5. Consideration. Consideration for this Agreement shall be the mutual benefits derived by the Parties by reason of the transit service to Owner's Property. Owner further grants to DART the right to use Owner's name and address for the sole purpose of notifying DART's patrons of the availability of such service.

6. Repair, Maintenance and Removal of Improvements. Owner, at its sole expense, shall promptly make any and all repairs and/or improvements necessary to maintain the Owner's Property in good condition suitable for utilization as permitted herein. In the event Owner fails to make any such repairs and improvements within thirty (30) days after notice of such problem, DART may terminate this Agreement by giving notice thereof.

7. Indemnity. Owner agrees to defend, indemnify and hold DART, its officers, agents and employees, harmless against any and all claims, lawsuits, judgments, costs and expenses for personal injury (including death), property damage or other harm for which recovery of damages is sought, suffered by any person or persons, that may arise out of or be occasioned by any negligent act or omission of Owner, its officers, agents, employees or contractors in connection with the use by DART of this license.

To the extent permitted by law, DART agrees to defend, indemnify and hold Owner, its officers, agents and employees, harmless against any and all claims, lawsuits, judgments, costs and expenses for personal injury (including death), property damage or other harm for which recovery of damages is sought, suffered by any person or persons, that may arise out of or be occasioned by any negligent act or omission of DART, its officers, agents or employees in connection with the use by DART of this license. In the event of joint and concurring negligence or fault of the Owner and DART, responsibility and indemnity, if any, shall be apportioned comparatively in accordance with the law of the State of Texas, without waiving any governmental immunity available to DART under Texas law and without waiving any defenses of the parties under Texas law. The provisions of this paragraph are solely for the benefit of the parties hereto and are not intended to create or grant any rights, contractual or otherwise, to any other person or entity.

8. Miscellaneous.

a. Notice. When notice is permitted or required by this Agreement, it shall be in writing and shall be deemed delivered when delivered in person or when placed, postage prepaid, in the U.S. Mail, Certified, Return Receipt Requested, and addressed to the parties at the following addresses:

OWNER:

DRAFT

DART:

DALLAS AREA RAPID TRANSIT P.O. Box 660163 Dallas, Texas 75266 Attention: Tim Newby

Either party may, from time to time, designate another and different address for receipt of notice by giving notice of such change of address.

b. Entirety and Amendments. This instrument embodies the entire agreement between the parties and supersedes all prior agreements and understandings, if any, relating to the Property and the matters addressed herein, and may be amended or supplemented only by a written instrument executed by the party against whom enforcement is sought.

c. Parties Bound. This Agreement Shall be binding upon and inure to the benefit of the executing parties and their respective successors and assigns.

d. Number and Gender. Words of any gender used in this instrument shall be held and construed to include any other gender and words in the singular shall include the plural and vice versa, unless the text clearly requires otherwise.

e. Governing Law. This Agreement shall be construed and enforced under the laws of the State of Texas and is entirely performable in Addison, Texas.

EXECUTED in multiple originals this _____ day of ____, 2000

DALLAS AREA RAPID TRANSIT

BY:

Roger Snoble President/Executive Director

HOTEL NAME

BY:

Printed Name Title:

5-19-00 DART Boud has approved the Shattle Concept. Stille - Marketing Plan -Lin Partner white Hotel, Bestwarants i . i Start ang 1 St *** . . .

DART/ Addison Trolley Route 709/710 Marketing Plan June, 2000

Situational Analysis:

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Develop a brochure with destinations and service information/map for trolley route #709, #710 and other services that serve Addison Design special decal for Addison Trolley stop Develop a package deal with hotels and restaurants/ implement DART coupon Event Tour Concierge with hotels and restaurants Advertise in Convention package/brochure Advertise in restaurants/DART brochure holders

Program Elements:

All-in-one destination brochure with service information maps and point of interest Bus stops decals Tour invitations Hotel and Restaurant outreach marketing Offer incentives from destinations to ensure ridership Local area ads Pass sales/ free tickets offering through hotels Place ads in convention magazine/mail out/ map

Key Messages:

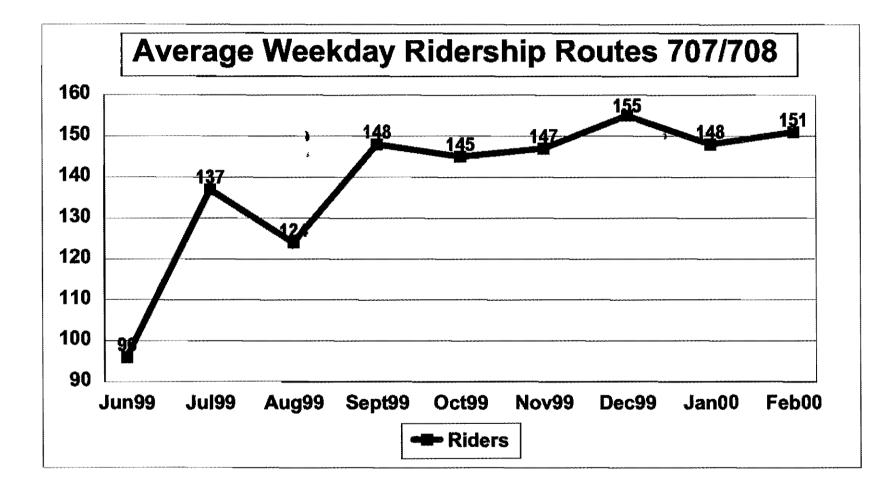
Fast, frequent affordable and convenient trolley service Easy access to hotels, restaurants and the Galleria Take the Addison Trolley it's fun and easy! Let DART Addison Trolley take you there!

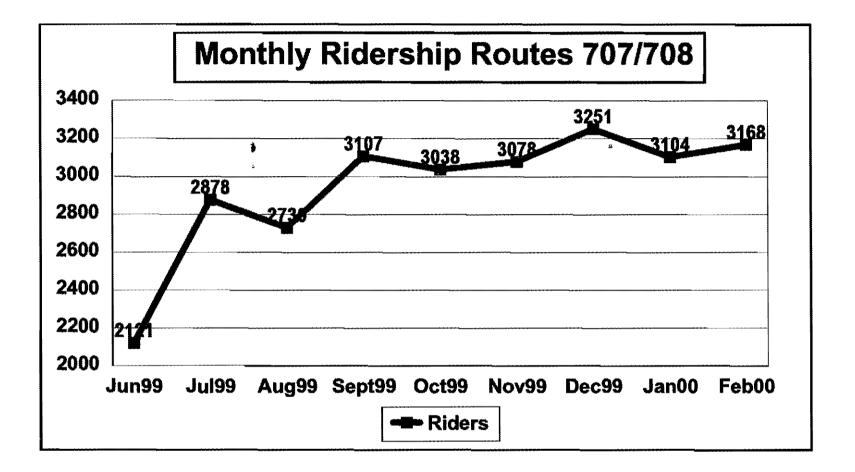
Timeline:

Meeting with Bob Phillips 5/3 to discuss promotions with Addison's hotels To open jobs with graphics to incorporate promotional items 5/15 Trolley to begin Mid-June! Need to local area ads to run a few weeks prior to opening 6/5 Set up Tour Concierge with hotel and restaurants / ASAP Design invitation and get out to businesses and hotels Arrange for trolley to assist the tour 5/25

Budget:

The budget allotted for this project is approximately \$1,000





From:	Ron Whitehead
Sent:	Sunday, May 07, 2000 11:01 PM
To:	Jim Pierce
Cc:	Bob Phillips; Jill Hilder; Lea Dunn
Subject:	RE: DART Circulator Trolley

Jim and Bob, Jennifer Jones called and asked if we could meet about this onMay 19 at 2:00. I thought be was contacting everyone else, but maybe i was supposed to do that.

Original	Message
From:	Jim Pierce
Sent:	Friday, May 05, 2000 3:49 PM
To:	Ron Whitehead
Cc:	Bob Phillips
Subject:	RE: DART Circulator Trolley

PS: Tim suggests that work begin on the marketing plan now. Bob, will you contact him? Jim.

 ----Original Message----

 From:
 Jim Pierce

 Sent:
 Friday, May 05, 2000 3:46 PM

 To:
 Ron Whitehead

 Cc:
 Bob Phillips

 Subject:
 DART Circulator Trolley

Tim Newby advises that the DART planning committee has unanimously approved the circulator trolley plan and it is on the consent agenda for the full DART Board at their meeting May 9, 2000. FYI.

Jim Pierce, P.E. Assistant City Engineer PO Box 9010 Addison, TX 75001-9010 972-450-2879

From:	Ron Whitehead
Sent:	Friday, April 07, 2000 1:32 AM
To:	Jim Pierce
Subject:	RE: Trolley Dimensions and Weight

 -----Original Message----

 From:
 Jim Pierce

 Sent:
 Thursday, April 06, 2000 2:41 PM

 To:
 Bob Phillips

 Cc:
 Ron Whitehead

 Subject:
 Trolley Dimensions and Weight

Lord that is heavy! I would never have guessed that those things weighed that much. Ron

Bob: The trolleys are 11'-2" high, 8'-6" wide and 28'-9" long. They weigh 21,000 pounds. Thought you might want to pass this info on to the Hotel people.

Jim Pierce, P.E. Assistant City Engineer PO Box 9010 Addison, TX 75001-9010 972-450-2879

 $\left(\cdot \right)$ 12:15 12:12 Manut Contyard test Pur wat Ramada Ltd (ilt on Runyon) Hiltmander Inn (Will have designated stop breating , Holiday Im Express Sleep Inn Country James & Sentes 11/47 Jampton Ihn Honwood Suites Secting Capacity 25 people motel 6 Quelity Suites (Stry outside & porch) Hompton Inn 11:49 (parkok) Therned Nown Plaza + (cent gest under porch) Beturn area must be best chan 1:53 57:11 Nom 95:11 12:02PM 11 155 2:10 12:05



Post Office Box 9010 Addison, Texas 75001-9010

5300 Belt Line Road

(972) 450-7000 FAX (972) 450-7043

April 10, 2000

Mr. Tim Newby Assistant Vice President Service and Planning Dallas Area Rapid Transit 1401 Pacific Avenue Dallas, Texas 75266-7248

Dear Mr. Newby:

On March 14, 2000 Resolution No. R00-022 (enclosed) was passed by the Addison City Council, authorizing the City Manager of the Town of Addison to enter into a letter of agreement with DART for a trial trolley service to connect Addison hotels, restaurants, and the Galleria. The Town is interested in pursuing schedule Alternative #2 as described in your March 1, 2000 memo.

Please contact City Manager, Ron Whitehead, at your convenience to schedule a work session to discuss confirmation of routes and marketing plans for the service.

Sincerely Carmen Moran

City Secretary

cc: Ron Whitehead **Bob Phillips**

Trolley/Hotel Communications 4-3-00 Muke Fiske Trolley system Its Solar Proceed / Wire less . . . Loutin ide for each Timent feature - turns light out Off the shift - item . . . **.**... ~ ...× + ------ - ---- -----· · · · , . . <u>--</u> --- - -- -• • • • • • • • • • • - - - -· + -- -



بي مرتقة اليجاد العربية

Trolley ht 134" 11-2"

W-102" 8'-6" L-28'-9"

WF 21,000 165

<u>____</u>

Town of Addison P.O. Box 9010 Addison, Texas 75001-9010 (972) 450-7000





To: Ron Whitehead, City Manager

From: **Ron Davis**

3/10/00 Date:

Request for Council Approval to Enter Into Agreement with DART for Extended Trolley Service Re:

In the 99/00 budget, Council allocated \$50,000 for a Hotel/Shuttle feasibility study. After meeting with DART representatives, staff is requesting authorization to enter into an agreement with DART for a six month Trolley/Shuttle service pilot program to provide direct service between the Galleria Mall and eleven Addison hotels, with proximity service to forty-five Addison restaurants.

Attached is a route map from DART depicting the two proposed route expansions. The first is designated the AM Route and will provide hourly Trolley service between the following eleven hotels and the Galleria Mall:

> Marriott Courtyard Crown Plaza Sleep Inn Homewood Suites

Ramada Hilton Garden Hampton Inn **Country Suites** Holiday Inn Motel 6 **Quality Suites**

9:22

9:23

4:27

Jams ? Rta

This route will begin at 10 AM; however, there are two alternative ending times; one ends at 6 PM (Alternative 1) and the other at 10 PM (Alternative 2).

The second route, designated the PM Route, will provide proximity service every thirty minutes between the same eleven hotels and approximately forty-five Addison restaurants. This route will start at 6 PM and run until 12 AM, -

The Town's cost for the six-month pilot program is \$38,642.37 for Alternative 1 or \$47,676.39 for Alternative 2.

RECOMMENDATION

Staff is recommending we pursue Alternative 2, at a cost of \$47,676.39, which will provide extended service from 10 AM to 10 PM between the hotels and the Galleria. We are also proposing to DART a \$.50 per trip faire to recover some of our cost. Court yand

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Dallas Areo Rapid Transit P.O. Box 660163 Dallas, Texas 75266-0163 214/749-3278

March 1, 2000

DART

Mr. Ron Whitehead City Manager City of Addison 5300 Belt Line Road Addison, Texas 75001-9010

Dear Mr. Whitehead:

In follow-up to our February 24, 2000, meeting regarding a proposed trolley-bus hotel connector, I have attached the updated costing reflecting extended service hours and the breakdown of cost for a six month period. The proposal was presented yesterday to Roger's Service Planning Committee and was well received. Following your discussion of this proposal with the Addison Town Council we will need to schedule an item for consideration by the DART Board. I would recommend that we schedule a work session in the next few weeks to begin development of a marketing plan for the service.

Please feel free to contact me if you have questions regarding the attached information.

Sincerely Tim Newby

Assistant Vice President of Service Planning and Scheduling

TN:jj

ΤO

PROPOSED ADDISON TROLLEY ROUTES

ALTERNATIVE 1

The AM route would operate from 10:00AM until 6:00PM. Hourly service would be provided. The PM route would operate from 6:00PM until 12:00AM. Service would be provided every 30 minutes.

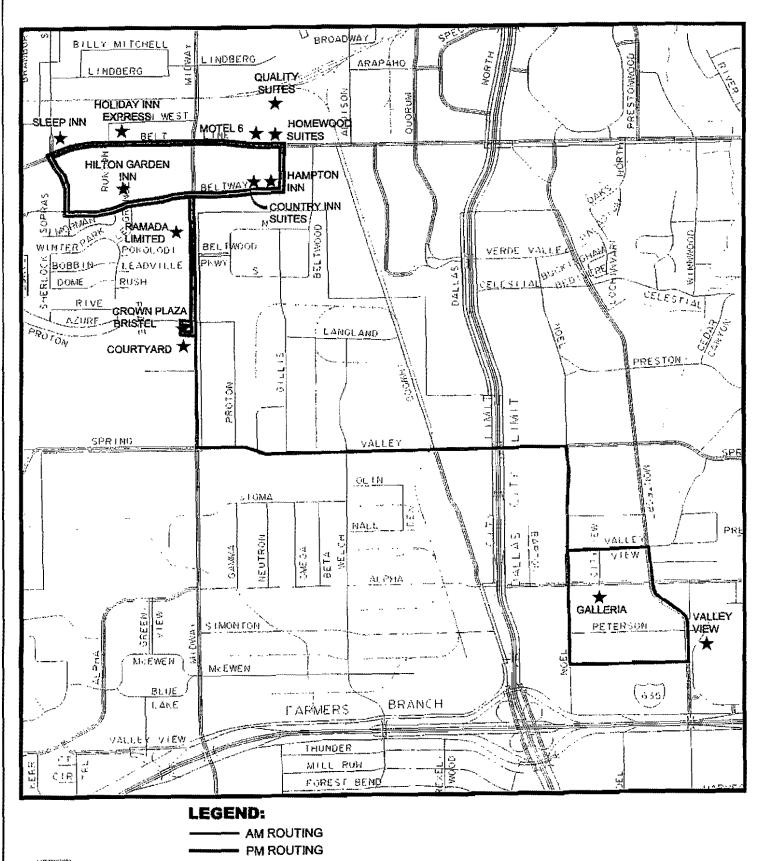
ALTERNATIVE 2

The AM route would operate from 10:00AM until 10:00PM. Houriy service would be provided. The PM route would operate from 6:00PM until 12:00AM. Service would be provided every 30 minutes.

Proposed Routing	Annual Weekday	Annual Saturday	Total Annual Cost	6 Months Cost	Shared Cost (6 Months)
Alternative 1	\$130,302.60	\$24,256.88	\$154,569.48	\$77,284.74	\$38,642.37
Alternative 2	\$160,027.44	\$30,678.12	\$190,705.56	\$95,352.78	\$47,676.39

PROPOSED ADDISON TROLLEY

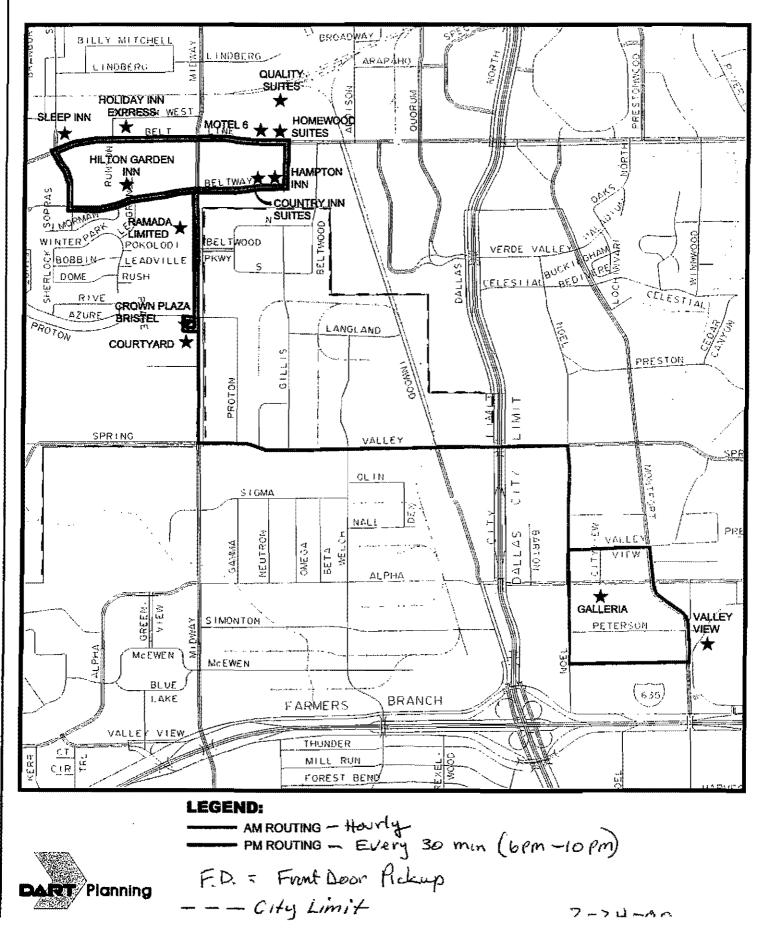
NORT







PROPOSED ADDISON TROLLEY



PROPOSED ADDISON TROLLEY ROUTES

Meeting @ Town Hall worth DART, Hotel Rep & Staff

ALTERNATIVE 1

The AM route would operate from 10:00AM until 6:00PM. Hourly service would be provided. The PM route would operate from 6:00PM until 10:00PM. Service would be provided every 30 minutes.

ALTERNATIVE 2

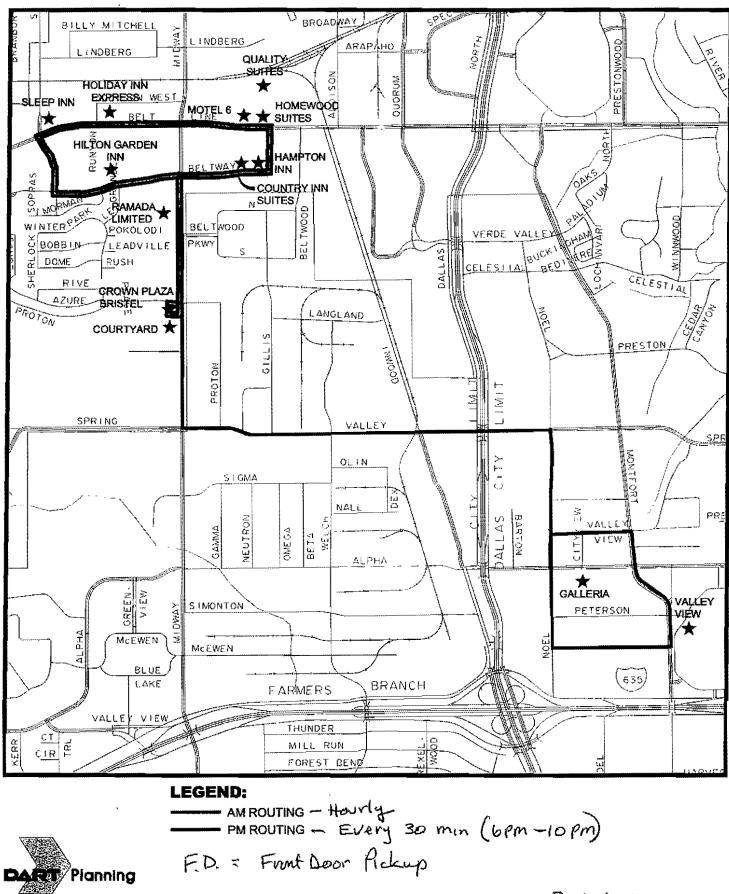
greferred Alt.

The AM route would operate from 10:00AM until 10:00PM. Hourly service would be provided. The PM route would operate from 6:00PM until 10:00PM. Service would be provided every 30 minutes.

				Annual
Proposed	Weekday	Saturday	Sunday	Total Cost
Routing				
Alternative 1	\$117,065.04	\$21,411.72	\$21,411.72	\$159,888.48
Alternative 2	\$146,789.88	\$27,822.96	\$27,822.96	\$202,435.80

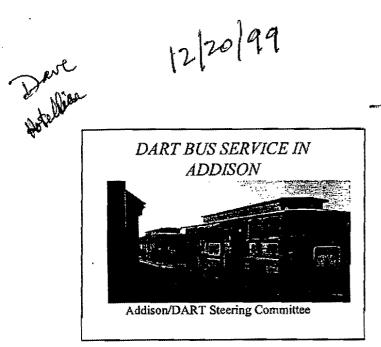
Share Losts 50/50 with DART Rider Fare charged ? - 50¢ Hotel / Resturant Run, extend to-midnight, Weekday + Saturday. (costs will be re-calculated) When costs come back, Ron will discuss with Council. 6 month Trial period May 22 a Dart trolly comes free for sie. STEPS' Goto Rodgen Shoble 11 11 Planning Committee (DART) Dart Board 11 Target may 22rd as start date Do Team marketing Effort (Town/Hotels/DART)

PROPOSED ADDISON TROLLEY

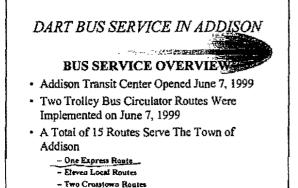


2-24-00

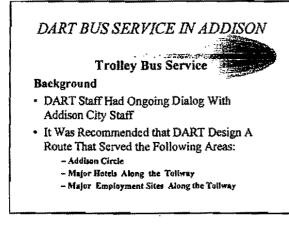
1-20-00 Kep 707 Keip 708 - Keip a separate Gallena run Test Besturent Ronte to include a Calleria leg? & motive period Next meeting , Aet 24th 10 Am North Park 4-50/day Weekends higher Christman - Own Loaded Small Busses- hold 21-25 people 250K Buying this year



Ron: Pleased with Trolley Suc Don't pull it out. Will have 21 Hotels 15ve Plan & Schelule m Svc Blennen / addison DRa un



- Two Trolley Routes



Ron, Bob-Phillips, Cormentarien, Chris Terry Ron (Asst C.M.,) Jep

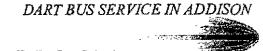
DART BUS SERVICE IN ADDISON



Trolley Bus Criteria

Constraints

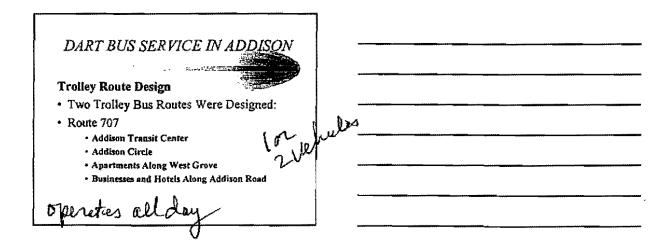
- Operating Speed-Deployed in 30 m.p.h Speed Zone
- Total Trip Time-Should Not Exceed 30 Minutes
- Passenger Capacity- Trolley Will Seat 22-28
 Passengers



Trolley Bus Criteria (Continued) Appropriateness

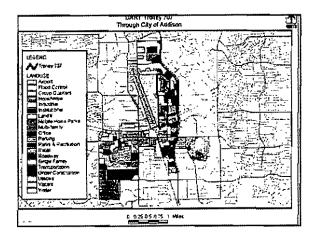
- Trolleys Are Used to Connect High Density Activity Centers or Link to Transit Centers
- Trolleys Are Used to Attract A Unique Market
- Trolleys Are Used to Build Ridership

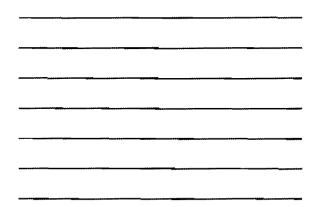
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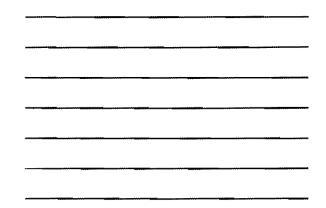
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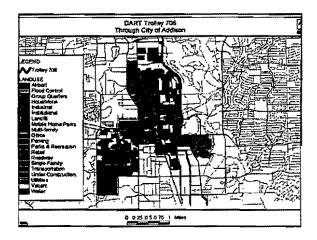
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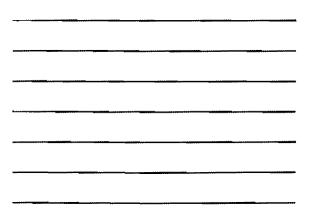


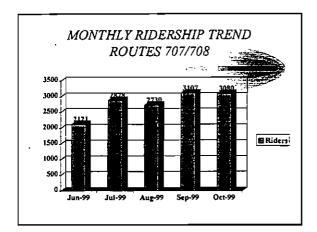


DART BUS SERVICE IN ADDISON 2 Trolley Route Design (Continued) • Route 708 - Addison Transit Center Ø - Addison Circle - Galleria - Hotels Along Quorum Drive and Noel Road Operates que 3 pm

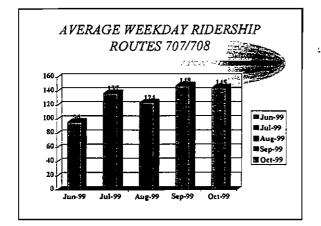




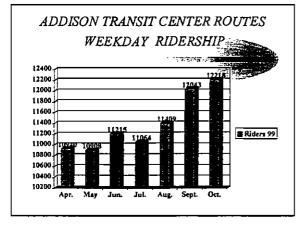


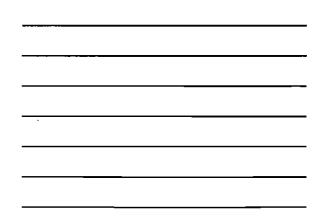


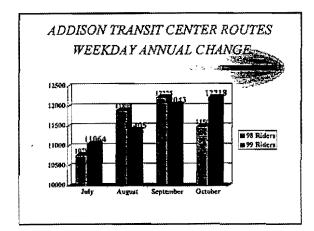


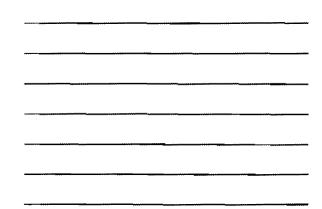


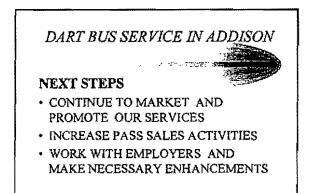
Would like 250 ruders perday









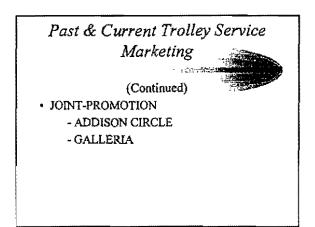


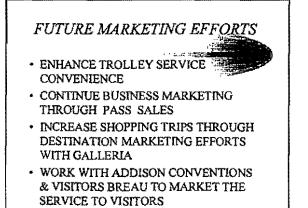
Wollay fore 50¢

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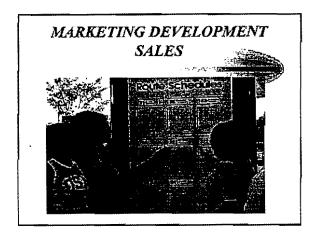


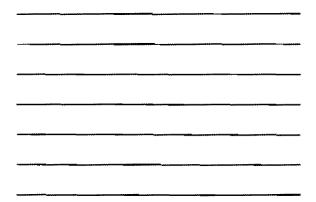


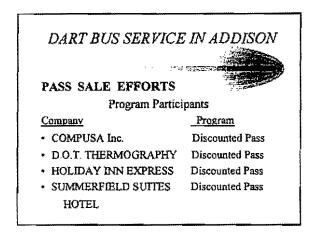


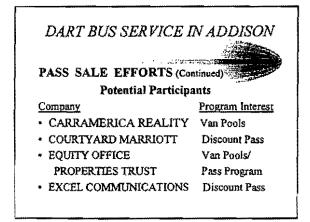


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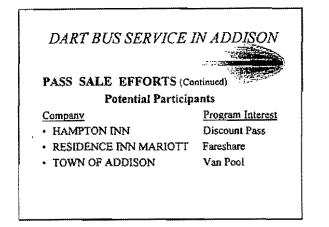


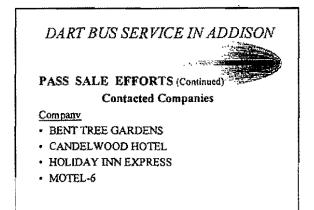


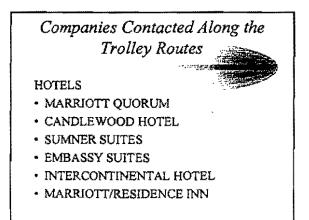




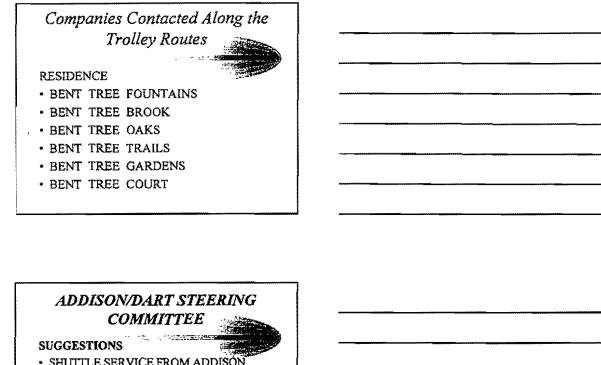








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 SHUTTLE SERVICE FROM ADDISON TRANSIT CENTER TO DFW AIRPORT ADDITIONAL PARKING AT THE ADDISON TRANSIT CENTER SEASONAL SATURDAY TROLLEY SERVICE TO GALLERIA PRESENTATION TO BUSINESS ASSOCIATIONS AND PROPERTY MANGERS

Dave: 14315 milion & Hotellier - Transport a lot the 14315 milion & C. Motor Transport people for 429 rooms Galteria . Transport people for Business location of (Seminers) Aright transportation is taken care of

SIGN IN SHEET Addison- DART Steering Committee Meeting 11-19-99

Name Jim Pierce Bill Hervey Cindy Harris In Nenby Stella Lin BRENJA Whitaker Lisa Schmitz JENNIFED JONES

Lompany Addism Quorum South Assoc. Post Properties DART DART DART Marrid Derorum DART

Phone 972-450-2879 214-373-4648 912-851 3218 214-749-2929 214-749-2661 214-749-2724 972-404-5062

ADDISON-DART STEERING COMMITTEE

Tim Newby 🗸 DART Service Planning and Scheduling

Jennifer Jones 🗸 DART Service Planning Carmen Moran → Town of Addison

Bob Phillips 🔨 Addison Visitors Bureau

Brenda Whitaker √ DART Development Sales

Stella Lin DART Marketing

Cindy Harris Post Properties

Jim Pierce 🗸 Town of Addison Bill Elervey Quorum Business Association

Sarah Frye Marriott Residence Inn

Bryan Builta Sumner Suites

Lisa Schmitz 🗸 🗸 Marriott Hotel

DART is open to making charges. How is it marketed? Jennifer Svc Planemer T Stella marketering Tim Newby Brenda Employer Sales

.

Name: Jim Pierce; T Company: Town of Adelison Department/Location: O Voice Phone: Fax Phone: Fax Phone: Separate F Name: Separate F Company: Dallas Area Rapid Transit (DART) Department/Location: O M Department/Location: O M Fax Phone: O Company: Dallas Area Rapid Transit (DART) O M Voice Phone: O M Fax Phone: O Comments: Image: Comments Image: Comments	T Company: Town of Adelision O Department/Location: Voice Phone:	 	Date Sent: 10/26/99 Number of Pages 2 (Including Cover Page)
F Name: Sensitier Sones R Company: Dallas Area Rapid Transit (DART) Department/Location:	F Name: Sensitier Sones R Company: Dallas Area Rapid Transit (DART) O Department/Location: O M Voice Phone: O Fax Phone: O O		Department/Location:
M Department/Location: M Voice Phone: Fax Phone:	M Dcpartment/Location: M Voice Phone: Fax Phone:		Name: SEANIFET JONES
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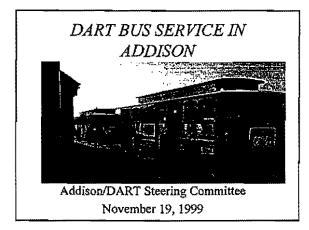
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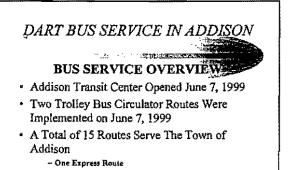
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- Eleven Local Routes
- Two Crosstown Routes
- Two Trolley Routes



- Major Employment Sites Along the Tollway

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DART BUS SERVICE IN ADDISON

Constant of the second s

Trolley Bus Criteria

Constraints

- Operating Speed-Deployed in 30 m.p.h Speed Zone
- Total Trip Time-Should Not Exceed 30
 Minutes
- Passenger Capacity- Trolley Will Seat 22-28
 Passengers

DART BUS SERVICE IN ADDISON



Trolley Bus Criteria (Continued)

Appropriateness

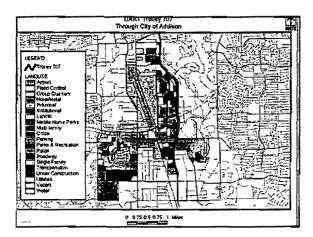
- Trollcys Are Used to Connect High Density Activity Centers or Link to Transit Centers
- Trolleys Are Used to Attract A Unique Market
- · Trolleys Are Used to Build Ridership

DART BUS SERVICE IN ADDISON

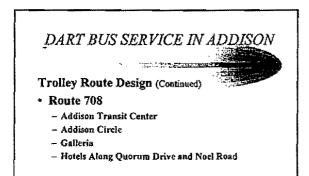


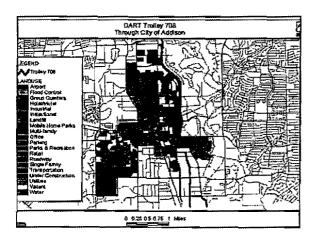
Trolley Route Design

- Two Trolley Bus Routes Were Designed:
- Route 707
 - Addison Transit Center
 - Addison Circle
 - * Apartments Along West Grove
 - · Businesses and Hotels Along Addison Road

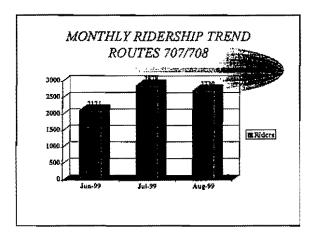


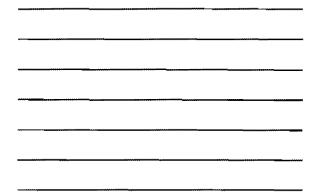
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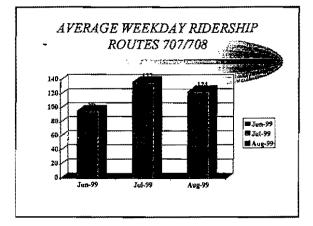


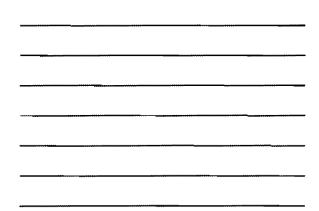


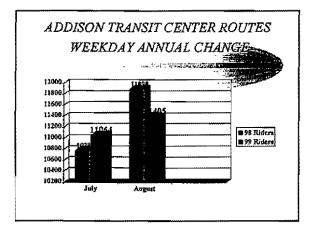
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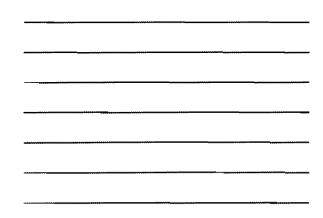






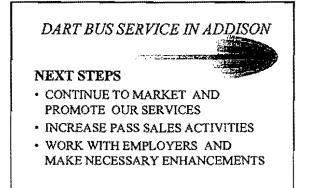






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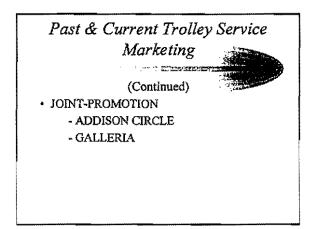
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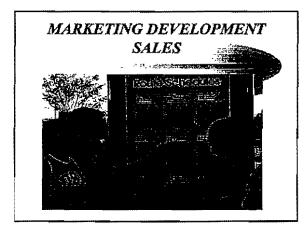
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FUTURE MARKETING EFFORTS

ENHANCE TROLLEY SERVICE
 CONVENIENCE

- CONTINUE BUSINESS MARKETING THROUGH PASS SALES
- INCREASE SHOPPING TRIPS THROUGH DESTINATION MARKETING EFFORTS WITH GALLERIA
- WORK WITH ADDISON CONVENTIONS & VISITORS BREAU TO MARKET THE SERVICE TO VISITORS



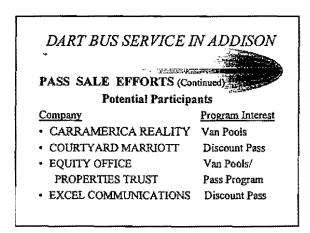
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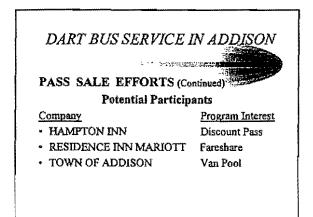
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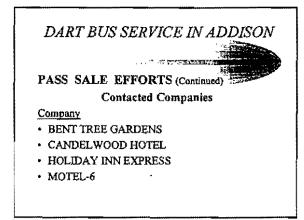
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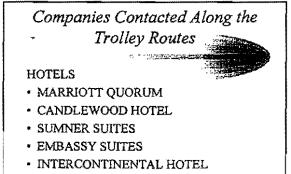
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DART BUS SERVICE	IN ADDISON
PASS SALE EFFORTS	
Program Partici	pants
Company	Program
 COMPUSA Inc. 	Discounted Pass
• D.O.T. THERMOGRAPHY	Discounted Pass
HOLIDAY INN EXPRESS	Discounted Pass
SUMMERFIELD SUITES HOTEL	Discounted Pass

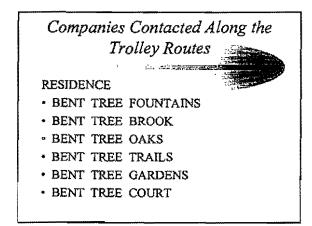


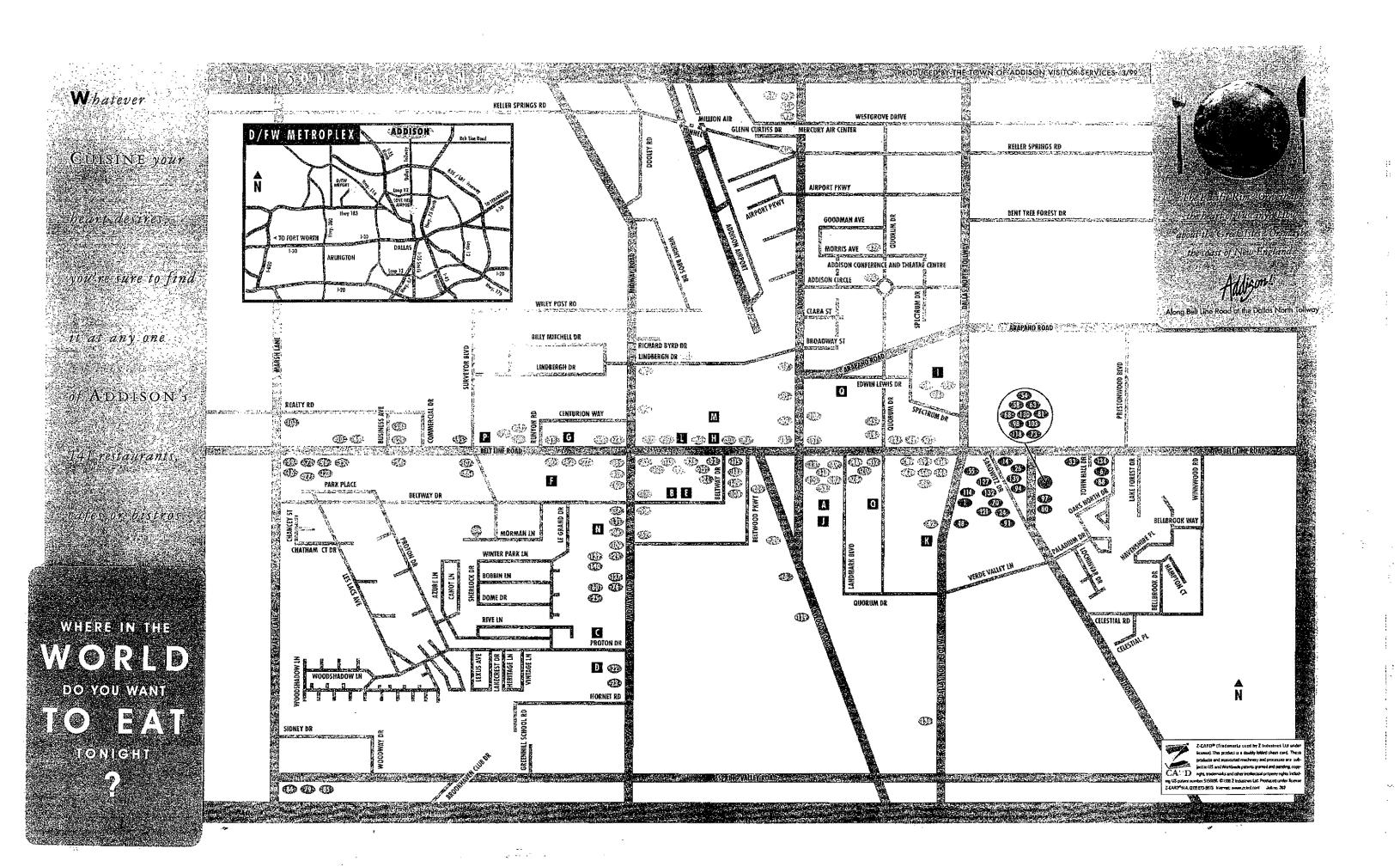






MARRIOTT/RESIDENCE INN





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ETT GANT*, the restaurant*

A D D L S O N RESTARDS AND

BAKERY

Celebrity Bakery 5100 Belt Line Rood, #802 (972) 866-0011

Constantin's Bakery 15404 Midway Road (972) 458-2500

Delicious Cakes 14619 Inwood Road (972) 233-2193

It's a Cake Thing 14835 Inwood Road (972) 239-8000

La Spiga's Bakery 4203 Lindberg Drive (972) 934-8730

COFFEE/JUICE BARS

Cultured Cup 5346 Beli Line Rood (972) 960-1521

Starbucks
 3714 Belt Line Road
 (972) 406-8289

Starbucks 5000 Belt Line Road, #750 (972) 866-6789

Zuka Juice 5000 Beli Line Road, #480 (972) 233-5833

AMERICAN ECLECTIC

Addison Improv 4980 Belt Line Road, #250 (972) 404-0323

Addison Point 4578 Belt Line Road (972) 661-2230

Addison Roadhouse 14930 Midway Road (972) 385-3131

Benedict's Restaurant 4800 Belt Line Road (972) 490-0500 Bennigan's 5260 Belt Line Rood (972) 233-2107
 Black-Eved Pea Market & Grill

4460 Belt Line Rood (972) 701-0165 ((7) Boston Market 15050 Morsh Lane

(972) 488-9700 Brondway Grill 15375 Addison Rood

(972) 960-9087 Cafe Express 4101 Belt Line Road (972) 991-9444

Champps Americana 4951 Belt Line Road (972) 991-3335

 Chick-Fil-A in Addison 3781 Belt Line Road (972) 247-3232
 Chili's of Addison

4500 Bell Line Rood (972) 233-0380

Crowne Plaza N. Dollas – McArtbur's 14315 Midway Road (972) 980-8877

Crowne Plaza N. Dallas – Scoops 14315 Midway Road (972) 980-8877

Daddy Mac's Rhythm Cafe 5100 Belt Line Road, #208 (972) 239-5511

Dovie's Restaurant 14671 Midway Road (972) 233-9846

The Flying Saucer 14999 Manufort Drive (972) 934-2537

Fresh Choice
 4080 Belt Line Road
 (972) 385-7353
 Ginger's Grill

FUNFEST 3805 Belt Line Road (972) 620-7700 Good Eats Cafe
 14905 Midway Road, #102
 (972) 392-3287

Grady's American Grill 4525 Belt Line Road (972) 991-0008

(1) **Hooter's Addison** 5005 Belt Line Rood (972) 392-9464

Botel Inter-Continental Dallas-Kempi's Nightclub 15201 Dallas Parkway (972) 386-6000

Houstan's 5318 Belt Line Road (972) 960-1752

Humperdink's Restaurant 8 Bigharn Brewery 3820 Belt Line Road (972) 484-3051

International House of Pantakes 3910 Belt Line Road (972) 241-9299

(1): J's Steak & Woffle House 14925 Midway Road, #105 (972) 239-7619 (7): Jaxx Cafe

14925 Midway Road, #100 (972) 458-7888 (Se Jo Jo's Bakery & Restaurant

4301 Bell Line Rood (972) 980-6957

 Le Peep 4201 Bell Line Road (972) 458-8062
 Longshot Sports Grille

16101 Addisen Road (972) 713-0000

5003 Bell Line Road (972) 980-1903 Warriott Quorum - Characters

14901 Dallas Porkway (972) 661-2800

4021 Bell Line Road, #109 (972) 239-3407 (27) McDonald's

3795 Belt Line Road (972) 243-4262

Mel Hollen's Fine Dining 15175 Quorum Drive (972) 233-6357

The Melting Pot 4900 Bell Line Road, #200 (972) 960-7027

Memphis

 5000 Belt Line Road, #500
 (972) 386-9934

 The Original Pantake House

5100 Beli Line Road, #256 (972) 385-6468

4812 Belt Line Rood (972) 960-2494

4050 Bolt Line Road (972) 404-7456 ی (972) 35-8455 Sombuca (972) 385-8455

 Snuffer's Restaurant 14910 Midway Road (972) 991-8811
 Stadium Cafe

4872 Belt Line Road (972) 701-0030

Street Talk Café 5290 Belt Line Road, #150 (972) 239-6632 TGI Friday's

5100 Bell Line Road, #900 (972) 386-5824 **Tony Roma's** 5000 Belt Line Road, #300

(972) 661-2671 **Town Cafe** 16601 Addison Road (972) 250-1391 (Takeout & delivery only)

5290 Belt Line Road, #142 (972) 661-3707

2 > Wendy's 3710 Belt Line Road (972) 620-4922

14775 Midway Road (972) 503-9777

BARBECUE

Solly's Barberue 4801 Belt Line Road (972) 387-2900

Spring Creek Barbecue 14941 Midway Rood (972) 385-0970

CARIBBEAN

Cale Gecko

DONUTS/ICE CREAM

5290 Bell Line Rood, #118

Donut City 4151 Bell Line Road, #126 (972) 980-0571

(972) 458-9884

Donut Palace 16601 Addison Road (972) 248-7154

Marble Slab Creamery 5000 Bell Line Road, #260 (972) 503-7522

ENGLISH The Londoner 4291 Belt Line Rood (972) 458-2444

FRENCH/CONTINENTAL

5290 Belt Line Road, #108 (972) 991-8824 Cate Capri 15107 Addison Road (972) 960-8686

در بینیا ۲ شار د. ۱۹۷۳ میتر اس

Ernie's Restaurant & Club 5100 Belt Line Road, #502 (972) 233-8855

- Hotef Inter-Continental-Le Cafe 15201 Dallas Parkway (972) 386-6000
- Hotel Inter-Continental Monte Carlo 15201 Dallas Parkway (972) 386-6000
- La Madeleine 5290 Belt Line Road (972) 239-9051

ITALIAN

- Andiamo 4151 Beli Line Road, #101 (972) 233-1515
- Antonio's Ristorante 4985 Addison Circle (972) 458-1010
- Ferrari's Villa 14831 Midway Road, #102 (972) 980-9898
- Little Caesar's Pizza 3730 Belt Line Road (inside Kmart) (972) 620-2237

(1) **Luthoe's** 4930 Belt Line Rood, #170 (972) 233-3312

- Marcello's Pizzeria 14248 Marsh Lone (972) 484-0644
- Mi Piaci Restaurant 14854 Montfort Drive (972) 934-8424

Momo's Pasta 5290 Belt Line Road, #132 (972) 386-7373

Old Chicago Pizza and Pasta 4060 Belt Line Road (972) 490 - 3900

 Olive Garden Restaurant 4240 Belt Line Road (972) 239-9096
 Papa John's Pizza

- 14328 Morsh Lone, #B (972) 243-4141 (Take out & delivery only)
- 14152 Marsh Lane {972} 243-3443 {Take out & delivery only} Pizzeria Uno
- 4002 Belt Line Road, #100 (972) 991-8181
- **Romano's Mataroni Grill** 4535 Belt Line Road (972) 386-3831
- © Ruggeri's 5348 Bell Line Rood (972) 726-9555
- Strictly Chicago 15100 Midway Road (Inside (ceoplex) (972) 726-0720
- (1) Oriental Lite Express 14925 Midway Road, #102 (972) 788-0888

MEXICAN Blue Goose 14920 Midway Road (972) 726-8771

💮 Bive Mesa Grill

🍘 Cantina Laredo

(972) 934-0165

(972) 458-0962

🛞 D.J.'s Tato Express

(972) 733-1887

5280 Belt Line Road

3957 Belt Line Road

3790 Beli Line Road

14866 Monifort Drive

5290 Belt Line Road, #114

(972) 448-2202

(972) 726-0202

(972) 503-8100

(972) 788-4400

(972) 661-2287

15120 Morsh Lane

4866 Belt Line Road

(972) 960-6900

ORIENTAL

19721 960-2999

600 Chu's Restaurant

19721 387-1776

(972) 447-9099

(972) 991-8322

19721 991-6867

(972) 934-8150

4848 Selt Line Road

4860 Belt Line Road

(972) 392-9998

(972) 385-0168

(III) Kobe Steaks

🛞 May Dragon

D Mr. Sushi's

D Jasmine

14865 Inwood Road

Dragon Wok

1.5080 Belwoy Drive

To ZuZu's Handmade Mexican Food

(D) Chow Thai Addison Restaurant

5290 Belt Line Rood, #144

16601 Addison Road, #106

💮 Hana Japanese Restaurant

4002 Bell Line Road, #200

5000 Belt Line Road, #600

(972) 243-5288

Iaco Cabona

4400 Belt Line Rood

🟐 Primo's Tex Mex Grill

14905 Midwov Road

🛞 On The Border

🛞 Graciela's Mexican Cafe

(972) 387-2533

(972) 702-8051

🐼 Herrera's

CT& La Valentina

CTD Mattito's

💮 El Fenix

4546 Belt Line Road

5100 Belt Line Road, #500

16601 Addison Rood, #2

 Taiwan Restaurant 4980 Belt Line Road, #200 (972) 387-2333
 Tokyo One 4350 Belt Line Road

(972) 386-8899 **Woshi's** 5100 Belt Line Rood, #402 (972) 503-7080

SANDWICH

Alvin Ord's Sandwich Shop 4576 Belt Line Road (972) 239-4911

Benny's Bagels, Inc. 5000 Belt Line Road, #230 (972) 385-8559

Simple's 15701 Quorum Drive (972) 385-1554

Great Outdoors Sub Shop 5290 Belt Line Road, #110 (972) 233-3958

Hasty Deli 1 4603 inwood Rood (972) 503-4800

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Jason's Deli 4021 Belt Line Road, #300 (972) 239-0074

Pita Pavilion 5100 Bell Line Road, #740 (972) 774-9966

Street's Famous Sandwiches 14833 Midway Road, #110 (972) 404-6115

Subway Sandwickes 3810 Belt Line Road (972) 620-1220

SEAFOOD

Joe's Crab Shack 3855 Belt Line Road (972) 247-1010

Candry's Seafood House -Addison 4440 Belt Line Road (972) 960-6878

Lefty's Lobster & Chowder Nouse 4021 Belt Line Road (972) 774-9518

(IP) Lomberdi Mare 5100 Belt Line Road, #410 (972) 503-1233

Hate's Scalood & Steak House 1495) Midway Road (972) 701-9622

Remington Seafood Grill 4580 Belt Line Road (972) 386-0122

Soho Food & Jazz 5290 Belt Line Road, #1028 (972) 490-8686

(1) Trubuks Steak and Stone Crab 5001 Belt Line Road (972) 503-3079

SOUTH AMERICAN

DeTapas 5100 Belt Line Road, #764 (972) 233-8553

Fogo de Chao Churrascaria 4300 Belt Line Road (972) 503-7300

STEAK HOUSE

 Chamberlain's Prime Chop House
 5330 Belt Line Road
 (972) 934-2467

Hoffbrau Steaks Brewory 4180 Beli Line Road (972) 392-1161

Lawry's Prime Rib 14655 Dollas Parkway (972) 503-6688

Morton's of Chicago – Addison 14831 Midway Road (972) 233-5858

.3% Outback Steakhouse 15180 Addison Road (972) 392-0972

Stepk and Ale 5220 Bell Line Road (972) 661-8299

14833 Midway Road, #105 (972) 701-9600

(1) **Texas de Brozil** 15101 Addison Road (972) 385-1000

HOTELS

A Comfort Inn

D Country Inn & Suites

Courtyard by Marriott

Crowne Plaza North Dallas

`---

II Nampton Inn

🖪 Hilton Garden Ian

G Holiday Inn Express

E Homewood Suites

I Hotel Inter-Continental

La Quinta Inn and Suites

Karriott Quorum

Motel 6

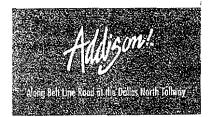
Quality Suites

🖸 Romada Limited

Residence Inn by Marriott

Sleep Inn

Summerfield Suites



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