

FAIR PARK FIRST

DALLAS PARK &
RECREATION BOARD

February 20, 2020



AGENDA

- Update on Programming & Activities
- Master Plan Progress
- Fundraising Development



PROGRAMMING & ACTIVITIES



FAIR PARK EVENTS & ATTENDANCE

- **September 2019**
 - 36 Events
 - 54 Event Days
 - 12,000 Estimated Attendance
- **October 2019**
 - 32 Events
 - 36 Event Days
- **November 2019**
 - 61 Events
 - 89 Event Days
 - 41,169 Estimated Attendance



FAIR PARK EVENTS & ATTENDANCE

- **December 2019**
 - 35 Events
 - 53 Event Days
 - 63,984 Estimated Attendance
- **January 2020**
 - 23 Events
 - 25 Event Days
 - 115,113 Estimated Attendance



FAIR PARK EVENTS DURING SFOT



- **Fair Park First Events**

- Mayor Back to School (Centennial)
 - August 2
- Blondes v Brunettes – Charity Football Game (Cotton Bowl)
 - August 10
- Community Conversations (Women’s Building)
 - August 13
- King Racing
 - Thursdays in August (4 total)
- Cotton Bowl Prep Showcase
 - September 6 & 7
- Adidas Winter Classic Film Shoot
 - October 23



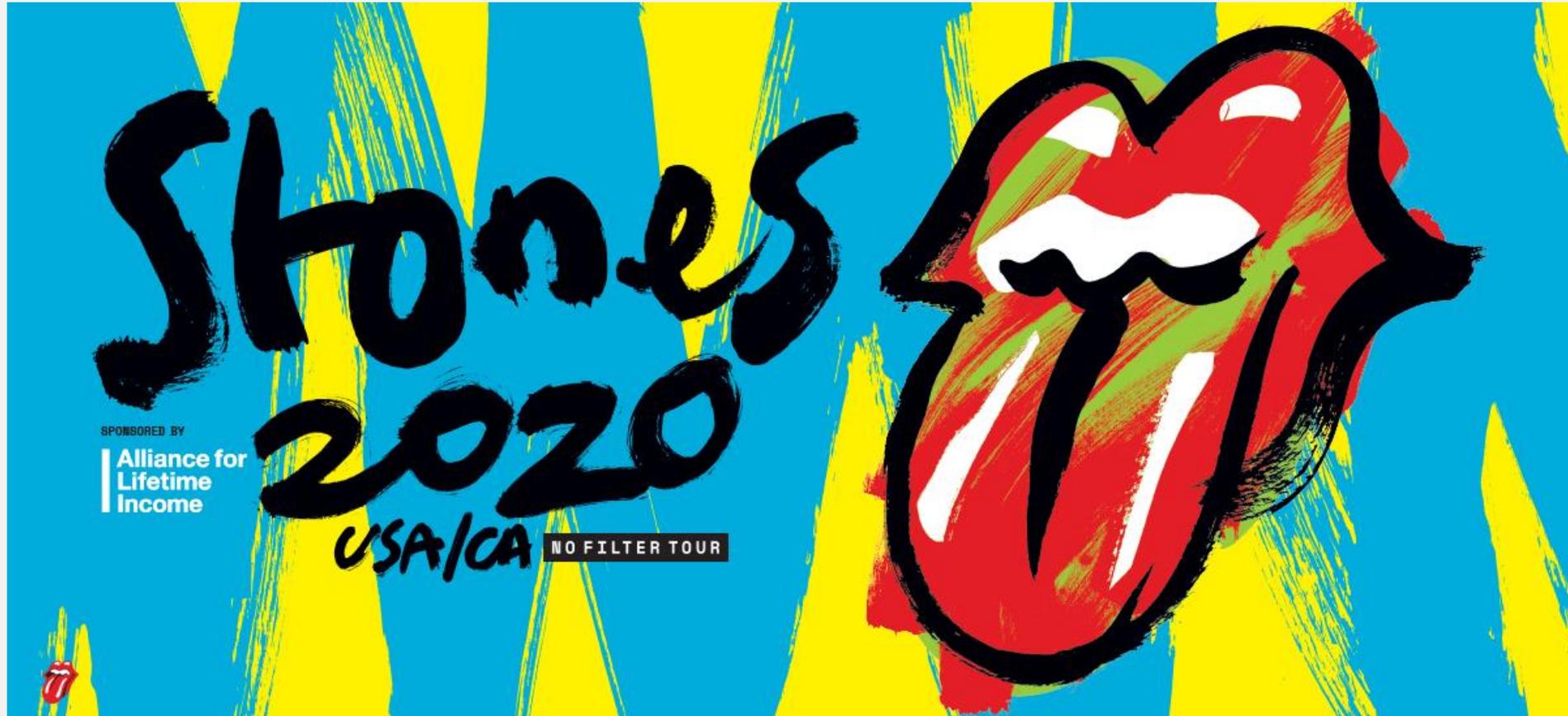
NHL BRIDGESTONE WINTER CLASSIC



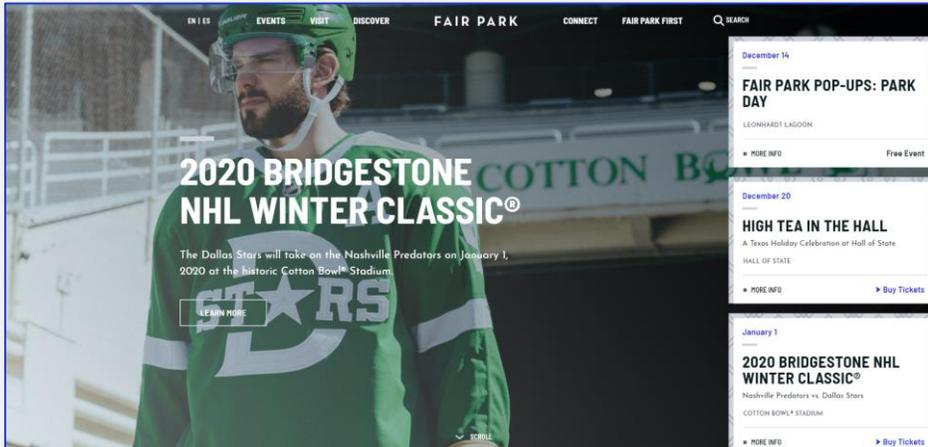
BTS AT THE COTTON BOWL STADIUM



ROLLING STONES AT THE COTTON BOWL STADIUM



EVENT MARKETING AND PROMOTIONS



- **New FairPark.org**
- **Social Media Growth**
- **Winter Classic Reach**
 - Contest
 - Over \$2 million in PR Value and nearly 1 billion impressions between online articles, blogs and television mentions
- **BTS Announce**
 - Tweet reached 11.3 million
- **Rolling Stones Tease**
 - Digital Billboard Campaign
 - Collaboration with Omni Hotel



COMMUNITY PROGRAMMING



**Fair Park Pop
Ups**
November/December



Movie Night - ELF
December 13



**Texas vs. Texas A&M
Hockey**
January 5

UPCOMING COMMUNITY PROGRAMMING

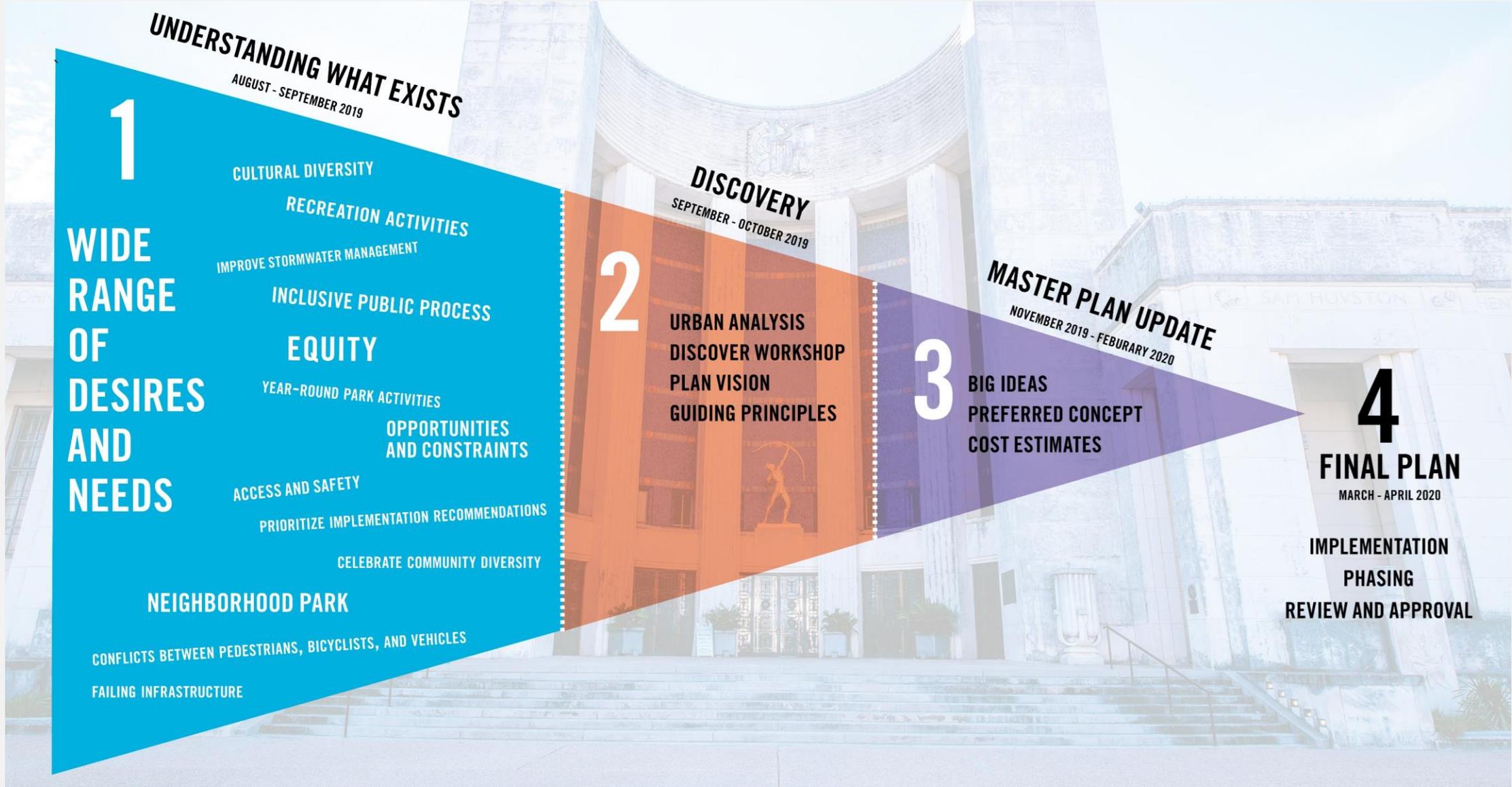


- **Fair Park Pop-Ups**
 - **Park Days - Saturdays in March, April, May, & June**
 - **Movie Nights - 2nd Friday of March, April, May & June**
- **Fair Park 4th – July 4**
- **Senior Games – February 27**
- **Connect Mobility Fair – February 27**
- **Dallas Youth Works Job Fair (HS internships) – April 16**
- **Dallas Youth Works Job Fair (paid jobs) – May 16**
- **TREC Youth Late Night – June 13**
- **Battle in Big D – July 10-12**
- **Mayor’s Back to School Event – August 7**

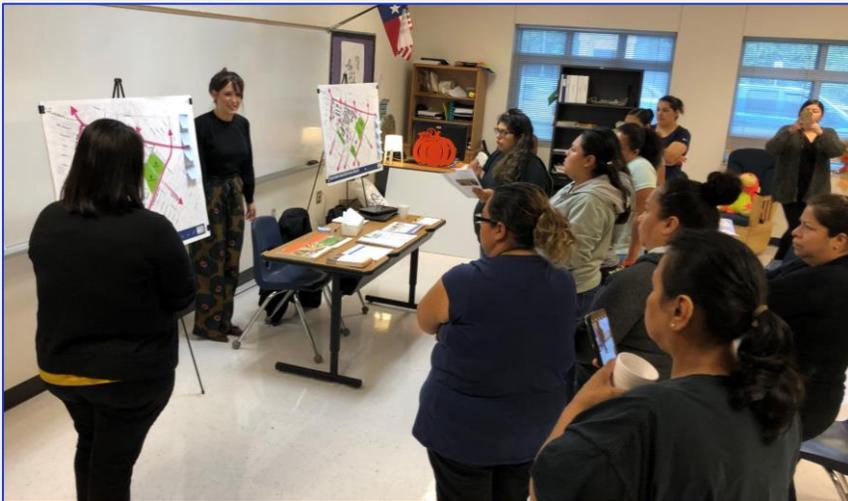
MASTER PLAN PROGRESS



MASTER PLAN PROGRESS



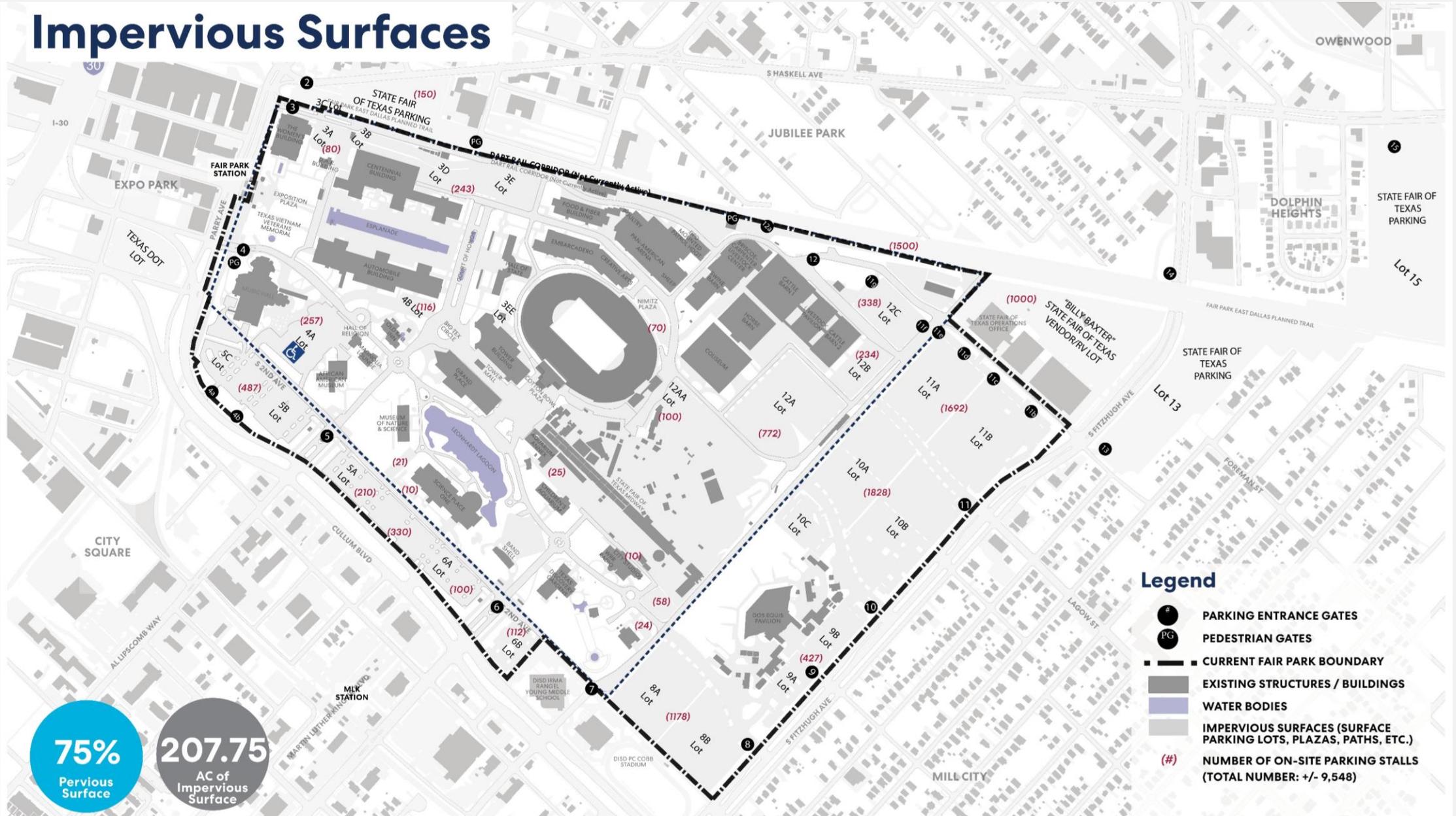
MASTER PLAN PROGRESS



- **Neighborhood Park** – 8-12 acres
- **Music Green** – 1-2 acres
- **Gateway Parks** – Multiple Locations to improve community access and enhance sense of arrival
- **Trail Connectivity** – 1.5-mile internal biking & walking trails and connectivity to Loop
- **New Trees** – 1000+ new

MASTER PLAN PROGRESS

Impervious Surfaces



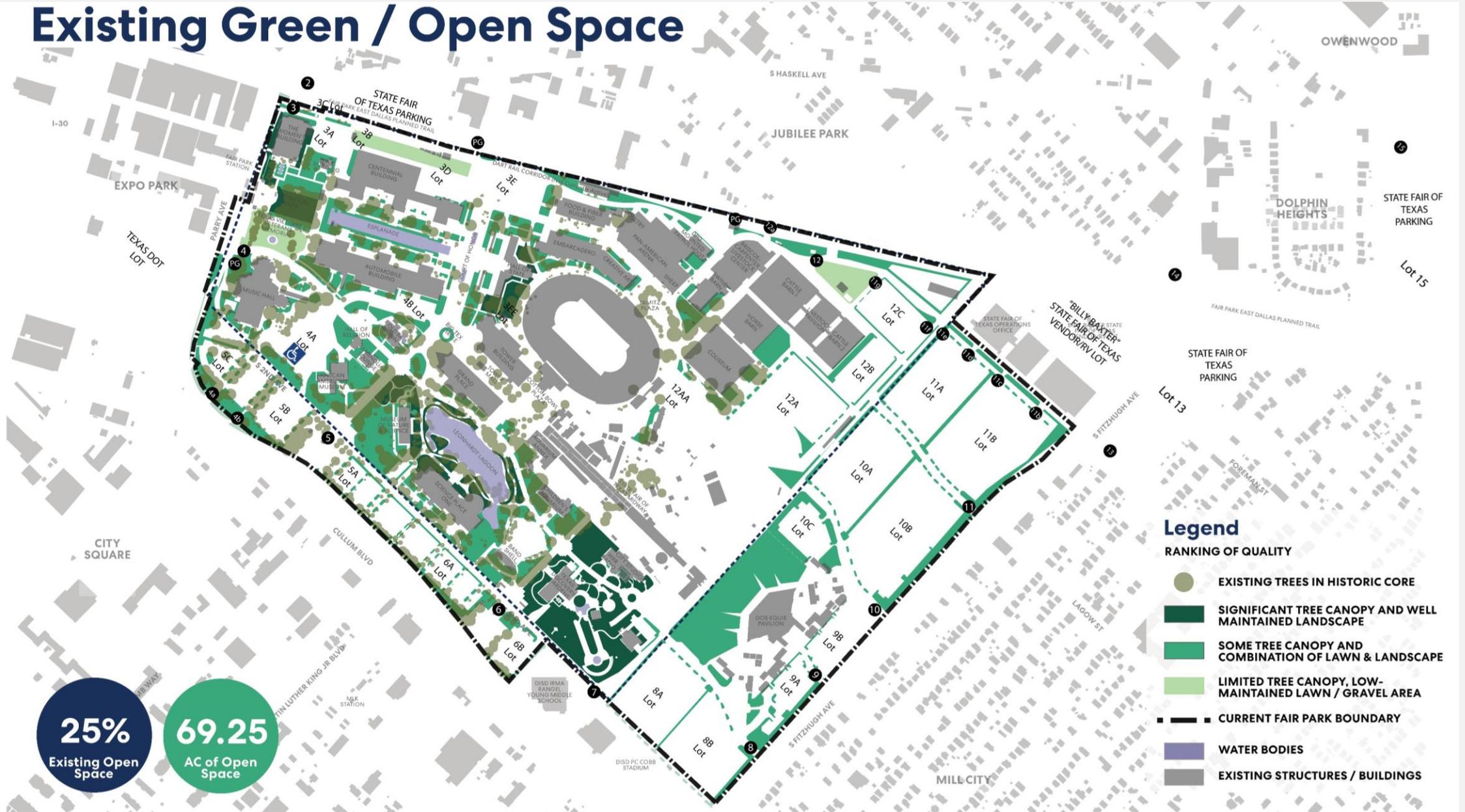
75%
Pervious Surface

207.75
AC of Impervious Surface

- Legend**
- PARKING ENTRANCE GATES
 - PEDESTRIAN GATES
 - CURRENT FAIR PARK BOUNDARY
 - EXISTING STRUCTURES / BUILDINGS
 - WATER BODIES
 - IMPERVIOUS SURFACES (SURFACE PARKING LOTS, PLAZAS, PATHS, ETC.)
 - NUMBER OF ON-SITE PARKING STALLS (TOTAL NUMBER: +/- 9,548)

MASTER PLAN PROGRESS

Existing Green / Open Space



25%
Existing Open Space

69.25
AC of Open Space

MASTER PLAN PROGRESS



FUNDRAISING DEVELOPMENT



Ann Barbier-Muller
Board Member
Fundraising

- **Ann Smith Barbier-Mueller** has been active in Dallas civic life from her earliest years
- *The Ann and Gabriel Barbier-Mueller Museum: Samurai Collection* is presented in Dallas and in traveling exhibitions around the world
- Served on various boards



Tameka Cass
Fair Park First Staff
*Individual &
Foundation Giving*

- **Tameka Cass** has strong expertise and relationships with Dallas' philanthropic community
- Served in similar capacities in various organizations at non-profits throughout Dallas



QUESTIONS?

