

FAIR PARK FIRST

DALLAS PARK &
RECREATION BOARD

September 19, 2019



AGENDA

- Fair Park First Update
- Internship Program
- Spectra - Fair Park Management
- Campus Updates
- Key Performance Indicators
- FYE 2020 Budget
- Event Updates
- Community Engagement
- BRV Updates
- Capital Plan Update
- Donor Relations
- Long Term Tenant Update
- How Are We Doing?
- Questions?

FAIR PARK FIRST UPDATE





FAIR PARK FIRST UPDATE

- **Executive Director**
- **Fair Park First Development**
- **Branding**



EXECUTIVE DIRECTOR

- **Background**

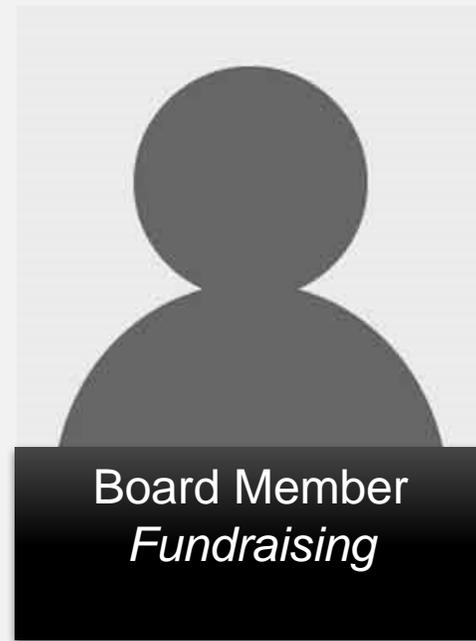
- Witte Museum, San Antonio TX
- Queen Mary, Long Beach CA
- Stone Mountain Park, Atlanta GA

- **Proficiencies**

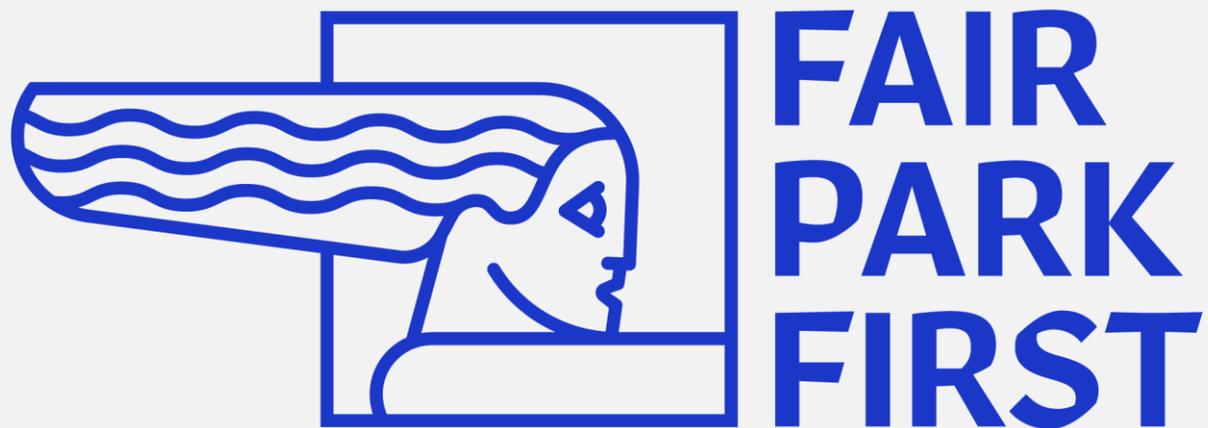
- Community Engagement and Programming
- Innovative Fundraising
- Transformative Leadership
- Powerful Public Private Partnerships



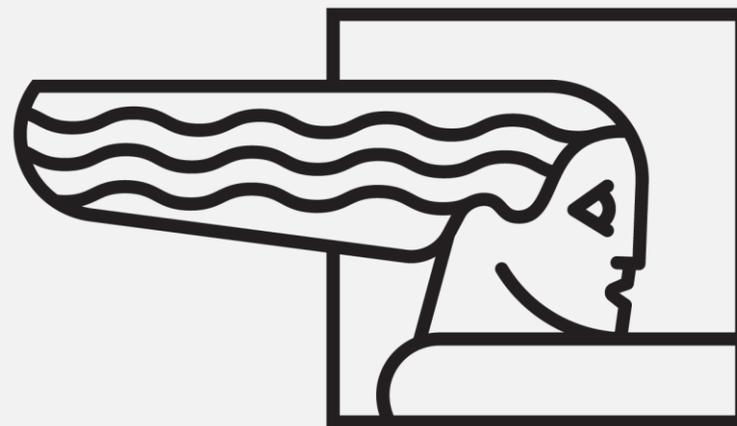
FAIR PARK FIRST DEVELOPMENT



BRANDING



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BRANDING



FAIR PARK FIRST

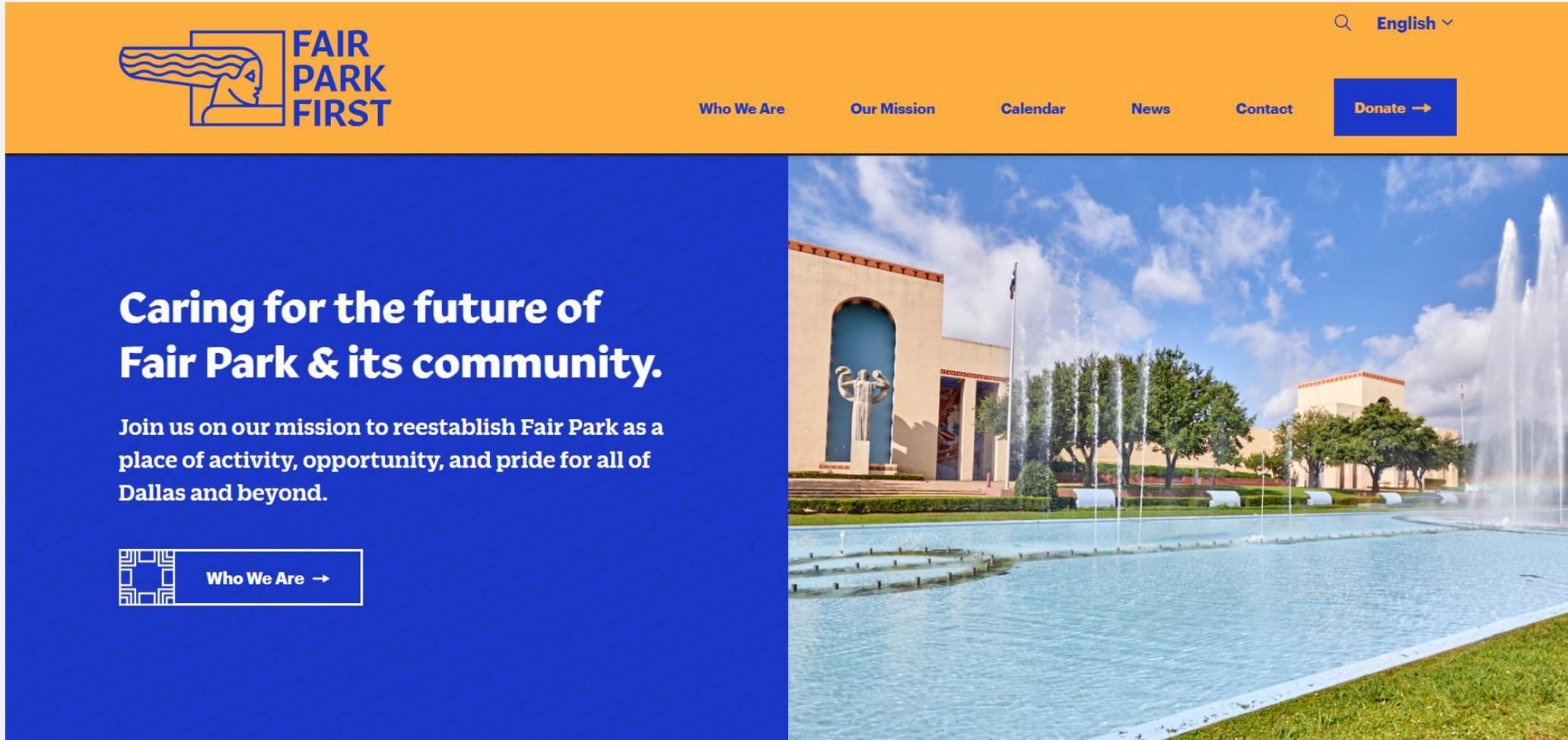
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FAIR PARK FIRST

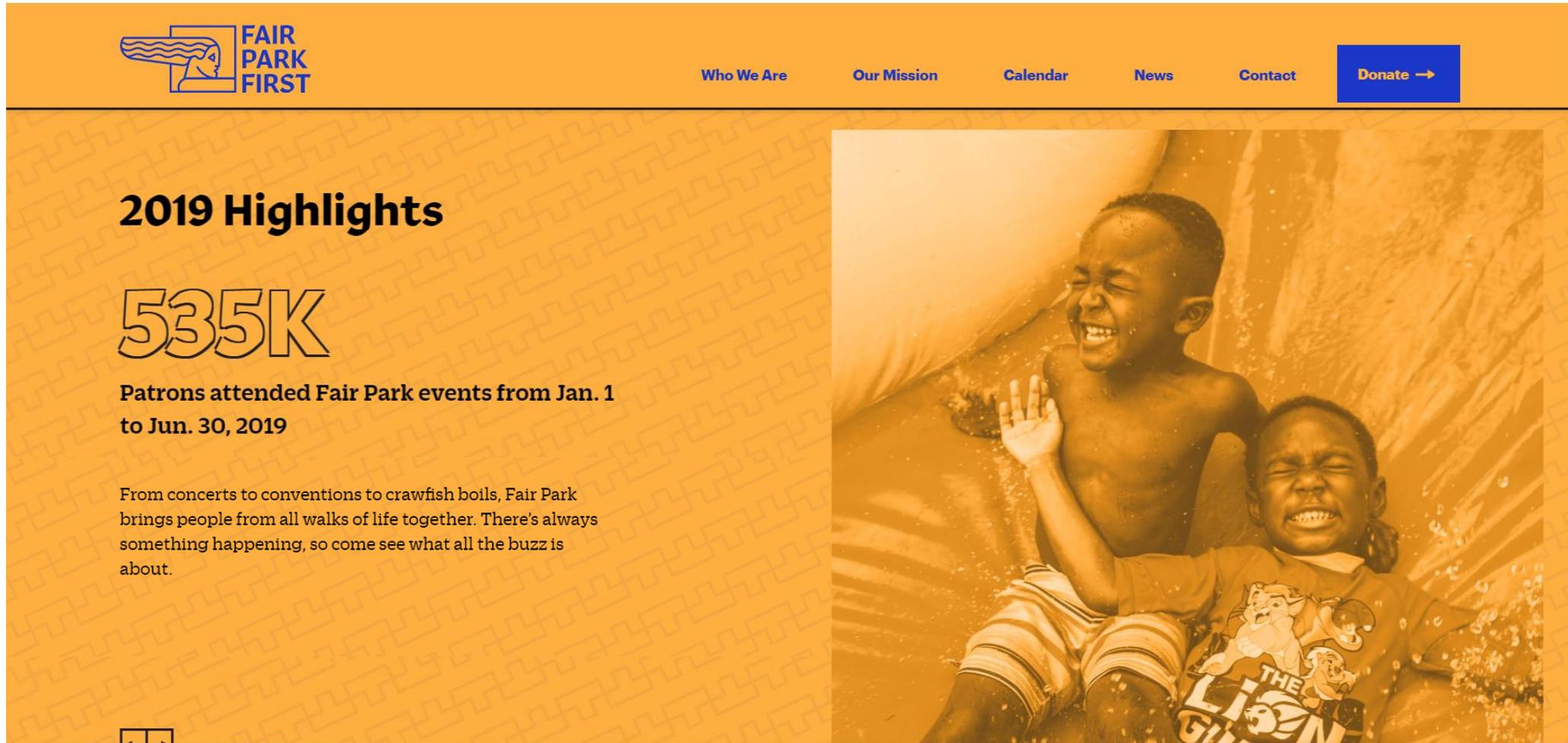
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BRANDING – WWW.FAIRPARKFIRST.ORG



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INTERNSHIP PROGRAM



INTERNSHIP PROGRAM



- Paid summer internship program involving Lincoln and James Madison High Schools
- 20 participants, 10 per school
- Eight (8) week program featured hands-on training in multiple departments at Fair Park and resident institutions including, marketing, event planning/booking, and operations

INTERNSHIP PROGRAM



- Workshops included business etiquette, resume writing, and college prep, among others
- Field Trips to American Airlines Center, AT&T Stadium and the Kay Bailey Hutchison Convention Center
- \$1,000 scholarship towards continued education

SPECTRA – FAIR PARK MANAGEMENT



SPECTRA – EMPLOYMENT UPDATE



Dee Ann Hirsch
Assistant General Manager



Ricardo Artalejo
Senior HR Business Partner

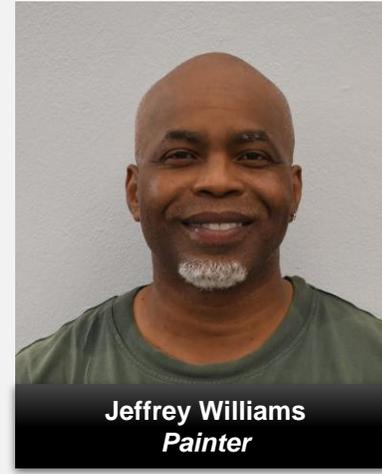
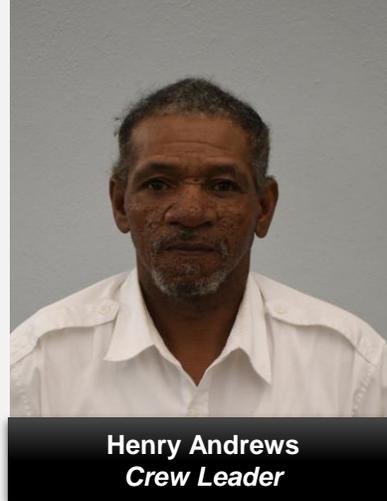


Andrew Klingsporn
Senior Operations Manager



Kimberly Dawson
General Manager – F&B

SPECTRA – NEW HIRES



CAMPUS UPDATES





CAMPUS UPDATES

- **Food and Beverage**
- **Ticketing**
- **Operations**
- **Technology
Infrastructure**
- **Commercial
Partnerships**
- **Marketing**

WWW.FAIRPARK.ORG

EVENTS VISIT DISCOVER FAIR PARK CONNECT FAIR PARK FIRST SEARCH

THE KINSEY AFRICAN AMERICAN ART & HISTORY COLLECTION

View one of the most comprehensive surveys of African American history and culture. Sep. 21, 2019 - Mar. 1, 2020 at the African American Museum of Dallas

[LEARN MORE](#)

July 17 - 28
HELLO, DOLLY!
MUSIC HALL AT FAIR PARK
[MORE INFO](#) [Buy Tickets](#)

August 10
DIERKS BENTLEY
DOS EQUUS PAVILION
[MORE INFO](#) [Buy Tickets](#)

October 26
ZAC BROWN BAND
DOS EQUUS PAVILION
[MORE INFO](#) [Buy Tickets](#)

SCROLL

EVENTS VISIT DISCOVER FAIR PARK CONNECT FAIR PARK FIRST SEARCH



JUL 17 - 28 / MUSIC HALL AT FAIR PARK

Hello, Dolly!

Dallas Summer Musicals

[More Info](#) [Buy Tickets](#)



August 4 DOS EQUUS PAVILION
WIZ KHALIFA
with French Montana, Playboi Carti, Moneybagg Yo, Chevy Woods, and DJ Drama
[More Info](#) [Sold Out](#)



October 26 DOS EQUUS PAVILION
BECK & CAGE THE ELEPHANT
The Night Running Tour
[More Info](#) [Buy Tickets](#)



May 7 - November 3
A SHARED BORDER
Dallas Historical Society
[More Info](#) [Free Event](#)



August 2
BLINK-182 AND LIL WAYNE
Fair Park Deep
DOS EQUUS PAVILION
[More Info](#) [Buy Tickets](#)



August 7 - 18
FIDDLER ON THE ROOF
Dallas Summer Musicals
MUSIC HALL AT FAIR PARK
[More Info](#) [Buy Tickets](#)



STATE FAIR OF TEXAS
Corny days. The Midway. New automobiles. Prize-winning livestock. Ribbon-winning foods and crafts. September 27 through October 10.
[Learn More](#)



READ AROUND THE WORLD DAY
Friday, July 12, 2019 at 9:45am - 11am / Jubilee Park & Community Center / 917 Bank, 75223. Free.
[Learn More](#)



August 10
DIERKS BENTLEY
with Jan Pardi, Tracie Twomes, and Hot Country Knights
DOS EQUUS PAVILION
[More Info](#) [Buy Tickets](#)



August 15
MUSIC UNDER THE DOME SUMMER 2019
Tribute: Anchoa Franklin & Nipsey Fluke
AFRICAN AMERICAN MUSEUM
[More Info](#) [Buy Tickets](#)



November 3
RAY LAMONTAGNE
with Kacy & Clayton
MUSIC HALL AT FAIR PARK
[More Info](#) [On Sale Soon](#)

[VIEW ALL EVENTS](#)

FAIR PARK INSTITUTIONS

- State Fair of Texas
- Dallas Summer Musicals
- Live Nation
- Texas Discovery Gardens
- African American Museum
- DAR House
- Friends of Fair Park
- WRR Radio
- Dallas Historical Society
- Dallas Zoo
- Dallas Winds



KEY PERFORMANCE INDICATORS



KEY PERFORMANCE INDICATORS

- **Number of Visitors to Fair Park**
- **Number of Event Days at Fair Park**
- **Manager's Projected Net & Gross Operating Revenue**
- **Capital Improvements at Fair Park funded with Operating Expenses**
- **Contributions to Manager of other contributions obtained for the benefit of Fair Park (Non-City Sources)**
- **Progress in Meeting City's BID Plan (MWBE Goal)**
- **Community Engagement & Outreach Policies**



FYE 2020 BUDGET



FYE 2020 BUDGET

Number of Events – 120 | Number of Event Days – 160
Attendance – 755,918

- **Operating Revenue – 7,085,932**
 - Includes Special Events, Building Use Fee, Parking Commissions, State Fair Utilities, Concessions, Corporate Sponsorships/Branding, Park Programming-Events, Park Programming-Sponsorships
- **Non-Operating Revenue – 6,994,397**
 - Includes Fundraising Income, Interest Income, Allocated Appropriation from City of Dallas
- **Total Revenues – 14,080,329**
- **Operating Expenses – 14,080,329**
 - Includes Salaries, Taxes, Wages, Benefits, General & Administrative, Supplies & Materials, Sales & Marketing, Fees for Services, Utilities, Maintenance, Management Fee, Qualitative Incentive Fee, Insurance
- **Total Expenses – 14,080,329**

EVENT UPDATES



FAIR PARK EVENTS & ATTENDANCE

- **April 2019**
 - 48 Events
 - 132 Event Days
 - 196,747 Estimated Attendance
- **May 2019**
 - 58 Events
 - 126 Event Days
 - 66,902 Estimated Attendance
- **June 2019**
 - 57 Events
 - 125 Event Days
 - 83,679 Estimated Attendance



FAIR PARK EVENTS & ATTENDANCE

- **July 2019**
 - **73 Events**
 - **108 Event Days**
 - **50,874 Estimated Attendance**
- **August 2019**
 - **49 Events**
 - **193 Event Days**
 - **32,325 Estimated Attendance**



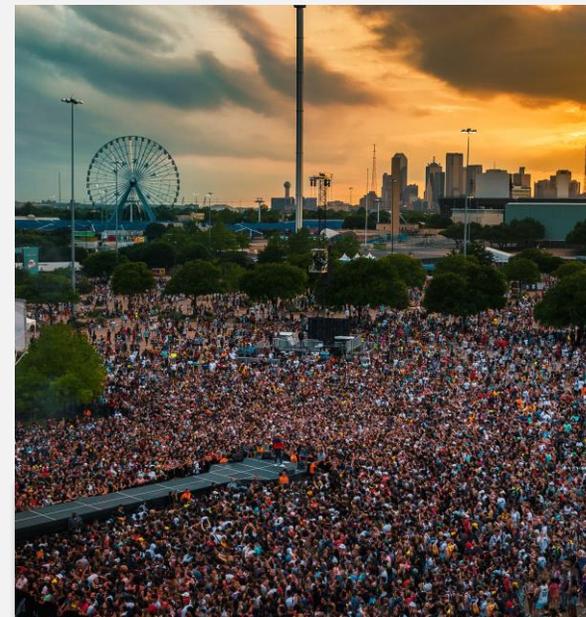
EVENTS HIGHLIGHTS



**Dr. Pepper Dallas
Cup**
April 14 & 17



EarthX
April 26-28



**JMBLYA Music
Festival**
May 3

EVENTS HIGHLIGHTS



**Dallas Pride
Festival & Parade**
June 1 & 2



AKON
June 27



**Fair Park
Fourth**
July 4

CAMPUS ACTIVITY – AUG 1 – SEPT 26



- **Fair Park Events**

- Mayor Back to School (Centennial) – August 2
- Blondes v Brunettes (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

- **Resident Institutions**

- August
 - 49 Events
 - 193 Event Days
- September
 - 36 Events
 - 54 Event Days

COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

Digital Survey

- September 16 launch
- Audience: targets citywide audience
- Goal is to establish Fair Park as a regional destination - this engagement tactic will allow for us to reach a broader audience

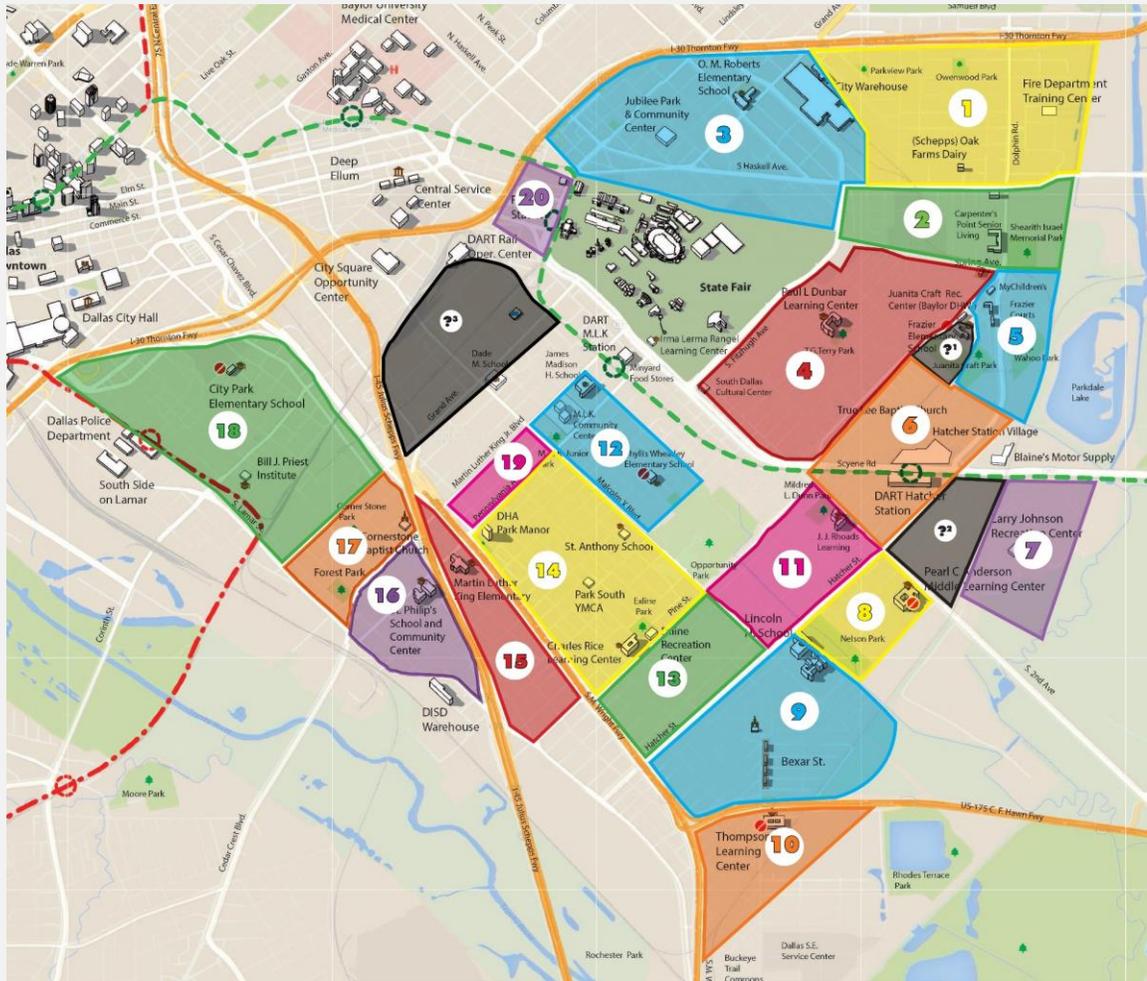
Community Meeting #2 'Discovery Workshop'

- September 25, 6-8pm at MLK Jr Community Center
- Audience: neighboring residents (invited)
- Intimate event will use interactive exercises to help our team understand and prioritize the desires for the neighborhood park's programming and amenities

Fair Park Institutions Open House

- September 26 at Tower Building
- Audience: Fair Park user groups and campus tenants (invited)
- Open house style event will allow current stakeholders to hear from P&W and share feedback

NEIGHBORHOOD MAPPING INITIATIVE



- 1** Owenwood
- 2** Dolphin Heights
- 3** Jubilee Park
- 4** Mill City
- 5** Frazier
- 6** Bertrand
- 7** Dixon Circle
- 8** Rose Garden
- 9** Ideal
- 10** Bonton
- 11** RUFCA
- 12** Wheatley Place
- 13** Charles Rice / Exline
- 14** Queen City
- 15** Colonial Hill
Old Queen City??
- 16** Forest Heights
- 17** Edgewood
- 18** Cedars
- 19** Park Row / S Boulevard
- 19** Expo Park



BIEDERMAN REDEVELOPMENT VENTURES UPDATES



BRV UPDATES

- Community Programming
- Master Plan Update
- Planning and Development of Green Space
- Community Outreach



SUMMER PARK PROGRAMMING

- **Field Days**
 - Free, popup park at the Leonhardt Lagoon
 - Eight consecutive Saturday's in June and July
 - 6-8 programmers each Saturday along with concessions, free play games and activities
 - Over 3,250 in attendance total



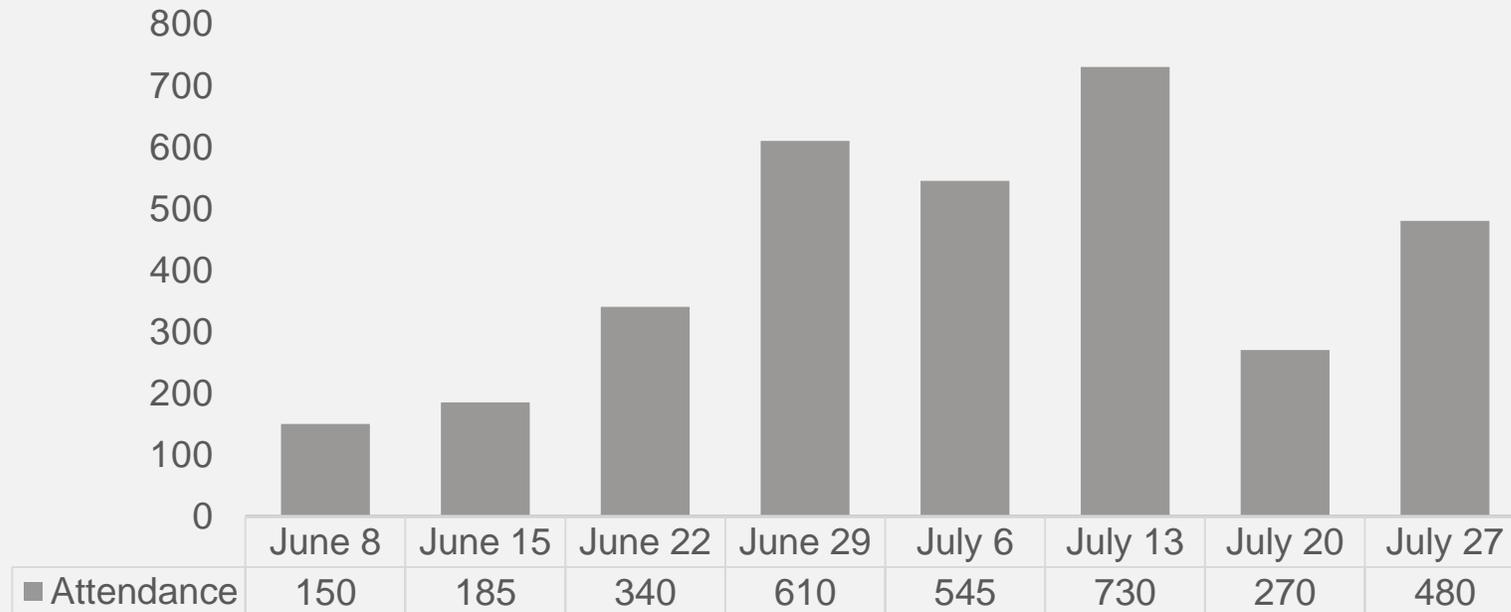
FAIR PARK FIELD DAYS



FAIR PARK FIELD DAYS



FAIR PARK FIELD DAYS ATTENDANCE



- Half of the audience came from surrounding communities
- High percentage of the audience were families with small children (toddler to elementary school age)
- Half of the dates had a third-party event rental at FP
- Guests stayed for 1-1.5 hours on average
- Heat did not play a significant role

SUMMER PARK PROGRAMMING

■ Fiesta

- Free, evening program in the Automobile Building with indoor roller rink
- Highlighted the diverse, talented communities of Fair Park and Dallas
- Featured local craft vendors, musicians, dancers, and artists
- Supported by the City of Dallas Office of Cultural Affairs
- Over 600 in attendance



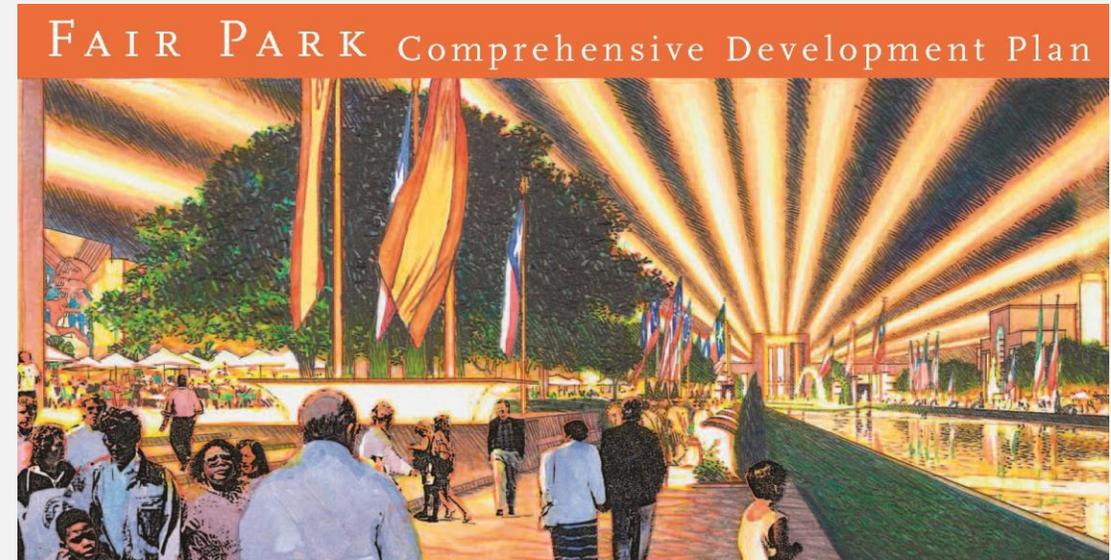
UPCOMING PROGRAMMING



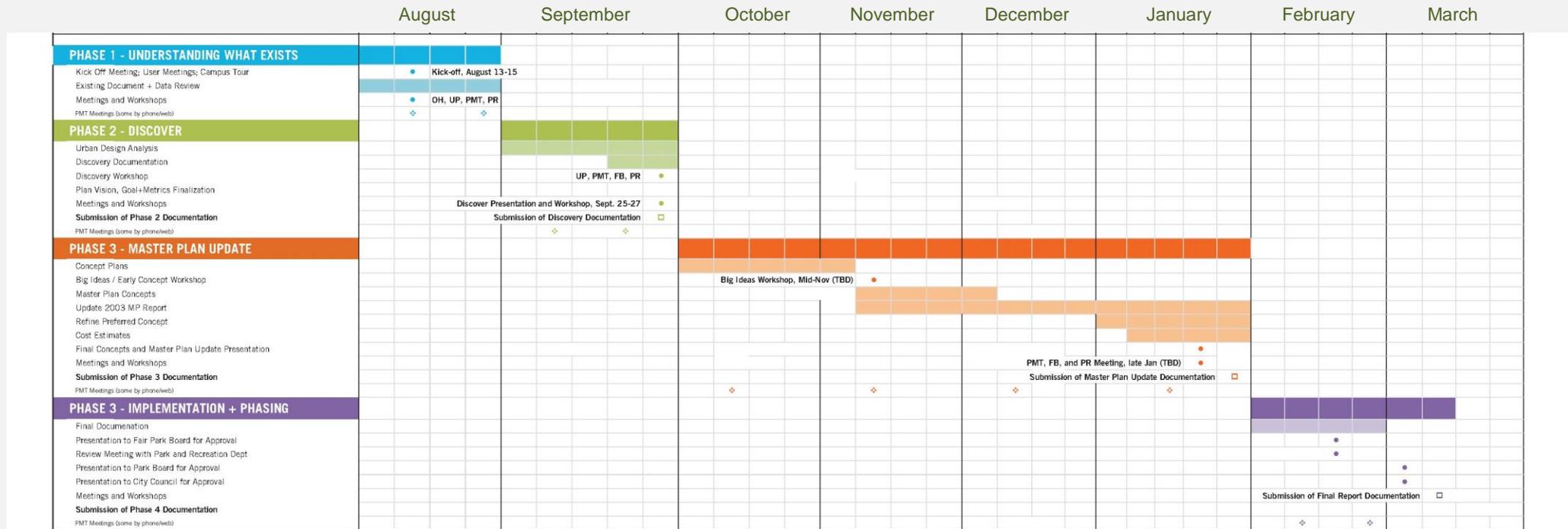
- **Continuing**
 - Pop-Up Park Days
 - Night Market
- **NEW**
 - Movie Nights
 - Deco Days
 - Community Concert

MASTER PLAN UPDATE

- Plan will build on and update 2003 Fair Park Comprehensive Development Plan (Hargreaves Plan)
- Priorities include:
 - Bring the park back into Fair Park
 - Meet recreational needs of neighborhood and locate neighborhood park
 - Improve connectivity within Fair Park and to Fair Park
 - Evaluate and restore historic buildings and landscapes
 - Evaluate infrastructural needs
 - Evaluate and improve parking
 - Foster daily recreational use of Fair Park



MASTER PLAN UPDATE - SCHEDULE

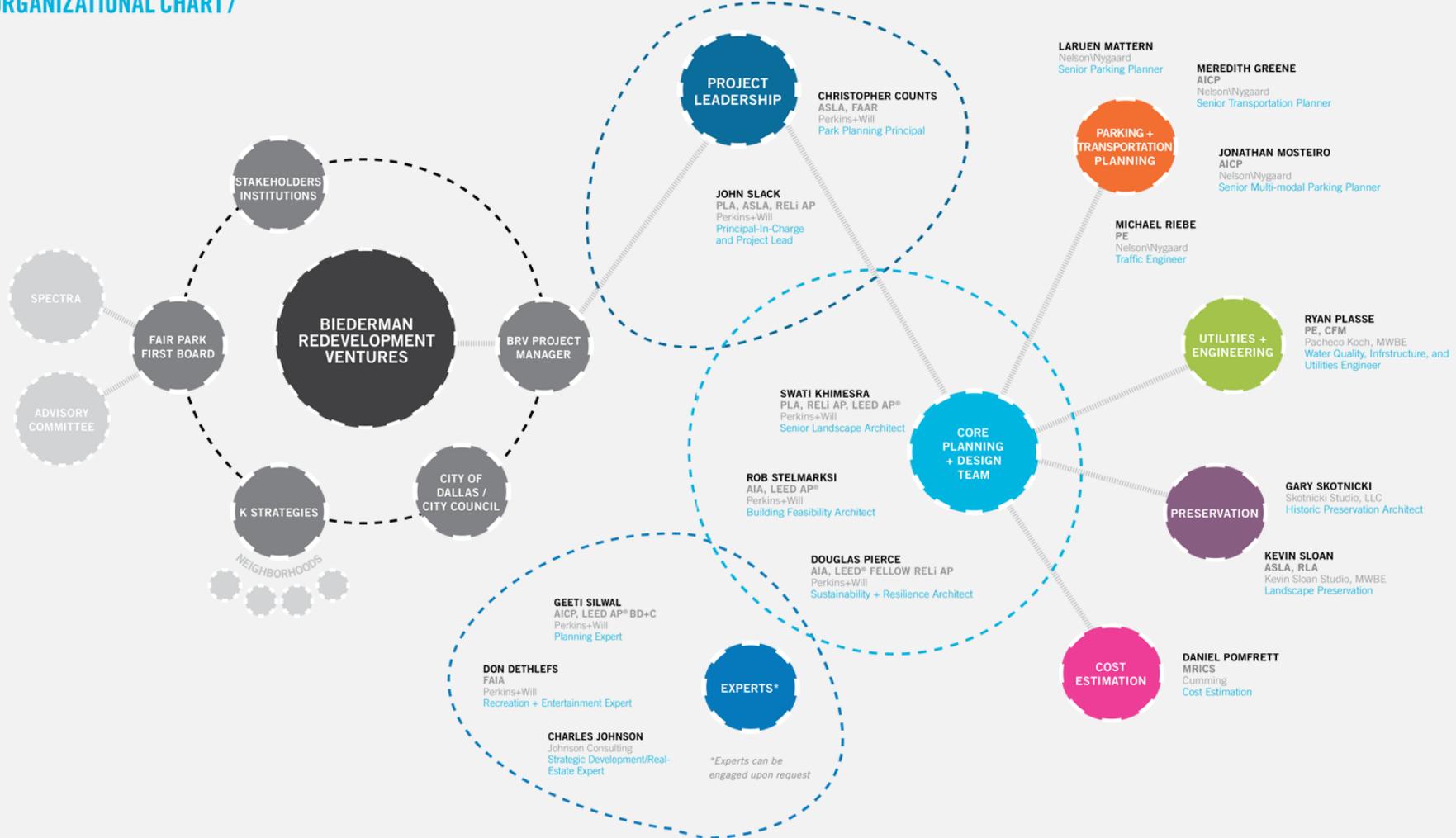


- May 31, 2019: RFP released to 9 invited firms
- June 19: Firms submitted responses
- July 9-10: Interviewed 3 shortlisted firms
- Mid July: Perkins and Will team selected
- Aug 13-15: Team kick-off meeting and 1st community meeting
- Sept 25-26: Discovery workshop
- Feb/March 2020: final Master Plan Update and approvals
- Spring 2020: neighborhood park design begins



MASTER PLAN UPDATE - TEAM

ORGANIZATIONAL CHART /



MASTER PLAN UPDATE - OUTREACH



Community Meeting #1

- Held August 13, 2019 at the Women's Museum
- 161 attendees
- Short presentation followed by public comment in small groups at informational stations
- Suggestions for walking and biking trails, playspace, year-round food and beverage, more trees, less parking and asphalt

MASTER PLAN UPDATE - ANALYSIS

Task 1-2. Project Understanding and Analysis

Strengths

- Historic qualities/assets
- Variety of venues and spaces
- Authenticity
- Proximities
- Ample parking
- 2 DART stops
- Large acreage
- New management structure

Opportunities

- Daily activation
- Enhance pedestrian access
- Make less auto centric
- Bike routes
- Conversion of surface parking lots
- Enhancement of landscapes
- Enhanced utilization of facilities
- Appreciation of historic buildings and art

Challenges

- Creating a continuous park environment
- Access and wayfinding
- Perception of safety
- Perception of 'nothing to do'
- Funding
- Deferred maintenance
- Lack of food and beverage
- Midway segments property

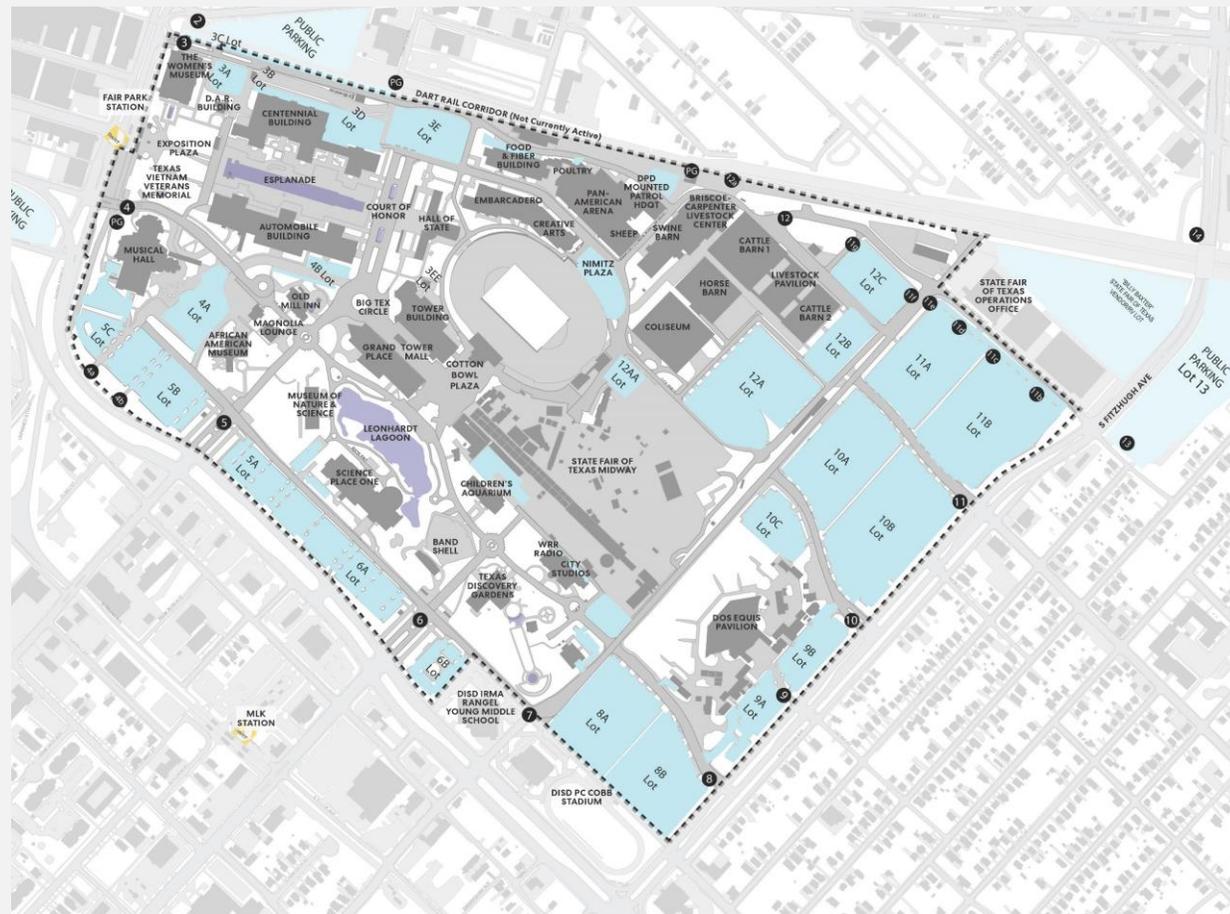
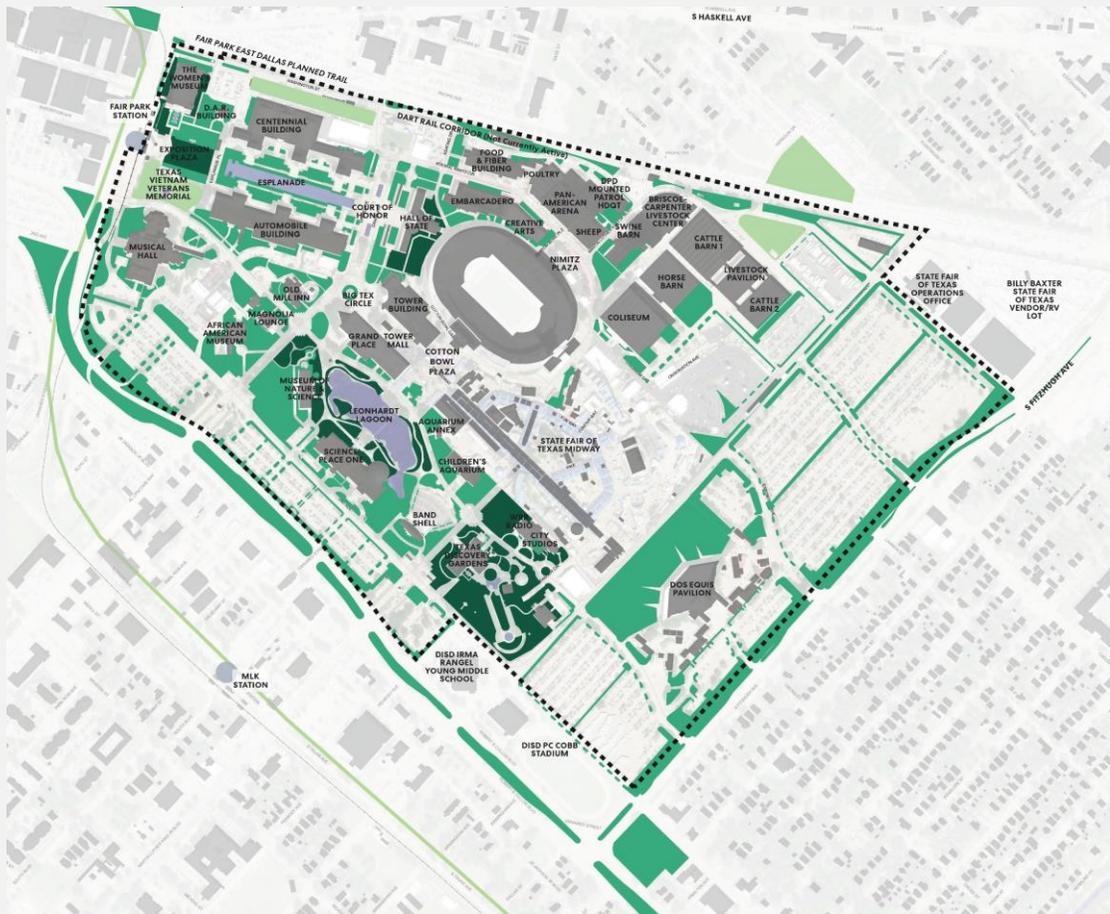
COMMUNITY GREEN SPACE



Community Green Space

- Master Plan Update will locate park or parks and determine acreage, general program, high level costing, and phasing if more than one park
- Land survey and start of park design will begin in Spring 2020 at the conclusion of the Master Plan Update

COMMUNITY GREEN SPACE



CAPITAL PLAN UPDATE



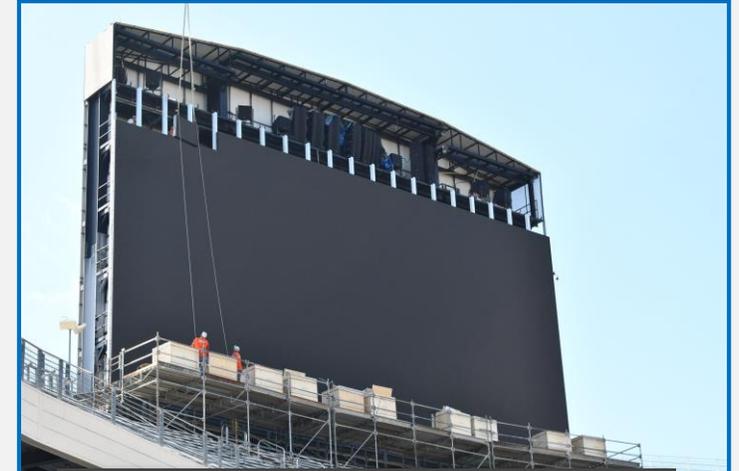
COTTON BOWL SCOREBOARDS/RIBBON BOARDS



North Board

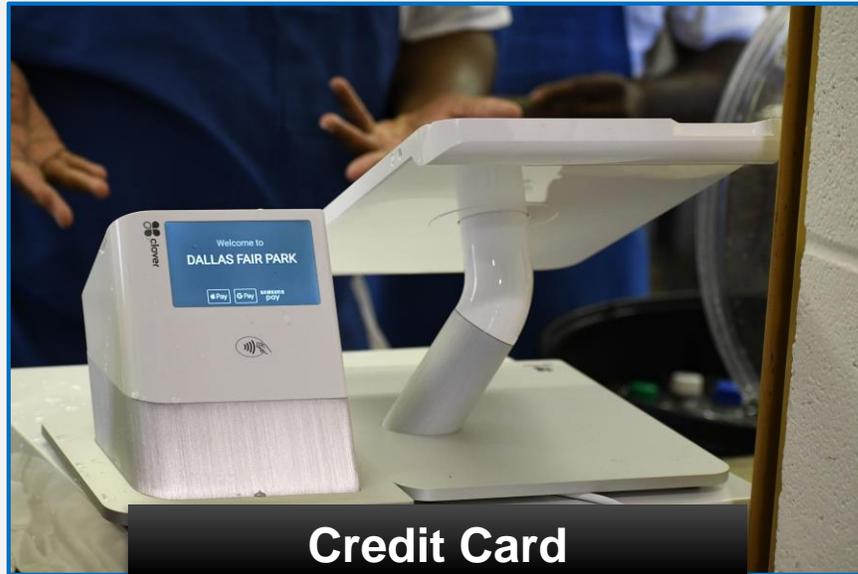


Ribbon Boards

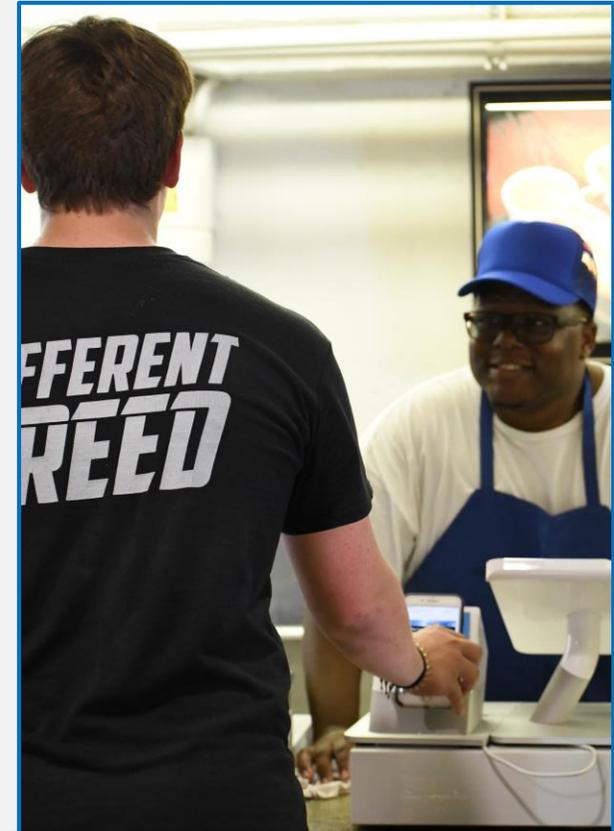


South Board

POS SYSTEM



**Credit Card
Capabilities**



**Phone Pay
Capabilities**

CAPITAL PLAN UPDATE



DONOR RELATIONS



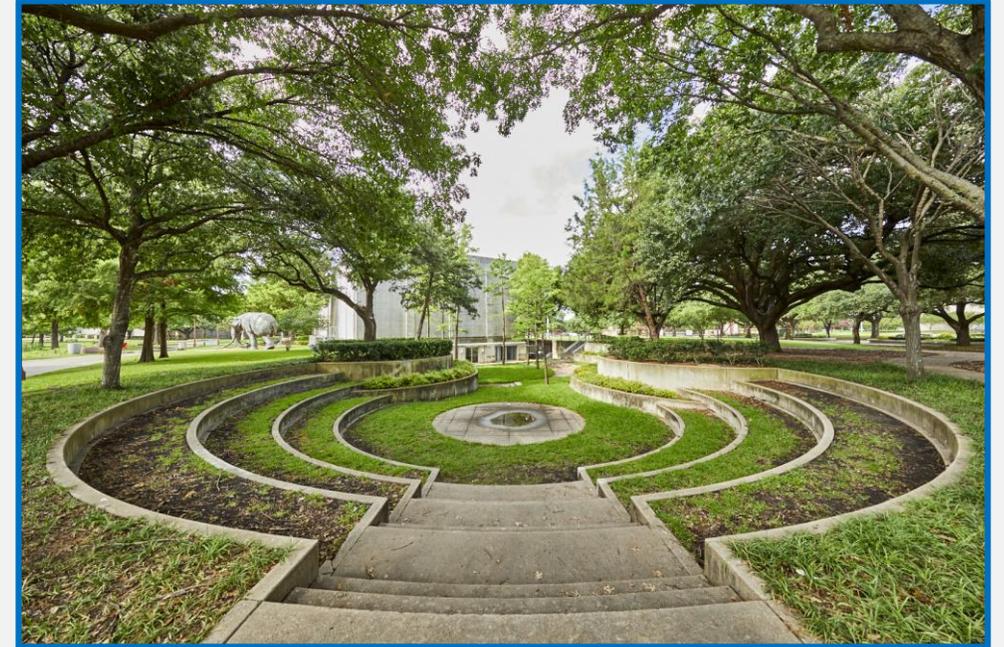
DONOR DEVELOPMENT & RELATIONS

- **Actions to Date**
 - Master Plan & Neighborhood Park Planning
 - Capital Plan, To Serve as Trigger for Formal Campaign
 - Group & Individual Meetings, Ongoing
 - Database development
 - Relationships
 - Relevance
 - Alignment
 - Capital Needs Awareness Meetings, Scheduled Nov-Dec
- **Strategic Plan**
 - Planned Giving
 - Annual Gifts
 - Major Gifts
 - Grassroots Support
 - Annual & Periodic Events



DONOR DEVELOPMENT & RELATIONS

- **Tactics**
 - Creating Value – Collateral, Campaign Resources
 - Delivering Value – Organizational Structure
 - Capturing Value – Mechanisms and Reporting
- **Fund Sources & Partners**
 - Foundations and Established institutions
 - Individual Donors
 - Corporate Partners
 - Local, State and Federal Grants

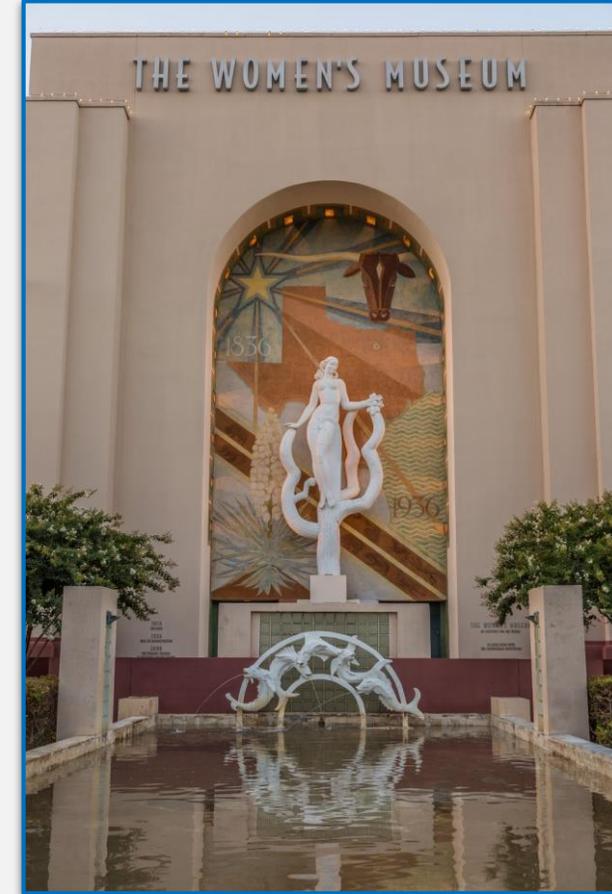


LONG TERM TENANT UPDATE



LONG TERM TENANT UPDATE

- **RFI Issued, Mon August 19**
 - PR Release
 - Local Chambers
 - Fairparkfirst.org
 - Email Database
- **Timeline**
 - Submissions Ongoing, Due Oct 15
 - Site Tours, Ongoing
 - Due Diligence, Submission Completion Oct 15- Nov 30
 - Evaluation Dec 1- Feb 28 2020
- **Three Team Evaluation**
 - Three Team Evaluation
 - Fair Park First
 - Fit in character and community of Fair Park campus
 - Spectra
 - Financial & Operational impact
 - Biederman Redevelopment Ventures
 - Master Plan alignment
- **Criteria**
 - Unique attraction in DFW Metroplex
 - Financial Strength & Capability
 - Provide reason for new DAILY visitors to Fair Park



HOW ARE WE DOING?



HOW ARE WE DOING?

“

Working with Spectra/Fair Park First has been great. They have made a conscious effort to meet all the tenants and spent time with us to understand our business and what we do. *You can tell that they have a clear vision of what they want to accomplish, and how we can all be a part of that.* It's exciting to see the direction that they are heading in making Fair Park a premier destination in Dallas, Texas.

*Karl Chiao
Executive Director
Dallas Historical Society*

”

“

I am encouraged by the steps being taken by Fair Park First/Spectra to engage the community. While there are still challenges before us, *I greatly appreciate the effort to come into the community and go to neighborhood association meetings as a group to explain the respective roles, as well as respond to resident's inquiries.* The efforts to map out neighborhood spheres of influence to better identify leadership potential among residents is another example of your commitment to community engagement. Thank you for moving to be more visible in the community.

*Hank Lawson
South Dallas Resident*

”

HOW ARE WE DOING?

“

Our experience in working with Fair Park First and Spectra in 2019 has been fantastic. They have stepped in and made a complicated transition as seamless as possible. We meet frequently and have appreciated the open and honest communication. Both parties have stepped-up to assist each other throughout the year, and we have worked in concert on several projects for the betterment of Fair Park. Peter's expertise in stadium venues was critical in helping us to maximize our Cotton Bowl video board projects as well as the new point-of-sale system that will be a huge improvement for future events in the Cotton Bowl. We look forward to collaborating on many more successful projects in the years ahead while we work collectively to make Fair Park the best that it can be.

*Mitchell Glieber
President
State Fair of Texas*

”

“

Spectra has been a great partner with us during the last eight months. They have responded affirmatively to every request we have made. The management team has been very accessible. Spectra/Fair Park First was a major player and supporter of our 16th Tulisoma South Dallas Book Fair. A very productive relationship has been established with Brian Luallen and Julian Bowman who are working with us on future projects/programs.

*Dr. Harry Robinson
President
African American Museum*

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QUESTIONS?

