Dallas Park & Recreation
Bringing Communities Together

Dear Prospective Development Partners:

On behalf of the Dallas Park and Recreation Board and the Dallas Park and Recreation Department, we invite experienced developers and investors to respond to this Call for Concepts for approximately 40 acres of land within Fair Park. We are seeking innovative, financially feasible development concepts that can transform underutilized areas into vibrant, year-round destinations while preserving the historic character of one of Dallas' most significant public assets.

Fair Park is one of Dallas' most treasured landmarks, home to the State Fair of Texas, the historic Cotton Bowl Stadium, the Dos Equis Pavilion and the Music Hall at Fair Park. The campus also features renowned cultural and educational institutions, including the African American Museum, the Children's Aquarium, Texas Discovery Gardens, and the Hall of State. Together with its iconic Art Deco architecture, these assets make Fair Park a unique destination for sports, arts, culture, education, and entertainment.

We are interested in concepts that include sports and recreational facilities, multipurpose entertainment venues, restaurants, retail, hotels, and structured parking, as well as other complementary uses. Our goal is to attract development that increases year-round activation and visitors, that supports existing attractions, enhances connectivity, and creates sustainable revenue opportunities that can be reinvested into Fair Park.

As stewards of Dallas' park system, we believe future investment must also benefit the surrounding South Dallas community. We encourage development concepts that complement the planned Fair Park Community Park, create quality jobs, support local businesses and workforce development, and improve accessibility for residents and visitors alike.

As one of Dallas' largest and most important public assets, Fair Park represents an extraordinary opportunity for economic development, private investment, and long-term growth. We encourage you to submit your strongest concepts and share your vision for how your investment and expertise can unlock Fair Park's full potential while creating lasting benefits for City of Dallas as a whole.

Sincerely,

Arun Agarwal
President
Dallas Park and Recreation Board

John D. Jenkins
Director
Dallas Park and Recreation Department