

Memorandum



CITY OF DALLAS

DATE 24 April 2015

TO The Honorable Members of the Transportation and Trinity River Project Committee:
Vonciel Jones Hill (Chair), Lee Kleinman (Vice Chair), Deputy Mayor Pro Tem Monica Alonzo,
Mayor Pro Tem Tennell Atkins, Sandy Greyson, and Sheffie Kadane

SUBJECT Trinity River Corridor Activities Follow Up

On Monday, 27 April, you will be briefed on Trinity River Corridor Activities Follow Up. The briefing materials are attached for your review.

Please feel free to contact me if you need additional information.

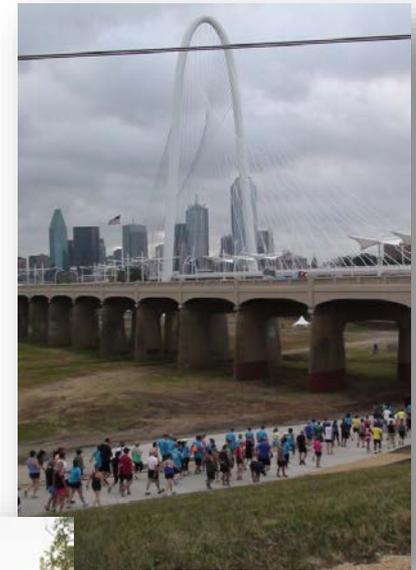
A handwritten signature in black ink that reads "Jill Jordan".

Jill A. Jordan, P.E.
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Trinity River Corridor Activities Follow Up

Transportation and Trinity River Project Committee
27 April 2015



Purpose

- Overview of Continental Bridge and West Dallas Gateway and Trinity Skyline Trail activities
- Confirm Continental Bridge and West Dallas Gateway reservation fees and programming
- Describe concession Request For Qualifications [“RFQ”]
- Request Committee Action



Background

- On 20 October 2014, the Transportation and Trinity River Project Committee received an overview of Continental Bridge and West Dallas Gateway for programming, events, lessons learned and proposed reservation fees
- The committee requested additional information on proposed reservation fees and associated permit costs and programming

Background

- City strategic plan insert (KFA 2 – Economic Vibrancy & KFA 3 – Clean, Healthy Environment) addresses implementation of the Trinity Balanced Vision Plan [“BVP”] and encourages participation and attendance in the Trinity Corridor

Proposed Work Plan Items	FY 15 Indicators of Progress	Dept
2.3 Through September 2017, ensure Dallas’ tax base grows faster than bordering suburbs		
4Continue implementation of Trinity Balanced Vision Plan	•Open the Upper Chain of Wetlands, South Central/Joppa Gateway Park, Riverfront Blvd Phase I, Cadiz (from Riverfront to Lamar), and Beckley/Commerce	TWM
4Explore further collaboration with local institutions of higher learning	•Continue to work on further collaboration with UNT, UTD, and Paul Quinn College	TWM
3.1 By September 2017, increase favorable rating of residents’ neighborhood as a place to live from 69% to 75% (Community Survey)		
4Expand community outreach events	•Plan over 350 Trinity Watershed community outreach events	TWM

Background

The Continental Bridge and West Dallas Gateway and Trinity Skyline Trail serve the neighborhoods as well as act as a destination

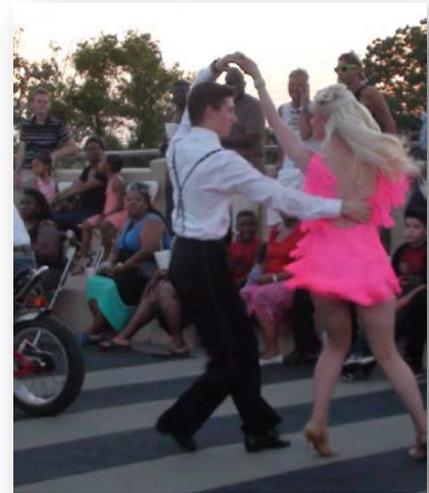
The City programs both activities and events

Private events have been held ranging in size from fifteen to thousands of people per event



Continental Bridge and West Dallas Gateway and Trinity Skyline - Snapshot

- Visitors to Date: 106,921 (66,778 FY 2015)
- Programming
 - Classes: 255 classes / 5,120 participants
 - Events : 20
- Filming Events: 16
- Public Demonstrations: 9
- Private Special Events: 37



Programming Examples

Physical Fitness:

Classes are conducted Spring through Fall

- Zumba: twice (2) per week
 - Averages 35 participants per class
- Yoga: twice (2) per week by one (1) instructor
 - Averages 25 participants per class



Programming Examples

Physical Fitness

Classes are conducted Spring through Fall

- Boot Camp: one (1) boot camp company, four (4) boot camp classes per week
 - Averages 20 participants per class
- Line Dancing: twice (2) per week by one (1) instructor
 - Averages 10 participants per class



Programming Examples

Educational and Enrichment Programming:

- Nature exhibit: two (2) sessions per month during the spring, summer and early fall
 - Averages 20 participants per class
- Music Sessions: two (2) sessions per month, multiple percussion instruments
 - Averages 40 participants per session
- Two (2) presentations per week which may be comprised of clowns, face painting, balloon artistry, puppets and marionettes, caricature or magic
 - Averages 50 participants per class



Programming Examples

Events by City and Partners for the community:

- Trinity Levee Run & All Out Trinity (6,500 participants)
- Fourth Friday Movie Night (500 participants)
- Big D Reader *True Grit* Movie and Reading (600 participants)
- St. Paul United Methodist Community Church Easter Event (1,000 participants)



Programming

- City procured fifteen master agreements for programming
 - Represents 4,080 hours of programming
 - \$528,654 total value of contracts
 - \$129.57 average cost of hourly program
 - Agreements run for three (3) years
 - Notice of cancellation for convenience in all contracts in the event free programming is discontinued

Private Events

Special Events by Private Entities Examples (occurred or in planning):

- Marathons and runs
 - The Big Run 5K and 10K (1,300 participants)
 - Bravest Race Hispanic Firefighters (50 participants)
 - Hottest Half Marathon (400 participants)
- Sporting Events
 - Major League Bocce Ball tournament (130 participants)
- Birthday parties (25 participants per party)
- Parades
 - Italian-American Columbus Day Parade (2,000 participants)



Continental Bridge and West Dallas Gateway Types of Events

- Private requests can be generalized into three (3) categories:
 - Rent the entire bridge but prohibit general public or general public is admitted through a paid ticket. In both cases, the event organizers must allow individuals to cross the bridge for free
 - Requires signage prior to event
 - Rent the entire bridge but encourage general public to attend at no charge
 - Reserve a portion of the bridge
- Requested either through Office of Special Events [“OSE”] or directly to Trinity Watershed Management
 - Events which appear to meet Chapter 42A of Dallas City Code must go through OSE

OSE Permitted Events

- A special event permit is required for most temporary events with an estimated number of participants and spectators of 75 or more during any day of the event and involves one or more of the following activities on public property or on private property, where otherwise prohibited by law:
 - Closing of a street, not including Block Parties
 - Blocking or restriction of public property
 - Sale of merchandise, food or beverage
 - Erection of a tent 400 square feet or larger
 - Installation of a stage, band shell, trailer, van, portable building or toilet, grand stand, or bleacher for public use
 - Placement of temporary no-parking, directional, over-size or identification signage or banners

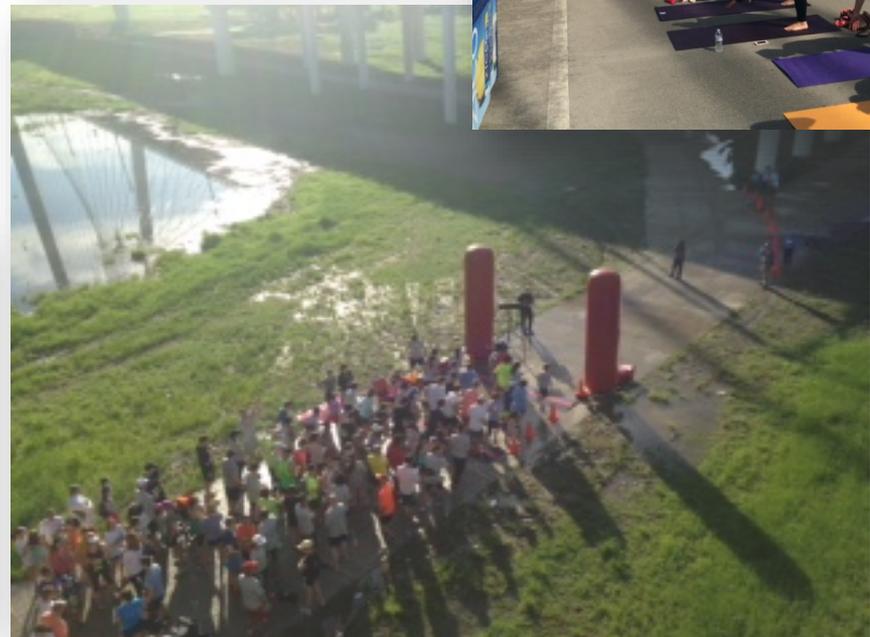
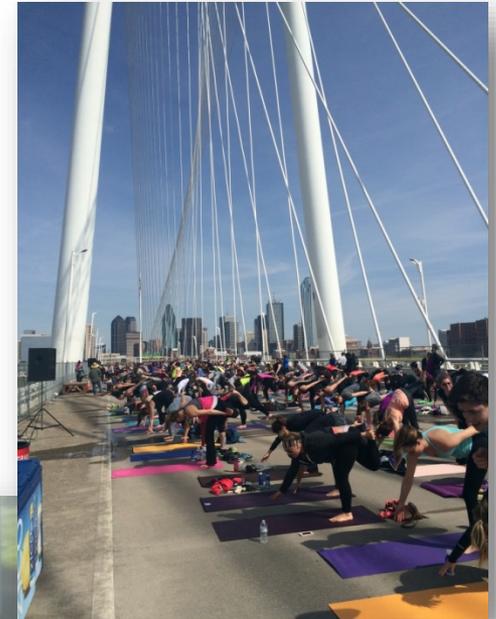
Note: For more detailed information on City permitted special events please see Office of Special Events website at <http://www.dallaspecialevents.com/special-event/>

OSE Permitted Events

- OSE requires event organizers to provide appropriate items such as:
 - Sufficient traffic management plans
 - Requires identification of and securing parking for the event, hiring of Dallas Police Department assistance with traffic management (if necessary) and additional message boards prior to and during the event
 - Appropriate crowd control activities
 - Requires hiring of Dallas Police Department and Dallas Fire Rescue personnel based on event size, site conditions, and other factors
 - Approved state permits (if alcohol or other activity engages a state agency)
 - Provision of insurance to City of Dallas and approved by Office of Risk Management
 - Event organizers must pay for these items

OSE Event Fees for Margaret Hunt Hill

- Margaret Hunt Hill Bridge
 - \$5,000
 - Full rental with no public access
 - Maximum one (1) time per quarter, first come first serve



Park and Recreation Reservation/Event Fees

- Events through Park and Recreation [“PKR”] are exempt from using the Office of Special Events unless event impacts non-park property
 - Charges for event permits using a sliding scale start at \$110
 - Requires a \$200 deposit, which is refundable if area is left clean and without damage
- These fees may only be waived by the Park Board
- PKR charges the following for outdoor activities:
 - Pavilion Reservations
 - \$30 per hour (3 hour minimum)
 - Runs/Walks
 - \$2 per participant based on estimated attendance
 - Outdoor Weddings
 - \$25 per hour (2 hour minimum, 3 hour maximum)
 - After Hours Rentals (outdoor)
 - \$75 per hour (2 hour minimum)

Friday	7:00 p.m. - 12:00 a.m.
Saturday	6:00 p.m. - 12:00 a.m.
Sunday	8:00 a.m. - 12:00 a.m.

Continental Bridge and West Dallas Gateway Proposed Reservation Fee

- Currently no reservation fee has been set
- Could begin implementation of proposed fee structure for space reservation in June 2015:
 - Full rental with no public access or paid access
 - \$5,000 per day plus all OSE requirements
 - Full rental with public access
 - No charge but all OSE requirements must be met
 - Small events that reserve a small area for activities such as private party
 - \$30 per hour, 3 hour minimum
 - Small events not reserving space
 - No reservation
 - First come/first serve
 - No charge



Concession opportunities within Trinity River Corridor

- To encourage use of the Corridor, the City could invite perspective vendors/concessionaires to apply for the management and operation of activities
- Activities could include:
 - Kayak and Canoe Rental, Paintball, Skate Park, Off Road Cycling Track, Bicycle rentals, Ropes Course/Challenge Course, Zip Line, Batting Cages, Fishing Pole Rental (with or without bait and tackle shop), others as proposed



Concession opportunities within Trinity River Corridor

- Each successful applicant(s) would enter into an agreement to furnish all equipment, materials, supplies, labor, permits, and licenses as necessary to provide high quality destination(s) to the public
- Each vendor/concessionaire would be expected to propose their preferred location using the Balanced Vision Plan as a reference tool and the financial consideration to the City for use of City land
- Applicants should demonstrate how their proposed destination activity and the suggested location are consistent with or will improve the Trinity River Corridor Project plans

Concession opportunities within Trinity River Corridor

- Vendors/Concessionaires would be responsible for meeting all City and Corps regulations (ie. floodplain, building, etc)
- City of Dallas would have approval rights for all activities, design, staff and hours of operation



Summary

- To establish controls and manage increasing desirability of established destination activities along the Trinity River, should fees be established?
- To continue to activate areas along the Trinity River Corridor, should vendors/concessionaires be solicited to provide destination activities?

Request for Committee Action

- Confirm continuation of free programming
- Approve the proposed Continental Bridge and West Dallas Gateway reservation fees to begin in June 2015
- Direct staff to finalize and distribute an RFQ to seek vendors/concessionaires for various destination activities along the Trinity River Corridor