



**Dallas Park & Recreation**

**Annual Visitor Count  
and  
Downtown Parks Economic Impact Study**

**August 1, 2019**

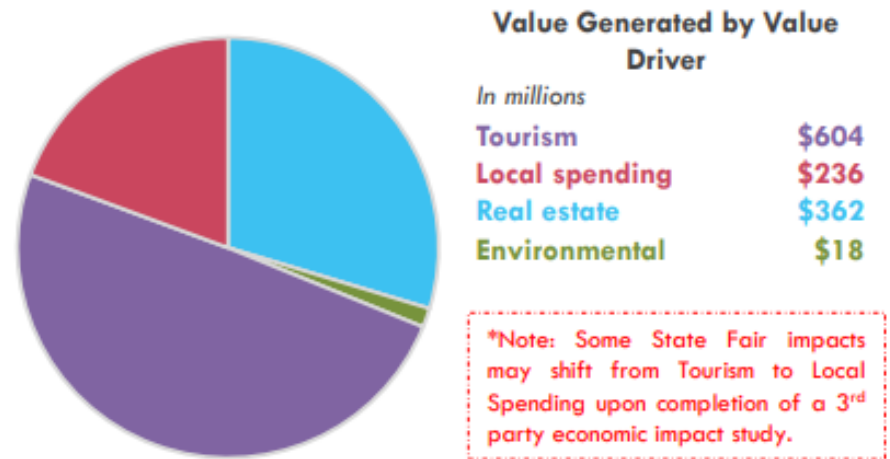
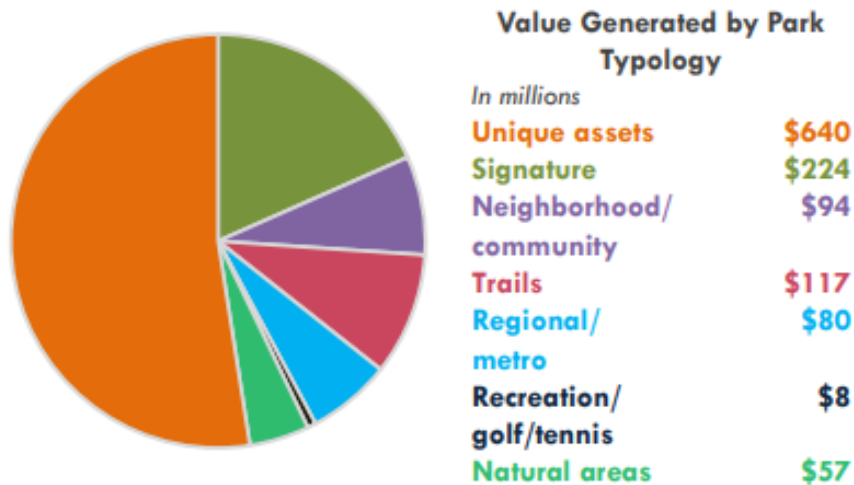
# Background

- In 2016 Dallas Park and Recreation contracted with HR&A to conduct economic analysis of park system
- The goals of the 2016 Economic Value and Benchmarking Study:
  - Estimate the economic value of the Dallas park system
  - Describe the economic rationale for future investment; and
  - Identify and recommend best practices and opportunities that can enhance the park system's economic value
- Study included review of parks, trails, and recreation centers
- Findings from study were used as justification for the 2017 Bond Program

# 2016 Economic Value & Benchmarking Study

Every year, Dallas parks return **\$1.2 Billion** to the local economy, a **15:1** return on public investment.

*Dallas parks create value; tourism is the most significant driver of value.*



Source: 2016 Economic Value and Benchmarking Study

# 2016 Economic Value & Benchmarking Study

## Detailed six (6) Key Findings

1. Invest in the value neighborhood/community parks create for all Dallasites
2. Expand and link the trail system to increase Real Estate and City Building impacts
3. Invest in programming to enhance the value generated by existing assets
4. Explore cost-effective ways to boost tourism to the Dallas park system
5. Couple Signature Park investments with high-density real estate development
6. Enhance existing natural systems and retrofit parks with green infrastructure

# Purpose of 2019 Studies

## Annual Visitor Count

- Determine annual visitor count and report data consistently utilizing historical data and future trends
  - Improve reporting (performance measures, grants, annual reports)
  - Benchmarking
  - Operation and service enhancements
  - Increase sponsorship/advertising opportunities
- Staff currently estimates annual visitor count for reporting purposes

## Downtown Parks Economic Impact Study

- Understand the real estate value impact and the resulting ad valorem tax
  - 2016 Economic Value and Benchmarking Study did not closely examine impact of downtown parks
  - Research additional benefits/revenue to the City derived from real estate property adjacent to each park
  - Findings may justify further/continuous investment in the park system
  - Support Comprehensive Plan/Strategic Plan
    - **Strategic Direction 1.1.3** | *Continue to develop downtown parks identified in the Downtown Park Master Plan Update*
    - **Strategic Direction 6** | *Promote the synergy between parks and economic development to enhance the recreational experience*

# Project Scope | Annual Visitor Count

- Provide a comprehensive research design methodology that calculates the total number of Dallas Park and Recreation annual visitors and users of amenities and/or facilities
  - Parks (397)
  - Trails (161 miles)
  - Recreation centers (43)
  - Aquatic facilities (7), pools (8), and spraygrounds (11)
  - Management partnerships
  - Plus additional facilities (tennis facilities, skate park, athletic fields, dog parks, etc.), totaling over 500+ potential data collection amenities and/or facilities
- Evaluation methods include:
  - Direct (in person visits observations)
  - Indirect remote observations (video monitoring, surveillance)
  - Electronic devices (infrared, thermal, sensors, etc.)

# Project Scope | Downtown Parks

## Economic Impact Study

- Understand the real estate value impact and the resulting ad valorem tax benefits/revenues to the City derived from real estate property adjacent to each park. The firm should use a radius of 0.5 miles or an industry standard for gauging the economic impact of parks and open space.
  - For Main Street Garden, Belo Garden, Bark Park Central and Klyde Warren Park, the firm should determine the contribution of the parcel the year prior to project completion as well as project for the upcoming five (5) years. For the remaining existing and future parks, the firm should project the anticipated impact for a period of five (5) years.
- Evaluation methods include:
  - Real estate value and property tax impacts
  - Local spending and job impacts from park construction and operation
  - Economic benefits of tourism and park visitation
  - Quality of life and equity benefits

# Procurement Process

- Used Request for Competitive Sealed Proposals (RFCSP)
- Received 3 proposals
- Selected Evaluation Committee from the following Departments:
  - Park and Recreation Department
  - Office of Economic Development
  - Dallas Public Library
- HR&A named best value proposal as determined by scoring criteria and Evaluation Committee, and fulfilled all of the RFSCP requirements



# Consultant



- HR&A Advisors is a real estate and economic development consulting firm with national expertise in quantifying the value of public space and in leveraging that value to support park investment
- HR&A has conducted economic analysis and business planning to support major public investments
- HR&A also brings significant experience across Texas and understands the unique planning and public policy context for park valuation in Dallas

# Deliverable and Desired Outcomes

## Annual Visitor Count

- Current count of park visitors and methodology that staff can use in the future
- Analysis of current and existing data collection methods
- Baseline information that includes historical visitor counts
- Technology/system recommendations
- Any other elements that could enhance the final outcome

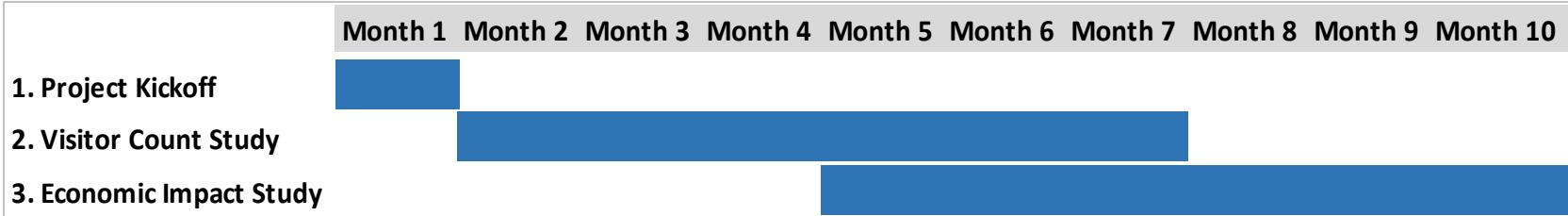
## Downtown Parks Economic Impact Study

- Professionally produced report of findings with graphic design elements to include an executive summary
- One page “handout” including pertinent information with graphic design elements
- Spreadsheets with supporting data

# Timeline and Cost

**Total Project Length**

**10 months**



**Total Project Cost**

**\$197,000**

# Next Steps

- Park and Recreation Board consideration of contract September 5, 2019
- Council Agenda consideration of contract September 11, 2019
- Project kick off
- Brief Park Board on status updates and findings