



KLYDE WARREN PARK

DALLAS PARK & RECREATION BOARD

MAY 4, 2017

HISTORY



October 2009

HISTORY



October 2013

AWARDS

“When it comes to the Downtown turnaround, nothing has been praised like the catalytic Klyde Warren Park.”

- Ralph Bivins, *Urban Land Magazine*

2016

Two Michelin Stars
Michelin Green Guide



USA Today's 10 Best City Parks – Second Place



2015

Citation of Honor
Texas Society of Architecture



Frontline Park
City Park Alliance

Linz Award
Sheila and Jody Grant

Best Architecture or Landmark
Dallas Voice



2014

LEED “Gold”
US Green Certification Building Council



Best Local Attraction
D Magazine – Editor and Reader’s Choice Award

Certificate of Excellence
Trip Advisor



Merit Award Professional Landscape Network
National Landscape Awards of Excellence



Open Space Award
Urban Land Institute

2013

Built Project Award – Greater Dallas Planning Council
2013 Urban Design Awards
December 2013

Best Project – Engineering News Record
Landscape Hardscape Urban Development
October 2013

Topping Out: Vision Award
UT Arlington
October 2013

CLIDE Award: New Development
CLIDE
June 2013



Community Impact Deal
Best Real Estate Deal of the Year Awards
Dallas Business Journal
April 2013

Best Community Impact
Commercial Real Estate Awards
D Magazine
March 2013

ABOUT THE PARK

Klyde Warren Park opened on October 27, 2012, and is unlike any park in the region with over 1 million visitors each year.

The park offers over 1,300 free programs and events annually, including fitness classes, live music, children's activities, movie nights and holiday celebrations. In addition, the park provides table tennis, foosball, badminton, a dog park, and *The Dallas Morning News* Reading and Games Room complete with a lending library. Klyde Warren Park is open from 6:00 AM - 11:00 PM daily.

The privately funded Woodall Rodgers Park Foundation manages and operates Klyde Warren Park, a centrally located greenspace where the community can congregate and create memories. Klyde Warren Park enriches the lives of park patrons, bridges the surrounding neighborhoods and the region's multitude of cultures, and remains active through free programming and educational opportunities each year.

Klyde Warren Park Premier Sponsors



The Dallas Morning News

LEADERSHIP AND SUPPORT

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FACTS AND DEMOGRAPHICS

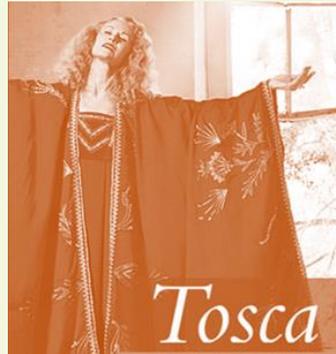
“Great cities have great parks, and Klyde Warren Park has quickly become the new heart of downtown Dallas. A place to gather, full of activities and fascination features, where everyone is welcome.”

- Jim Burnett, FASLA President, OJB

PROGRAMS AND EVENTS

PRODUCED OVER **1,300** PROGRAMS AND EVENTS WITH **40** DIFFERENT PROGRAM PARTNERS

18
NEW
PROGRAMS
ADDED



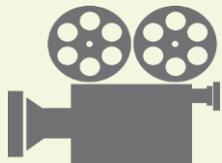
3,500
ATTENDED
THE
SIMULCAST OF
THE DALLAS
OPERA'S
TOSCA



AVERAGING OVER **180** YOGIS EVERY SATURDAY MORNING 



200 PEOPLE PER CONCERT
Including jazz, DJs, classical, singer-songwriters and showcasing local talent



MOVIE SERIES AVERAGES **1,200** PEOPLE PER MOVIE - *The Dallas Morning News*

FACTS AND DEMOGRAPHICS

“Klyde Warren Park connects Dallas’s Uptown and Downtown neighborhoods, previously walled off by the freeway. It is now possible to walk through a generous portion of Dallas, something unimaginable just a few year ago.”

- Nikil Saval, *The New York Times Magazine*

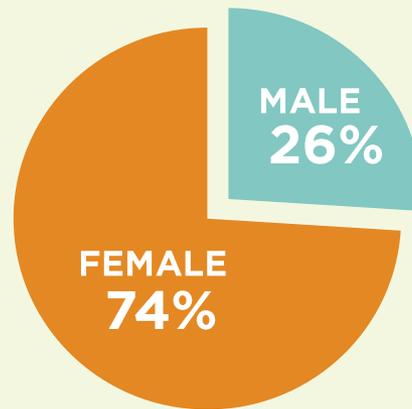
PARK VISITORS

PARK ATTENDANCE

1 MILLION GUESTS
ANNUALLY



GENDER



EDUCATION

MASTERS DEGREE+: 24%
BACHELORS DEGREE: 52%
SOME COLLEGE: 22%
OTHER: 2%

INCOME

\$125K+: 18%
\$60-125K: 38%
\$40-60K: 28%
OTHER: 8%

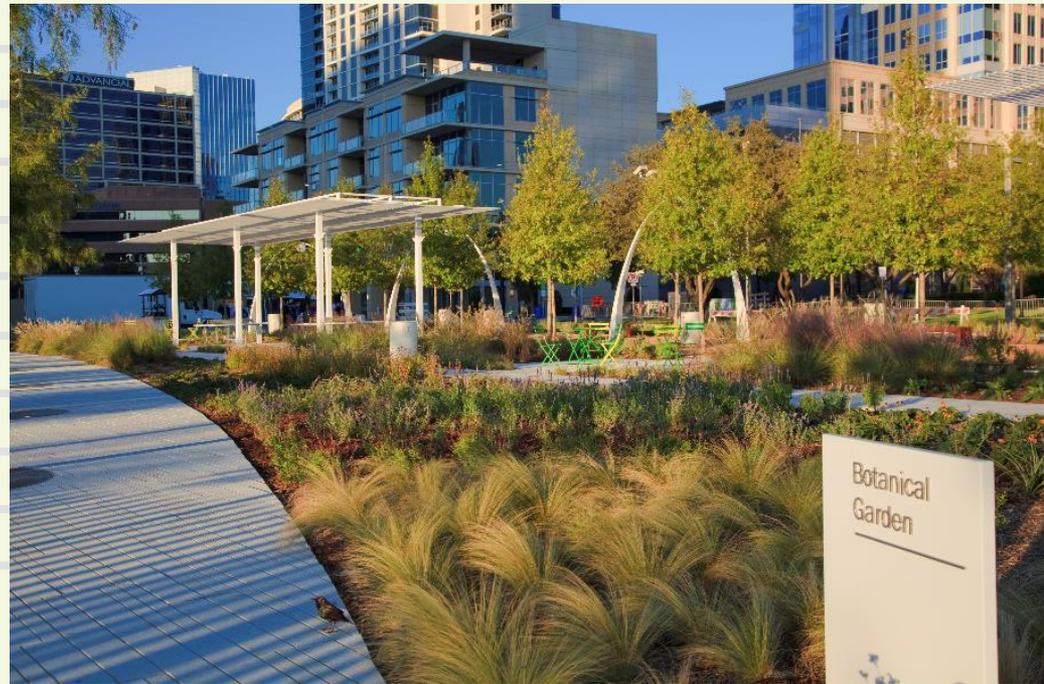
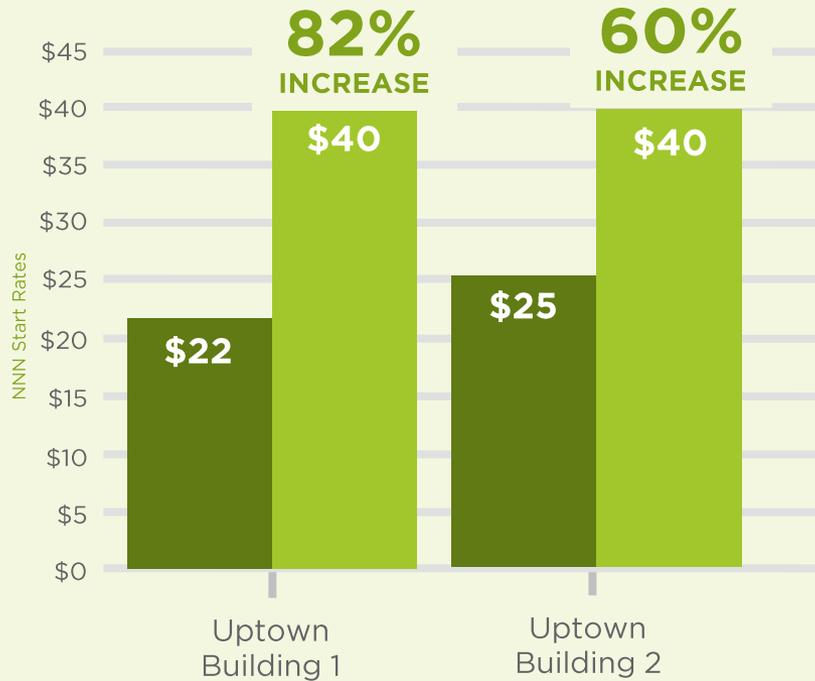
AGE: 18 - 24 = 8% | 25 - 34 = 47% | 35 - 44 = 25% | 45 - 54 = 14% | 55 - OLDER = 6%

ECONOMIC IMPACT

Rental Rate Increase Since Park Opened

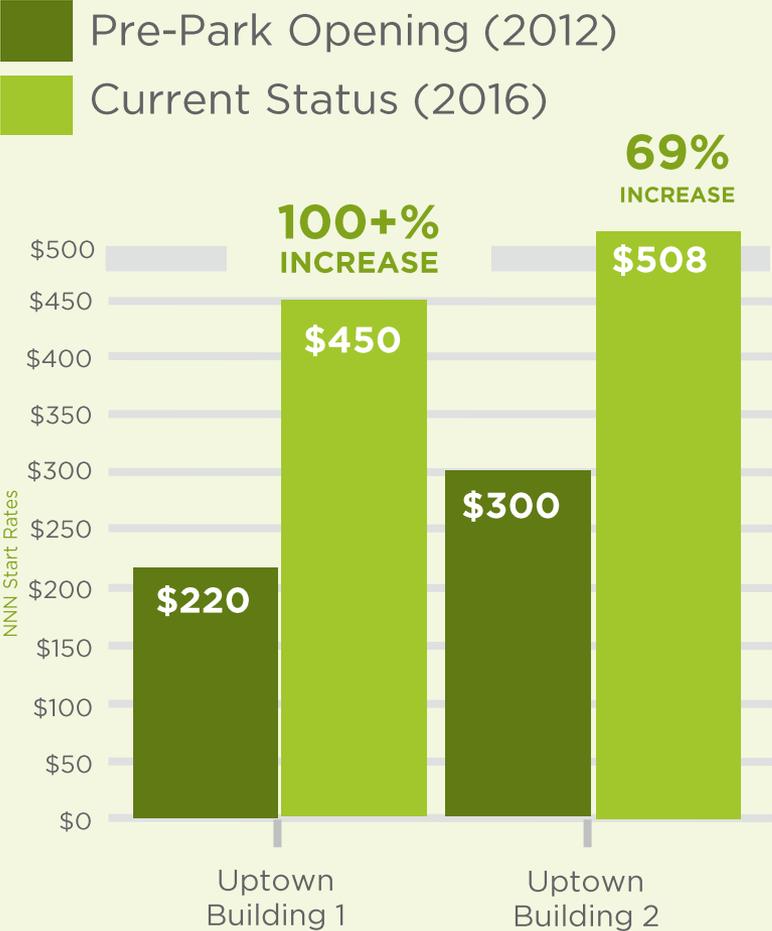
Pre-Park Opening (2012)

Current Status (2016)

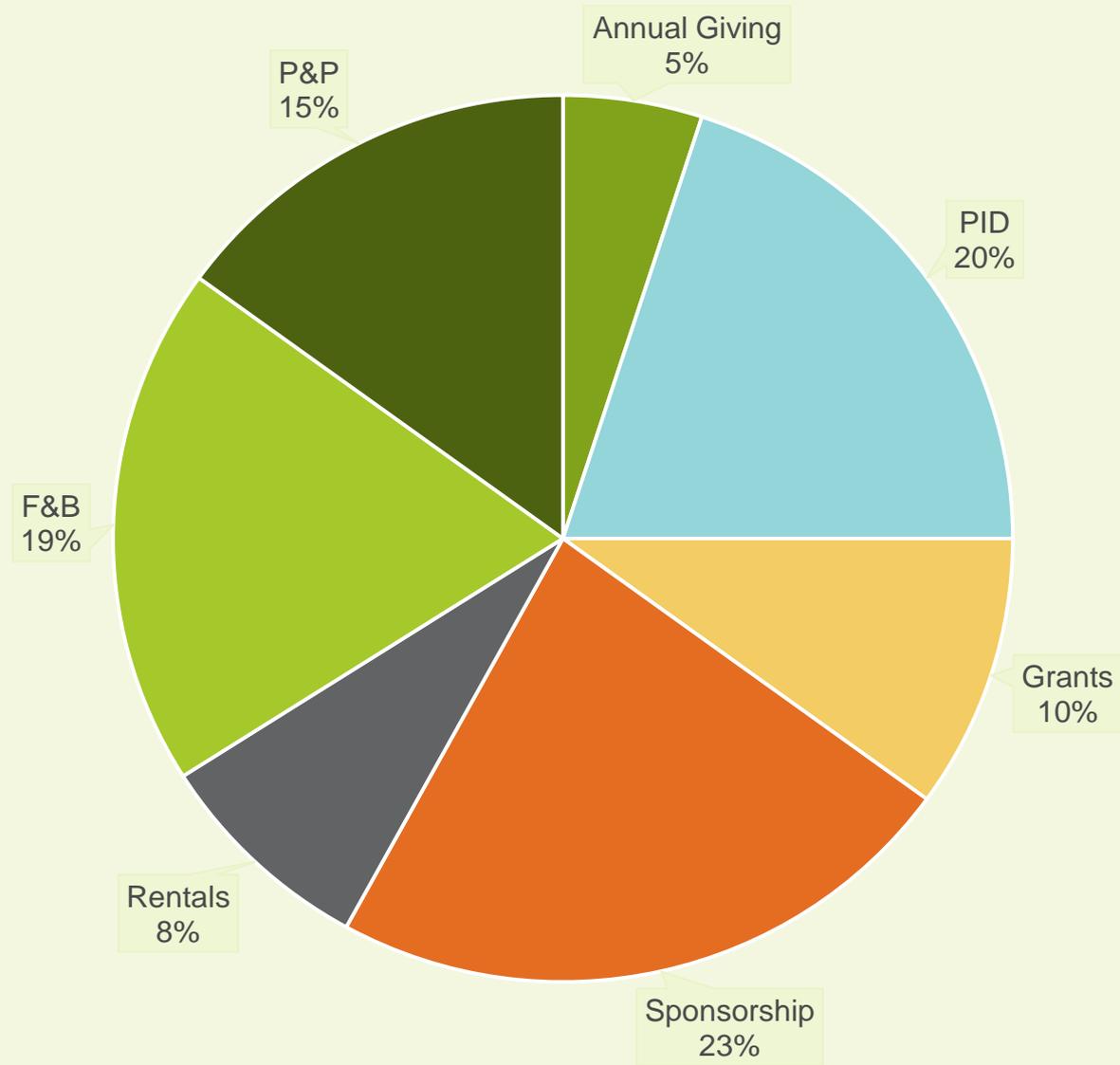


ECONOMIC IMPACT

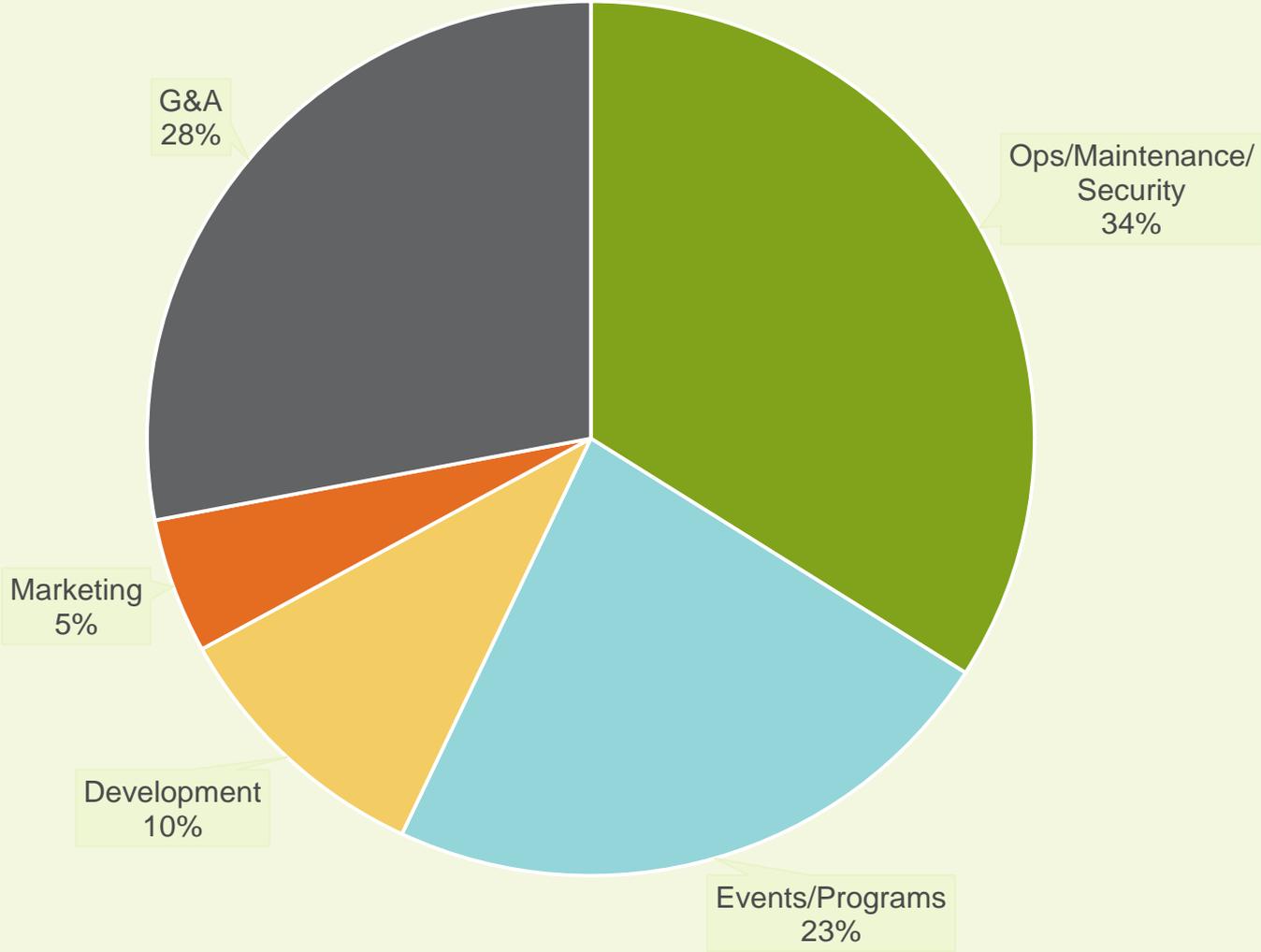
Building Sale Value Per Square Foot Since Park Opened



2017 ANNUAL OPERATING REVENUE - \$4.4M



2017 ANNUAL OPERATING EXPENSES - \$4.2M



CHILDREN'S PARK



GINSBURG FAMILY GREAT LAWN



JANE'S LANE



MOODY PLAZA



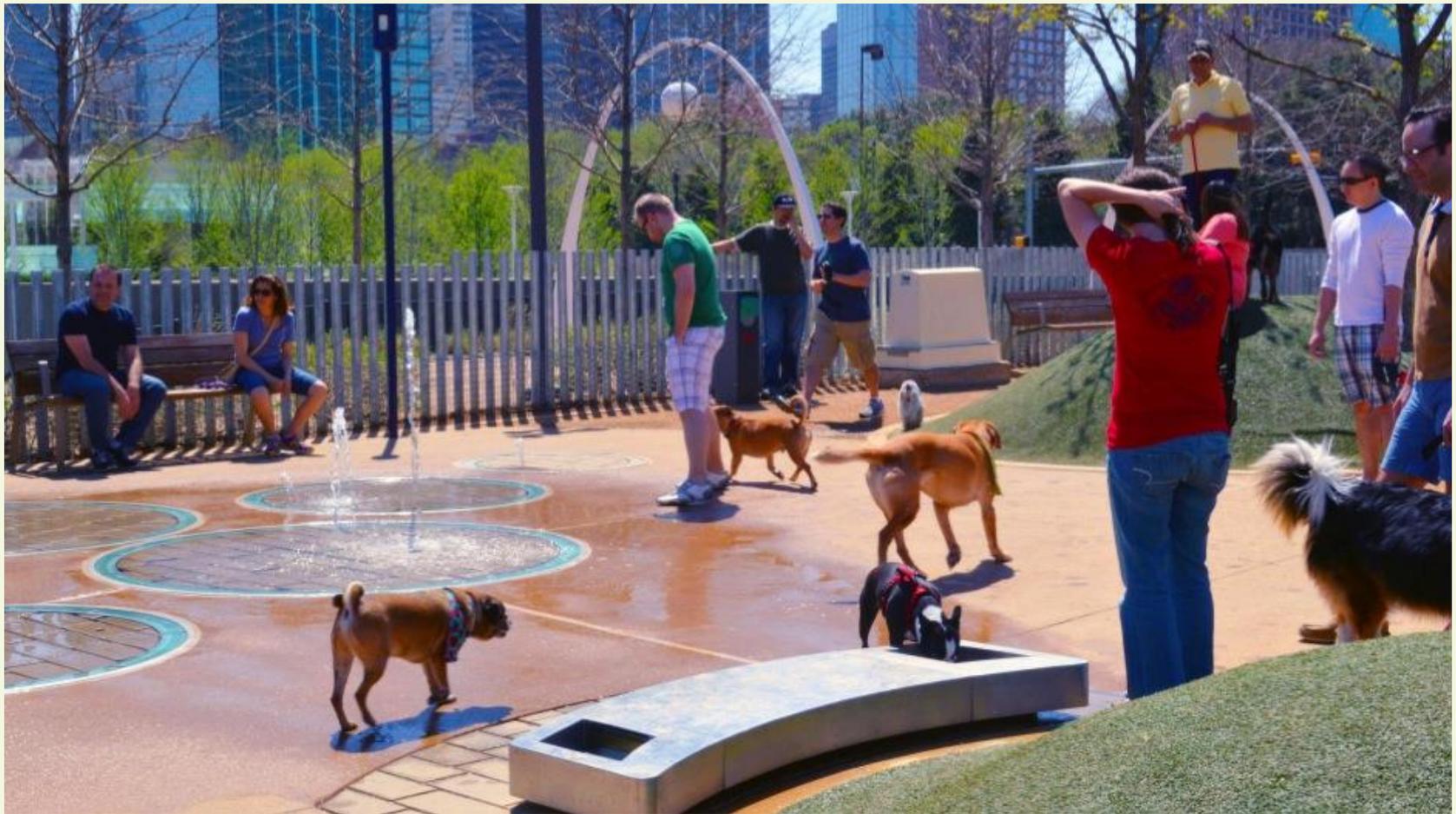
THE DALLAS MORNING NEWS READING & GAMES ROOM



THE EAST LAWN



MY BEST FRIEND'S PARK





KLYDE WARREN
PARK