DALLAS PARKS RETURN $1.2 BILLION TO THE LOCAL ECONOMY EVERY YEAR, A 15:1 RETURN ON PUBLIC INVESTMENT

**VALUE GENERATED BY PARK TYPOLOGY**

*in millions*

- Signature, $749
- Neighborhood/Community, $94
- Trails, $117
- Regional/Metro, $80
- Recreation/Golf/Tennis, $8
- Natural Areas, $57
- Unique Assets, $115

**VALUE GENERATED BY VALUE DRIVER**

*in millions*

- Real Estate, $362
- Local Spending, $236
- Tourism, $604
- Environmental, $18

*Note: State Fair impacts may shift between categories based on ongoing review.*

Unique Assets: Dallas Arboretum & Botanic Garden, Dallas Zoo, MoneyGram Park.
KEY FINDINGS

Trails generate the highest return on investment, over $50 of new development per $1 of trail capital invested. Dallas should continue to expand the trail system to increase impact.

1-100 acre neighborhood/community parks across the city create approximately $94 million in annual value to Dallas residents. Dallas should continue to invest in the value that neighborhood parks create for all Dallasites.

Linking programming to parks via a trail system connected to itself and other parks could create enormous economic value and bolster social equity. From a value creation point of view, we believe it to be the single most important investment Dallas could make.
DALLAS PARKS ECONOMIC STUDY
DALLAS PARKS ECONOMIC STUDY

- Benchmarking Study
- Economic Impact Study

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Describe the **economic benefits of the park system**

Quantify the **economic rationale for future investment**

Recommend best practices
PARKS ECONOMIC MISSION

Dallas County Migration in 2010
(blue indicates U.S. counties with net migration into Dallas County; red indicates U.S. counties with net migration out of Dallas County.)

Source: Forbes
BENCHMARKING

REGIONAL PEERS
- Houston
- Austin
- San Antonio
- San Diego

ECONOMIC COMPETITOR PEERS
- Phoenix
- Denver
- Atlanta

ASPIRATIONAL PEERS
- Chicago
- Portland
- Minneapolis

Assets – Operations – Resources - Impact
# ECONOMIC IMPACT

<table>
<thead>
<tr>
<th>Park Value by Typology</th>
<th>Real Estate</th>
<th>Environment</th>
<th>Tourism</th>
<th>Local Spending</th>
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ANNUALIZED PARK VALUE

Billions

Denver

Seattle

Dallas

San Diego
PRELIMINARY FINDINGS: BENCHMARKING
1. DALLAS: UNDER-RESOURCED RELATIVE TO ASPIRATIONS

Annual Park Department Spending Per Resident

- Operating Spending per Resident
- Capital Spending per Resident

REGIONAL PEERS
ECONOMIC COMPETITOR PEERS
ASPIRATIONAL PEERS
2. DESPITE WEALTH OF ASSETS, UNTAPPED PARK DEMAND

Park Acreage & Access by Peer Group

Percentage of Population Within Half-mile Walk of Park

Acres

- 0%
- 20%
- 40%
- 60%
- 80%
- 100%
3. ENTREPRENEURIAL DEPARTMENT AND PARTNERS
PRELIMINARY FINDINGS: ECONOMIC VALUE
4. PARKS GENERATE A SIGNIFICANT AMOUNT OF ANNUAL TOURISM VALUE
5. COMMUNITY AND NEIGHBORHOOD PARKS CREATE THE MOST REAL ESTATE “PARK PREMIUM” VALUE (~25% of total)
6. EXISTING PARK VALUE CAN BE ENHANCED WITH PROGRAMMING
7. TRAILS OFFER HIGHEST ROI
8. SIGNIFICANT ENVIRONMENTAL VALUE CAN BE ENHANCED WITH GREEN INFRASTRUCTURE
9. PARKS FOSTER AN ENVIRONMENT OF SOCIAL DIVERSITY IN DALLAS
IMPLICATIONS
RATIONALE FOR FUTURE INVESTMENT

Approximately 1:10 Return on Investment