



FAIR PARK FIRST

# FAIR PARK FIRST BOARD



## UPDATED BYLAWS FOR TERM LIMITS

- Initial terms will be staggered
- Thereafter, two three-year terms

## EXPANDED BOARD TO 13 MEMBERS

- New member interviews underway
- Inclusion of community members and fundraisers
- Subcommittees:
  - Fundraising
  - Community
  - Finance
  - Tenants
  - Education

# PUBLIC ENGAGEMENT



## OVER 60 COMMUNITY MEETINGS HELD SINCE JULY 27TH

- Tenants
- Community groups and leaders
- Churches
- Preservation groups
- Schools



# CAPITAL NEEDS ASSESSMENT



## \$160M 10-YEAR PLAN

- Based on AECOM Study

## METHODOLOGY

- Operational Audit
- Industry standards

## PRIORITIZATION

- Reassessed after Operational Audit

## FUNDING STRATEGY

- Capital Campaign
- Bond Program
- Grants

# PERFORMANCE PLAN



## BUILT INTO CONTRACT

- Plan development to commence upon contract commencement and to be completed by May 1, 2019
- Contractual Metrics:
  - Visitors
  - Number of events
  - Revenue generation
  - Capital improvements
  - Fundraising
  - BID Compliance
  - Community outreach and engagement policies
- Committed to working with the City of Dallas

# HISTORY OF SUCCESS



## FORD IDAHO CENTER NAMPA, ID

- 60% growth in number of concerts in year one of management
- 44% reduction in subsidy in year one of management
  - Reduced an additional 60% in year two



## CROWN COMPLEX FAYETTEVILLE, NC

- 30% growth in ticket revenue in first full year of management
- 36% growth in attendance in first full year of management



# NEIGHBORHOOD PARK



## APPROACH

- Community Meetings beginning immediately upon contract signing
- Commence planning immediately

## KEYS TO SUCCESS

- Good Management
- Intensive Programming

# BRV NEIGHBORHOOD PARK SUCCESSES



## TARKINGTON PARK INDIANAPOLIS, IN

- BRV hired 2017
- Established programming, staffing, and revenue plans
- Extensive community engagement process
- Working closely with the Indianapolis Parks Foundation
- Public-private partnership





# BRV NEIGHBORHOOD PARK SUCCESSES



## SCHENLEY PLAZA PITTSBURGH, PA

- BRV hired in 2004
- Established programming and operating plans
- Worked closely with Sasaki Associates on the schematic design of the park
- Worked closely with the Pittsburgh Parks Conservancy
- Public-private partnership



# BRV NEIGHBORHOOD PARK SUCCESSES



## LEVY PARK HOUSTON, PA

- BRV hired in 2015
- Goal to redevelop an underperforming neighborhood park
- Created and executed programming, staffing, and revenue plans
- Close collaboration with local organizations
- Nominated for 2018 Open Space Award
- Privately funded

