

Fair Park Management Agreement Contract

**Park and Recreation Board
August 2, 2018**

**Willis Winters
Director, Park and Recreation**

**Ryan O'Connor
Senior Park and Recreation Manager**



Dallas Park & Recreation



City of Dallas

Presentation Overview

- Purpose
- Background
- Procurement Process and Summary
- Contract Terms Summary
- Fair Park First Board of Directors
- Fair Park First Team Members
- Executive Summary
- Conclusion and Recommendation
- Next Steps



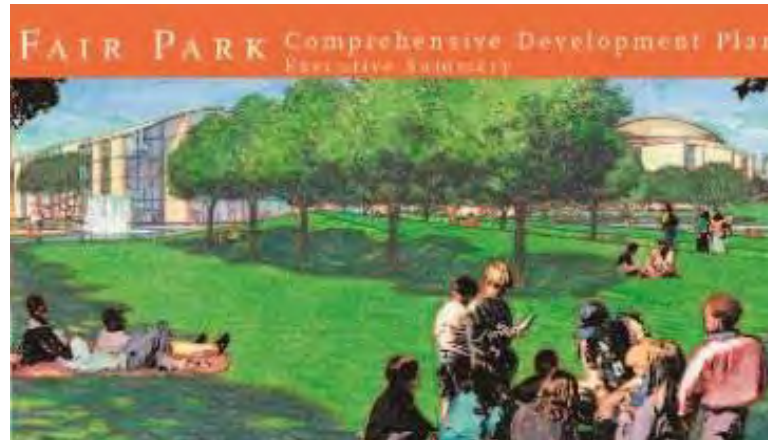
Purpose

- Brief the Park and Recreation Board on the **Fair Park First** contract, which replaces Fair Park's current management and marketing structure with a non-profit board that is representative of the community and has planning and fundraising expertise that will oversee a nationally recognized management company



Background

- 2003 – Fair Park Comprehensive Development Plan Goals
 - Create a signature public park
 - Uphold the park’s historic legacy
 - Support Fair Park institutions and partners, while activating new programs and uses
 - Encourage economic vitality
 - Enhance connectivity with the community and the greater Dallas metroplex



Background

- 2013 – Mayor’s Fair Park Task Force (MFPTF)
 - Charged with:
 - Examining The Future of Fair Park
 - Capitalizing on the many strengths of Fair Park
 - Enabling Fair Park to reach its full potential
 - Making recommendations that would address long-standing challenges and realize real improvements
 - Recommendations would address:
 - Inadequate funding
 - Green space
 - Lack of cohesive governing and marketing body
 - Misconceptions regarding park safety



Background

- September 3, 2014 – MFPTF presented a briefing called “A Park For All People” at a joint session of the City Council and the Park and Recreation Board
- Key Recommendations:
 - Enhance access and connectivity with community and city
 - Establish a community park on south side of Fair Park
 - Empower new non-profit organization as operational and marketing authority for Fair Park
- Recommendations were in line with 2003 Fair Park Comprehensive Development Plan



Background

- 2014 and 2015 – City conducted 6 public input meetings on Fair Park
- May 7, 2015 – Park and Recreation Board adopted a resolution in support of MFPTF recommendations with modifications:
 - Development of a comprehensive land use study and urban design plan for the South Dallas/Fair Park neighborhood
 - Include strong community participation and input
 - Focus on mitigating gentrification in the surrounding neighborhood
 - Preference for below-grade parking
 - The future 501(c)3 board include member(s) representing the surrounding Fair Park community and member(s) with expertise in historic preservation



Background

- August 4, 2016 – Park and Recreation Board approved draft Management Agreement with Fair Park Texas Foundation
- August 29, 2016 – Park and Recreation and the Fair Park Texas Foundation briefed the City Council on proposed Management Agreement
- September 20, 2016 – Second entity expressed interest in submitting proposal
- October 13, 2016 –
 - City Attorney advised proceeding with competitive procurement process
 - City Council committee recommended standard procurement process for Fair Park management agreement



Procurement Timeline

- October 28, 2016 – Office of Procurement Services issued a Request for Qualifications (RFQ), utilizing the following as the guiding principles:
 - The MFPTF Report
 - The MFPTF Key Recommendations, as amended by the Park and Recreation Board Resolution
- Outreach to the vending community
 - Advertised to public in the Dallas Morning News
 - Sent 2,590 emails to the City registered vendors
 - Notified 25 chamber of commerce and advocacy groups in the area
 - Reached out to 14 nationally recognized organizations



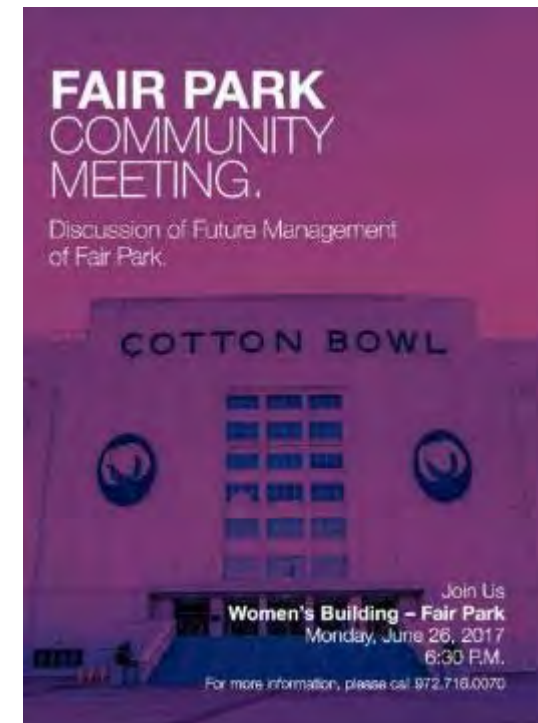
Procurement Timeline

- December 30, 2016 – City received three responses to the RFQ:
 - In The City For Good, hereafter Fair Park First
 - The Oak Cliff Foundation-Fair Park Redevelopment, hereafter Fair Park Conservancy, Inc.
 - Fair Park Texas Foundation
- February 9, 2017 – City deemed all responders qualified
- April 12, 2017 – City Council approved service contract with consultant to develop Request for Competitive Sealed Proposals (RFCSP) and review and evaluate the financial submittal



Procurement Timeline

- May 25 – June 29, 2017 – Consultant meetings to solicit input for RFCSP
 - Mayor
 - City Council Members
 - Park and Recreation Board Members
 - Landmark Commission Members
- June 26, 2017 – Consultant held citywide public engagement meeting at Women’s Building
- August 14, 2017 – Councilman Felder held a community engagement meeting at Billy Dade Middle School



Proposal Requirements

- The City and consultant collaborated to develop RFCSP specifications encompassing:
 - Requirement for a non-profit organization to fundraise for Fair Park and provide turn-key management
 - Requirement for effective community relations
 - Requirement to enhance and maintain Fair Park as a City of Dallas landmark district, State Antiquities Landmark, and National Historic Landmark
 - Key elements from MFPTF, as amended by the Park and Recreation Board Resolution



Procurement Timeline

- July 14, 2017 - Office of Procurement Services issued the RFCSP to the three qualified vendors
 - Note: Two step process (RFQ/RFCSP) only allows original qualified firms to compete
 - The three qualified vendors asked 111 questions; City addressed the questions by addendum
 - The City extended the original due date from October 2 to October 16 to allow time for qualified firms to review City's responses
- October 16, 2017 - All three qualified vendors submitted proposals
- October 2017 – March 2018 - Evaluation of three proposals by evaluation committee
 - Interviews
 - Clarifications
- April – July 2018 – Negotiations



Evaluation Process

- To determine the most advantageous solution, the evaluation committee:
 - Reviewed the proposals
 - Invited each proposer to present additional details of their submission in person
 - Asked each proposer to clarify their pro forma to ensure an accurate mutual understanding of the proposal's financial points



Procurement Evaluation Criterion

- Financial – 32.5 points
- Qualification and Experience – 17.5 points
- Project Approach – 30 points
- Business Inclusion and Development – 20 points



Evaluation Team

- A diverse team of City executives evaluated the proposals; the financial and BID criterion were reviewed and evaluated by the consultant and the Office of Business Diversity, respectively
- Evaluation committee members:
 - Director, Public Works
 - Director, Equipment and Building Services
 - Director, Sustainable Development and Construction
 - Director, Department of Housing & Neighborhood Revitalization
 - Director, Office of Cultural Affairs
 - Director, Planning & Urban Design
 - Assistant Director, Office of Economic Development
 - Assistant Director, Park and Recreation



1 Year Financial Comparison

	Fair Park First	Fair Park Conservancy	Fair Park Texas Foundation	Park and Recreation Dept. (FY 17/18)
Operating Expenses	\$11,933,227	\$14,790,000	\$16,906,000	\$14,776,616
Operating Revenue	\$7,443,894	\$3,860,000	\$4,950,000	\$3,304,657
Net City Investment	\$4,489,333	\$10,930,000	\$11,956,000	\$11,471,959

NOTE: Fair Park Conservancy and Fair Park Texas Foundation submitted proposals requiring the City to fund their total estimated operating expenses. Fair Park First will only be compensated on their annual operating loss stated within their pro forma.

City Appropriation Required by Proposal	\$4,489,333	\$14,790,000	\$16,906,000
---	--------------------	--------------	--------------

Ten Year Financial Comparison

	Fair Park First	Fair Park Conservancy	Fair Park Texas Foundation
Operating Expenses	\$133,625,967	\$191,640,000	\$182,951,000
Operating Revenue	\$99,027,057	\$107,460,000	\$79,850,000
Net City investment	\$34,598,909	\$84,180,000	\$103,101,000

NOTE: Fair Park Conservancy and Fair Park Texas Foundation submitted proposals requiring the City to fund their total estimated operating expenses. Fair Park First will only be compensated on their annual operating loss stated within their pro forma.

City Appropriation Required by Proposal	\$34,598,909	\$191,640,000	\$182,951,000
---	---------------------	---------------	---------------

Summary Evaluation

- The evaluation team assessed each proposal's responsiveness to the published evaluation criteria, tabulated the scores, and ranked the proposals, with the top rank going to the proposal with the highest score
- **Fair Park First** was deemed the most advantageous proposer with **87.54** points



Team Evaluation Summary By Criterion

Proposer	Financial (32.5)	Qualifications and Experience (17.5)	Project Approach (30)	B.I.D. (20)	Final Score	Rank
Fair Park First	28.10	15.22	24.22	20.00	87.54	1
Fair Park Texas Foundation	24.00	11.78	22.56	20.00	78.34	2
Fair Park Conservancy	21.50	8.13	15.53	20.00	65.16	3

Fair Park Contract Summary



Responsibilities of Parties

- **City**
 - Oversight of Contract (Park Board and City Council)
 - Funding Annual Appropriation
- **Fair Park First Board**
 - Fundraising
 - Supervision of Subcontractors
 - Community Engagement & Outreach
 - Historic Preservation
- **Spectra**
 - Management and Operations of Fair Park
 - Implementation of MWBE Initiatives
 - Implementation of capital projects not funded by bond programs
- **Biederman Redevelopment Ventures (BRV)**
 - Update Fair Park Comprehensive Plan
 - Design and Programming of Neighborhood Park



Responsibilities of Parties (Capital Projects)

- **City**
 - Manage all capital improvement projects funded by current and future bond programs
- **Fair Park First Board**
 - Take lead in all fundraising efforts for capital improvements
- **Fair Park First/Spectra**
 - Provide capital planning and prioritization through the 5 year capital plan submitted yearly to City
 - Implement all capital improvements funded in any way other than City bond programs



Contract Terms Summary

- Contract term of 20 years with two consecutive five years extensions (extensions are City's option) 1.02
- City retains ownership of all buildings, land and other improvements 2.01
- FPF Manager shall assume all duties and responsibilities for the operations and maintenance of Fair Park 1.01a
- Contract includes performance objectives 1.01b
 - Creation and maintenance of a neighborhood park
 - Support and enhancement of Fair Park as a national historic landmark
 - Maintenance and enhancement of the various cultural institutions located in Fair Park
 - Maintenance and enhancement of the sporting and recreation venues located in Fair Park



Contract Terms Summary

- Annual appropriation paid yearly during first three years and monthly thereafter to FPF Manager to aid funding of expenses at the park including stipends to resident institutions and football games 3.01c
- All revenues will be retained by FPF Manager to fund operations 3.01d
- Any excess revenues will be retained by FPF Manager to either make improvements to Fair Park or accrue in a reserve fund 3.01d
- If annual appropriation, revenues and other funding sources are insufficient to cover expenses, FPF Manager can request an additional appropriation from City, but City is not obligated to approve 3.01b



Contract Terms Summary

- Annual Appropriations: 3.01a
 - Year 1 – \$4,489,333
 - Year 2 – \$3,982,397
 - Year 3 – \$3,450,871
 - Year 4 – \$3,427,078
 - Year 5 – \$3,390,526
 - Year 6 – \$3,339,902
 - Year 7 – \$3,273,770
 - Year 8 – \$3,190,561
 - Year 9 – \$3,088,563
 - Year 10 – \$2,965,906



Contract Terms Summary

- City requested a ten year pro forma from proposers; years 11-20 will be negotiated between the parties during the 10th year based on a newly projected Operating Budget for years 11 – 20
 - If unable to agree, 11th year will be calculated on the average of last 3 years
 - 12 – 20 will be the Annual Appropriation for year 11 adjusted by CPI
- Amount for years 11 – 20 will be approved by City Council 3.01a (ii)
- FPF Manager will provide a performance bond to the City in the amount of \$4.25M 5.04



Contract Terms Summary

- All existing contracts at Fair Park, except for State Fair of Texas and TxDOT Parry Ave parking lot, will be assigned to FPF Manager for management and administration 2.05a
 - FPF Manager will initiate communication with SFOT and TxDOT for contract assignment discussions
 - If State Fair of Texas and TxDOT do not consent to assignment, City will continue to administer contracts 2.05d & e
- FPF Manager shall prepare and submit an annual business plan consisting of an operations and management plan and a 10 year projected budget that will be included in the Annual Report to the Park and Recreation Board 3.01e

Contract Terms Summary

- FPF Manager (from Spectra) agrees to fund up to \$1M in transition costs (personnel, technology, equipment, etc.) 4.01
 - If the contract is terminated for any reason, other than termination by the City as a result of a FPF Manager default, City has agreed to repay Spectra the remaining unamortized balance 13.10
- FPF Manager shall be governed by an inclusive and diverse Board of Directors consisting of no fewer than 9 members 4.02
 - One member or 10% of Board membership will consist of a person from and representing the immediate adjacent neighborhood
 - One member or 10% of Board membership will consist of a person from and representing the historic preservation community



Contract Terms Summary

- FPF Manager shall submit to the Park Board a Performance Plan to be reviewed 4.03a
 - Plan will include performance indicators related to the performance objectives including: total visitors, total events, net and gross operating revenues, capital improvements funded, private and public donations, compliance with BID Plan
- FPF Manager shall report any significant activities and performance to the Park Board quarterly for first two years of contract 4.03c
 - Beginning in year three FPF Manager will report annually



Contract Terms Summary

- If FPF Manager does not meet any performance indicator for two consecutive years, Manager may be required by Park Board or Park Director to engage a consultant to develop and oversee a remediation plan at its own expense 4.03d
 - Remediation plan requires periodic updates to Park Board
 - If FPF Manager is unable to meet all indicators within 10 months following the implementation of remediation plan, City may terminate agreement with 60 days notice



Contract Terms Summary

- City will manage capital improvement projects funded from bond programs 6.15b
 - City will coordinate and consult with FPF Manager throughout implementation of bond programs
- FPF Manager will develop capital improvement plan listing all major projects planned or needed over the upcoming five year period that will be reviewed annually with City 6.01b
- FPF Manager will be required to seek all necessary governmental approvals to make any additions, renovations, or significant modifications to buildings or public art 6.02



Contract Terms Summary

- **MWBE Program** 4.13, Exhibit 4.13a
 - FPF Manager shall establish a program to utilize local minority businesses in all procurement and contract opportunities and require first tier bidders/vendors/contractors/suppliers to participate
 - Program should utilize minority businesses in and surrounding the Fair Park community as a first priority
 - FPF Manager shall report to the Office of Business Diversity on a quarterly basis the MWBE performance
 - Construction Services – 30%
 - Architects and Engineers – 25.66%
 - Other Professional Services – 36.30%
 - Other Services – 23.80%
 - Goods – 18%



Contract Terms Summary

- **MWBE Program** Exhibit 4.13a
 - FPF Manager shall establish a recruitment and hiring program to provide employment opportunities for minorities in and surrounding the Fair Park community as a first priority
 - Program shall require all first tier bidders/vendors/contractors/suppliers to participate
 - Program shall promote employment opportunities at all levels including management
 - Program shall require the FPF Manager and first tier firms to report the number of minorities employed on a quarterly basis by categories including management and senior leadership to the Office of Business Diversity



Contract Terms Summary

- MWBE Program 4.23
 - FPF Manager shall establish an internship program for local minority students in and surrounding the Fair Park community
 - Program shall require all first tier vendors and contractors to participate
 - Program shall require the FPF Manager and first tier firms to report the number of students in internships on a bi-annual basis
 - Program shall require the FPF Manager to monitor the program and report on the results
 - FPF Manager shall create a program to partner and support local not-for-profit organizations residing in the Fair Park community that advocate and provide services to minorities Exhibit 4.13a



Contract Terms Summary

- FPF Manager has agreed to conduct interviews with all existing City staff and may make employment offers 4.11a
 - FPF Manager is not obligated to employ existing staff
 - Currently 72 positions/approx. 50 filled
- Existing City employees will assist with transition for 45 days after contract commencement
- FPF Manager will pay all employees including contract labor a minimum of \$10.94, in accordance with the wage floor in place at the time the contract was signed 4.11b



Contract Terms Summary

- FPF Manager is granted the right to contract for naming rights and sponsorships in accordance with the Park Board naming policy and subject to the historic overlay ordinance and requirements of Landmark Commission
- Naming and sponsorships shall be of a first class quality suitable for families and children and shall not promote or relate to tobacco products, sexually oriented businesses or be of a non-commercial nature
- Park Board approval is required for re-naming of any building
- Director approval is required for a sponsorship exceeding 5 years ^{4.17}



Contract Terms Summary

- FPF Manager has agreed during the first year of the contract to initiate the update to the Fair Park Comprehensive Plan 6.16
- FPF Manager has agreed that the updated comprehensive plan shall include a new neighborhood/community park as the first project 6.17
- General admittance to the park shall remain free of charge except during the State Fair or any other special event 7.02



Contract Terms Summary

- FPF Manager and its subcontractor (Spectra) acknowledge that they are subject to the Texas Public Information Act (open records) 9.04a
- FPF Manager agrees to conduct public open meetings 9.04b
 - Exception for a closed meeting following Texas Open Meetings Act (TOMA) rules or for topics related to a proprietary or confidential nature
 - Not subject to TOMA but will conduct open meetings in the interest of transparency
- Request for Competitive Sealed Proposal is attached and made part of contract 1.01c

Contract Terms Summary

- At the City's request, Fair Park First will establish two reserve accounts:
 - An operational reserve account, for which the City will provide \$500k in seed money to be delivered after FPF Board adopts a policy for access to the reserves and an investment policy that have been reviewed and approved by City 3.01g (i)
 - A transition reserve account, for use in the event the manager is unable to meet its fundraising targets during the first three years of the agreement, for which the City will provide \$2M to be delivered a policy for access to the reserves and an investment policy that have been reviewed and approved by City 3.01g (ii)



Fair Park First Board and Team



Fair Park First Board of Directors



Darren James, President
KAI Texas



Reverend Donald Parish
True Lee Baptist Church



Terry Kittleson
In The City For Good



Arcilia Acosta
CARCON Industries



Norman Alston, Secretary
Norman Alston Architects



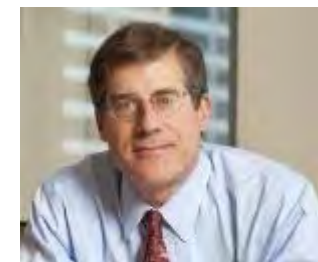
Veletta Lill
Former Executive Director,
Dallas Arts District



Emily Ledet
Bank of America



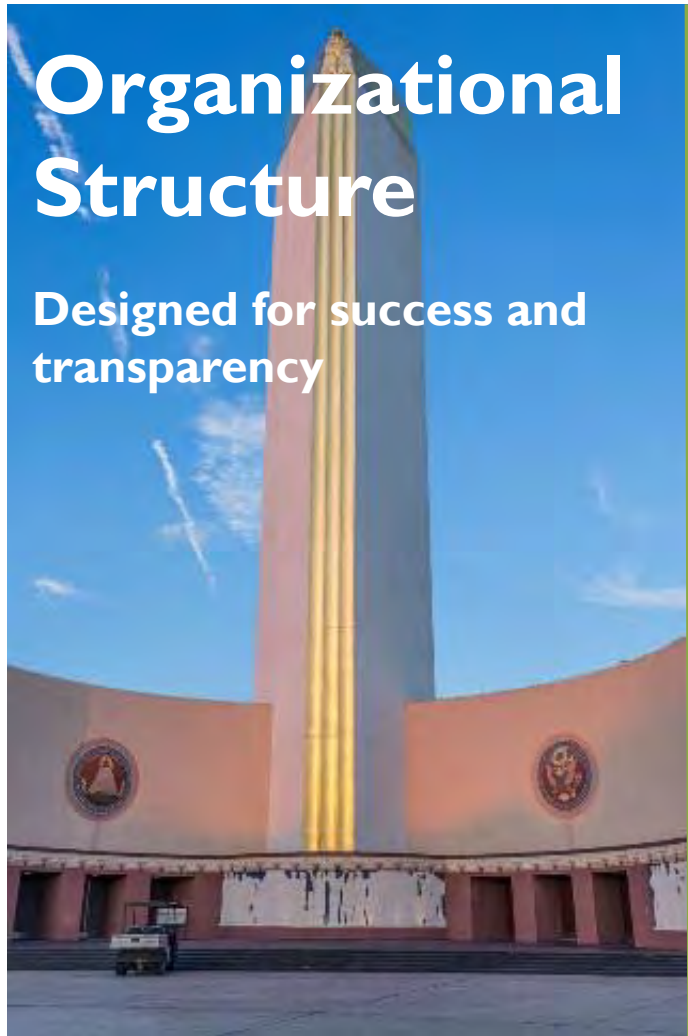
John Proctor
Regional Black Contractors
Association



Dan Biederman
Biederman
Redevelopment Ventures



Fair Park First



CITY OF DALLAS



PARKS AND RECREATION



FAIR PARK FIRST
Board of Directors
Governing Body



SPECTRA
Master
Operator



BIEDERMAN REDEVELOPMENT VENTURES
Master Planning
Neighborhood Park



IN THE CITY FOR GOOD
Community
Outreach



Fair Park First



Goals

CONNECTING THE COMMUNITY

ACTIVATION OF PARK

MASTER PLAN &
NEIGHBORHOOD PARK

LEVERAGING EXTERNAL SUPPORT

ENHANCE NATIONAL HISTORIC
LANDMARK STATUS

COMMITMENT TO TRANSPARENCY





Board Fundraising Goals

LED BY FAIR PARK FIRST

PROVEN PHILANTHROPIC CITIZENS

\$3M GOAL IN YEAR ONE
\$30M GOAL IN FIRST 10 YEARS



Dallas Park & Recreation



City of Dallas

45

M/WBE Commitment & Community Outreach



FAIR PARK FIRST BOARD IS COMMITTED TO MEETING & EXCEEDING M/WBE OBLIGATIONS & A FOCUS ON COMMUNITY ENGAGEMENT

Churches

School Leaders

Neighborhood Associations

Non-profits

Students

Neighborhood Businesses



Dallas Park & Recreation



City of Dallas



BRV
BIEDERMAN
REDEVELOPMENT
VENTURES



BIEDERMAN REDEVELOPMENT VENTURES

Creates, redevelops, and operates parks, public spaces, and neighborhood streetscapes

**Financially Self-Sustaining
Parks**

**Stimulate
Economic
Development**

**Experience
With Over 110
Parks**





Klyde Warren Park

2005 – 2010

Created schematic programming design and staffing plan, developed restaurant, and raised funds

2014

Klyde Warren Park was awarded ULI Public Space Award





Bryant Park New York, NY

1988
BRV took over the park

1992
**Park reopened with now
iconic programming, seating,
food options, and more**

**Over 5,400 people visit
Bryant Park on regular,
non-event days at
lunchtime alone**



Update Comprehensive Plan

Develop Program Plan

Design Process

Public Meetings

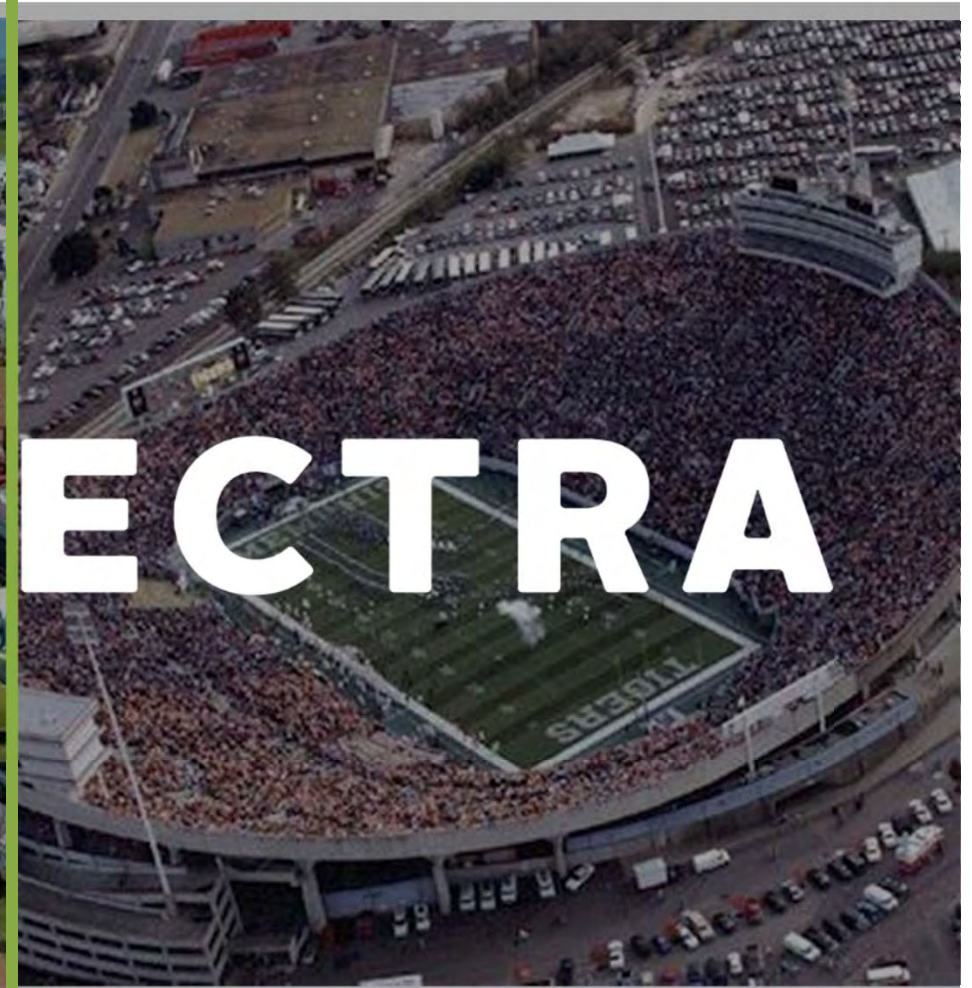
Focus on Neighborhood Park

Starting Immediately & Completed
within Two Years

Approach For Fair Park

- Create a regional destination by developing attractions and amenities found nowhere else in the Metroplex
- Showcase Fair Park cultural attractions and tenants in the outdoor spaces; strategically program buildings with tenants who can take advantage of the opportunity
- Integrate daily programming into the Esplanade and a new neighborhood park
- Create world-class gardens and other “drop-in” attractions
- Promote perceptions of safety through activation and aesthetic improvements, including parking lots, signage, and lighting park-wide





SPECTRA



Dallas Park & Recreation



City of Dallas

Spectra's Goals for Fair Park

Increase Event Activity & Attendance

Sales and Marketing Focus

Operations & Maintenance

Capital Improvement Planning

Holistic Approach

Career Opportunities & Inclusion

Park for the People





40M+
GUESTS HOSTED
ANNUALLY

200,000+
EVENTS ANNUALLY



SPECTRA



319 PROPERTIES

22
Fairgrounds
& Ag Centers



124
Arenas &
Stadiums



37
Amphitheaters
& PACs



50
Convention
Centers



86
Specialized
Venues



Proven Experience



**California Exposition & State Fair
and Papa Murphy's Park**
Sacramento, CA

SPECTRA SERVICES

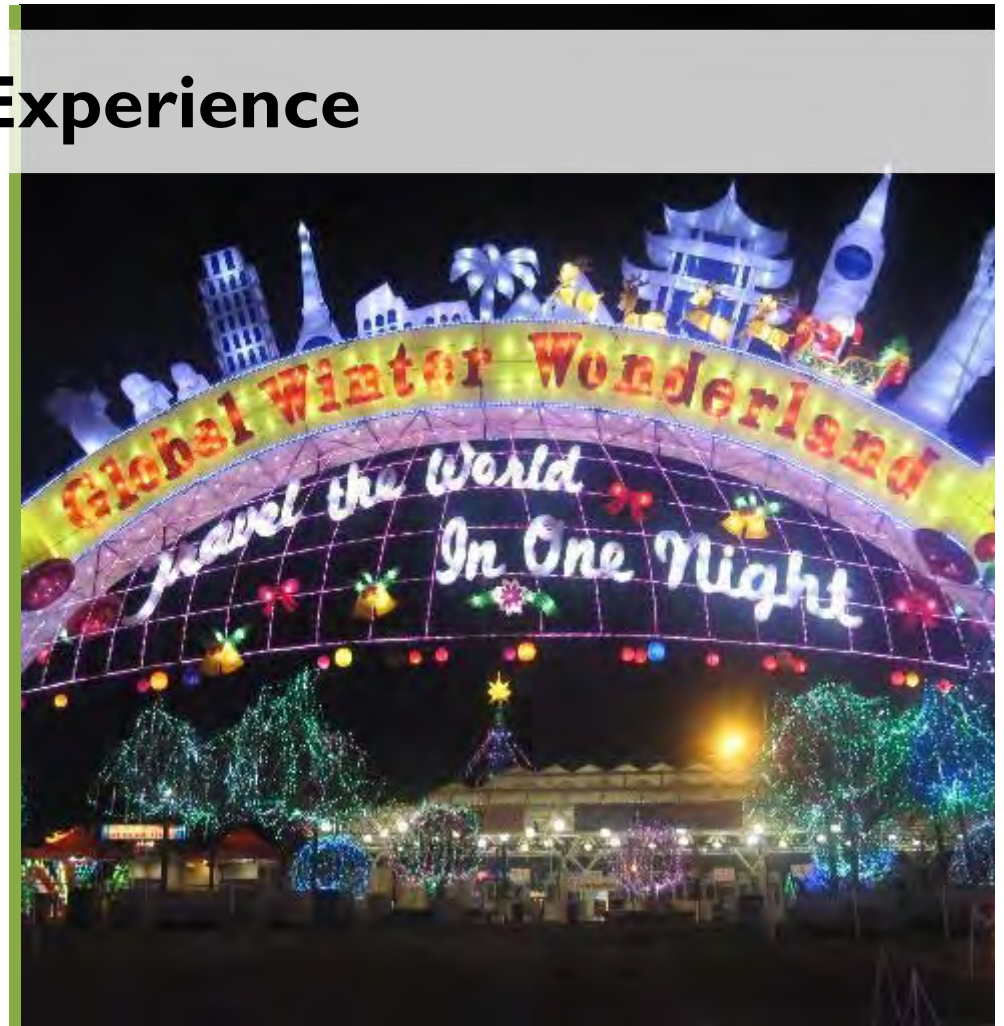
Venue Management and Food Services & Hospitality
Client since 1999

SPECS

350 Acres; 270,000 square feet Exhibit Space;
11,000-seat Stadium

EVENT HIGHLIGHTS

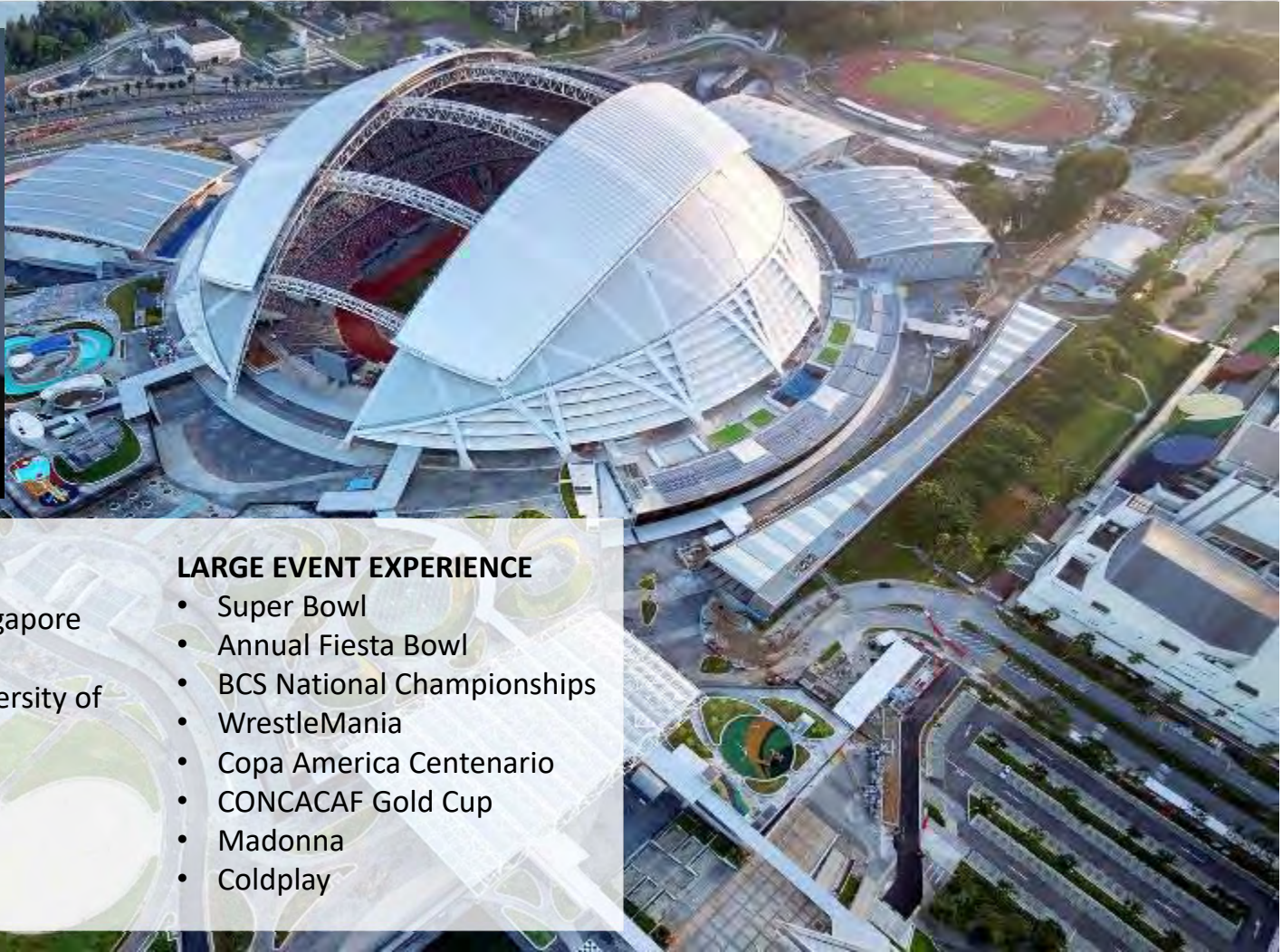
California State Fair – 800,000 Guests
Sacramento Republic FC home matches
Global Winter Wonderland – 340,000 Guests



Spectra's General Manager



Peter Sullivan
Spectra General Manger



PAST EXPERIENCE

- Managing Director, Singapore Sports Hub
- General Manager, University of Phoenix Stadium
- President, Lansing Entertainment

LARGE EVENT EXPERIENCE

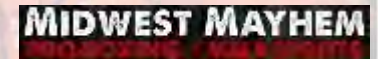
- Super Bowl
- Annual Fiesta Bowl
- BCS National Championships
- WrestleMania
- Copa America Centenario
- CONCACAF Gold Cup
- Madonna
- Coldplay



MAJOR EVENT EXPERIENCE



Art | Basel



Dallas Park & Recreation



City of Dallas

Increase Event Activity

FUTURE EVENTS AT FAIR PARK



Increase Attendance

Sales and Marketing Approaches for Dallas Fair Park

ESTABLISHED
RESOURCES

ENHANCED
DIGITAL
STRATEGY
OF PARK
EVENT
MARKETING

ACTIVE
PARTNERSHIPS

The collage features logos for several Dallas-based media and organizations: The Dallas Examiner, Dallas Weekly, The Dallas Post Tribune, NBC 5, CBS 11, Telemundo 39, FOX 4 KDFW, Dallas Observer, WFAA, Dallas Business Journal, Visit Dallas, and The Dallas Morning News. There is also a social media post snippet from 'champagnepi' with 19,308 likes and a 'Follow' button.



SPECTRA SUCCESSES

CROWN COMPLEX
FAYETTEVILLE, NC



33%

**INCREASE IN TICKET
REVENUE IN FIRST
18 MONTHS**

FORD IDAHO CENTER
NAMPA, ID



250%

**ARENA CONCERT
GROWTH IN FIRST 24
MONTHS**



Dallas Park & Recreation



City of Dallas

Operational Excellence

Corporate Operations Department

New Client Operational Audit & Manual

Computerized Preventative
Maintenance Systems

Capital Improvement
Planning & Purchasing

Historical Preservation

Energy Efficiency



Dallas Park & Recreation



City of Dallas

64

Transition Dedicated Department

**EXPERIENCED SUBJECT
MATTER EXPERTS DEDICATED
TO EACH FACET OF THE
OPERATION**

Financial Employees

Operational Audit

Benefits Orientation

HR Meetings

Open Offices

And More



**PROCESS BEGINS
IMMEDIATELY UPON
APPROVAL**



Dallas Park & Recreation



City of Dallas

65

Career Opportunities

INTERNSHIP PROGRAM

Collaborate with the Mayor's Summer Internship Program

Collaboration with local Schools, such as James Madison High School and Lincoln High School

CAREER FAIRS

At Fair Park and at local Universities

ON-THE-JOB TRAINING

Inclusion

**EXCEED M/WBE
PARTICIPATION GOALS**

**OUTREACH FOR LOCAL, STATE,
AND NATIONAL VENDORS**

**SPECIAL FOCUS ON FAIR PARK
AREA ORGANIZATIONS**



Building Tenant Relations

Approach for Fair Park Tenants

RENEW AGREEMENTS

EVENTS & OPERATIONS SUPPORT

MARKETING & SALES SUPPORT

WORLD-CLASS GUEST EXPERIENCE



Event Tenant Relations

Maintaining Close Working Relationships

Regular meetings with Leadership

Identify potential events to fill space

Food and beverage support

Load-in and load-out



HOLISTIC APPROACH

Sponsorship Sales

NATIONAL RESULTS

28 NAMING RIGHTS IN 7 YEARS

\$70M+ IN SALES ANNUALLY

PROJECTIONS FOR FAIR PARK

\$600,000 IN YEAR ONE

\$4M+ IN FIRST FIVE YEARS

DEDICATED SALES STAFF

DRIVE REVENUE

MARKETING REACH

ENHANCING GUEST EXPERIENCE



Holistic Approach

Spectra Food Services & Hospitality

WORK WITH EXISTING PARTNERS

SUSTAINABILITY

PROVEN SYSTEMS

NEIGHBORHOOD ENGAGEMENT

SURVEY SCORES
9.35 OUT OF 10

9.3 out of 10 on staff surveys
9.4 out of 10 on fan surveys





Impact on Fair Park

Enhanced Awareness of Fair Park

More Events & Increased Attendance

Improved Operations & Maintenance

Community Investment & Neighborhood Park

Career Opportunities

Executive Summary



Executive Summary

- City underwent a standard procurement process (RFQ/RFCSP) for contract
- Received three responses for both the RFQ and RFCSP
 - Fair Park First
 - Fair Park Texas Foundation
 - Fair Park Conservancy
- Based upon scoring criteria in the RFCSP **Fair Park First** was selected to enter into negotiations
- 20 year contract



Executive Summary

- Contract with **Fair Park First** will provide better value to City
- **Fair Park First Board** will be able to fundraise and diversify funding sources
- **Fair Park First** Board of Directors is diverse and representative of the community
- **Fair Park First** team includes one of the largest event and venue managers in the US and a nationally acclaimed park planner/manager/programmer



Executive Summary

- **Fair Park First** Board is committed to holding open public meetings and responding to open records requests
- **Fair Park First** Board is committed to implementing an aggressive MWBE program and an intern program that will focus upon providing neighborhood residents job experience at all levels of the organization
- **Fair Park First** Board is committed to offering job interviews to all existing City of Dallas Fair Park staff
- **Fair Park First** Board is committed to completing an update to the Fair Park Comprehensive Plan within two years with a heavy focus on the public engagement process and community input from the surrounding neighborhoods



Conclusion and Recommendation

- Contract with **Fair Park First** brings together a group of entities that have proven national and international experience in managing large and diverse venues, booking events/driving attendance, marketing events and venues, and planning and programming nationally recognized and award winning parks
- **Fair Park First** Board of Directors is representative of the community, is comprised of recognized community and business leaders, and is committed to the historic preservation of the park, adhering to a robust MWBE program in all facets of the operation, and building a neighborhood park within Fair Park
- Staff recommends that the Park Board recommend approval of the contract by the City Council



Next Steps

- August 9, 2018 – Special Called Meeting of the Park Board at Hall of State
 - 5:30pm – 8:30pm
- August 16, 2018 – Park Board consideration of Management Contract
- August/September 2018 – City Council Briefing and consideration

Fair Park Management Agreement Contract

**Park and Recreation Board
August 2, 2018**

**Willis Winters
Director, Park and Recreation**

**Ryan O'Connor
Senior Park and Recreation Manager**



Dallas Park & Recreation



City of Dallas