Reverchon Athletic Field Redevelopment
Proposed Development, Operation and Maintenance Agreement

Park and Recreation Board
September 19, 2019
Purpose

• Provide the background and history of Reverchon Ballpark
• Provide background on the development, maintenance and operation agreement
• Provide the proposed deal points for the development, maintenance and operation agreement
Background

• The 39 acre park is located between Maple Avenue, the Dallas North Tollway, Scottish Rite Hospital and the Katy Trail in the City of Dallas
History of the Existing Ballpark

• Existing ballpark built in 1919 and dedicated in 1920
• The present area covered by the ball park and the adjacent parking is 4.25 acres or about 11% of the total park area
  • Including the all-abilities field, the total area is 6.285 acres
• Existing Conditions:
  • 700 permanent, non-accessible bleacher seats
  • Antiquated, non-accessible rest rooms / No concession facility
  • Dugouts with inadequate drainage and no team staging areas
Existing Ballpark
Existing Ballpark
Existing Ballpark
Background on the Agreement

• On December 1, 2016, the Park and Recreation Board (Board) was briefed regarding potential opportunities for the development and operation of a new ballpark at Reverchon Park

• On July 12, 2017 and September 12, 2017, PKR held public meetings with the community and stakeholders.

• The first Request for Proposals (RFP) was issued on January 17, 2018, and an Agreement was approved by the Board and Council, but was never executed

• On June 26, 2019, a second RFP was issued
Background on the Proposer

• On July 19, 2019, one proposal was received from Reverchon Park Sports and Entertainment, LLC (RPSE)

• RPSE is made up of Amerock Promotional Enterprises, Inc., LOGE Capital Partners LLC, and HKS Architects

• RPSE has exclusive control of licenses for Major League Rugby, American Association of Independent Professional Baseball, United Soccer League
Dealpoints - General

- 20-year agreement with one 10-year renewal option and two 5-year renewal options with Reverchon Park Sports and Entertainment, LLC
  - Agreement can be supplemented at any time in the future
- RPSE will be responsible for development, design, marketing, sponsorships, branding, advertising, sales, and daily facility operations and maintenance
- RPSE will fund all development costs
- RPSE will show proof of funds for the Improvements no later than October 10, 2019
Dealpoints - General

• RPSE has naming rights, subject to approval of the Park Director

• RPSE will comply with the City’s Business Inclusion and Development Plan, making a good faith effort to achieve the percentage goal for minority and/or women owned business enterprises

• The estimated design and construction cost of the development is $10,000,000
  • RPSE currently has raised $7.5M
Design and Construction – Master Plan
Dealpoints - Design and Construction

• RPSE will provide an approved design and start construction within 12 months from their Notice to Proceed

• Design will include an athletic field and stadium with:
  • 2000 permanent seats
  • 1500 temporary seats
  • Restrooms, concessions and locker rooms
  • Public restrooms accessible to the users of the park

• The new design will reflect the original spirit of the park and include building materials will contain the same historic character as found in the rest of the park
Dealpoints - Design and Construction – cont.

• Design will meet the needs of all proposed professional sports leagues as well as existing users
• Design will include artificial turf, new lighting, improved drainage, signage
• RPSE will repave the parking lot and consider using permeable paving
• RPSE will develop an agreement with adjacent parking garages for the additional spaces required for the building permit
  • RPSE will finalize this parking agreement before the City executes the agreement
Dealpoints - Design and Construction – cont.

• RPSE will arrange and lead public input meetings and meetings with other stakeholders during the design process

• RPSE will submit Construction Documents to PKR for review and approval

• The new design will include signage that directs people to the Reverchon Athletic Field from Maple Avenue and Turtle Creek Boulevard

• RPSE will have 18 months to complete the construction phase
Dealpoints - Design and Construction – cont.

- RPSE will create an All-Abilities Baseball Field in the Upper Meadow of the Park
- Kershaw’s Challenge is partnering with RPSE for the development, operation and maintenance of the All-Abilities Field
- The field will be a poured-in-place rubber surface, 110 feet to a side
- Sidewalks, bleachers, backstop, fencing, dugouts and a circle drop-off driveway will be included
Design and Construction – Athletic Field

LEGEND
1. PRESS BOX/TICKETING
2. CONCESSION/TOILET
3. FOOD & BEVERAGE
4. BULLPEN
5. PARKING

MINIMUM RUGBY FIELD SIZE FOR PROPOSED LEAGUE (394’ x 230’)
MINIMUM SOCCER FIELD SIZE FOR PROPOSED LEAGUE (330’ x 210’)
MINIMUM LACROSSE FIELD SIZE FOR PROPOSED LEAGUE (330’ x 180’)
Dealpoints – Operations and Maintenance

- RPSE will provide all maintenance of the facilities, fields, access roads and parking lot
  - The agreement will denote the boundary of maintenance responsibility in a precise site plan
- RPSE will use funds from naming and branding rights, sponsorship, season ticket sales, suite sales, etc. to offset annual operational expenses
  - City will have approval of all advertisers, advertisements, and placement of any advertising
Dealpoints – Operations and Maintenance – cont.

• RPSE will replace the worn areas of the artificial turf field, as needed
• RPSE will carry insurance that covers routine usage and operation of complex.
• RPSE will provide a traffic control plan for all proposed (typical and unique) events
• The parking lot will be accessible to the public at all times, regardless of facility activity
• RPSE to schedule for the professional teams, other amateur leagues, and other events
Dealpoints – Operations and Maintenance – cont.

• Park users will have access to public restrooms
  • PKR staff will maintain these restrooms
• RPSE will pay for their utility usage
• RPSE estimates 1,356,650 attendees for 656 event days, during the first five years
• Revenue: RPSE shall pay to the City, annually, during the Term of this Agreement the greater of:
  • (i) $18,000, or
  • (ii) that amount equal to the sum of (a) 2.5% of Net concession revenues generated up to $4,000,000 and (b) 4% of net concession revenues generated over $4,000,000
Dealpoints – Operations and Maintenance – cont.

• PKR will retain RPSE’s annual payments in a fund for the maintenance of Reverchon Park

• Funds from naming and branding rights, sponsorship, season ticket sales, suite sales, etc. to offset annual operation expenses

• City will have approval of advertisers and sponsors and placement of any advertising

• Uses:
  • Professional baseball, rugby, lacrosse, soccer and other sports
  • Concerts, races, festivals and other events
  • Coordination with friends groups
Project Schedule

Tentative Contract Approval:
• Park and Recreation Board          October 10, 2019
• City Council                       November 13, 2019

Design and Construction:
• Begin design                       January 2020
• Begin construction                 January 2021
• Complete construction              July 2022