

# Memorandum



CITY OF DALLAS

DATE November 11, 2016  
TO Honorable Members of the Quality of Life & Environment Committee: Sandy Greyson (Chair),  
Tiffinni A. Young (Vice Chair), Rickey D. Callahan, Mark Clayton, Philip T. Kingston, B. Adam McGough  
SUBJECT **Elm Fork Shooting Sports Complex Management Contract**

On Monday, November 14, 2016, you will be briefed on the Elm Fork Shooting Sports Complex Management Contract. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in black ink, reading "Willis C. Winters".

Willis C. Winters, FAIA, Director  
Park and Recreation Department

c: A.C. Gonzalez, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager  
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



# **ELM FORK SHOOTING SPORTS COMPLEX MANAGEMENT CONTRACT**



Dallas Park & Recreation

Briefing to the Quality of Life Committee

November 14, 2016





# Elm Fork Shooting Sports Complex

- A gun range has been in operation since 1964 at the L.B. Houston Sports Complex
  - Originally the Winchester Gun Club
- Dallas' only publicly owned range
- 467 acre complex houses 147 rifle and pistol range shooting positions, private law enforcement tactical bay, two pro shops, a large clubhouse/meeting room, skeet and trap stands, five stands and two championship sporting clay courses
- Prior to September 2002, the range was operated as two separate entities:
  - Rifle - pistol
  - Shotgun and clay sports
- Total revenue in 2002 was \$327,000 with city revenue of \$22,890
- Total revenue in 2014 was \$3.6 million with city revenue of \$270,000 – Increase of over 1000%
- Attendance has increased yearly with the exception of 2015, due to extensive flooding
  - 5 year attendance average: 97,556
  - 2014 attendance: 113,843
- Current Operators are
  - Elm Fork Clay Sports, Inc.
  - Elm Fork Rifle and Pistol

# Operator

- Scott Robertson - President and CEO
- Recognized nationally and internationally
  - A sought after consultant by many state wildlife agencies on range design
  - Six years on Executive Council of National Sporting Clays Association (NSCA)
  - Ten years on NCSA Advisory Board
  - Four years as national delegate of the NCSA
  - Current President of the Professional Sporting Clays Association
- Dallas has the industry leader managing its public gun range



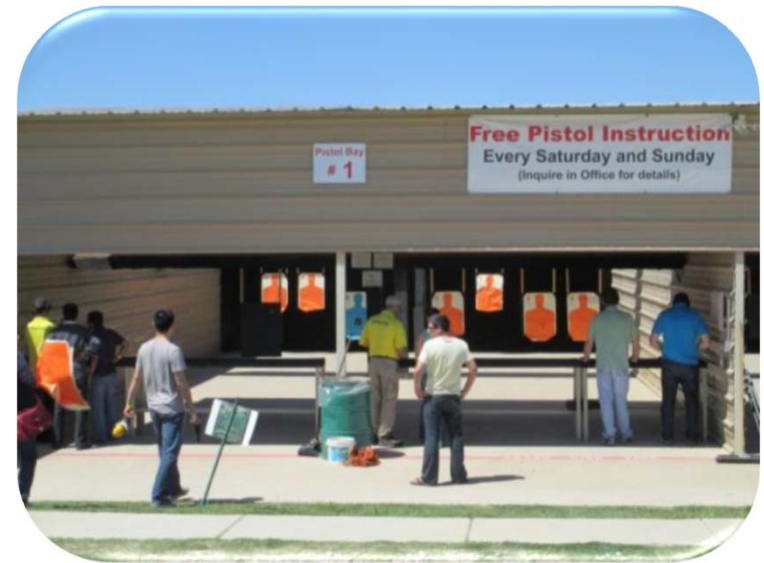
# Elm Fork Shooting Sports Complex

- Ten years of improvements with a total of \$3.5 million in infrastructure investment by operator
  - Redesign and construction of 12 new rifle and pistol ranges
  - Installed new sound reducing devices, concrete floors and bulletproof walls
  - Improved Shooting Experience – Constructed three sporting clay courses, 14 practice traps, and six skeet fields
  - Built new clubhouse, two outdoor pavilions and picnic areas and built three miles of trails and walkways



# Elm Fork Shooting Sports Complex

- One of the premier municipal shooting ranges in the United States
- Elm Fork Shooting Sports Complex (Range) is the outdoor destination in Dallas for shooting enthusiasts
  - Corporate event partnerships with Four Seasons, Gaylord Texan, City of Dallas and Irving and numerous other Dallas event planners
  - Host of hundreds of charity events including: USO, Big Brothers and Big Sisters, Boy Scouts of America, Scottish Rite, YMCA, Wounded Warrior and numerous others
- Provides access to a variety of law enforcement agencies to training facilities





# Building the Shooting Sports

- Staff offer training programs including basic shotgun handling, personal defense training, ladies-only classes, hunter education programs and more
  - Over 10,000 individuals have been trained at Range since 2002
- Building the shooting sports base
  - Provides classes for female-specific needs
  - Offer free NRA sanctioned classes on weekends for new shooters
  - Provides youth lessons and leagues
- Host to over 200 charity events
  - Charities raised over \$3 million at events held at the Range





# Environmental and Safety

- Environmental and safety issues are paramount to operator
  - During the duration of the contract there have been zero environmental issues found at the facility
    - PKR and OEQ environmental audits
  - Range operates under an Environmental Stewardship Plan based on EPA Best Management Practices
    - Lead reclamation is conducted every two years, or sooner, on the shotgun side and annually on the rifle and pistol side
      - All pH samples taken to date have been within EPA limits (6.5 – 8.5 pH)
      - Frequency increases when use dictates or when pH test results dictate the need to conduct additional reclamation activities
    - Range maintains means of preventing migration of lead – shrubs, berms, grasses and shot fall areas
    - Shotgun operations utilize eco-friendly clay birds with little to no impact on the environment
    - Range offers sale of lead-free shot for use by customers
    - Design of shooting areas mitigates damage to trees
  - Operator has implemented numerous safety improvements and protocols
    - Model operations for others





# Environmental Improvements

- Operator is committed to implementing additional environmental improvements in response to industry trends and to remain an industry leader
  - Constructing new berms in strategic locations
  - Evaluating of lead-free alternatives
  - Creating two new basins to prevent lead from leaving the property
  - Raising drainage culverts by 6" to prevent lead migration during major flood events
  - Raising existing roads and paving parking lots
  - Evaluating new eco-friendly clays for future use



# Continuing the Partnership

- The Park and Recreation Board approved a new contract on September 15, 2016
  - 15-year term
  - One five-year renewal option
  - New contract provides stability for operator
- Substantial flood damage in 2015 impacted operations into 2016 with no opportunity to recoup
  - Only 30% to 50% of property accessible due to flooding
  - Loss of approximately \$1.3 million in revenues over a 12-month period
- In addition to the \$3.5 million spent on improvements to date, operator has committed to investing approximately \$2 million in the facilities – with all improvements, past, present and future, to become property of the City of Dallas
- New contract with new terms allows operator to secure long-term financing

# Summary

- Operator has been a beneficial partner with the City, providing a valuable sporting activity for residents and visitors
- Operator is an environmentally conscious partner that will ensure the range is operated in an environmentally-friendly manner
- Approving new contract provides operator the opportunity to secure financing and improve the infrastructure
- City Council consideration of contract with operator on December 14, 2016





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# Appendix 1



0 225 450 900 1,350 Feet

**Elm Fork Shooting Club**  
**10751 Luna Road**



Mapsc0 CD  
21B R V 6  
22 N S  
November 7, 2016



# Appendix 2

## 2015 Flood Impacts

- Range operations were fully closed for six months; partially closed for 15 months
- Spent on average \$15,000 in cleanup after each flood occurrence
- 2015 saw 13 separate flood events at the facility
- Lost \$1.3 million in revenue, representing an approximately 40% loss
- Attendance was negatively impacted
  - Loss of 39,103 possible patrons

