



DOWNTOWN
DALLAS INC

October 10, 2019

Downtown Park Partnership

Downtown Dallas, Inc. is the principal advocate, champion and steward of Downtown, effecting change by developing strategies, setting targets and mobilizing resources.



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Our Mission

- ✔ Stimulate a vibrant and sustainable Downtown environment
- ✔ Create a culturally-inclusive urban center
- ✔ Position Downtown as a global destination
- ✔ Improve Downtown infrastructure
- ✔ Enhance economic competitiveness
- ✔ Foster innovation and technology in all aspects of the urban experience



**Approximately \$4 million
in direct support and
contributions to parks
(1993-2009)**



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1993-2009

- DDI provided supplemental maintenance, beautification projects, park renovations and events
- Began seasonal color changes, in spaces like the Myerson, Pearl Street median, Griffin/Field Street median, Akard Park, Dealey Plaza, Pegasus Plaza
- Contract established between DDI (Downtown Partnership, Inc.) and DPARD for permitting of Pegasus Plaza as a precursor to larger partnership
- 2007 - Committed \$1.2 million to Downtown Parks construction (Dealey, MSG, KWP, Belo Garden)
- 2009 - Entered into current management contract with DPARD to perform supplemental maintenance and programming in Downtown Parks, medians, and open space

Main Street Garden

Daily Clean Team and Safety Patrol staff

Lawn renovations and re-sodding

New playground and dog run

Café Kiosk management and facility upgrades (HVAC, lighting, sound system)

Holiday décor and programming

Tree fertilization and trimming

Regular pressure washing

Rodent and fly abatement services

Restroom cleaning and maintenance

Event permitting and activations



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Belo Garden & Pegasus Plaza

- Daily Clean Team and Safety Patrol staff
- Purchase and refurbishment of furnishings
- Holiday décor and programming
- Rodent abatement services
- Regular pressure washing
- Lighting enhancements (Pegasus Plaza)
- Fountain pump replacement (Pegasus Plaza)
- Temporary artwork
- Event permitting and activations

Other Activities

Refurbishment and maintenance of public art (Lubben, Cancer Survivor, Carpenter)

Regular patrols of Clean Team and Safety Patrol in Downtown parks

Funding of special requests by DPARD staff

Grackle abatement

Volunteer cleanup events

Seasonal color change outs and median renovations

Homeless outreach

Event permitting and activations

Marketing

Since 2010, DDI has invested over \$4.2 million into Downtown parks



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Event Permitting

DDI permits parks governed by the Contract, following the general guidelines of the Office of Special Events; alcohol, large attendance projections, etc. require additional City permitting.

Revenue from park permits and Café tenant is maintained in a dedicated account, reinvested back into Downtown parks. Examples of expenditures include:

MSG playground and lawn replacement

Fountain repair and lighting at Pegasus Plaza

Site furnishing replacement/refurbishment at Belo Garden

To date, \$283,000 has been earned from Park permits/rentals

Looking Forward

Focus on daily activities and experiences (game carts, play dates, fitness classes, etc.)

Continued Safety Patrol and Clean Team coverage

Marketing of ALL Downtown Parks encouraging awareness, exploration and community use

Support design, construction and management of new Downtown Parks

Continue permitting parks for events, rentals and third-party activations

Listen to residents and stakeholders to ensure parks are meeting needs of a diverse audience

Increase community programming partners

Increase sponsorship opportunities



2021-2027 PID service plan will designate 7% (min) of PID budget for park operations

+/- 6.8 million during term



By The Numbers (1993 – Today)

OVER 8 MILLION OF PID FUNDS
INVESTED INTO PARKS

750
EVENTS/ACTIVATIONS

490k
ATTENDEES

50+
VOLUNTEER WORKDAYS

7
PROGRAM PARKS

22
PARKS AND OPEN SPACE

50+
ACRES IN PARTNERSHIP

















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Learn more at downtowndallas.com

