

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.

About Downtown Dallas, Inc.



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Our Mission



Stimulate a vibrant and sustainable Downtown environment







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)



DOWNTOWN DALLAS INC

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







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





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

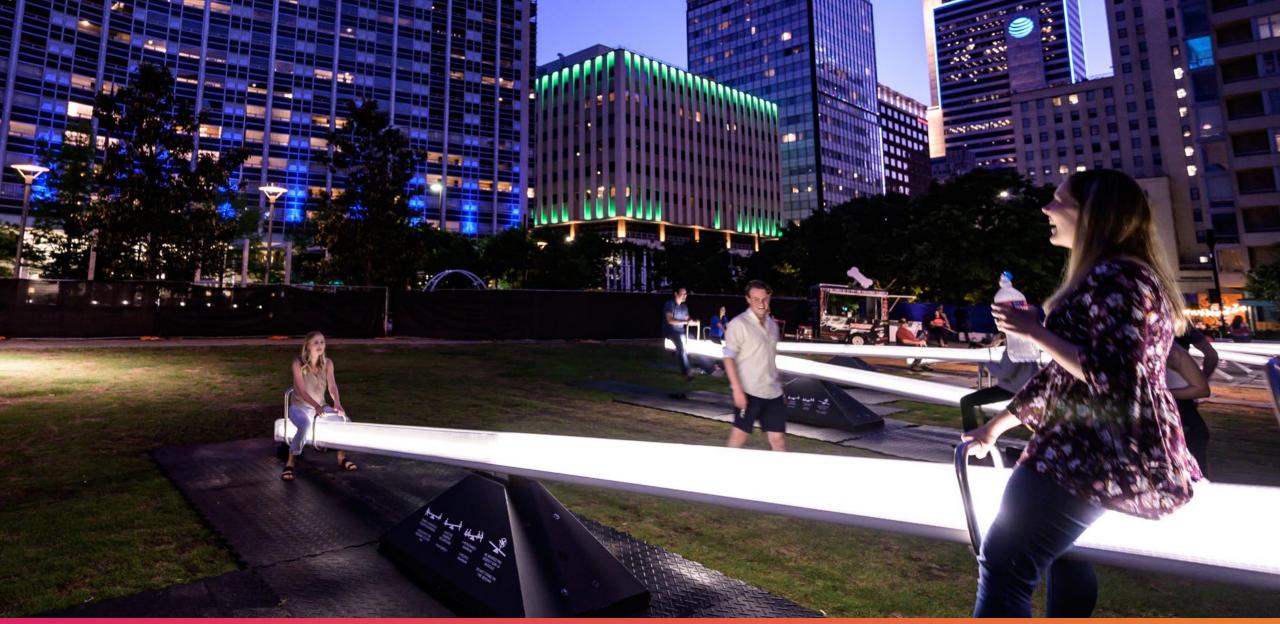
750 events/activations 490k

50+ volunteer workdays

7 PROGRAM PARKS 22 PARKS AND OPEN SPACE **50+** ACRES IN PARTNERSHIP



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