

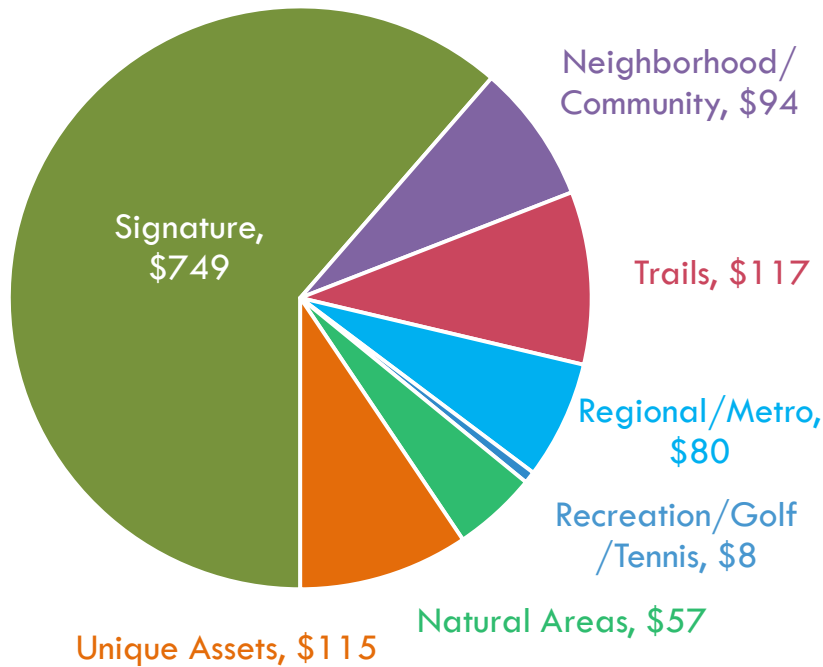


# ECONOMIC VALUE OF DALLAS PARKS

Dallas Park and Recreation Board  
August 20, 2015

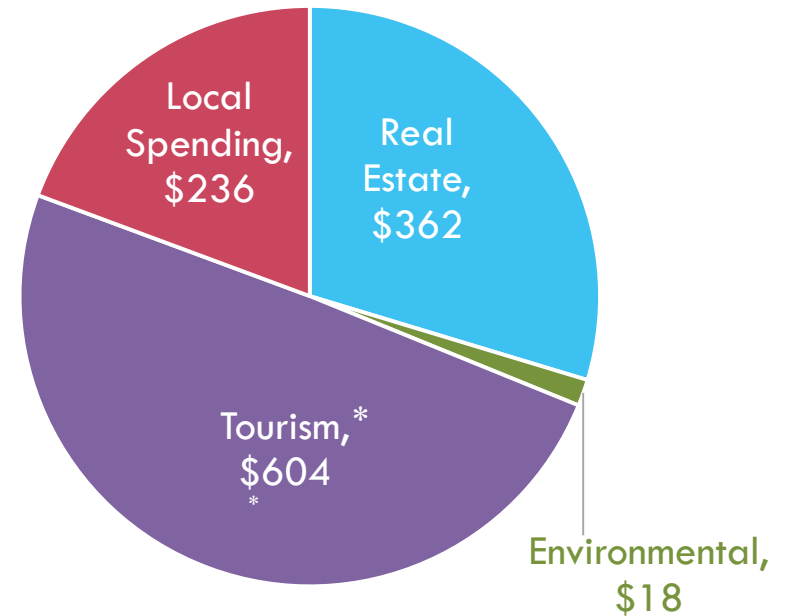
# DALLAS PARKS RETURN \$1.2 BILLION TO THE LOCAL ECONOMY EVERY YEAR, A 15:1 RETURN ON PUBLIC INVESTMENT

VALUE GENERATED BY PARK TYPOLOGY  
*in millions*



Unique Assets: Dallas Arboretum & Botanic Garden, Dallas Zoo, MoneyGram Park.

VALUE GENERATED BY VALUE DRIVER  
*in millions*



\*Note: State Fair impacts may shift between categories based on ongoing review.



## KEY FINDINGS

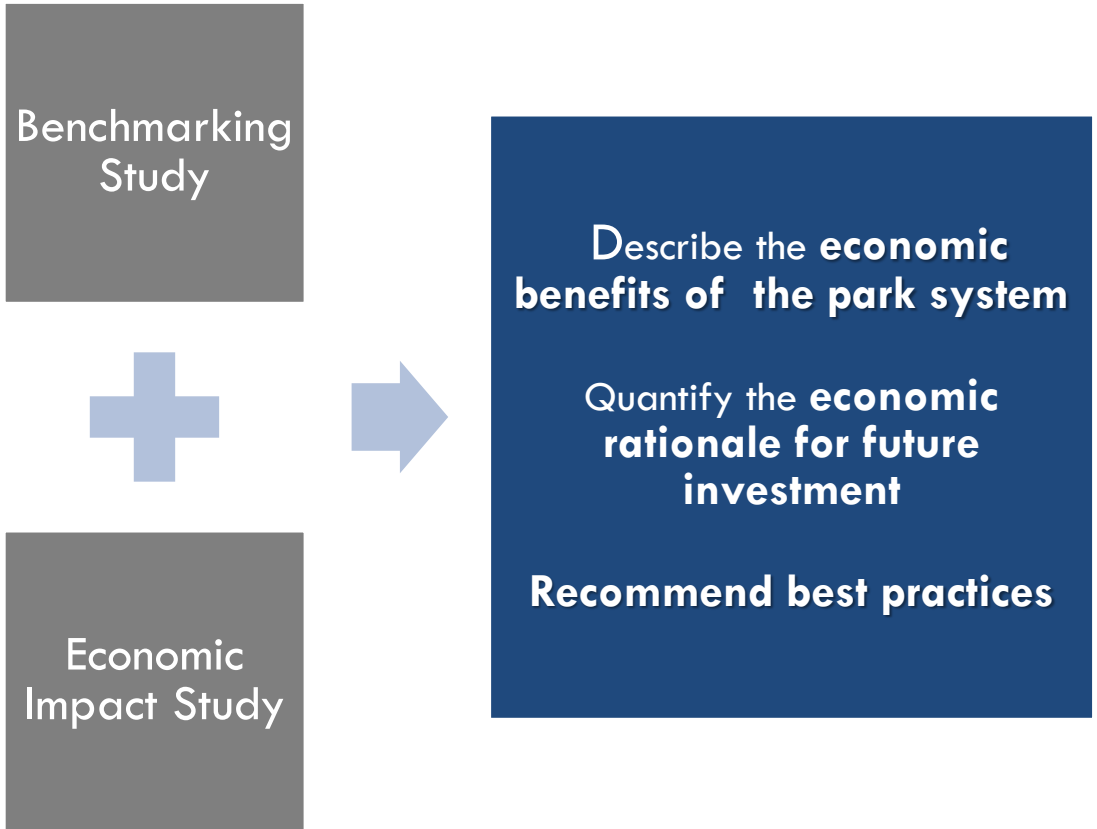
**Trails generate the highest return on investment, over \$50 of new development per \$1 of trail capital invested. Dallas should continue to expand the trail system to increase impact.**

**1-100 acre neighborhood/community parks across the city create approximately \$94 million in annual value to Dallas residents. Dallas should continue to invest in the value that neighborhood parks create for all Dallasites.**

**Linking programming to parks via a trail system connected to itself and other parks could create enormous economic value and bolster social equity. From a value creation point of view, we believe it to be the single most important investment Dallas could make.**

# DALLAS PARKS ECONOMIC STUDY

# DALLAS PARKS ECONOMIC STUDY



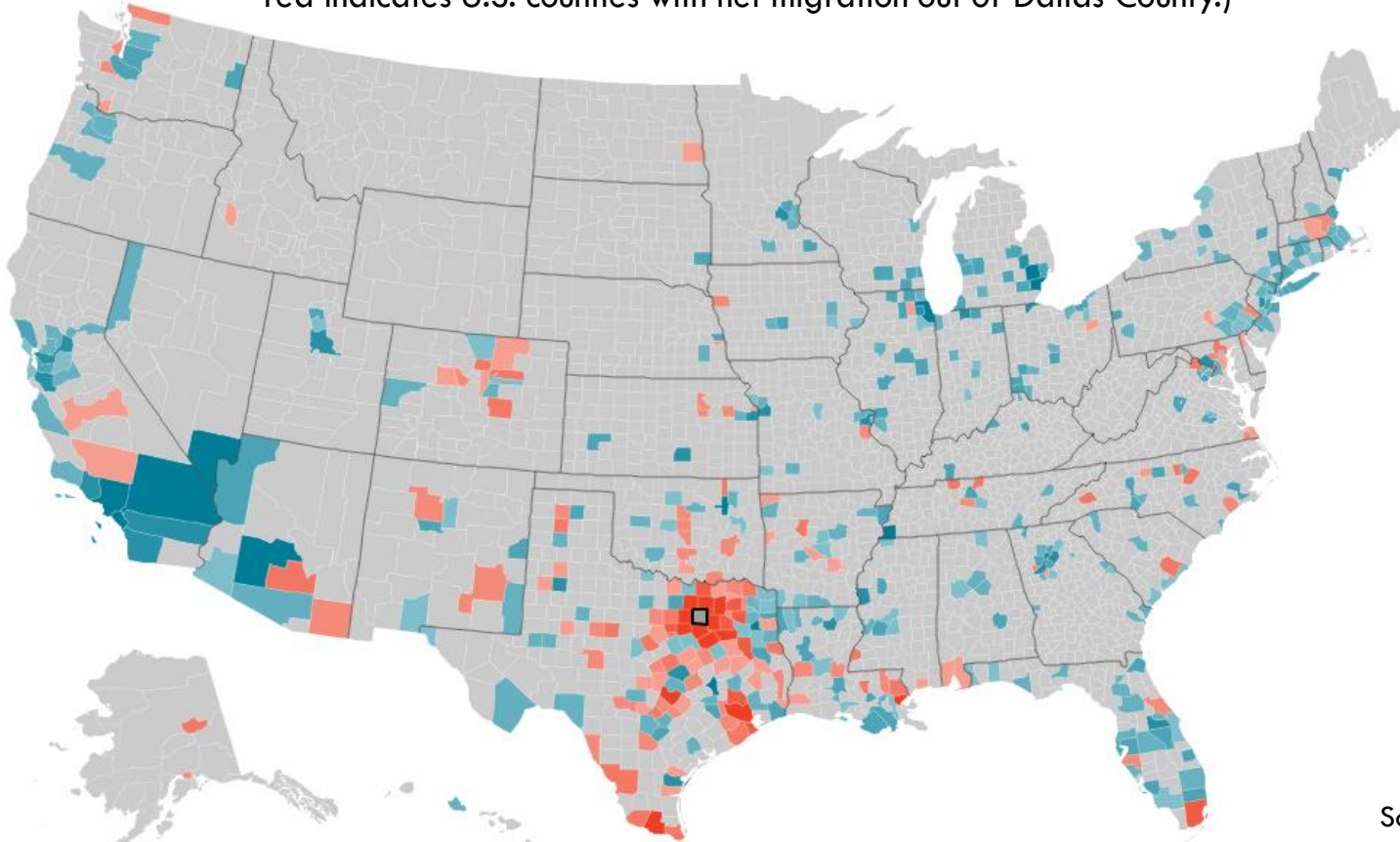
---

# PARKS ECONOMIC MISSION

---

## Dallas County Migration in 2010

(blue indicates U.S. counties with net migration into Dallas County;  
red indicates U.S. counties with net migration out of Dallas County.)



Source: Forbes

---

## BENCHMARKING

---



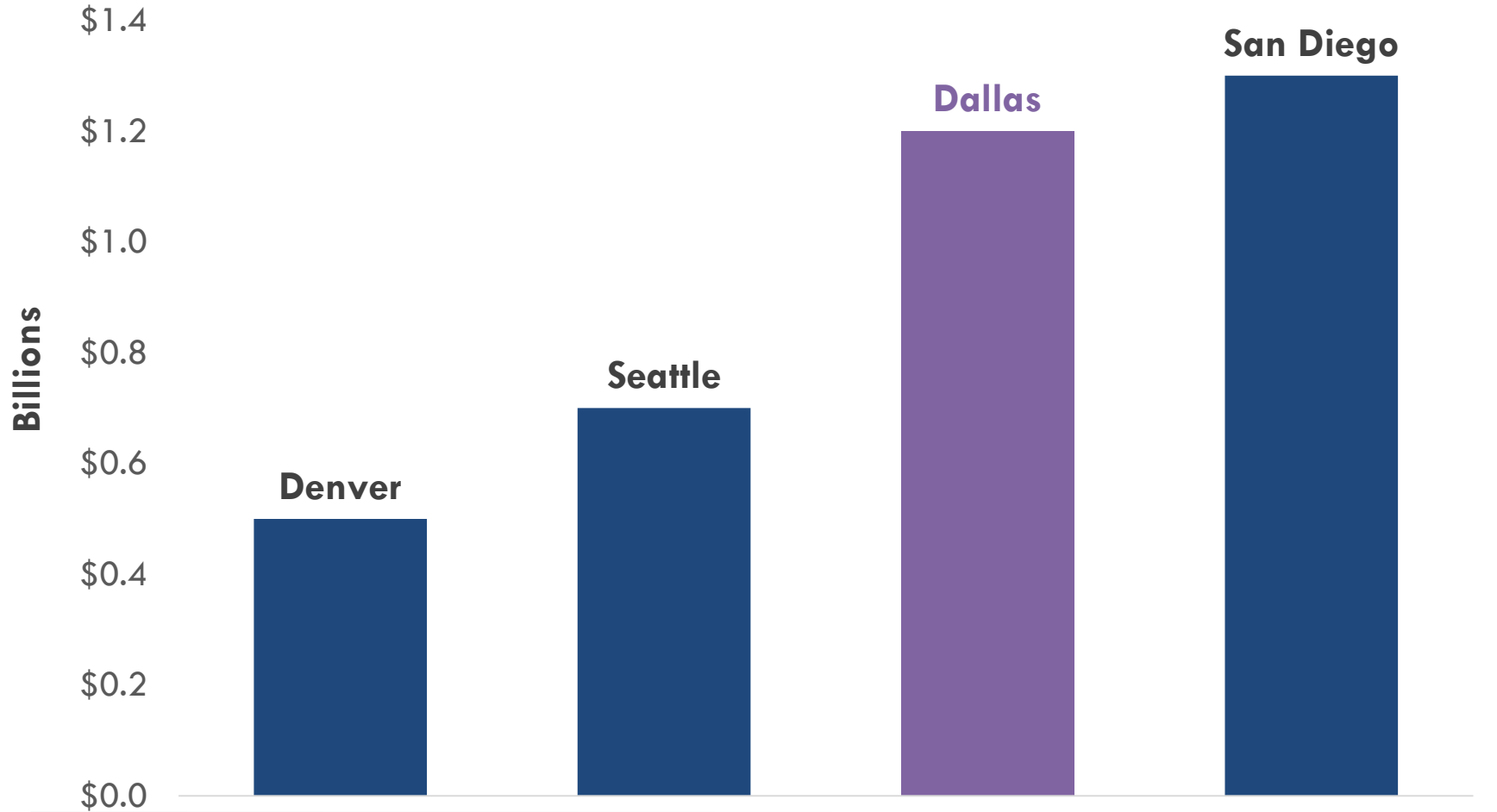
**Assets – Operations – Resources - Impact**

# ECONOMIC IMPACT

Park Value by Typology	Real Estate	Environment	Tourism	Local Spending	City Building
	✓	✓			
	✓		✓		✓
	✓	✓			✓
			✓	✓	
				✓	✓
	✓			✓	
	✓	✓			✓
	✓	✓			



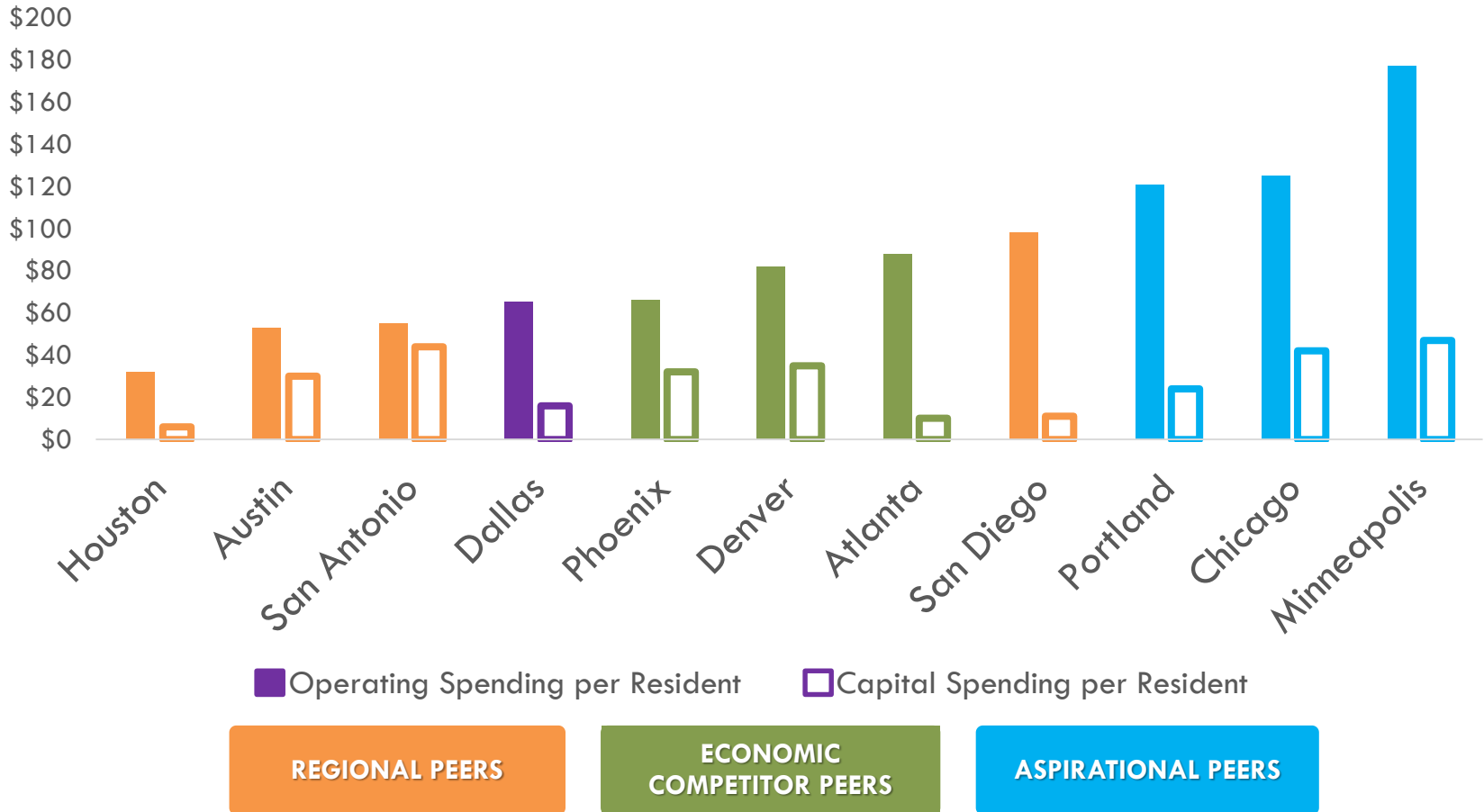
# ANNUALIZED PARK VALUE



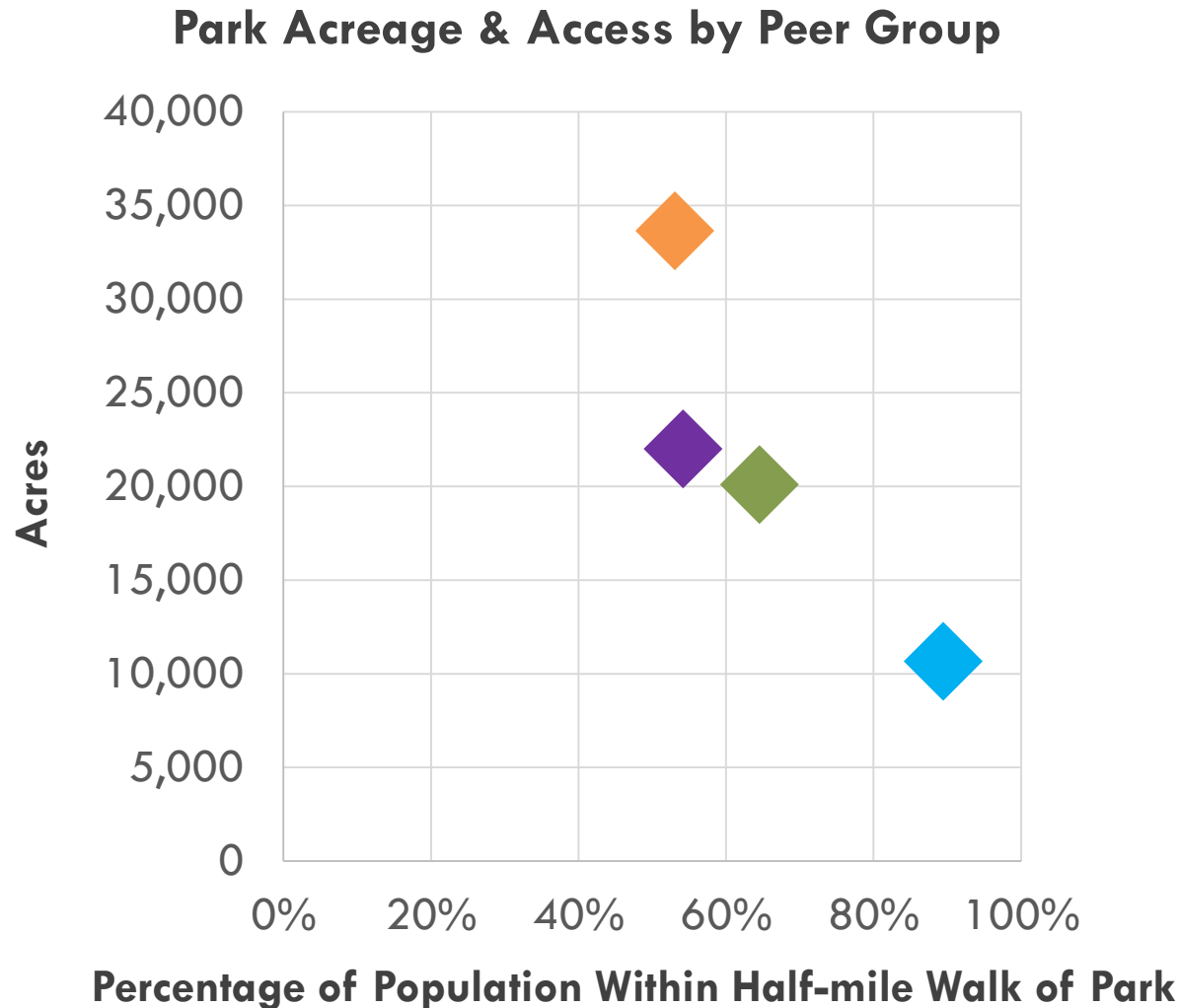
# PRELIMINARY FINDINGS: BENCHMARKING

# 1. DALLAS: UNDER-RESOURCED RELATIVE TO ASPIRATIONS

## Annual Park Department Spending Per Resident



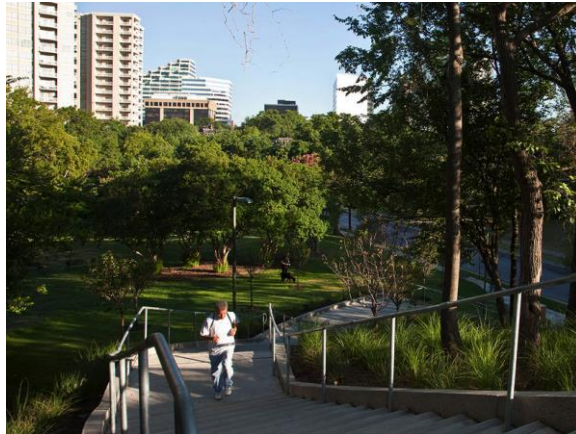
## 2. DESPITE WEALTH OF ASSETS, UNTAPPED PARK DEMAND



---

## 3. ENTREPRENEURIAL DEPARTMENT AND PARTNERS

---



# PRELIMINARY FINDINGS: ECONOMIC VALUE

## 4. PARKS GENERATE A SIGNIFICANT AMOUNT OF ANNUAL TOURISM VALUE



**5. COMMUNITY AND NEIGHBORHOOD PARKS CREATE THE MOST REAL ESTATE “PARK PREMIUM” VALUE (~25% of total)**





## 6. EXISTING PARK VALUE CAN BE ENHANCED WITH PROGRAMMING



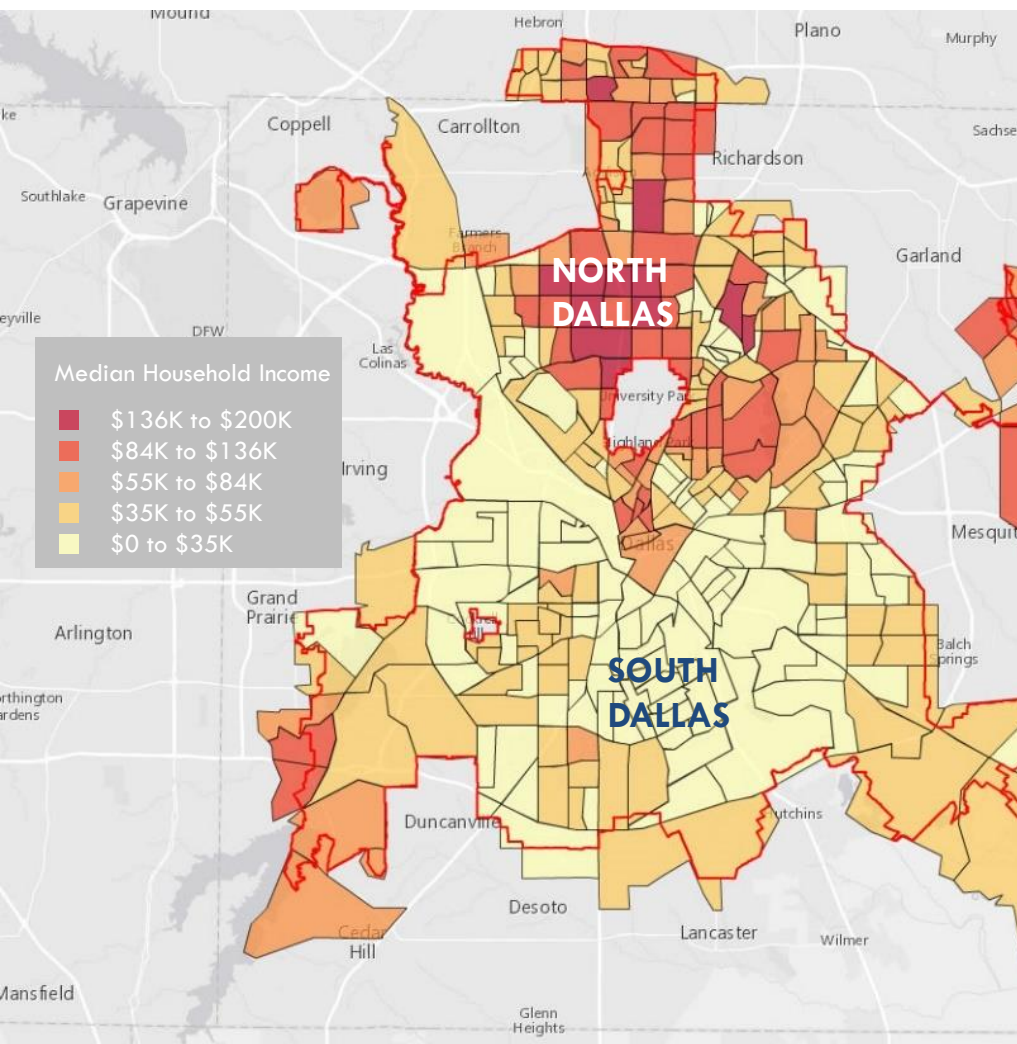
## 7. TRAILS OFFER HIGHEST ROI



## 8. SIGNIFICANT ENVIRONMENTAL VALUE CAN BE ENHANCED WITH GREEN INFRASTRUCTURE



## 9. PARKS FOSTER AN ENVIRONMENT OF SOCIAL DIVERSITY IN DALLAS



# IMPLICATIONS

---

## **RATIONALE FOR FUTURE INVESTMENT**

---

**Approximately**

**1:10**

**Return on Investment**



EL FENIX Restaurant

Colliers International

THE FIVE STAR INSTITUTE

THE FIVE STAR INSTITUTE

MOBILE NY DELI

23



# ECONOMIC VALUE OF DALLAS PARKS

Dallas Park and Recreation Board  
August 20, 2015