

# FAIR PARK FIRST

---

DALLAS PARK &  
RECREATION BOARD

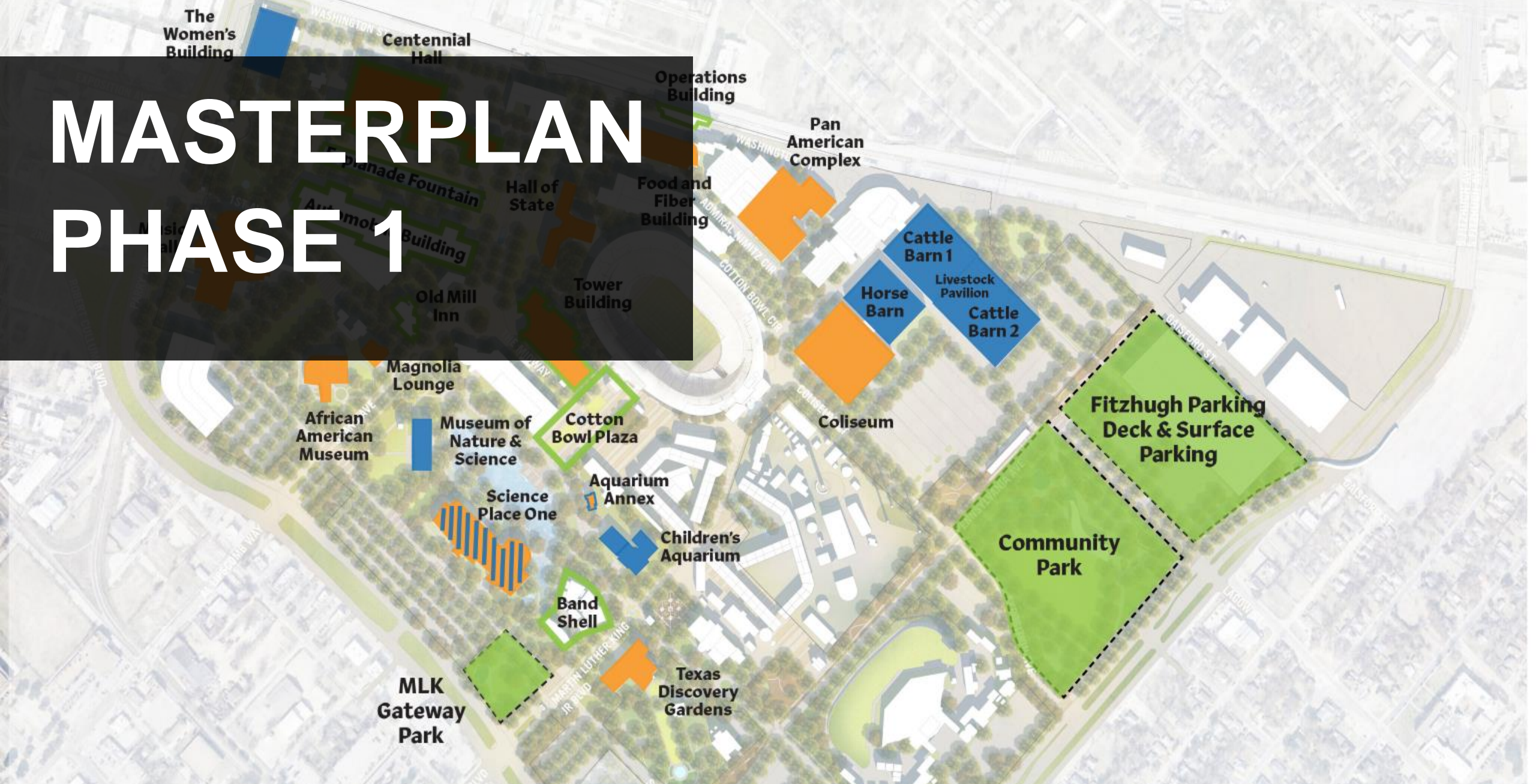
September 15, 2021



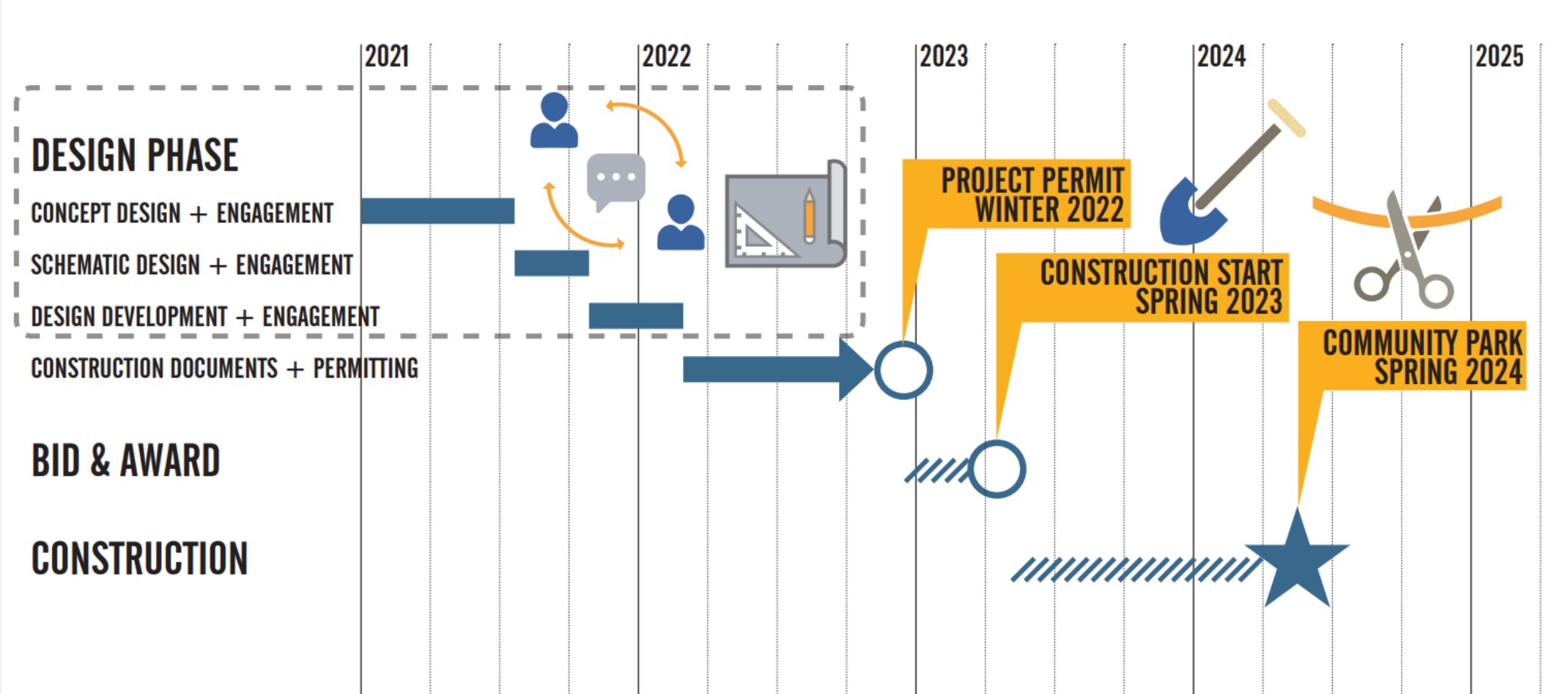
# AGENDA

- **Masterplan Phase 1**
  - **Community Park**
  - **Parking Structure**
  - **zoOceanarium**
  - **Cultural District**
- ***Fair Park, Your Park***
  - **Honorary Co-Chairs**
  - **Unity Co-Chairs**
  - **Campaign Leadership**
  - **Progress**
- **Unprecedented Events**
  - **Pandemic Relief Efforts**
  - **Winter Storm Uri**
- **Activation**
  - **Cotton Bowl**
  - **Coliseum**
  - **Other Facilities**
- **Fair Park**
  - **Board Growth**
  - **Opportunities**
  - **Rebranding**
- **Impact**
  - **The Brimer Bill**
  - **Scholarships**

# MASTERPLAN PHASE 1



# COMMUNITY PARK



# COMMUNITY PARK DESIGN TEAM

# STUDIO-MLA

studio**Outside**



# COMMUNITY PARK



# PARKING STRUCTURE

# Gensler



MOODY•NOLAN



FAIR PARK FIRST



SPECTRA

# CMAR PROCESS

- 13 Responses
- 6 shortlisted firms
- 5 proposals
- Apparent Best Value:
  - VCC/Conreal Joint Venture





# ZOOCEANARIUM GROUP

CHILDRENS AQUARIUM AT FAIR PARK  
REOPENS SEPTEMBER 24
















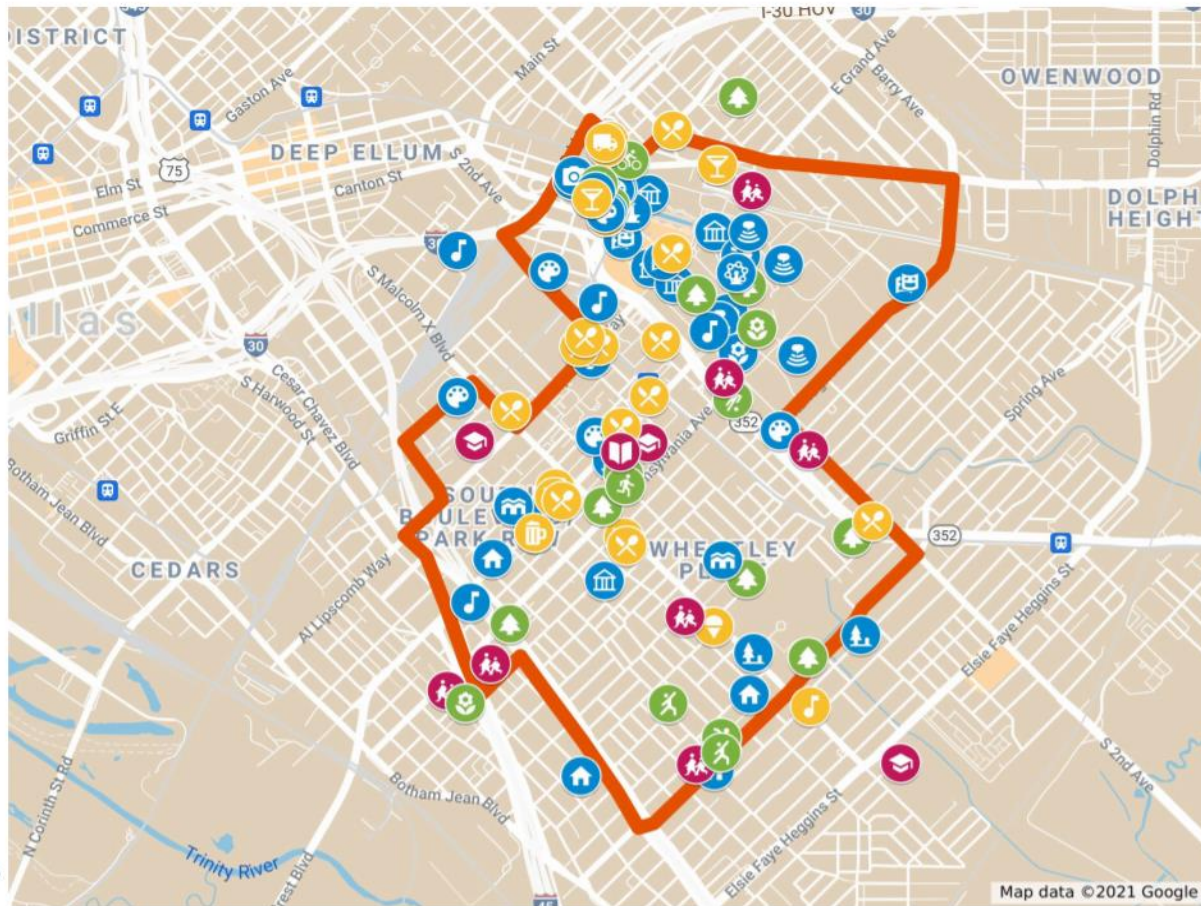
[WWW.CHILDRENSAQUARIUM.COM](http://WWW.CHILDRENSAQUARIUM.COM)

# TEXAS CULTURAL DISTRICT

## Fair Park Cultural District Map

### Museums and Cultural Venues

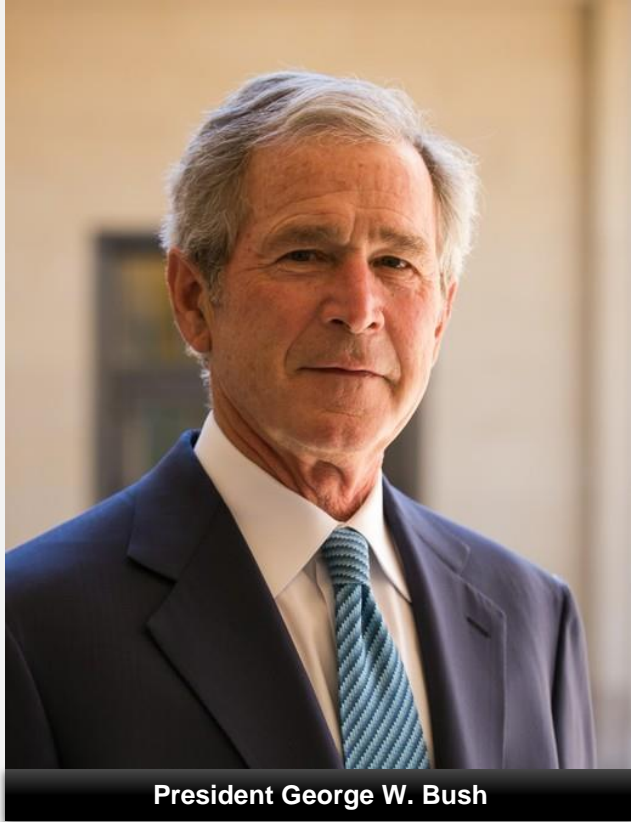
-  African American Museum of Dallas
-  Dallas Historical Society
-  WRR
-  Children's Aquarium at Fair Park
-  Fair Park Band Shell
-  Cotton Bowl Stadium
-  Music Hall at Fair Park
-  Dos Equis Pavilion
-  South Dallas Cultural Center
-  Dallas Civil Rights Museum
-  Forest Theater
-  Rainbow Vomit
-  Dallas Firefighters Museum
-  Bishop Manor Rehearsal Studios
-  The Color Condition
-  Continental DAR House
-  Texas Vietnam Veterans Memorial
-  Juanita Craft Civil Right House



# FAIR PARK, YOUR PARK



# CAPITAL CAMPAIGN HONORARY CHAIRS



# CAPITAL CAMPAIGN – UNITY CO-CHAIRS



Ambassador Ron Kirk



Matrice Ellis-Kirk



Jim Keyes



Margo Ramirez Keyes

# CAPITAL CAMPAIGN



## HONORARY CHAIRS

The Honorable and Mrs. George W. Bush

## UNITY CO-CHAIRS

Margo Ramirez Keyes and Jim Keyes  
Matrice Ellis-Kirk and Ambassador Ron Kirk

## Executive Council

Margo Ramirez Keyes  
Ovidia Evelyn Amaya  
Ann Barbier-Mueller  
Adrienne Akin Faulkner  
Veletta Forsythe-Lill  
Darren L. James  
Adair Margo  
Cappy McGarr  
Ashley Akin Pearl  
Sonya Woods Rose

Arcilia Acosta  
Alyssa Arnold  
Alexi Barbier-Mueller  
Oliver Barbier-Mueller  
Margaret Black  
Stacy & Jeff Blakeley  
Dan Biederman  
Lindsay Billingsley  
Hal & Diane Brierley  
David H. Cain  
Ben Casey, Jr.

## Legacy Council

Chuck & Cindy  
Gummer  
Chris Heinbaugh  
Amy Johnson  
Jim Keyes  
Ben Leal  
Roy Lopez  
Brian Luallen  
Cristina Lynch  
Peter Lynch  
Peter F. Lynch

Ken Maxwell  
Janie McGarr  
B.J. Murchison-Coffman  
Scott Murray  
Lydia Novokov  
Allen Nye  
David Pidgeon  
Dev Rastogi, PE  
Keith Rhodes  
Betty Salven

Julia Sands  
Kirby Schlegel  
Jane Schoen  
Heather Stevens  
Harry Strong  
Trevor Tollett  
Raul Varela  
Jim White  
Vicki Briley White



# CAMPAIGN PROGRESS TO DATE



Times are estimates are conservative and subject to change based on internal and external campaign factors. Updated as of 10/10/2020.



# UNPRECEDENTED EVENTS



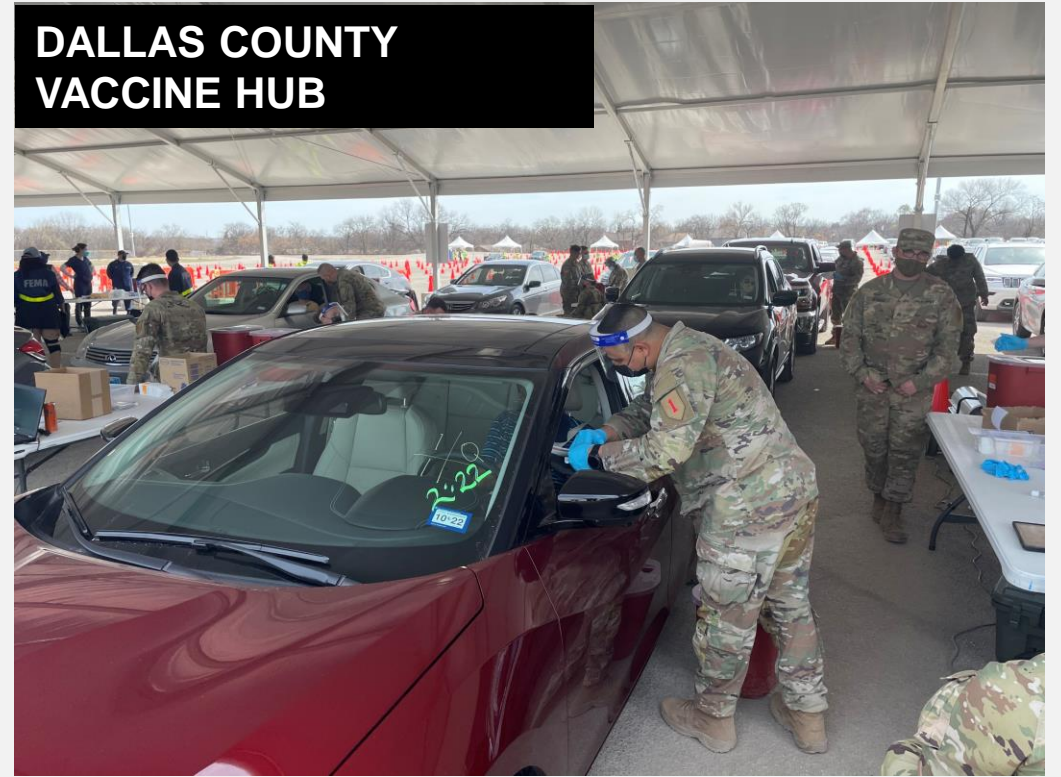


# PANDEMIC RELIEF EFFORTS

**NTFB MOBILE FOOD PANTRY THANKSGIVING**



**DALLAS COUNTY VACCINE HUB**



# WINTER STORM URI



# ACTIVATION



# COTTON BOWL



**COTTON BOWL  
GOLF CLUB**



**GOLD  
CUP**



**EL SÚPER  
CLÁSICO**

# FAIR PARK COLISEUM



**ATHLETES  
UNLIMITED**



**DALLAS  
PRIDE 2021**



**TEXAS BLACK  
INVITATIONAL RODEO**

# OTHER FACILITIES



**DEKAFIT 2021**



**OAC ARTIST SHOWCASE**



**JUNETEENTH FESTIVAL**



**NERF CHALLENGE**



**TORRES CAR SHOW**



**WICKED**

# COMING SOON



**THE ROLLING STONES  
NOVEMBER 2**



**WORLD FOOD CHAMPIONSHIPS  
NOVEMBER 5-7**



**ENCHANT CHRISTMAS  
NOVEMBER 26 – JANUARY 2**

# FAIR PARK





# FAIR PARK FIRST BOARD GROWTH



**Darren L. James, FAIA**  
*President*



**Robert Luxen**  
*Secretary*



**Veletta Forsythe Lill**



**Rev. Donald Parrish**



**Emily Ledet**



**Sonja McGill**



**Kim Shaw**



**Ann Barbier-Mueller**



**Open Jubilee Park Community**



**Chris Bowers**



**Mercedes Fulbright**



**Margo Ramirez Keyes**



**Jason Brown**



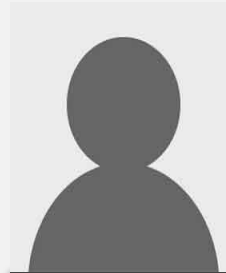
**Christina Zertuche Wong**



**Sonya Woods Rose**



**Cristina Barboglio Lynch**



**Open Finance & Investment**



# ONGOING TENANT RELATIONS



**Natural History  
Building**



**Agricultural Area**



**Science Place  
1**



**Women's Building**

# FAIR PARK BRAND

- Branding Partner
  - LDWW
    - Experience - Dallas Zoo, Big 12, WinStar
- Mission
  - Develop a singular Fair Park identity
- Timeline
  - June 2021 - Discovery
  - January 2022 - Launch



BIG 12 CONFERENCE



DOWNTOWN  
DALLAS INC

# IMPACT



# THE BRIMER BILL | SB-2181

MAY 2022 - \$125 M



**Cotton Bowl  
Stadium**



**Fair Park Coliseum**



**Bandshell**



**Exhibition Buildings**

# FAIR PARK INTERN SCHOLARSHIPS



**\$22,000**

**PLEGGED IN SCHOLARSHIPS**



# IMPACT

## PUTTING THE PARK BACK IN FAIR PARK

**\$21.4M**

in savings to The City of Dallas by September 30, 2021 due to Fair Park First and Spectra's management.



**NON-PROFIT ORGANIZATION OF THE YEAR**

by D CEO

### NAMED TO LEAD FUNDRAISING CAMPAIGN:

- President George W. and First Lady Laura Bush
- Ambassador Ron and Matrice Kirk
- Former 7-Eleven CEO Jim and Margo Keyes

**\$5 MILLION**

Secured in commitments for \$85M Capital Campaign launched in March 2021.

**\$17.5 MILLION**

Secured grant invitations in progress that will land in our next fiscal year.

## COMMUNITY FIRST

Fair Park First puts community first, with a shared commitment to collaboratively create a park that benefits the surrounding neighborhoods.



**ZOOCEANARIUM GROUP**

Welcomed new aquarium operator (first new tenant in over 20 years)

**100K**

Annually fund a paid intern and scholarship program for area students



**1M+ MEALS**

Distributed in partnership with North Texas Food Bank



**500K+ VACCINES**

Hosted the Dallas County Vaccination Hub

## RICH CULTURE

Fair Park is a cultural icon that embraces the role of its cultural institutions. They serve as centers of great education, entertainment, and public programming.

**58%**

M/WBE Participation.

**6 MORE TENANTS**

actively being negotiated for long-term agreements.

**CAMPUS RELATIONS**

Initiated ongoing meetings with Resident Institution leadership to foster better understanding and communication.



## YEAR-ROUND ACTIVATION

Fair Park First is creating year-round activities and bringing new events and tenants that will attract all over.

**139 EVENTS**

new and legacy productions

Rolling Stones | Enchant Christmas  
El Super Clásico | CONCACAF Gold Cup

Patrick Mahomes GQ Shoot

Texas Invitational Black Rodeo

Dallas Pride

NERF Challenge

World Food Championships

Athletes Unlimited Pro Volleyball

Inaugural Juneteenth Celebration

The King Racing Series

OAC Community Performances

Drive-In Concerts and Events

Jurassic Quest

Oddities & Curiosities





# QUESTIONS?