

Fair Park First

**DALLAS PARK &
RECREATION BOARD**

April 18, 2019



QUARTERLY UPDATE



AGENDA

- Transition at Fair Park
- Fair Park First Board Update
- Spectra - Fair Park Management
- Key Performance Indicators
- Fair Park Events & Attendance
- Community Engagement - Our Partners
- Internship Program
- Capital Plan & State Fair Excess Revenue Projects
- Donor Relations
- Long Term Tenant Update
- Preview of Upcoming Events
- Questions

TRANSITION AT FAIR PARK





TRANSITION AT FAIR PARK

- **Recap of Activity**
 - October 24 –
December 31
- **City of Dallas
Employee Update**
 - As of December 31

FAIR PARK FIRST BOARD UPDATE





FAIR PARK FIRST BOARD UPDATE

- **Board update**
- **New Members**
- **New Fair Park First Website**

FAIR PARK FIRST BOARD MEMBERS



Darren L. James, FAIA
President



Norm Alston, FAIA
Secretary



Veletta Forsythe Lill
Arts & Culture



Rev. Donald Parrish
Community



Emily Ledet
Banking



John Proctor
Small Business



Arcilia Acosta
Small Business



Ovidia Evelyn Amaya
Fair Park Resident



Mercedes Fulbright
Fair Park Resident



Margo Keyes
Donor Relations



Sonja McGill
Board Member



Jason Brown
Board Member



Robb Stewart
Dallas Park Board Liaison




Sonya Woods
Dallas Park Board Liaison

WWW.FAIRPARKFIRST.ORG



Engaging the Community

In addition to bringing more events, awareness and revenue, Fair Park First is committed to building community. Working closely with and giving back to our South Dallas neighbors will make the future of Fair Park that much brighter.



Committed to Inclusion

We seek to hire local South Dallas/Fair Park residents, create M/W/VeC and Veteran hiring programs and provide on-the-job training and career opportunities.




Neighborhood Park

Developing a neighborhood park with community input through consistent meetings with the community is vital to Fair Park.

FAIR PARK FIRST

ABOUT US PARTNERS COMMUNITY CALENDAR CONNECT **DONATE** English Español



A Message from Darren

As the President of the Board for Fair Park First, I would like to welcome and invite all of you to explore Fair Park. As a registered National Historic Landmark, it is a jewel in the Dallas Parks Systems.

SPECTRA – FAIR PARK MANAGEMENT



SPECTRA – SENIOR MANAGEMENT TEAM



Peter Sullivan
General Manager



Scott Norton
Asst. General Manager



Dee Ann Hirsch
Director of Operations



Julian Bowman
Senior Director of Marketing



Eric Clein
Director of Finance



Joe Skenderian
Director of Corporate Partnerships

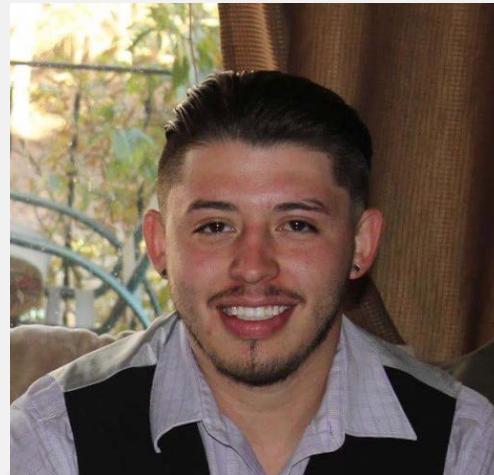


Celia Barshop
Director of Sales

SPECTRA – NEW EVENT MANAGER TEAM



Ryan Bonifas
Senior Event Manager



Stephen Marquez
Event Manager



Oanh Nguyen
Event Manager



James Taylor
Event Manager



SPECTRA – FAIR PARK MANAGEMENT (CONT.)

CURRENT STAFFING & POSTED POSITIONS

- **Currently 35 full time employees onboard**
- **18 posted full-time positions including:**
 - Sr. Operations Manager
 - Plumber (2)
 - Electrician
 - Sr. HVAC Tech
 - Pool Mechanic (2)
 - Digital Media Coordinator
 - Sr. Irrigation Tech
 - Operations Support Staff (3)
 - Pesticide Applicator
 - Crew Leader (3)
 - Trades Helper
 - Painter



SPECTRA – FAIR PARK MANAGEMENT (CONT.)

- **Support of Resident Institutions**
- **Onsite Recommendations and Assessments**
 - HR
 - Food and Beverage
 - Ticketing
 - Operations
 - Marketing
 - Commercial Partnerships
- **Sales & Marketing Initiatives**
- **Sponsorship/Naming rights**

KEY PERFORMANCE INDICATORS



METRICS FOR SUCCESS

- **Number of Visitors to Fair Park**
- **Number of Events at Fair Park**
- **Community Engagement & Outreach Policies**
- **Local Internship Program**
- **Progress in Meeting City's BID Plan**
- **Managers Projected Net & Gross Operating Revenues**
- **Capital Improvements at Fair Park Funded with Operating Expenses**



FAIR PARK EVENTS & ATTENDANCE



FAIR PARK EVENTS & ATTENDANCE

- **January 2019**
 - 36 Events
 - 91 Event Days
 - 29,113 Estimated Attendance
- **February 2019**
 - 78 Events
 - 138 Event Days
 - 37,797 Estimated Attendance
- **March 2019**
 - 73 Events
 - 116 Event Days
 - 122,061 Estimated Attendance





FAIR PARK EVENTS & ATTENDANCE (CONT.)

RENEWED COMMUNITY EVENTS

- **Get Kidz Fit Expo/Mayor's Race – April 13**
- **DART Sr. Health Fair – May 16**
- **Texas Black Rodeo – June 15**
- **Fair Park 4th – July 4**
- **Battle in Big D, USA Boxing – July 13-15**
- **KwanzaaFest – December 14-15**
- **S.M. Wright Christmas in the Park – December 21**
- **Day One Dallas – December 28**

COMMUNITY ENGAGEMENT – OUR PARTNERS



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Master Plan
Neighborhood Park



Community Engagement &
Outreach



Community Engagement &
Outreach

INTERNSHIP PROGRAM





INTERNSHIP



INTERNSHIP PROGRAM

- Paid summer internship program involving Lincoln and James Madison High Schools
- 20 participants, 10 per school
- Eight (8) week program will involve hands on training in multiple departments at Fair Park and resident institutions including, marketing, event planning/booking, and operations
- Certification Programs
- \$1,000 scholarship for those who complete internship and go to college or trade school

CAPITAL PLAN & STATE FAIR EXCESS REVENUE PROJECTS



CAPITAL PLAN UPDATE



- **Capital Plan due May 31**
 - 17 of 24 Facility Audits completed
 - Provides a snapshot of current building states
 - Establishes baseline for improvements
 - Identifies additional capital needs
- **Continued Participation in all City of Dallas Bond projects of Fair Park**
 - Music Hall - elevator, ADA ramp, restrooms, and outdoor lighting.
 - Hall of State - water intrusion, ADA ramp and exterior cleaning.
 - Coliseum - seating, mechanical, electrical, plumbing repairs, and roofing

CAPITAL PLAN UPDATE



- **Potential Capital Projects**

- Deferred Maintenance
- Future Tenant Renovations/Upgrades
- Historic Preservation
- Art Conservation
- Strategic Master Plan Initiatives
- Life Safety & Code Updates
- Building Systems

STATE FAIR EXCESS REVENUE PROJECTS



Cotton Bowl Scoreboard Replacement



Point of Sale System

DONOR RELATIONS



DONOR RELATIONS

- **Baseline Data**
 - Capital Plan
 - Master Plan & Neighborhood Park
 - Annual & Periodic Events
- **Donor Relations**
 - Database development
 - Capital Needs Awareness
 - Group & Individual Meetings
- **Fund Sources & Partners**
 - Foundations
 - Individuals
 - Corporate Partners



LONG TERM TENANT UPDATE



LONG TERM TENANT UPDATE

PROCESS OF EVALUATION

- **Master Plan Preliminary Findings**
- **Three Team Evaluation**
 - Biederman Redevelopment Ventures
 - Master Plan alignment
 - Spectra
 - Financial & Operational impact
 - Fair Park First
 - Fit in character and community of Fair Park campus
- **Criteria**
 - Unique attraction in DFW Metroplex
 - Financial Strength & Capability
 - Provide reason for new DAILY visitors to Fair Park



PREVIEW OF UPCOMING EVENTS



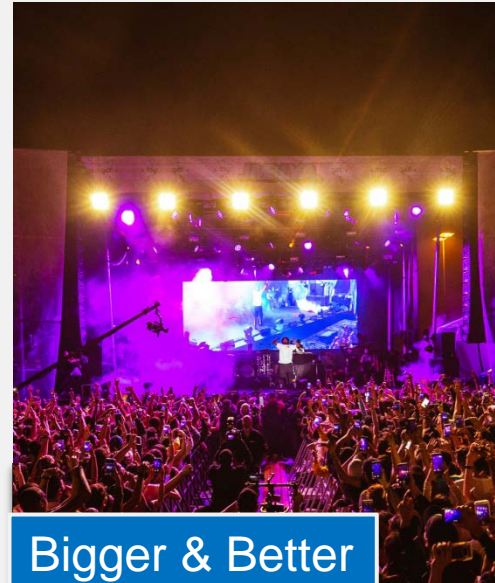
UPCOMING EVENTS



Dr. Pepper Dallas Cup
April 14 & 17

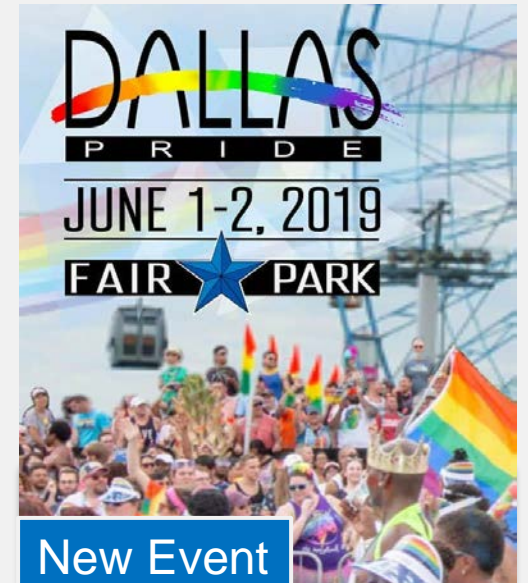


EarthX
April 26-28



Bigger & Better

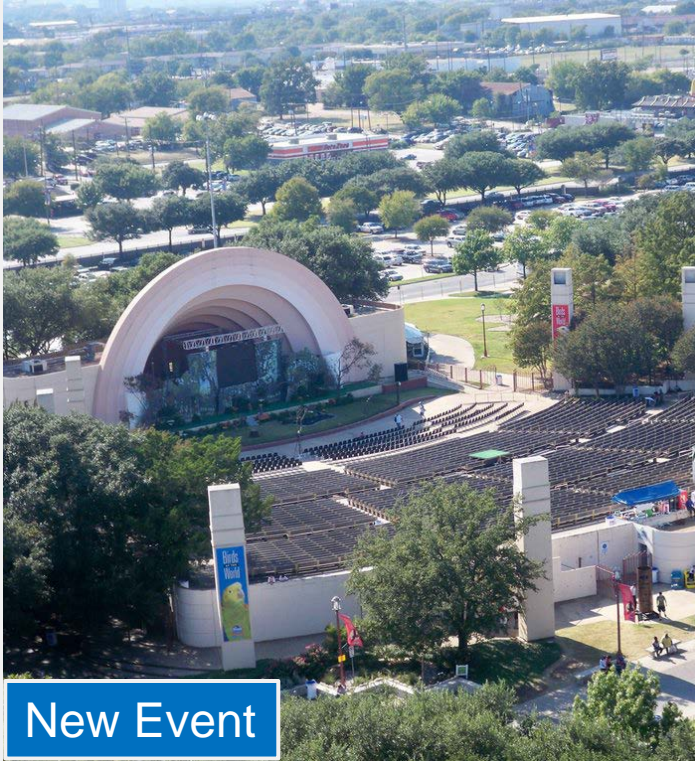
JMBLYA Music Festival
May 3



New Event

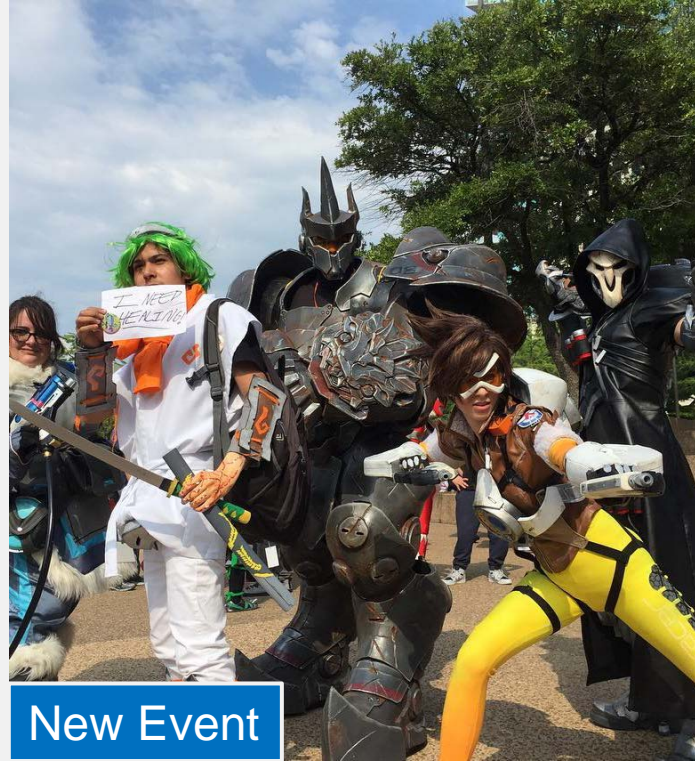
Dallas Pride Festival & Parade
June 1-2

UPCOMING EVENTS



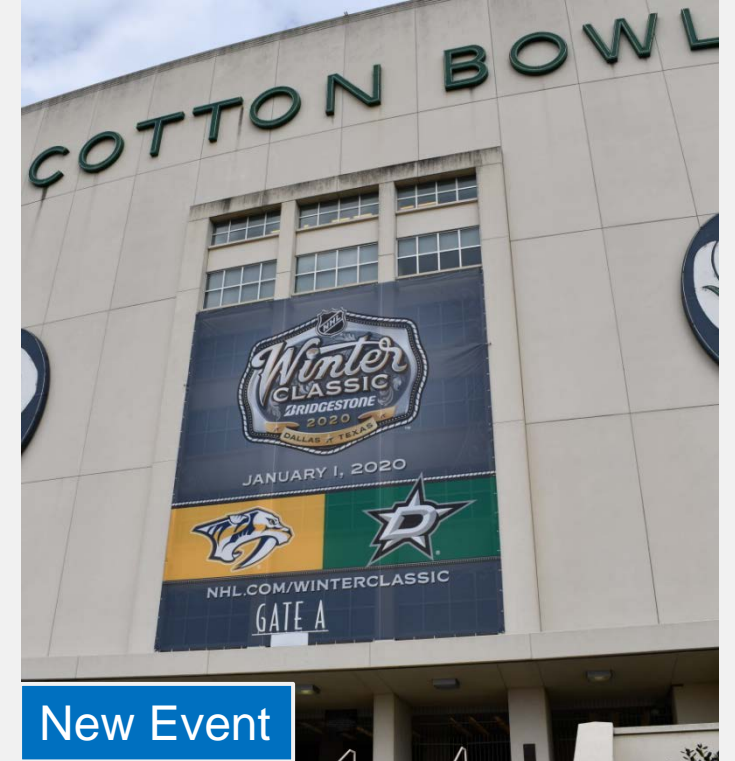
New Event

Martini Blu Jazz Festival
May 11-12



New Event

A-KON Anime & Gaming Festival
June 27-30



New Event

NHL Winter Classic
January 1, 2020



QUESTIONS?