

# Fair Park Management Agreement Update

**Park and Recreation Board  
August 9, 2018**

**Willis Winters  
Director, Park and Recreation**

**Ryan O'Connor  
Senior Park and Recreation Manager**



Dallas Park & Recreation



**City of Dallas**

# Presentation Overview

- Summary of Responsibilities
- Fair Park First Board of Directors
- Fair Park First Team Members
- Executive Summary
- Conclusion and Recommendation
- Next Steps



# Purpose

- Brief the community on the **Fair Park First** team, which will replace Fair Park's current structure with a non-profit board that is representative of the community and has planning and fundraising expertise that will oversee a nationally recognized management company





# Responsibilities of Parties

- **City**
  - Oversight of Contract (Park Board and City Council)
  - Funding Annual Appropriation
- **Fair Park First Board**
  - Fundraising
  - Supervision of Subcontractors
  - Community Engagement & Outreach
  - Historic Preservation
- **Spectra**
  - Management and Operations of Fair Park
  - Implementation of MWBE Initiatives
  - Implementation of capital projects not funded by bond programs
- **Biederman Redevelopment Ventures (BRV)**
  - Update Fair Park Comprehensive Plan
  - Design and Programming of Neighborhood Park



# Responsibilities of Parties (Capital Projects)

- **City**
  - Manage all capital improvement projects funded by current and future bond programs
- **Fair Park First Board**
  - Take lead in all fundraising efforts for capital improvements
- **Fair Park First/Spectra**
  - Provide capital planning and prioritization through the 5 year capital plan submitted yearly to City
  - Implement all capital improvements funded in any way other than City bond programs



# Fair Park First Board and Team



# Fair Park First Board of Directors



Darren James, President  
KAI Texas



Reverend Donald Parish  
True Lee Baptist Church



Terry Kittleson  
In The City For Good



Arcilia Acosta  
CARCON Industries



Norman Alston, Secretary  
Norman Alston Architects



Veletta Lill  
Former Executive Director,  
Dallas Arts District



Emily Ledet  
Bank of America



John Proctor  
Regional Black Contractors  
Association



Dan Biederman  
Biederman  
Redevelopment Ventures



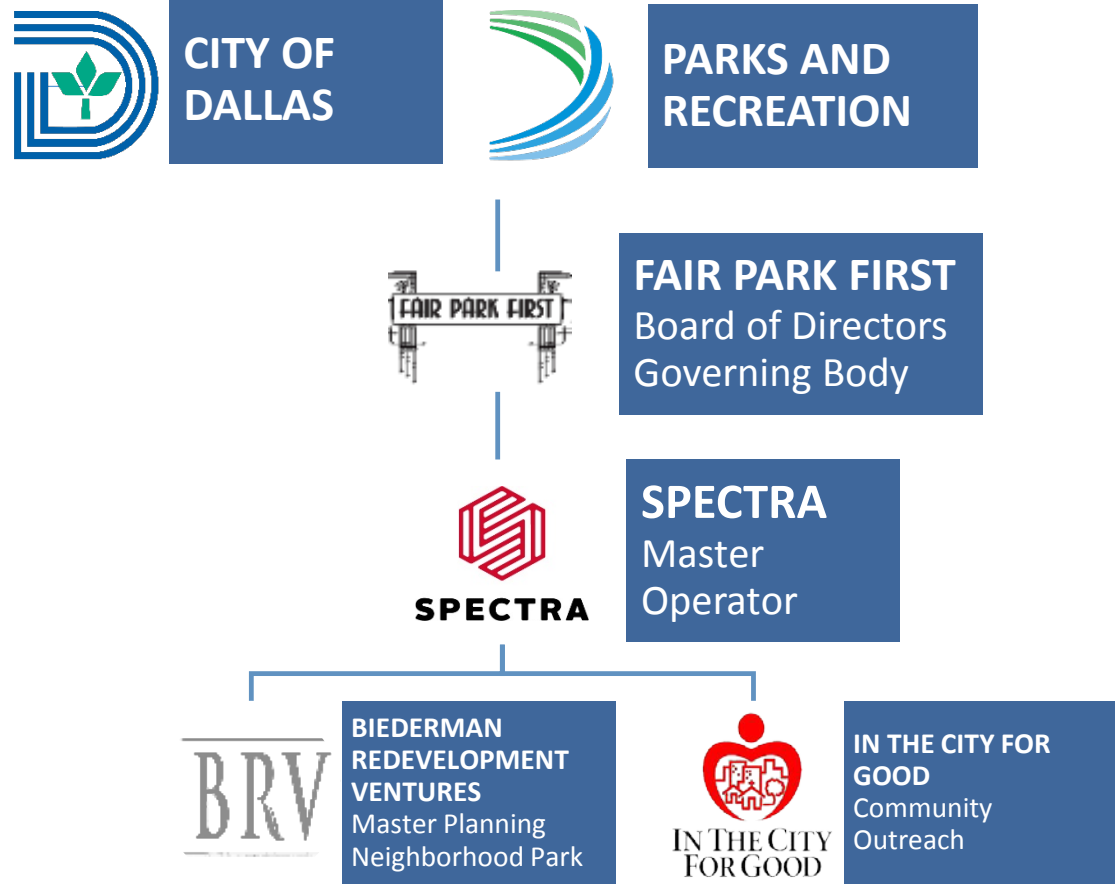
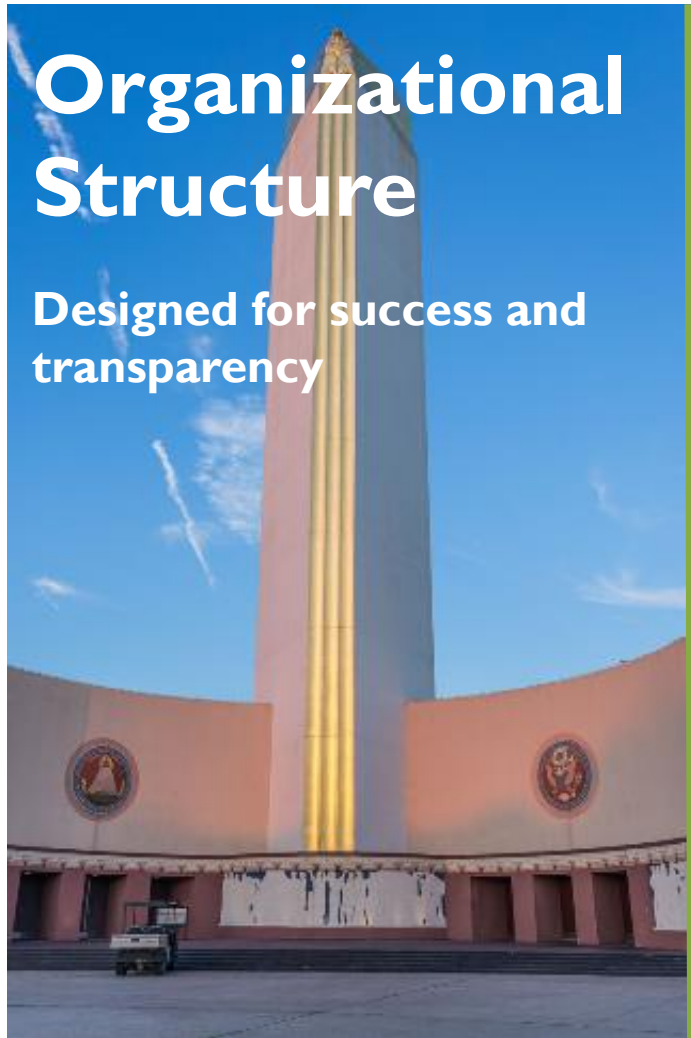


# Fair Park First



## Organizational Structure

Designed for success and transparency



# Fair Park First

## Goals

CONNECTING THE COMMUNITY

ACTIVATION OF PARK

MASTER PLAN &  
NEIGHBORHOOD PARK

LEVERAGING EXTERNAL SUPPORT

ENHANCE NATIONAL HISTORIC  
LANDMARK STATUS

COMMITMENT TO TRANSPARENCY





# Board Fundraising Goals

LED BY FAIR PARK FIRST

PROVEN PHILANTHROPIC CITIZENS

\$3M GOAL IN YEAR ONE  
\$30M GOAL IN FIRST 10 YEARS



# M/WBE Commitment & Community Outreach



**FAIR PARK FIRST BOARD IS COMMITTED TO MEETING & EXCEEDING M/WBE OBLIGATIONS & A FOCUS ON COMMUNITY ENGAGEMENT**

Churches

School Leaders

Neighborhood  
Associations

Non-profits

Students

Neighborhood  
Businesses





# BRV

# BIEDERMAN REDEVELOPMENT VENTURES

# BIEDERMAN REDEVELOPMENT VENTURES

Creates, redevelops, and operates parks, public spaces, and neighborhood streetscapes

**Financially Self-Sustaining  
Parks**

**Stimulate  
Economic  
Development**

**Experience  
With Over 110  
Parks**



# Klyde Warren Park

**2005 – 2010**

**Created schematic programming design and staffing plan, developed restaurant, and raised funds**

**2014**

**Klyde Warren Park was awarded ULI Public Space Award**



# Bryant Park New York, NY

**1988**  
**BRV took over the park**

**1992**  
**Park reopened with now  
iconic programming, seating,  
food options, and more**

**Over 5,400 people visit  
Bryant Park on regular,  
non-event days at  
lunchtime alone**





# Update Comprehensive Plan

Develop Program Plan

Design Process

Public Meetings

Focus on Neighborhood Park

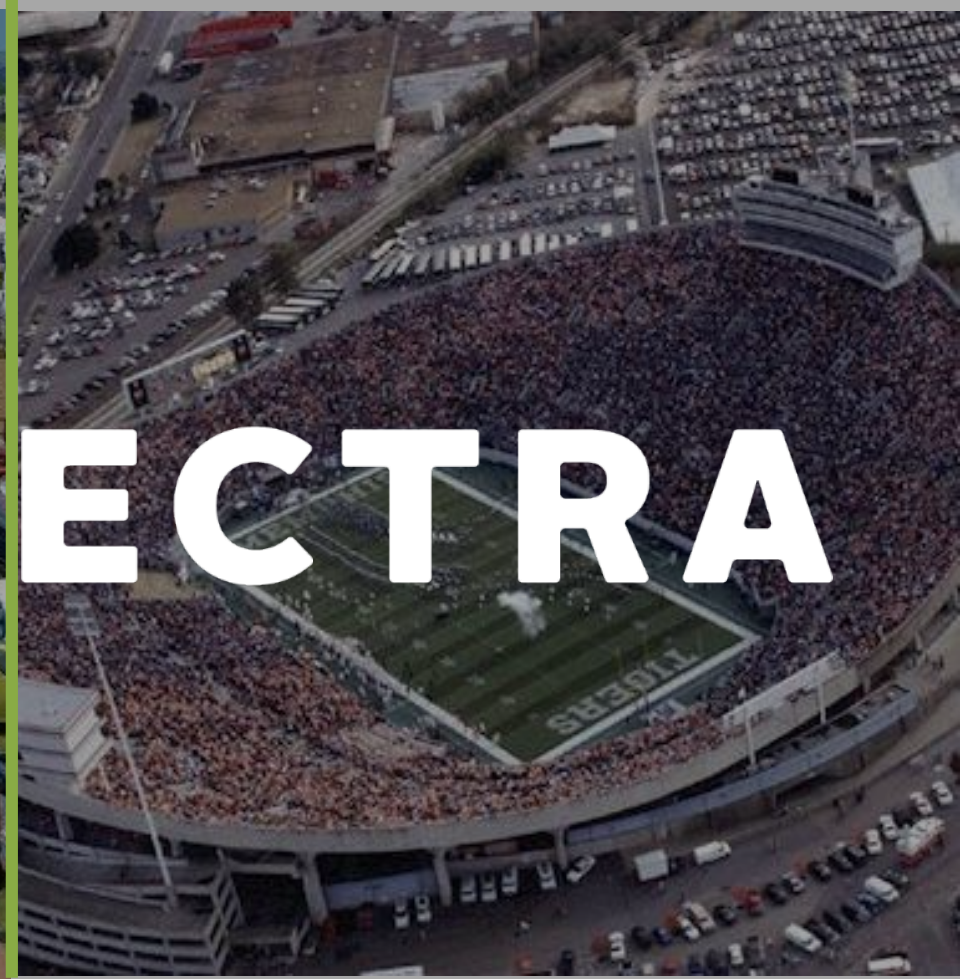
Starting Immediately & Completed  
within Two Years



# Approach For Fair Park

- Create a regional destination by developing attractions and amenities found nowhere else in the Metroplex
- Showcase Fair Park cultural attractions and tenants in the outdoor spaces; strategically program buildings with tenants who can take advantage of the opportunity
- Integrate daily programming into the Esplanade and a new neighborhood park
- Create world-class gardens and other “drop-in” attractions
- Promote perceptions of safety through activation and aesthetic improvements, including parking lots, signage, and lighting park-wide





# SPECTRA

# Spectra's Goals for Fair Park

Increase Event Activity & Attendance

Sales and Marketing Focus

Operations & Maintenance

Capital Improvement Planning

Holistic Approach

Career Opportunities & Inclusion

Park for the People





**SPECTRA**

**40M+**

**GUESTS HOSTED  
ANNUALLY**

**200,000+**

**EVENTS ANNUALLY**



**SPECTRA**



Dallas Park & Recreation



City of Dallas

# 319 PROPERTIES

22  
Fairgrounds  
& Ag Centers



124  
Arenas &  
Stadiums



37  
Amphitheaters  
& PACs



50  
Convention  
Centers



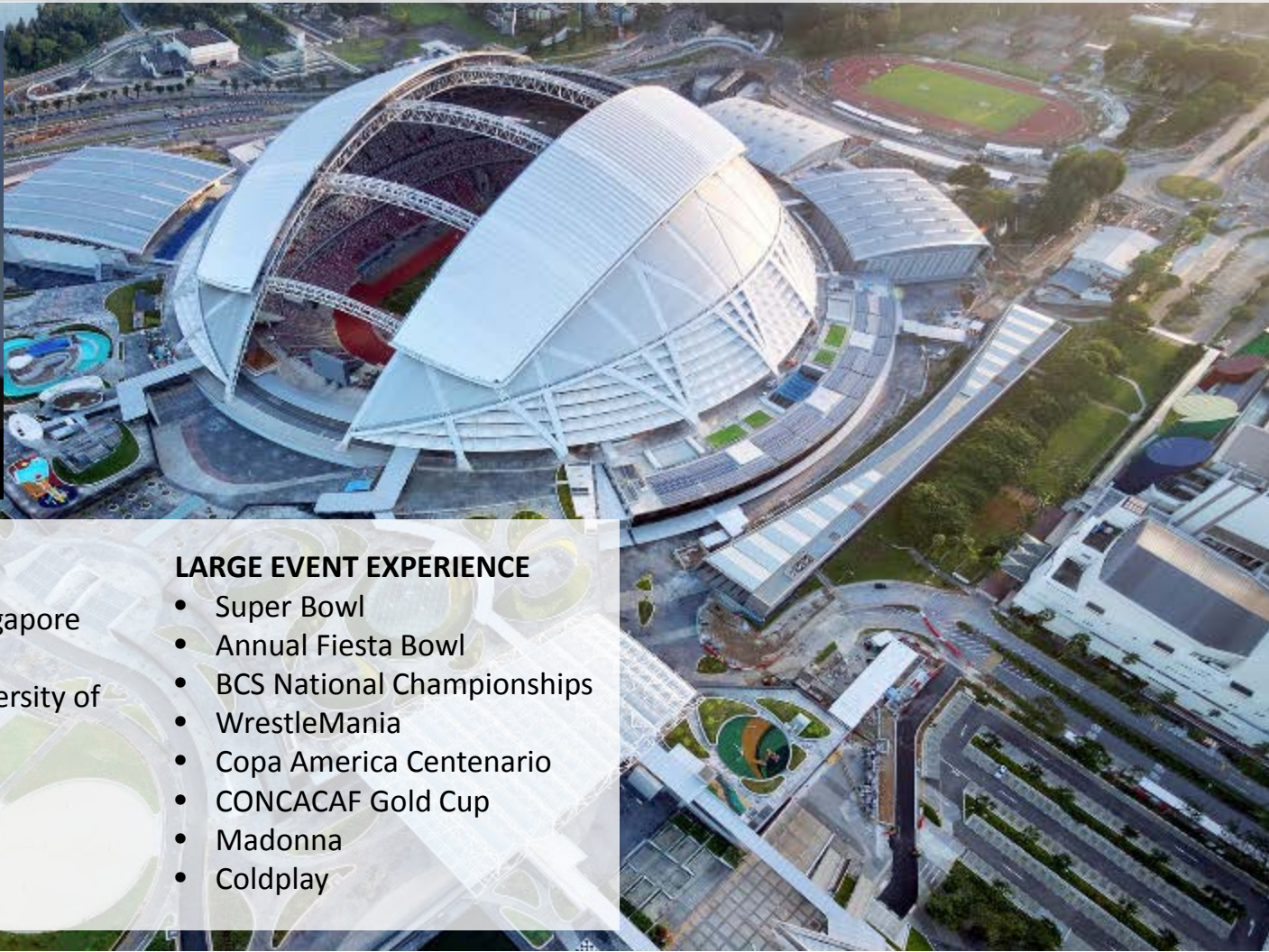
86  
Specialized  
Venues



# Spectra's General Manager



Peter Sullivan  
Spectra General Manger



## PAST EXPERIENCE

- Managing Director, Singapore Sports Hub
- General Manager, University of Phoenix Stadium
- President, Lansing Entertainment

## LARGE EVENT EXPERIENCE

- Super Bowl
- Annual Fiesta Bowl
- BCS National Championships
- WrestleMania
- Copa America Centenario
- CONCACAF Gold Cup
- Madonna
- Coldplay



COPA AMERICA  
CENTENARIO USA 2016

# MAJOR EVENT EXPERIENCE



Art | Basel



COPA AMERICA  
CENTENARIO  
— USA 2016 —

MIDWEST MAYHEM  
PRO BOXING / MMA FIGHTS



2016 DNCC  
PHILADELPHIA  
SHERATON NATIONAL CONVENTION CENTER



Dallas Park & Recreation



City of Dallas



# Increase Event Activity

## FUTURE EVENTS AT FAIR PARK



# Operational Excellence

Corporate Operations Department

New Client Operational Audit & Manual

Computerized Preventative  
Maintenance Systems

Capital Improvement  
Planning & Purchasing

Historical Preservation

Energy Efficiency



# Career Opportunities

## INTERNSHIP PROGRAM

Collaborate with the Mayor's Summer Internship Program

Collaboration with local Schools, such as James Madison High School and Lincoln High School

## CAREER FAIRS

At Fair Park and at local Universities

## ON-THE-JOB TRAINING



# Inclusion

**EXCEED M/WBE  
PARTICIPATION GOALS**

**OUTREACH FOR LOCAL, STATE,  
AND NATIONAL VENDORS**

**SPECIAL FOCUS ON FAIR PARK  
AREA ORGANIZATIONS**



# Building Tenant Relations

## Approach for Fair Park Tenants

**RENEW AGREEMENTS**

**EVENTS & OPERATIONS SUPPORT**

**MARKETING & SALES SUPPORT**

**WORLD-CLASS GUEST EXPERIENCE**



# Event Tenant Relations

## Maintaining Close Working Relationships

Regular meetings with Leadership

Identify potential events to fill space

Food and beverage support

Load-in and load-out



Dallas Park & Recreation



30

# Holistic Approach

## Spectra Food Services & Hospitality

**WORK WITH EXISTING  
PARTNERS**

**SUSTAINABILITY**

**PROVEN SYSTEMS**

**NEIGHBORHOOD ENGAGEMENT**

**SURVEY SCORES  
9.35 OUT OF 10**

9.3 out of 10 on staff surveys  
9.4 out of 10 on fan surveys





# Impact on Fair Park

Enhanced Awareness of Fair Park

---

More Events & Increased Attendance

---

Improved Operations & Maintenance

---

Community Investment & Neighborhood Park

---

Career Opportunities





# Executive Summary



# Executive Summary

- Contract with **Fair Park First** will provide better value to City
- **Fair Park First Board** will be able to fundraise and diversify funding sources
- **Fair Park First** Board of Directors is diverse and representative of the community
- **Fair Park First** team includes one of the largest event and venue managers in the US and a nationally acclaimed park planner/manager/programmer



# Executive Summary

- **Fair Park First** Board is committed to holding open public meetings and responding to open records requests
- **Fair Park First** Board is committed to implementing an aggressive MWBE program and an intern program that will focus upon providing neighborhood residents job experience at all levels of the organization
- **Fair Park First** Board is committed to completing an update to the Fair Park Comprehensive Plan within two years with a heavy focus on the public engagement process and community input from the surrounding neighborhoods



# Conclusion and Recommendation

- **Fair Park First** brings together a group of entities that have proven national and international experience in managing large and diverse venues, booking events/driving attendance, marketing events and venues, and planning and programming nationally recognized and award winning parks
- **Fair Park First** Board of Directors is representative of the community, is comprised of recognized community and business leaders, and is committed to the historic preservation of the park, adhering to a robust MWBE program in all facets of the operation, and building a neighborhood park within Fair Park



# Next Steps

- August 16, 2018 – Park Board consideration of Management Contract
- August/September 2018 – City Council Briefing and consideration



# Fair Park Management Agreement Update

**Park and Recreation Board  
August 9, 2018**

**Willis Winters  
Director, Park and Recreation**

**Ryan O'Connor  
Senior Park and Recreation Manager**



Dallas Park & Recreation



**City of Dallas**