



**City of Dallas**

# **PARK AND RECREATION BOARD AGENDA**

**THURSDAY, JANUARY 22, 2015  
DALLAS CITY HALL  
1500 MARILLA STREET, ROOM 6FN  
DALLAS, TEXAS 75201  
214-670-4078**

**9:30 am: Administration and Finance Committee - Room 6FS  
9:30 am: Planning and Design Committee - Room 6FN  
10:00 am: Park and Recreation Board - Room 6FN**

**MEMORANDUM**



RECEIVED

**DATE:** January 15, 2015

**TO:** Members of the Administration and Finance Committee of the Dallas Park and Recreation Board: Jean F. Milligan, Chair; Celina Barajas, Barbara A. Barbee, Matt L. Houston, Lawrence S. Jones, Rodney Schlosser

2015 JAN 15 PM 1:22  
CITY SECRETARY  
DALLAS, TEXAS

**SUBJECT:** Notice of Meeting – Thursday – January 22, 2015 – 9:30 a.m.  
Dallas City Hall – 1500 Marilla Street – Room 6FS – Dallas, Texas 75201

A meeting of the Administration and Finance Committee of the Dallas Park and Recreation Board is scheduled on Thursday, January 22, 2015, at Dallas City Hall, 1500 Marilla Street, Room 6FS, Dallas, Texas 75201, at 9:30 a.m.


**AGENDA**

**ACTION ITEMS**

**MISCELLANEOUS**

**PARK BOARD AGENDA ITEM #3 - Samuell-Grand Park (2) – Consider a revision to the fee schedule for Shakespeare Festival of Dallas which includes an increase in the adult admission fees on Fridays and Saturdays from \$10.00 to \$15.00 for performances at the Samuell-Grand Amphitheater – Financing: No cost consideration to the City – John Jenkins**

**PARK BOARD AGENDA ITEM #4 - Fair Park (7) - Consider (1) an acquisition contract for the purchase and implementation of an event and venue management software system for Fair Park in the amount of \$42,560; and (2) a five-year service contract for maintenance and support in the amount of \$89,640 – Ungerboeck Software International, most advantageous proposer of three – Total not to exceed \$132,200 – Financing: Fair Park Improvement Funds – John Jenkins**

  
Dawn M. Ray, Secretary  
Park and Recreation Board

- c: Dallas Park and Recreation Board Members
- Willis C. Winters, Director, Park and Recreation Board
- John D. Jenkins, Assistant Director, Park and Recreation Department
- Christine Lanners, Assistant City Attorney
- Rosa A. Rios, City Secretary

**“A quorum of the Dallas Park and Recreation Board may attend this Dallas Park and Recreation Board Sub-Committee meeting.”**

**MEMORANDUM**

RECEIVED



**DATE:** January 15, 2015

**TO:** Members of the Planning and Design Committee of the Dallas Park and Recreation Board: Gerald Worrall III, Chair, Robin Moss Norcross, Vice Chair  
Amy W. Monier, Jesse Moreno, Paul Sims, Gail Terrell, Yolanda F. Williams

**SUBJECT:** Notice of Meeting – Thursday – January 22, 2015 – 9:30 a.m.  
Dallas City Hall – 1500 Marilla Street – Room 6FN – Dallas, Texas 75201

A meeting of the Planning and Design Committee of the Dallas Park and Recreation Board is scheduled on Thursday, January 22, 2015, at Dallas City Hall, 1500 Marilla Street, Room 6FN, Dallas, Texas 75201 at 9:30 a.m.

**AGENDA**

**ACTION ITEMS**

**CONTRACT AWARDS**

**PARK BOARD AGENDA ITEM #5 -** Park Maintenance District 2 Service Center (5) – Consider award of a professional services contract with McAfee3 Architects for schematic design through construction administration phases for renovations to property located at 1400 Guard Drive for relocation of the Park and Recreation Department Maintenance District 2 Service Center – Not to exceed \$221,475 - Financing: General Obligation Commercial Paper Funds - Michael Hellmann

**PLANS AND SPECIFICATIONS**

**PARK BOARD AGENDA ITEM #6 -** Elmwood Parkway (1) – Consider proceeding with advertisement for construction procurement for connecting sidewalks on Rugged Drive from Elmwood Parkway Park to Kiest Park - Estimated Cost: \$473,000 - Financing: 2006 Bond Funds – Michael Hellmann

A handwritten signature in cursive script that reads "Dawna M. Ray".  
Dawna M. Ray, Secretary  
Park and Recreation Board

- c: Dallas Park and Recreation Board Members
- Willis C. Winters, Director, Park and Recreation Department
- Michael Hellmann, Assistant Director, Park and Recreation Department
- Christine Lanners, Assistant City Attorney
- Rosa A. Rios, City Secretary

**“A quorum of the Dallas Park and Recreation Board may attend this Dallas Park and Recreation Board Sub-Committee meeting.”**

**MEMORANDUM**

RECEIVED

2015 JAN 15 PM 1:22

CITY SECRETARY  
DALLAS, TEXAS



**DATE:** January 15, 2015

**TO:** Max W. Wells, President, and  
Members of the Dallas Park and Recreation Board

**SUBJECT:** Notice of Regular Meeting – Thursday – January 22, 2015 – 10:00 a.m.  
Dallas City Hall – 1500 Marilla Street – Room 6FN– Dallas, Texas 75201

A Regular Meeting of the Dallas Park and Recreation Board is scheduled on Thursday, January 22, 2015 at Dallas City Hall, 1500 Marilla Street, Room 6FN, Dallas, Texas 75201 at 10:00 a.m. A copy of the agenda is attached for your review.

*Dawna M. Ray*  
Dawna M. Ray, Secretary  
Park and Recreation Board

- c: Gail Terrell, Vice President, Council District 8
- Barbara A. Barbee, Park Boardmember, Council District 1
- Jesse Moreno, Park Boardmember, Council District 2
- Jean F. Milligan, Park Boardmember, Council District 3
- Matt L. Houston, Park Boardmember, Council District 4
- Yolanda F. Williams, Park Boardmember, Council District 5
- Celina Barajas, Park Boardmember, Council District 6
- Sean Johnson, Park Boardmember, Council District 7
- Gerald Worrall III, Park Boardmember, Council District 9
- Robin Moss Norcross, Park Boardmember, Council District 10
- Amy W. Monier, Park Boardmember, Council District 11
- Rodney Schlosser, Park Boardmember, Council District 12
- Lawrence S. Jones, Park Boardmember, Council District 13
- Paul Sims, Park Boardmember, Council District 14
- Willis C. Winters, Director, Park and Recreation Department
- John D. Jenkins, Assistant Director, Park and Recreation Department
- Christine Lanners, Assistant City Attorney
- Rosa A. Rios, City Secretary

**DALLAS PARK AND RECREATION BOARD AGENDA  
DALLAS CITY HALL  
1500 MARILLA STREET, ROOM 6FN  
DALLAS, TEXAS 75201  
THURSDAY, JANUARY 22, 2015  
(10:00 A.M.)**

RECEIVED

2015 JAN 15 PM 1:22

CITY SECRETARY  
DALLAS, TEXAS

**MEETINGS:**

- 9:30 am: Administration and Finance Committee, Dallas City Hall, Room 6FS  
9:30 am: Planning and Design Committee, Dallas City Hall, Room 6FN  
10:00 am: Park and Recreation Board, Dallas City Hall, Room 6FN
- 

1. Speakers

**MINUTES**

2. Approval of Minutes of the January 8, 2015 Park and Recreation Board Meeting

**CONSENT AGENDA (ITEMS 3-6)**

**ADMINISTRATION AND FINANCE COMMITTEE – MISCELLANEOUS**

3. Samuell-Grand Park (2) – Authorize a revision to the fee schedule for Shakespeare Festival of Dallas which includes an increase in the adult admission fees on Fridays and Saturdays from \$10.00 to \$15.00 for performances at the Samuell-Grand Amphitheater – Financing: No cost consideration to the City
4. Fair Park (7) – Authorize (1) an acquisition contract for the purchase and implementation of an event and venue management software system for Fair Park in the amount of \$42,560; and (2) a five-year service contract for maintenance and support in the amount of \$89,640 – Ungerboeck Software International, most advantageous proposer of three – Total not to exceed \$132,200 – Financing: Fair Park Improvement Funds

**PLANNING AND DESIGN COMMITTEE – CONTRACT AWARDS**

5. Park Maintenance District 2 Service Center (5) – Authorize award of a professional services contract with McAfee3 Architects for schematic design through construction administration phases for renovations to property located at 1400 Guard Drive for relocation of the Park and Recreation Department Maintenance District 2 Service Center – Not to exceed \$221,475 – Financing: General Obligation Commercial Paper Funds

**PLANNING AND DESIGN COMMITTEE – PLANS AND SPECIFICATIONS**

6. Elmwood Parkway (1) – Authorize proceeding with advertisement for construction procurement for connecting sidewalks on Rugged Drive from Elmwood Parkway Park to Kiest Park - Estimated Cost: \$473,000 - Financing: 2006 Bond Funds

**DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 2**  
**DALLAS CITY HALL**  
**1500 MARILLA STREET, ROOM 6FN**  
**DALLAS, TEXAS 75201**  
**THURSDAY, JANUARY 22, 2015**  
**(10:00 A.M.)**

**SPECIAL RECOGNITION**

7. Recognition of John Reynolds, Park and Recreation Department:  
Michael Hellmann, Assistant Director, Park and Recreation Department

**CLOSED SESSION**

8. “Deliberations about the value and possible sale of Elgin B. Robertson” (Section 551.072 T.O.M.A.)

**BRIEFINGS**

9. National Recreation and Park Association 3 Pillars - Impacting Communities:  
Jennifer McRorey, Assistant Director, Park and Recreation Department
10. Citizen Survey Results:  
Ryan O’Connor, Senior Program Manager, Park and Recreation Department

**OTHER/NON-ACTION ITEMS**

11. Committee Reports
12. Park and Recreation Board Members Liaison Reports: Audubon Dallas/Cedar Ridge Preserve, Community Development Commission, Cultural Affairs Commission, Dallas Arboretum and Botanical Society, Dallas Parks Foundation, Dallas Zoological Society, Downtown Dallas, Inc./Downtown Parks, Friends of Fair Park, Friends of the Katy Trail, Friends of Oak Cliff Parks, Lee Park and Arlington Hall Conservancy, Send A Kid To Camp, State Fair of Texas, Texas Discovery Gardens, Trinity Commons Foundation, Trinity River Audubon Center, White Rock Lake Conservancy/White Rock Lake Foundation/For the Love of the Lake, The Woodall Rodgers Park Foundation
13. Staff Announcements – Upcoming Park and Recreation Department Events
14. Next Park and Recreation Board Regular Meeting: Thursday, February 5, 2015

**DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 3**  
**DALLAS CITY HALL**  
**1500 MARILLA STREET, ROOM 6FN**  
**DALLAS, TEXAS 75201**  
**THURSDAY, JANUARY 22, 2015**  
**(10:00 A.M.)**

**WORK SESSION**

15. Mayor's Fair Park Task Force Recommendations (Public Speakers at 10:00 a.m.)

16. Adjournment

A closed session may be held if the deliberation on any agenda item concerns one of the following:

1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of Texas Open Meetings Act (T.O.M.A.)
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the T.O.M.A.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations –with a third person. Section 551.073 of the T.O.M.A.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the T.O.M.A.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the T.O.M.A. Deliberations regarding Economic Development negotiations. Section 551.087 of the T.O.M.A.
6. Deliberations regarding Economic Development negotiations. Section 551.087 of the T.O.M.A.

Regular Meeting: Max W. Wells, President, presiding

Present: Max W. Wells, President, Gail Terrell, Vice President; Celina Barajas, Barbara A. Barbee, Matthew L. Houston, Lawrence S. Jones, Jean F. Milligan, Amy W. Monier, Jesse Moreno, Robin Moss Norcross, Rodney Schlosser, Paul Sims, Yolanda F. Williams, Gerald Worrall III, Tiffinni A. Young – 15

Absent: None

President Wells convened the regular meeting at 10:07 a.m. A quorum of the Board was present.

Agenda Item 1. No Speakers.

## **MINUTES**

Agenda Item 2. A motion by Gail Terrell, seconded by Matthew Houston, for approval of the minutes of the December 11, 2014 Park and Recreation Board Meeting, was carried. The vote was unanimous.

## **CONSENT AGENDA (ITEMS 3-4)**

### **ADMINISTRATION AND FINANCE COMMITTEE - MISCELLANEOUS**

Agenda Item 3. Kidd Springs Park (1) – A motion by Jean F. Milligan, seconded by Gerald Worrall III, to authorize an alcohol permit request for Chris Moffett, with Dash for Beads, to serve alcohol at a run to be held at Kidd Springs Park located at 711 W. Canty Street on Saturday, February 14, 2015 from 6:00 a.m. – 12:00 p.m. – Estimated Revenue: \$1,750, was carried. The vote was unanimous.

### **BACKGROUND**

The Park and Recreation Board has the authority by City Code Section 32-11.2(3) to approve alcohol consumption on park property. Chris Moffett, with Dash for Beads, is requesting to serve alcohol from 6:00 a.m. – 12:00 p.m. at a run, to be held at Kidd Springs Park, located at 711 W. Canty Street on Saturday, February 14, 2015. The event, with an estimated attendance of 1,500, will include the sale of beer and wine and music entertainment. Park and Recreation Board approval of alcohol permit is requested.

The Alcoholic Beverage Permit Conditions document has been given to the event organizers who will be required to meet all of the conditions to include (1) Naming the City of Dallas as an Additional Insured as specified by the City's Risk Management Office and (2) alcohol consumption will be restricted to a designated enclosed area staffed by Dallas Police.

### **PLANNING AND DESIGN COMMITTEE - MISCELLANEOUS**

Agenda Item 4. Coombs Creek Trail (1) – A motion by Gerald Worrall III, seconded by Gail Terrell, to authorize approval of the public art location as recommended at the community meeting held on November 10, 2014 for the Coombs Creek Trail Public Art Project located at the intersection of Kessler Parkway and North Clinton Avenue – Financing: No cost consideration, was carried. The vote was carried.



## BACKGROUND

This action is for approval of a public art location for the Coombs Creek Trail Public Art Project only.

## SPECIAL RECOGNITIONS AND BRIEFINGS

Agenda Item 5. Special Recognition of Maria Ramirez, thirty-seven years of service with City of Dallas Park and Recreation Department presented by Oscar Carmona, Interim Assistant Director, Park and Recreation Department.

Agenda Item 6. DART Easements [This item was deferred]:  
Michael Hellmann, Assistant Director, Park and Recreation Department.

Agenda Item 7. 2015-16 Budget Workshop presented by John Jenkins, Assistant Director, Park and Recreation Department and Leigh Ann Lonneke, Budget Manager, Park and Recreation Department. Straw vote resulted in directing staff to pick top four enhancement strategies for funding priorities. Following are voting results:

1. Restore Senior Services Division (13 votes)
2. Create Department-wide Marketing Division – Phase 1 and Create Events and Sponsorship Division – Phase 1 (12 votes)
3. Restore Recreation Center House – Phase III (9 votes)
4. Security Enhancements – Park Board Suggested Strategy (8 votes)
5. Restore Department-wide Horticulture Program – Phase I (3 votes)

## OTHER/NON-ACTION ITEMS

Agenda Item 8. Committee Reports presented by Lawrence Jones: Recreation Facilities Strategic Planning Committee.

Agenda Item 9. Mayor's Fair Park Task Force Report presented by Max Wells and Willis Winters.

Agenda Item 10. Dallas Police Department update by John Jenkins and Rick Watson.

Agenda Item 11. National Park and Recreation Congress Reports by Amy Monier, Matthew Houston, Barbara Barbee, Jesse Moreno, Yolanda Williams, and Max Wells.

Agenda Item 12. Park and Recreation Board Members Liaison Reports: Audubon Dallas/Cedar Ridge Preserve, Community Development Commission, Cultural Affairs Commission, Dallas Arboretum and Botanical Society, Dallas Parks Foundation, Dallas Zoological Society, Downtown Dallas, Inc./Downtown Parks, Friends of Fair Park, Friends of the Katy Trail, Friends of Oak Cliff Parks, Lee Park and Arlington Hall Conservancy, Send A Kid To Camp, State Fair of Texas, Texas Discovery Gardens, Trinity Commons Foundation, Trinity River Audubon Center, White Rock Lake Conservancy/White Rock Lake Foundation/For the Love of the Lake, The Woodall Rodgers Park Foundation:

Gail Terrell: Singing Hills Recreation Center Groundbreaking.

Matthew Houston: Thank you for your service on the Park and Recreation Board Tiffinni Young.

Tiffinni Young: Resignation from Park and Recreation Board on January 8, 2015.

Agenda Item 13. Staff Announcements – Upcoming Park and Recreation Department Events:

Daniel Huerta: Fair Park Events.

Jennifer McRorey: Events at Lake Highlands Recreation Center and Pleasant Oaks Recreation Center.

John Jenkins: Televised Park and Recreation Board meetings.

Agenda Item 14. President Wells announced next Park and Recreation Board regular meeting on Thursday, January 22, 2015.

Agenda Item 15. President Wells adjourned the Board meeting at 12:10 p.m.

**DRAFT**

Dawna M. Ray, Secretary  
Park and Recreation Board

Max W. Wells, President  
Park and Recreation Board

NOTE: For more information on discussion of any issue heard during this meeting, refer to the tape recording retained in the Park Department's Central File.

**DALLAS PARK AND RECREATION BOARD  
AGENDA INFORMATION SHEET**

**AGENDA DATE:** January 22, 2015  
**COUNCIL DISTRICT:** 2  
**STAFF:** John Jenkins, 214-670-4073

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**SUBJECT**

Authorize a revision to the fee schedule for Shakespeare Festival of Dallas which includes an increase in the adult admission fees on Fridays and Saturdays from \$10.00 to \$15.00 for performances at the Samuell-Grand Amphitheater – Financing: No cost consideration to the City

**BACKGROUND**

Shakespeare Festival of Dallas, a 501(c)(3) nonprofit organization founded in 1971, has held performances at Samuell-Grand Park since 1989. The original agreement with the City for use of the facility came to full term on May 25, 2014. On May 14, 2014, a new agreement was reached between the City and Shakespeare Festival of Dallas for a period of ten years with two five-year renewal options.

Shakespeare Festival of Dallas is requesting permission to increase the adult admission fees on Friday and Saturday from \$10.00 to \$15.00 for performances at the Samuell-Grand Park Amphitheater.

Shakespeare Festival of Dallas existing fee schedule:

- Free nights: Tuesday and Wednesday
- \$10.00: Adults on Thursday, Friday, Saturday and Sunday
- \$8.00: Seniors and students (13 and up) on Thursday, Friday, Saturday, and Sunday
- Children 12 years and under and Military always free

Shakespeare Festival of Dallas proposed fee schedule:

- Free nights: Tuesday and Wednesday
- \$10.00: Adults Thursday and Sunday
- \$15.00: Adults Friday and Saturday
- \$8.00: Seniors and students (13 and up) on Thursday, Friday, Saturday and Sunday
- Children 12 years and under and military always free

Authorize a revision to the fee scheduled for Shakespeare Festival of Dallas which includes an increase in the adult admission fees on Friday and Saturday from \$10.00 to \$15.00 for performances at the Samuel Grand-Amphitheater – Financing: No cost consideration to the City – January 22, 2015, Page 2

### **FISCAL INFORMATION**

No cost consideration for the City.

### **COMMITTEE ACTION**

The Administration and Finance Committee will consider this item on January 22, 2015. A recommendation will be presented to the Park and Recreation Board on the same day. This item does not require Council action.

### **STAFF RECOMMENDATION**

Staff recommends approval.

### **ATTACHMENTS**

- Shakespeare Festival of Dallas request for adult fee increase
- Cost Comparison Chart

## Cost Comparison of other Parks and Cultural Agencies as of December 11, 2014

Organization	General Admission	Child*	Senior	Student	Notes
Shakespeare Dallas*	\$10.00	FREE	\$8.00	\$8.00	
The Dallas Zoo	\$12.00	\$9.00	\$9.00	-	
Dallas Heritage Village	\$9.00	\$5.00	\$7.00	-	
Texas Discovery Gardens (Butterfly Exhibit)	\$8.00	\$6.00	\$4.00	-	
Dallas Arboretum	\$15.00	\$10.00	\$12.00	-	
Fort Worth Zoo	\$12.00	\$9.00	\$9.00	-	
The Perot Museum of Nature and Science	\$15.00	\$10.00	\$12.00	\$12.00	*additional costs for 3D films and exhibits range from \$5-\$8 per person
Meyerson Symphony Center-Dallas	\$142.00-\$700.00	-	-	-	ticket prices vary based on location of seats
Dee and Charles Wyle Theatre	\$67.00-\$160.00	-	-	-	ticket prices vary based on location of seats
Dallas Black Academy of Arts and Letters	\$15.00		-	-	
* Children are considered to be 12 years of age and under					
Performances are held for 8 weeks total throughout the year with performances on Tuesday – Sunday nights					



January 13, 2015

To: Parks and Recreation Board, City of Dallas

From: Shakespeare Dallas

Re: Request for ticket price increase on two nights

**Mission:**

The mission of Shakespeare Dallas is to create exemplary cultural programs for North Texas that are affordable and accessible to the community inspired by the quality and standards found in the works of William Shakespeare. The company serves a diverse community of adults, children, and artists through year-round staged productions including its flagship outdoor performances, a unique touring education program, and community outreach services, bringing a sense of artistic purpose and cultural richness to the communities it serves.

Each year, Shakespeare Dallas serves over 40,000 people in the Dallas area with accessible programs including Shakespeare in the Park, Shakespeare on the Go!, and Shakespeare Unplugged. The flagship program, Shakespeare in the Park presents three fully produced productions each year with performances six nights per week in the summer and five nights per week in the fall. Shakespeare on the Go! serves students from grades 2-12 throughout the Dallas area with in school programming that is integrated into classroom curriculum. Shakespeare Unplugged is the adult enrichment program that deepens the understanding and enjoyment of Shakespeare through interactive workshops, readings, classes and the popular "The Complete Works of William Shakespeare" series presented 8 times a year at the Wyly Theater in the Arts District.

**Request:**

Shakespeare Dallas respectfully requests the opportunity to increase ticket prices on two nights of the week. Our request is based on increasing production costs and the need to build more earned income from our Shakespeare in the Park performances. The request is to increase Friday and Saturday nights from \$10 per ticket to \$15 per ticket. Thursday and Sunday nights will remain at \$10 per ticket and Tuesday and Wednesday nights will remain free. All children ages 12 and under are free at all performances. Shakespeare Dallas will increase donated tickets from 2,000 to 3,000 annually to Dallas Park and Recreation facilities.

**Background:**

Shakespeare Dallas has been producing Shakespeare in the Park performances in partnership with the Park and Recreation Department since 1971. The performances began at Fair Park in the Band Shell and started as a 1 show per summer model. All tickets were free over the 2-week run of the plays.

In 1976, the company added a second production at the Fair Park Band Shell and extended the run to four weeks, and continued to offer free admission. In 1988, with the construction of a large music venue on the Fair Park campus, it became necessary to relocate the Shakespeare in the Park productions. Working closely with the City of Dallas, a new site was selected at Samuell Grand Park in East Dallas where the first production at that site was in 1989. Five years

later the site began a transformation into the Samuell Grand Amphitheater when Shakespeare Dallas and the City of Dallas signed a 20-year Use Agreement lease.

Shakespeare Dallas continued to produce two plays each summer and also supported the co-production of Junior Players, a fully produced Shakespeare production with teenage actors. With tickets free for all attendees, this continued on successfully with the production costs being covered by grants, donations and corporate sponsorships. The company also invested hundreds of thousands of dollars in the infrastructure at Samuell Grand Amphitheater with the addition of permanent restrooms, dressing rooms, a stage deck, and Pavilion with a technical booth.

In 2001, Shakespeare Dallas had amassed a debt of over \$575,000 with an annual budget of just over \$550,000. The Board of Directors chose to replace the management team and restructure to avoid bankruptcy. Raphael Parry was one of the new leaders hired to transform the company and lead it out of debt.

With deep cost cutting and paring the summer season down to one production in 2002, Shakespeare Dallas still could not repay the significant debt it had amassed. In 2003, the company began a plan to increase its earned income revenue to lessen the heavy reliance on donations and corporate sponsorships, all of which had been severely reduced by the recession. Working directly with the Park and Recreation Board, the leadership of Shakespeare Dallas decided that the company needed to increase earned income while maintaining its mission of accessibility.

The Park and Recreation Board agreed that the company had a significant impact on the community and was an important cultural resource. Starting in 2004, Shakespeare Dallas began charging \$7 per ticket on Friday and Saturday nights, children 12 and under continued to be free. All others nights continued to be free. In 2009 and onward there were some slight modifications to the admission fees every 4 years, but the core mission of accessibility remains.

### **The Challenge**

Since that period, Shakespeare Dallas has worked closely with the Park and Recreation Board to maintain a healthy balance of accessibility and earned income generation to keep the company sustainable. Currently, Shakespeare Dallas donates 2,000 tickets to be distributed to Park and Recreation Centers for summer and fall productions. With 33% of all performances still offered free of charge and a moderate ticket price on Thursday – Sunday of \$10, the company is still operating each year at a breakeven point or with a slight deficit.

The addition of \$5 per ticket on Friday and Saturday will result in a 20% increase of earned income from ticket sales in the amount of \$12,541 each year. These additional funds will be used to offset increasing production costs and outreach opportunities that support Shakespeare in the Park. Additionally, all surplus cash at year-end will be moved to a cash reserve that is dedicated as a Rainy Day Fund, to offset lost income from inclement weather and other organizational challenges.

Shakespeare Dallas will also increase the number of donated tickets to Park and Recreation Centers from 2,000 per year to 3,000 per year in consideration for this ticket price increase. These tickets will be valid for any night of the week with a value of \$10- \$15 per ticket.

## **Timeline of admission costs**

### **1972- 2003**

Free nights- Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

### **2004 - 2008:**

Free nights – Tuesday, Wednesday, Thursday, Sunday

\$7.00 nights – Friday and Saturday

\$3.00 discount for seniors and students on Friday and Saturday

Children 12 years and under always free

Shakespeare Dallas distributed additional free tickets to the following:

- 1,000 tickets to Dallas Park & Recreation Centers for free on any night
- 1,000 tickets to area schools through teachers
- Anyone can request free entry on any night and get in for free.

### **2008-2010**

Free nights – Tuesday, Wednesday, Thursday, Sunday

\$10.00 nights – Friday and Saturday

\$3.00 discount for seniors and students on Friday and Saturday

Children 12 years and under always free

Shakespeare Dallas distributed additional free tickets to the following:

- 2,000 tickets to Dallas Park & Recreation Centers for free on any night
- 1,000 tickets to area schools through teachers
- Anyone can request free entry on any night and get in for free.

### **2010- 2014**

Free nights – Tuesday, Wednesday,

\$10.00 nights – Thursday, Friday, Saturday, Sunday

\$3.00 discount for seniors and students on Friday and Saturday

Children 12 years and under always free

Shakespeare Dallas distributed additional free tickets to the following:

- 2,000 tickets to Dallas Park & Recreation Centers for free on any night
- 2,000 tickets to area schools through teachers
- Anyone can request free entry on any night and get in for free.

### **Proposed for 2015**

Free nights – Tuesday, Wednesday,



**\$10.00 nights – Thursday, Sunday**

**\$15.00 nights- Friday, Saturday**

**\$3.00 discount for seniors and students on Friday and Saturday**

**Children 12 years and under always free**

**Shakespeare Dallas will distribute additional free tickets to the following:**

- **3,000 tickets to Dallas Park & Recreation Centers for free on any night**
- **2,000 tickets to area schools through teachers**
- **Anyone can request free entry on any night and get in for free.**

**DALLAS PARK AND RECREATION BOARD  
AGENDA INFORMATION SHEET**

**DATE:** January 22, 2015  
**COUNCIL DISTRICT:** 7  
**STAFF:** John Jenkins, 214-670-4073

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**SUBJECT**

Authorize **(1)** an acquisition contract for the purchase and implementation of an event and venue management software system for Fair Park in the amount of \$42,560; and **(2)** a five-year service contract for maintenance and support in the amount of \$89,640 - Ungerboeck Software International, most advantageous proposer of three - Total not to exceed \$132,200 - Financing: Fair Park Improvement Funds

**BACKGROUND**

These acquisition and service contracts will allow for the purchase, installation and maintenance of event and venue management software for Fair Park. The new system is produced and supported by Ungerboeck Software International (USI) who is a provider of software solutions to the global events industry and serves over 25,000 users such as McCormick Place Chicago, Phoenix Convention Center, San Antonio Convention, Sports and Entertainment Facilities Department, Fort Worth Convention Center, Orange County Convention Center in Orlando, Florida and Kay Bailey Hutchison Convention Center. With growing client demands and competition, Fair Park requires an internet scheduling system with diverse business capabilities that can meet future industry demands. The new fully integrated software will provide Fair Park the ability to:

- increase the efficiency and effectiveness of sales by tracking business relationships and transactions through account activity and communications management
- manage sales by tracking contracts from booking to invoicing
- maximize the utilization of space for events by using computer automated design (CAD)
- maintain and control inventory assets
- perform accounting and financial analysis
- perform trend analysis based on event activities

The new system provides additional benefits such as document standardization and mobile electronic communication which allows staff to perform various operational event functions such as entering updates from the field thus enhancing real-time communication and operational efficiencies.

Authorize (1) an acquisition contract for the purchase and implementation of an event and venue management software system for Fair Park; and (2) a five-year service contract for maintenance and support for the event and venue management software system – January 22, 2015 – Page 2

## **BACKGROUND (Continued)**

The maintenance and support included with the license renewal will provide 24/7 phone support and future releases of software for the next five years. These releases will keep software current with the latest technology.

A seven member committee from the following departments reviewed and evaluated the proposals:

- Convention & Event Services (1)
- Communication and Information Services (1)
- Office of Cultural Affairs (1)
- Park and Recreation Department (2)
- Business Development and Procurement Services (2)\*

\*Business Development and Procurement Services only evaluated the Business Inclusion and Development Plan and cost.

The successful proposer was selected by the committee on the basis of demonstrated competence and qualifications under the following criteria:

- Cost 30%
- Functional Match 25%
- Technical Match 20%
- Business Inclusion and Development Plan 15%
- Experience and Qualifications 10%

## **MWBE INFORMATION**

The recommended awardee has fulfilled the good faith requirements set forth in the Business Inclusion and Development (BID) Plan adopted by Council Resolution No. 08-2826 as amended.

## **ETHNIC COMPOSITION**

### **Ungerboeck Software International**

White Male	47	White Female	17
Black Male	0	Black Female	0
Hispanic Male	2	Hispanic Female	1
Other Male	32	Other Female	23

Authorize (1) an acquisition contract for the purchase and implementation of an event and venue management software system for Fair Park; and (2) a five-year service contract for maintenance and support for the event and venue management software system – January 22, 2015 – Page 3

## **PROPOSAL INFORMATION**

The following proposals were received from solicitation number BUZ1437 and opened on October 9, 2014. This contract is being awarded in its entirety to the most advantageous proposer.

\*Denotes successful proposer

<b><u>Proposers</u></b>	<b><u>Address</u></b>	<b><u>Score</u></b>	<b><u>Amount</u></b>
*Ungerboeck Software International	100 Ungerboeck Park O'Fallon, MO 68868	86%	\$ 132,200.00
Event Solutions-Dallas	1327 Windmill Trail Desoto, TX 75115	77%	\$ 142,740.00
Yadblue, LLC	1716 Water Lily Drive Southlake, TX 76092	41%	\$2,998,196.00

## **OWNER**

### **Ungerboeck Software International**

Krister Ungerboeck, President  
Douglas Archibald, Vice President

## **FISCAL INFORMATION**

\$132,200.00 – Financing: Fair Park Improvement Funds

## **COMMITTEE ACTION**

The Administration and Finance Committee will consider this item on January 22, 2015. A recommendation will be presented to the Park and Recreation Board on the same day. This item will be scheduled for City Council approval on February 25, 2015.

## **STAFF RECOMMENDATION**

Staff recommends approval.

**KEY FOCUS AREA:** Culture, Arts and Recreation and Educational Enhancements

**AGENDA DATE:** February 11, 2015

**COUNCIL DISTRICT(S):** 5

**DEPARTMENT:** Park & Recreation

**CMO:** Michael Hellmann, 214-670-4103

**MAPSCO:** 57-M

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### **SUBJECT**

Authorize award of a professional services contract with McAfee3 Architects for schematic design through construction administration phases for renovations to property located at 1400 Guard Drive for relocation of the Park and Recreation Department Maintenance District 2 Service Center – Not to exceed \$221,475 - Financing: General Obligation Commercial Paper Funds

### **BACKGROUND**

Award a professional services contract in the amount of \$221,475 to McAfee3 Architects to renovate the existing Armory Building at 1400 Guard Drive for a new service center for Maintenance District 2. Currently the District 2 Service Center is located at Crawford Park. This contract includes schematic design through construction administration phases. Other services include preparation of measured drawings of the existing building, platting, Storm Water Pollution Prevention Plan, existing roof assessment report, SUP zoning, geotechnical report and asbestos survey.

### **ESTIMATED SCHEDULE OF PROJECT**

Begin Design	March 2015
Complete Design	November 2015
Begin Construction	March 2016
Complete Construction	March 2017

### **PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)**

This item has no prior action.

The Planning and Design Committee will review this item on January 22, 2015 and will present its recommendation to the Park and Recreation Board on the same day.

This item is scheduled for Council consideration on February 11, 2015.

**FISCAL INFORMATION**

2006 Bond Program (General Obligation Commercial Paper Funds) - \$221,475

**M/WBE INFORMATION**

See attached.

**ETHNIC COMPOSITION**

McAfee3 Architects

White Female	4	White Male	0
Black Male	3	Black Female	6
Hispanic Female	0	Hispanic Male	0
Other Female	0	Other Male	0

**OWNER**

**McAfee3 Architects**

Charyl McAfee-Duncan, President/Principal

**MAP**

Attached

## Anastacio, Vhee

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**From:** Williams, Regina T.  
**Sent:** Monday, January 12, 2015 9:57 AM  
**To:** Anastacio, Vhee  
**Subject:** FW: BID APPROVAL MCAFEE 3 ARCHITECTS DISTRICT 2 SERVICE CENTER 95.72

## **BUSINESS INCLUSION AND DEVELOPMENT PLAN SUMMARY**

**PROJECT:** Authorize award of a professional services contract with McAfee3 Architects for schematic design through construction administration phases for renovations to property located at 1400 Guard Drive for relocation of the Park and Recreation Department Maintenance District 2 Service Center – Not to exceed \$221,475 - Financing: General Obligation Commercial Paper Funds

McAfee3 Architects is a local, minority firm, has signed the "Business Inclusion & Development" documentation, and proposes to use the following sub-contractors.

**PROJECT CATEGORY:** Architecture & Engineering

### LOCAL/NON-LOCAL CONTRACT SUMMARY

	<u>Amount</u>	<u>Percent</u>
Total local contracts	\$210,945.00	95.25%
Total non-local contracts	\$10,530.00	4.75%
<b>TOTAL CONTRACT</b>	<b>\$221,475.00</b>	<b>100.00%</b>

### LOCAL/NON-LOCAL M/WBE PARTICIPATION

#### Local Contractors / Sub-Contractors

<u>Local</u>	<u>Certification</u>	<u>Amount</u>	<u>Percent</u>
McAfee3 Architects	BMMB61260N0415	\$79,940.00	37.90%
Dry Tec Moisture Consultants	HFHM62970N0816	\$6,750.00	3.20%
Abadi Accessibility	HFMB60014N0115	\$1,690.00	0.80%
Gojer & Assoc.	HMDB62196Y0615	\$42,600.00	20.19%
Pacheco Koch	HMDB63257Y1015	\$25,500.00	12.09%
MEP Consulting	WFWB63490Y1116	\$34,625.00	16.41%
Caye Cook & Assoc.	WFWB62079Y0616	\$10,365.00	4.91%
<b>Total Minority - Local</b>		<b>\$201,470.00</b>	<b>95.51%</b>

#### Non-Local Contractors / Sub-Contractors

<u>Non-local</u>	<u>Certification</u>	<u>Amount</u>	<u>Percent</u>
CCS International, Inc.	PMMB62077N0616	\$10,530.00	100.00%
<b>Total Minority - Non-local</b>		<b>\$10,530.00</b>	<b>100.00%</b>



**TOTAL M/WBE CONTRACT PARTICIPATION**

	<b><u>Local</u></b>	<b><u>Percent</u></b>	<b><u>Local &amp; Non-Local</u></b>	<b><u>Percent</u></b>
African American	\$79,940.00	37.90%	\$79,940.00	36.09%
Hispanic American	\$76,540.00	36.28%	\$76,540.00	34.56%
Asian American	\$0.00	0.00%	\$10,530.00	4.75%
Native American	\$0.00	0.00%	\$0.00	0.00%
WBE	\$44,990.00	21.33%	\$44,990.00	20.31%
Total	<u>\$201,470.00</u>	<u>95.51%</u>	<u>\$212,000.00</u>	<u>95.72%</u>



**CITY OF DALLAS  
CONTRACTOR'S AFFIDAVIT  
SCHEDULE OF WORK AND ACTUAL PAYMENT FORM**

Project Name: EPHANTO District 2 Sewer Upgrade Contract # \_\_\_\_\_

1. I, the undersigned, am the contractor for the above project.  
 2. I am a duly licensed contractor in the State of Texas.  
 3. I am a resident of the State of Texas.  
 4. I am a resident of the City of Dallas.  
 5. I am a resident of the County of Tarrant.  
 6. I am a resident of the State of Texas.  
 7. I am a resident of the City of Dallas.  
 8. I am a resident of the County of Tarrant.  
 9. I am a resident of the State of Texas.  
 10. I am a resident of the City of Dallas.  
 11. I am a resident of the County of Tarrant.  
 12. I am a resident of the State of Texas.

Type of Work	City of Dallas Vendor Number	Name of Firm & MARS Contract # (if Applicable)	Contract Name, Address, City, State, Zip & Tel. Number	Type of Firm	L or M	Value of Work (\$)	Percent (%)	Payments to Date (\$)	Payment Due Period (\$)
Architectural	100000	McAfee 3 Architects BFMB126000415	Cheryl McAfee Duncan, FAIA 14985 Midway Rd. Ste 120, Addison, TX 75001 214 698 9890	A	L	91,800.00	27.84%		115
Notes:						6,800			
Civil and Structural	100400	Geier & Associates HML00210000015	Charles Geier 11615 Forest Central Drive, Suite 303 Dallas, Texas 75243 tel (214) 340-1159	H	L	30,000.00	13.63%		
Notes:						30,000			
M&P Engineering	510000	M&P Consulting WFW0604001116	Spinda Neerath 2928 Story Road West Irving, Texas 75038 972 870 8900	W	L	30,000.00	13.63%		
Notes:						30,000			
Landscape Architecture	340700	Coye Cook & Assoc. WFW0604001116	Coye Cook, P.L.L.C. A.S.A. 12700 Midway Rd., Suite 143 Dallas, TX 75240 214 730-3100	W	L	10,300.00	4.68%		
Notes:						10,300			
Cost Estimators	107000	CONSTRUCTION COST SYSTEMS, INC WFW0604001116	10000 Per 1818 Meyers Road Suite 201 Coltonville, Texas 76011 817 878 0000 #111 16307 878 0000 #111 16307 878 0000 fax www.ccsystems.com	P	M	10,330.00	4.75%		
Notes: Additional Services						10,330			
Surveying and Mapping	342200	Pucheco Koch HML00210000015	Michael Lewis, RPLS 13360 M. Central Express, Suite 1000 Dallas, TX 75208 T. 972 412 7155 • P. 972 412 7156	H	L	25,500.00	11.51%		
Notes:						25,500			
SWPPP & Aesth. Civil Work	007400	Geier & Associates HML00210000015	Charles Geier 11615 Forest Central Drive, Suite 303 Dallas, Texas 75243 tel (214) 340-1159	H	L	12,000.00	5.42%		
Notes:						12,000			
Risk Assessment	041-0500	Dry Tec Institute Protection Technology Consultants HFW0604001116	Liz Caballero 8750 N Central Exp., Ste 1730 Dallas, TX 75231 Tel. 214 363 2198 Fax 214 363 2193	W	L	6,750.00	3.02%		
Notes:						6,750			
San-technical Report and Aesthetics Study	134500	Alpha Testing	ALPHA TESTING, INC 2208 Wharton Road #100 Dallas TX 75229 D. 972 689 8911 a. 214 755 6892	Non	L	9,475.00	4.28%		
Notes:						9,475			
Zoning	300000	McAfee 3 Architects BFMB126000415	Cheryl McAfee Duncan, FAIA 14985 Midway Rd., Ste. 120 Addison TX 75001 214 698 9890	B	L	2,400.00	1.08%		
Notes:						2,400			
Manufactured Drawings	310000	McAfee 3 Architects BFMB126000415	Cheryl McAfee Duncan, FAIA 14985 Midway Rd. Ste 120 Addison, TX 75001 214 698 9890	B	L	6,400.00	2.86%		
Notes:						6,400			
Manufactured Drawings	515400	M&P Consulting WFW0604001116	Spinda Neerath 2928 Story Road West Irving, Texas 75038 972 870 8900	W	L	4,000.00	1.81%		
Notes: Reimbursables						4,000			
ADA	5300000425	Abram Accessibility HFW0604001116	Monica Abram Hirsch, AIA HAS Accessibility 214 400 8214	HW	L	1,690.00	0.76%		
Notes:						1,690			
Reimbursables	350000	McAfee 3 Architects BFMB126000415	Cheryl McAfee Duncan, FAIA 14985 Midway Rd., Ste 120 Addison, TX 75001 214 698 9890	B	L	9,260.00	4.18%		
Notes:						9,260			
Total Bid Amount: \$ 221,475.00							100.00%		

The undersigned intends to enter into a formal agreement with the subcontractors listed, conditioned upon being awarded the City of Dallas contract. If any changes are made to this list, the Prime contractor must submit to the City for approval a revised schedule with documented explanations for the changes. Failure to comply with this provision could result in termination of the contract, sanctions against the Prime contractor, and/or ineligibility for future City contracts.

Officer's Signature: Cheryl McAfee Duncan Title: President  
 Printed Name: Cheryl P. McAfee Duncan Date: January 5, 2014  
 Company Name: McAfee 3 Architects



**Park Maintenance  
District 2 Service Center  
(1400 Guard Dr)**

Mapsco  
57 M

District  
5  
January 22, 2015



**DALLAS PARK AND RECREATION BOARD  
AGENDA SHEET**

**DATE:** January 22, 2015  
**COUNCIL DISTRICT:** 1  
**STAFF:** Michael Hellmann, 214-670-4103  
**MAPSCO:** 54-N

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**SUBJECT**

Authorize proceeding with advertisement for construction procurement for connecting sidewalks on Rugged Drive from Elmwood Parkway Park to Kiest Park - Estimated Cost: \$473,000 – Financing: 2006 Bond Funds

**BACKGROUND**

Urban Engineers Group, Inc. provided design services for trail improvements at Elmwood Parkway.

**Base Bid**

- 8 foot wide connecting walkways, include signalized pedestrian crossing at Illinois Avenue

**Alternate**

- Pedestrian bridge at Elmwood Parkway Park

**Schedule**

- Began Design April 2014
- Completed Design December 2014
- Begin Construction April 2015
- Complete Construction February 2016

This project requires full-year operating and maintenance funding in the amount of \$10,639.

**FISCAL INFORMATION**

2006 Bond Funds - \$473,000

**DALLAS PARK AND RECREATION BOARD  
PLANNING AND DESIGN COMMITTEE  
JANUARY 22, 2015  
PAGE 2**

**PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)**

This item has no prior action.

The Planning and Design Committee will review this item on January 22, 2015 and will present its recommendation to the Park and Recreation Board on the same day.

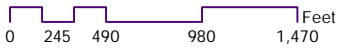
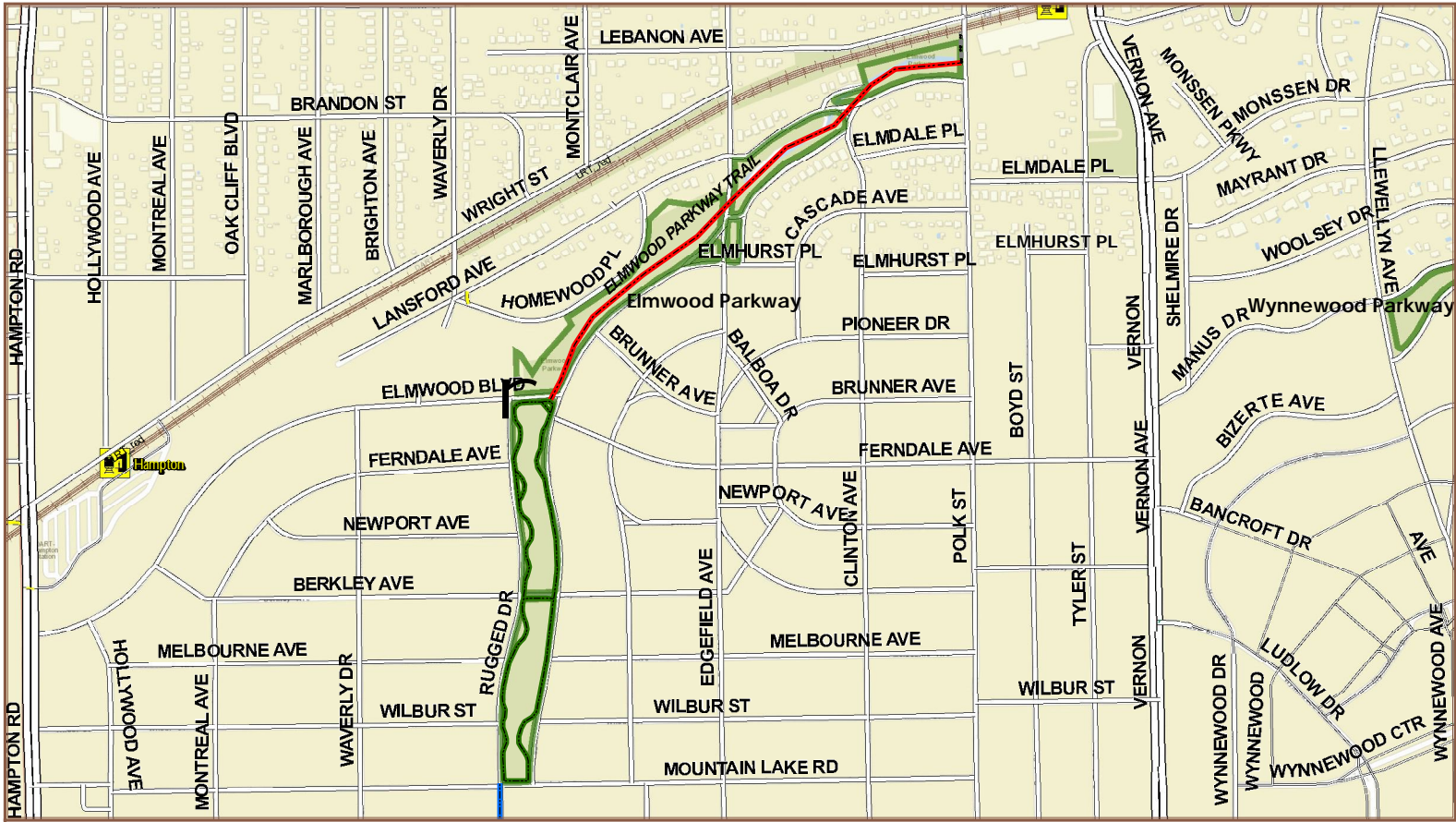
This item does not require Council action.

**STAFF RECOMMENDATION**

Staff recommends approval of plans and specifications.

**MAP**

Attached



## Elmwood Parkway (Elmwood Parkway along Rugged Dr)

Mapsco  
54 N

District  
1

January 22, 2015

**MEMORANDUM**



**DATE:** January 15, 2015

**TO:** Max W. Wells, President, and  
Members of the Dallas Park and Recreation Board

**SUBJECT:** January 22, 2015 Park and Recreation Board Briefings

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On Thursday, January 22, 2015, the following briefings will be presented to the Dallas Park and Recreation Board:

9. National Recreation and Park Association 3 Pillars - Impacting Communities:  
Jennifer McRorey, Assistant Director, Park and Recreation Department
10. Citizen Survey Results:  
Ryan O'Connor, Senior Program Manager, Park and Recreation Department

Should you have any questions, please contact me at 214-670-4071.

A handwritten signature in cursive script that reads "Willis C. Winters".

Willis C. Winters, FAIA, FAAPRA, Director  
Park and Recreation Department