



City of Dallas

PARK AND RECREATION BOARD AGENDA

**THURSDAY, FEBRUARY 16, 2017
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
214-670-4078**

**8:00 am: Administration and Finance Committee, Room 6FS
8:00 am: Planning and Design Committee, Room 6FN
9:00 am: Park and Recreation Board, Room 6FN
11:00 am: Marketing Committee, Room 6FN**

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2017 FEB 10 PM 1:20

CITY SECRETARY
DALLAS, TEXAS



Rodney Schlosser, Chair
Raquel A. Rollins, Co-Chair
Barbara A. Barbee
Lawrence S. Jones
Jesse Moreno
Becky Rader
Marlon Rollins

(NOTICE OF MEETING)
DALLAS PARK AND RECREATION BOARD
ADMINISTRATION AND FINANCE COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FS
DALLAS, TEXAS 75201
THURSDAY, FEBRUARY 16, 2017
(8:00 A.M.)

AGENDA

NON-ACTION ITEMS

1. Discussion of Dallas Arboretum and Texas Discovery Gardens Annual Stipend Requests for FY17/18 (continued)
2. Proposed Family Aquatics Center Fee Discussion
3. Food and Beverage Best Practices

Public Notice

17 01 57

POSTED CITY SECRETARY
DALLAS, TX


Dawna 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, Deputy 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 meeting



(NOTICE OF MEETING – PAGE 2)
DALLAS PARK AND RECREATION BOARD
ADMINISTRATION AND FINANCE COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FS
DALLAS, TEXAS 75201
THURSDAY, FEBRUARY 16, 2017
(8:00 A.M.)

**Handgun Prohibition Notice for Meetings
of Governmental Entities**

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

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CITY SECRETARY
DALLAS, TEXAS



Amy W. Monier, Chair
Sean Johnson, Co-Chair
Celina Barajas
Lawrence P. Hochberg
Paul Sims
Robb P. Stewart
Yolanda F. Williams

(NOTICE OF MEETING)
DALLAS PARK AND RECREATION BOARD
PLANNING AND DESIGN COMMITTEE
DALLAS CITY HALL
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(8:00 A.M.)

AGENDA

ACTION ITEM

PARK BOARD AGENDA ITEM NO. 3 – Bachman Recreation Center (6) – Consider an increase to the contract with Phoenix I Restoration and Construction, Ltd., for the replacement of flooring on pool deck and locker/shower areas at the Bachman Recreation Center located at 2750 Bachman Drive - Not to exceed \$113,763, from \$606,258 to \$720,021 - Financing: 2006 Bond Funds

COMMITTEE-ONLY ACTION ITEM

1. Consider Park and Recreation Board recommendations to the City Council for parks/projects to be considered Citywide for future Park General Obligation Bond Propositions; Park Classifications and Signature Park designation - Financing: No cost consideration to the City

NON-ACTION ITEM

1. Discussion of Citywide Park Classifications (continued)

Public Notice

17 01 5 8

POSTED CITY SECRETARY
DALLAS, TX



(NOTICE OF MEETING – PAGE 2)
DALLAS PARK AND RECREATION BOARD
PLANNING AND DESIGN COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
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(8:00 A.M.)


Dawna M. Ray, Secretary
Park and Recreation Board

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

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(PLANNING AND DESIGN COMMITTEE ONLY- ACTION ITEM)

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

DATE: February 23, 2017
COUNCIL DISTRICT(S): All
STAFF: Louise Elam, 214-670-5275

SUBJECT

Consider Park and Recreation Board recommendations to the City Council for parks/projects to be considered Citywide for future Park General Obligation Bond Propositions; Park Classifications and Signature Park designation - Financing: No cost consideration to the City

BACKGROUND

On January 18, 2017, at the City Council briefing, "The BIG Picture 2017 Capital Bond Program: Follow Up Information – Briefing Schedule and Citywide Designations," the City Council asked that the Park and Recreation Board to clarify Park Classifications, what projects should be considered Citywide and whether the Signature Park designation should continue to be used.

This agenda item action will recommend to the City Council which types of parks and projects should be considered as Citywide for a Park Proposition; recommendation on park classifications and recommendation of which parks should be designated as Signature.

While the Park and Recreation Board is hereby recommending which projects/parks are considered as Citywide, a project designated as Citywide is able to be included for bond program funding either in the Citywide or Council District category.

Park Classifications:

The Dallas Park and Recreation Department park classifications are based on the National Recreation and Park Association's (NRPA) park classification system. The Park and Recreation Board recommends to the City Council that the NRPA Park Classification System continue to be utilized for Dallas parks.

This system classifies parks as follows:

Mini Park

The mini park is used to address limited, isolated, or unique recreation needs of concentrated populations. Mini parks typically serve a quarter-mile radius. The size of a mini-park ranges between 2,500 square feet and one acre in size. These parks may be either active or passive, but address a specific recreational need rather than a particular population density, although a high population density may create a specific recreation need. Recommended improvements for mini parks may include a small pavilion, picnic area, park benches, and a 6 foot-wide perimeter trail. Off-street parking is not recommended.

Consider Park and Recreation Board recommendations to the City Council for parks/projects to be considered Citywide for future Park General Obligation Bond Propositions; Park Classifications and Signature Park designation - Financing: No cost consideration to the City – February 16, 2017 – Page 2

BACKGROUND (Continued)

Neighborhood Park

Neighborhood parks serve a variety of age groups within a limited area or neighborhood. They range in size from 1 to 15 acres and generally serve residents within a quarter- to half-mile radius. The neighborhood park includes areas for active recreation activities such as field games, court games, playgrounds, etc. Passive recreation activities may include walking, viewing, sitting, and picnicking. Facilities are generally unlighted and off-street parking is not recommended.

Community Park

Community parks are larger than neighborhood parks and serve several neighborhoods. They range in size from 16 to 99 acres and generally serve a user area of one to two miles in radius. The community park may include areas for intense recreation activities such as competitive sports, swimming, tennis, playgrounds, volleyball, etc. There may also be passive recreation opportunities such as walking, viewing, sitting, and picnicking.

Metropolitan Park

Metropolitan parks are large park facilities that serve multiple communities. They range in size from 100 to 499 acres and serve the entire city. The metropolitan park includes natural areas or developed areas for a variety of outdoor recreation activities such as ball fields, playgrounds, boating, fishing, swimming, picnicking, and trail systems.

Regional Park

Regional parks are very large multi-use parks that serve several communities within a particular region. They are 500 acres or larger in size and serve those areas within a one-hour driving distance. The regional park provides both active and passive recreation opportunities, with a wide selection of facilities for all age groups. They may also include areas of nature preservation for activities such as sightseeing, nature study area, wildlife habitat, and conservation. National Recreation and Park Association (NRPA) standards for regional parks vary due to the specific site characteristics and natural resources.

Special Use Area

Special use areas and parks are for specialized or single-purpose recreation activities. NRPA defines these parks as historical areas, nature centers, marinas, golf courses, zoos, conservatories, arboretums, arenas, amphitheaters, plazas, or community squares. There are no specific standards for size or acreage since each site will vary. Special use parks may carry a double classification.

Linear Park / Linkages

Linear parks and linkages are built connections or natural corridors that link parks together. Typically, the linear park is developed for one or more modes of recreational travels such as walking, jogging, biking, in-line skating, hiking, horseback riding, and canoeing. Linear parks may include active play areas. The NRPA does not stipulate specific standards for linear parks other than they should be sufficient to protect the resource and provide maximum usage.

Consider Park and Recreation Board recommendations to the City Council for parks/projects to be considered Citywide for future Park General Obligation Bond Propositions; Park Classifications and Signature Park designation - Financing: No cost consideration to the City – February 16, 2017 – Page 3

BACKGROUND (Continued)

Conservancy

Conservancies include areas for protection and management of the natural / cultural environment with recreation use as a secondary objective. Recreation use might include passive recreation such as viewing and studying nature and wildlife habitat. The NRPA does not indicate specific acreage or size standards for the conservancy other than they should be sufficient to protect the resource and provide appropriate usage.

Signature Parks:

The Dallas Park and Recreation Department's 2002 *Renaissance Plan* recommended that certain parks be designated as "Signature". The Park and Recreation Board recommends that the Signature Park designation continue to be utilized and that these parks be considered Citywide. The Park and Recreation Board recommends that two parks be added to the list of existing Signature Parks: 1) Bachman Lake Park and 2) Samuell Grand Park.

The following list is recommended for Signature Park designation:

- Bachman Lake Park (*added*)
- Crawford Memorial Park
- Dallas Arboretum
- Dallas Zoo
- Downtown Parks, including Klyde Warren (system)
- Fair Park
- Kiest Park
- Samuell Grand Park (*added*)
- Turtle Creek Greenbelt Park
- White Rock Lake Park

Citywide Parks/Projects:

The Park and Recreation Board recommends to the City council that the following types of parks be considered as Citywide for future Park General Obligation Bond Propositions:

- Parks which are classified Metro or Regional, as determined by their acreage, are considered as Citywide Projects
- Some parks classified as Special Use Areas, Linear Park/Linkages and Conservancies are also considered Citywide if they serve the entire city, region or multiple Council Districts
- Signature Parks
- Linear Trails that are a part of the Trail network
- Recreation Centers
- Family Aquatic Centers and Community Pools
- Maintenance and Service Centers
- Reservation Facilities

Consider Park and Recreation Board recommendations to the City Council for parks/projects to be considered Citywide for future Park General Obligation Bond Propositions; Park Classifications and Signature Park designation - Financing: No cost consideration to the City – February 16, 2017 – Page 4

BACKGROUND (Continued)

- Citywide allowances for projects such as Americans with Disabilities Act (ADA), environmental conservation, toilets, code, etc.

Refer to attached list for a summary of parks/projects considered as Citywide.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

The Park and Recreation Board Planning and Design Committee was briefed on January 19, 2017 on the recommendations of Park and Recreation staff for Citywide park consideration.

The Planning and Design Committee will consider this item on February 16, 2017 and will present a recommendation to the Park and Recreation Board on February 23, 2017.

FISCAL INFORMATION

No cost consideration.

STAFF RECOMMENDATION

Staff recommends approval.

ATTACHMENTS

1. Draft Resolution
2. Exhibit A - Citywide Projects List

DRAFT

A RESOLUTION OF THE CITY OF DALLAS PARK AND RECREATION BOARD RECOMMENDING TO THE DALLAS CITY COUNCIL WHICH PARKS SHOULD BE CONSIDERED AS SIGNATURE, PARK CLASSIFICATION SYSTEM, AND PARKS/PROJECTS CONSIDERED AS CITYWIDE FOR A PARK PROPOSITION FOR FUTURE GENERAL OBLIGATION BOND PROGRAMS

WHEREAS, the Dallas City Council on January 18, 2017 during “The BIG Picture 2017 Capital Bond Program: Follow Up Information – Briefing Schedule and Citywide Designations” briefing requested that the Park and Recreation Board consider which parks/projects should be considered as Citywide in relation to the General Obligation Bond Program; and

WHEREAS, the Dallas City Council on January 18, 2017 requested that the Park and Recreation Board consider Park Classifications; and

WHEREAS, the Dallas City Council on January 18, 2017 requested that the Park and Recreation Board consider whether the Signature Park designation should be continued, and which parks should be considered as Signature; and

WHEREAS, it is the desire of this Park and Recreation Board that City Council consider their recommendations for Citywide parks/projects, Park Classifications and Signature Park designations.

NOW, THEREFORE, BE IT RESOLVED BY THE PARK AND RECREATION BOARD OF DALLAS, TEXAS:

Section 1. The Park and Recreation Board recommends to the Dallas City Council that the Park and Recreation Department continue to utilize the National Recreation and Park Association (NRPA) Park Classification System.

Section 2. The Park and Recreation Board recommends to the Dallas City Council that the Signature Park designation continue to be used and that the following parks be included in this category:

- Bachman Lake Park
- Crawford Memorial Park
- Dallas Arboretum
- Dallas Zoo
- Downtown Parks, including Klyde Warren (system)
- Fair Park
- Kiest Park
- Samuell Grand Park
- Turtle Creek Greenbelt Park
- White Rock Lake Park

DRAFT

A RESOLUTION OF THE CITY OF DALLAS PARK AND RECREATION BOARD RECOMMENDING TO THE DALLAS CITY COUNCIL WHICH PARKS SHOULD BE CONSIDERED AS SIGNATURE, PARK CLASSIFICATION SYSTEM, AND PARKS/PROJECTS CONSIDERED AS CITYWIDE FOR A PARK PROPOSITION FOR FUTURE GENERAL OBLIGATION BOND PROGRAMS

Section 3. The Park and Recreation Board recommends to the Dallas City Council that the following types of parks be considered as Citywide for future Park General Obligation Bond Propositions (refer to Exhibit 1):

- Parks which are classified as Metropolitan or Regional
- Some parks classified as Special Use Areas, Linear Park/Linkages and Conservancies are also considered Citywide if they serve the entire city, region or multiple Council Districts
- Signature Parks
- Linear Trails that are a part of the Citywide Trail network
- Recreation Centers - all, including new, replacements, expansions, renovations and major maintenance
- Family Aquatic Centers and Community Pools
- Maintenance and Service Centers
- Reservation Facilities
- Citywide allowances for projects such as Americans with Disability Act, code, etc.

PASSED AND APPROVED by the City of Dallas Park Board on this the ____ day of _____ 2017.

APPROVED:

Max W. Wells, President
Dallas Park and Recreation Board

ATTEST:

Dawna M. Ray, Secretary
Dallas Park and Recreation Board

APPROVED AS TO FORM:

Christine Lanners
Assistant City Attorney

EXHIBIT A

Citywide Projects

Capital Projects at the following locations are recommended by the Park and Recreation Board to be included in the Bond Program Needs Inventory under the “Citywide Funding” category.

1. Projects located at parks classified as “Metropolitan (Metro)”, “Regional”, and some “Conservancy” and “Special Use Area (Special Use)”, including:

<u>Park</u>	<u>Park Classification</u>
○ Bachman Lake Park	Metro (Signature)
○ Boulder Park	Metro
○ California Crossing	Conservancy
○ Cedar Ridge Preserve	Conservancy
○ City Park	Special Use (OCA)
○ Crawford Memorial Park	Metro (Signature)
○ Dallas Arboretum	Special Use (Arboretum) (Signature)
○ Dallas Zoo	Special Use (Zoological) (Signature)
○ Downtown Parks, including Klyde Warren (system)	Special Use (Downtown) (Signature)
○ Elm Fork Athletic Complex (MoneyGram Soccer Park)	Special Use
○ Elm Fork Shooting Range	Special Use (Gun Club)
○ Fair Oaks Park	Metro
○ Fair Park	Special Use (Fair Park) (Signature)
○ Flag Pole Hill Park	Metro
○ Freedman’s Memorial Cemetery	Special Use (Cemetery)
○ Gateway Park	Metro
○ Golf Courses:	Special Use (Golf Course)
○ Cedar Crest	
○ Keeton	
○ Luna Vista	
○ Tenison Glen	
○ Tenison Highlands	
○ Stevens	
○ Great Trinity Forest	Conservancy
○ Great Trinity Forest Gateway	Conservancy
○ Harry S. Moss Park	Metro
○ Joey Georgusis Park	Special Use
○ Joppa Preserve	Conservancy
○ Juanita J. Craft House	Special Use (OCA)
○ Kiest Park	Metro (Signature)
○ L. B. Houston Nature Area	Conservancy

○ Majestic Theater	Special Use (OCA)
○ McCommas Bluff	Conservancy
○ Midtown Park (proposed)	Special Use
○ Mountain Creek Lake Park	Regional
○ Norbuck Park	Metro
○ Reservation facilities (such as Winfrey Point)	Special Use
○ Robert E. Lee Park	Special Use (Community)
○ Samuell -East Farm	Regional
○ Samuell-Garland	Special Use (Community)
○ Samuell-Grand	Special Use (Community)
○ Samuell New Hope	Metro
○ Simonds Lake	Metro
○ South Dallas Cultural Center	Special Use (OCA)
○ Tenison Park Picnic Area	Special Use (Community)
○ Tennis Centers:	N.A.
○ Fair Oaks	
○ Fretz	
○ Kiest	
○ L. B. Houston	
○ Samuell Grand	
○ Trinity River Audubon Center	Special Use
○ Trinity River Greenbelt	Conservancy
○ Turtle Creek Greenbelt Park	Special Use (Linear) (Signature)
○ Water Garden at Corinth and S. Riverfront Sump (proposed)	Special Use
○ White Rock Lake Park	Regional (Signature)
○ William B. Dean	Special Use
○ William Blair Jr. Park	Metro

2. Parks designated as “Signature”:

- Bachman Lake Park (added)
- Crawford Memorial Park
- Dallas Arboretum
- Dallas Zoo
- Downtown Parks, including Klyde Warren (system)
- Fair Park
- Kiest Park
- Samuell Grand Park (added)
- Turtle Creek Greenbelt Park
- White Rock Lake Park

3. Recreation Centers, including new, replacements, expansions, renovations and major maintenance

4. Aquatics, to include:

- Neighborhood, Community and Regional Family Aquatic Centers
- Community pools
- *Note: Spraygrounds considered as Council District projects*

5. Linear trails, to include:

- Bernal Trail
- Cedar Crest/Honey Springs Trail
- Chalk Hill Trail
- Circuit Trail
- Cottonbelt Trail
- Cottonwood Trail
- Cottonwood/ White Rock Creek Trail Connection
- Dixon Branch Greenbelt Trail (WRL to Sunland Road)
- Elm Fork Greenbelt Trail
- Five Mile Creek Greenbelt Trail
- Flag Pole Hill Trail
- Goat Hill Katy Trail Easement
- Highland Hills Trail
- Interurban Trail
- John C. Phelps Trail
- Katy Trail
- Katy Trail / Trinity Strand Trail Connector
- KCS Trail
- Kleberg Trail
- Lake Highlands Trail
- Lake Highlands Trail South
- Lake Highlands Trail West
- Mountain Creek Trail
- Northaven Trail
- Prairie Creek Greenbelt Trail
- Preston Ridge Trail
- Ridgewood Trail
- Runyon Creek Greenbelt Trail
- Santa Fe Trail
- Santa Fe Trestle Trail
- Scyene Trail
- SoPAC Trail
- Timberglen Trail
- Trinity Forest Spine Trail
- Trinity Strand Trail

- White Rock Creek Trail
- White Rock Lake Trail

6. Maintenance/Service Centers

7. Other projects to be considered Citywide:

- Americans with Disabilities Act (ADA) compliance – citywide allowance
- Athletic Complexes - large (football, soccer, baseball, softball, skateparks)
- Code compliance – citywide allowance
- Environmental conservation: dam safety, erosion control, dredging – city-wide allowance
- Land Acquisition – citywide allowance
- Partnership match funding allowance
- Partnership playgrounds with ISDs - allowance
- Safety/security – citywide allowance
- Toilet facilities – citywide allowance

MEMORANDUM

RECEIVED

2017 FEB 10 PM 1:21

CITY SECRETARY
DALLAS, TEXAS



DATE: February 10, 2017

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

SUBJECT: Notice of Regular Meeting – Thursday – February 16, 2017 – 9:00 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, February 16, 2017 at Dallas City Hall, 1500 Marilla Street, Room 6FN, Dallas, Texas 75201 at 9:00 a.m. A copy of the agenda is attached.


Dawna M. Ray, Secretary
Park and Recreation Board

- c: Barbara A. Barbee, Park Boardmember, Council District 1
- Jesse Moreno, Park Boardmember, Council District 2
- Marlon Rollins, Park Boardmember, Council District 3
- Lawrence P. Hochberg, Park Boardmember, Council District 4
- Yolanda F. Williams, Park Boardmember, Council District 5
- Celina Barajas, Park Boardmember, Council District 6
- Sean Johnson, Vice President, Council District 7
- Raquel A. Rollins, Park Boardmember, Council District 8
- Susan Rader, Park Boardmember, Council District 9
- Robb P. Stewart, 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, Deputy Director, Park and Recreation Department
- Christine Lanners, Assistant City Attorney
- Rosa A. Rios, City Secretary

Public Notice

17 016 0

POSTED CITY SECRETARY
DALLAS, TX

DALLAS PARK AND RECREATION BOARD AGENDA
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, FEBRUARY 16, 2017
(9:00 A.M.)

RECEIVED

2017 FEB 10 PM 1:22

CITY SECRETARY
DALLAS, TEXAS

MEETINGS:

- 8:00 am: Administration and Finance Committee – Room 6FS
8:00 am: Planning and Design Committee – Room 6FN
9:00 am: Park and Recreation Board – Room 6FN
11:00 am: Marketing Committee – Room 6FN
(Public Speakers sign in by 8:30 a.m.)
-

1. Speakers
2. Approval of Minutes of the January 26, 2017 Park and Recreation Board Meeting

CONSENT AGENDA (ITEM 3)

PLANNING AND DESIGN COMMITTEE – CHANGE ORDER

3. Bachman Recreation Center (6) – Authorize an increase to the contract with Phoenix I Restoration and Construction, Ltd., for the replacement of flooring on pool deck and locker/shower areas at the Bachman Recreation Center located at 2750 Bachman Drive - Not to exceed \$113,763, from \$606,258 to \$720,021 - Financing: 2006 Bond Funds

NON-ACTION ITEM

4. Recent Police Activity in the Park System:
Rick Watson, Deputy Chief, Dallas Police Department

BRIEFINGS

5. Cedar Ridge Preserve Annual Report:
John Jenkins, Deputy Director, Park and Recreation Department
6. Pacific Plaza: Proposed Development and Operating Endowment Agreements:
Louise Elam, Assistant Director, Park and Recreation Department

OTHER/NON-ACTION ITEMS

7. Fair Park RFQ/RFP Update
8. Committee Reports

DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 2
DALLAS CITY HALL, 1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, FEBRUARY 16, 2017, 9:00 A.M.

OTHER/NON-ACTION ITEMS

9. Park and Recreation Board Members Liaison Reports: Audubon Dallas/Cedar Ridge Preserve, Cultural Affairs Commission, Dallas Arboretum and Botanical Society, Dallas Zoological Society, Downtown Dallas, Inc./Downtown Parks, Friends of Fair Park, The Friends of Katy Trail, Lee Park and Arlington Hall Conservancy, State Fair of Texas, Texas Discovery Gardens, The Trinity Commons Foundation, Trinity River Audubon Center, Turtle Creek Association, The Woodall Rodgers Park Foundation/Klyde Warren Park
10. Staff Announcements – Upcoming Park and Recreation Department Events
11. Next Park and Recreation Board Regular Meeting: Thursday, February 23, 2017
12. 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.
6. Deliberations regarding Economic Development negotiations. Section 551.087 of the T.O.M.A.

DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 3
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DRAFT

Park and Recreation Board
Dallas City Hall
1500 Marilla Street – Room 6FN
Dallas, Texas 75201
January 26, 2017 – 9:00 A.M.

Regular Meeting: Jesse Moreno, Vice President, presiding

Present: Jesse Moreno, Vice President; Celina Barajas, Barbara A. Barbee, Lawrence P. Hochberg, Sean Johnson, Lawrence S. Jones, Amy W. Monier, Susan Rader, Marlon Rollins, Raquel A. Rollins, Rodney Schlosser, Paul Sims, Robb P. Stewart, Yolanda F. Williams – 14

Absent: Max W. Wells, President - 1

Vice President Moreno convened the regular meeting at 9:08 a.m. A quorum of the Board was present.

Agenda Item 1. No speakers.

Agenda Item 2. A motion by Sean Johnson, seconded by Lawrence Jones, for approval of Minutes of the January 12, 2017 Park and Recreation Board Meeting, was carried. The vote was unanimous.

Agenda Item 3. Recent Police Activity in the Park System presented by Rick Watson, Deputy Chief, Dallas Police Department.

BRIEFINGS

Agenda Item 5. Park Ranger Program introduced by Oscar Carmona, Assistant Director, Park and Recreation Department and presented by Troy Schinzel, Manager, Park and Recreation Department. Troy introduced the Park Rangers to the Board.

Agenda Item 4. 2016 State Fair of Texas Highlights introduced by Daniel Huerta, Assistant Director, Park and Recreation Department and presented by Mitchell Glieber, President, State Fair of Texas.

Agenda Item 6. A motion by Sean Johnson, seconded by Amy Monier, to discuss the Tennis Professionals Contracts, failed.

ADDENDUM AGENDA

Addendum Agenda - Item 1. State Fair of Texas Discussion.

BRIEFINGS

Agenda Item 6. Discussion of Tennis Professionals Contracts – Request for Proposal Update introduced by Willis Winters, Director, Park and Recreation Department presented by John Lawrence, Senior Park Manager, Park and Recreation Department. A straw vote by a majority of the Board was in favor of recommendations and proceeding with a Request for Proposal (RFP).

OTHER/NON-ACTION ITEMS

Agenda Item 7. Committee Reports, no reports given.

Agenda Item 8. Park and Recreation Board Members Liaison Reports: Audubon Dallas/Cedar Ridge Preserve, Cultural Affairs Commission, Dallas Arboretum and Botanical Society, Dallas Zoological Society, Downtown Dallas, Inc./Downtown Parks, Friends of Fair Park, The Friends of Katy Trail, Lee Park and Arlington Hall Conservancy, State Fair of Texas, Texas Discovery Gardens, The Trinity Commons Foundation, Trinity River Audubon Center, Turtle Creek Association, The Woodall Rodgers Park Foundation/Klyde Warren Park, no reports given.

DRAFT

Agenda Item 9. Staff Announcements – Upcoming Park and Recreation Department Events:

Willis Winters announced future Park and Recreation Board Briefings.

Agenda Item 10. Next Park and Recreation Board regular meeting on Thursday, February 16, 2017.

Agenda Item 11. Vice President Moreno adjourned the Board meeting at 12:11 p.m.

Dawna M. Ray, Secretary
Park and Recreation Board

Jesse Moreno, Vice 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.

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

AGENDA DATE: March 22, 2017

COUNCIL DISTRICT(S): 6

DEPARTMENT: Park & Recreation

CMO: Louise Elam, 214-670-5275

MAPSCO: 33C

SUBJECT

Authorize an increase in the contract with Phoenix I Restoration and Construction, Ltd., for the replacement of flooring on pool deck and locker/shower areas at Bachman Recreation Center located at 2750 Bachman Drive - Not to exceed \$113,763, from \$606,258 to \$720,021 - Financing: 2006 Bond Funds

BACKGROUND

On May 25, 2016, a contract was awarded to Phoenix I Restoration and Construction, Ltd. for renovations at Bachman Recreation Center located at 2750 Bachman Drive, in an amount not to exceed \$576,240.00.

On November 10, 2016, Administrative Action No. 16-0946 authorized Change Order No. 1 to the contract with Phoenix I Restoration and Construction, Ltd. for modifications of roof perimeter, deletion of drain bowl installation and removal of four trees and wood deck repair at Bachman Recreation Center, in an amount not to exceed \$34,099.44, making a revised contract amount of \$610,339.44.

On January 24, 2017, Administrative Action No. 17-0149 authorized Change Order No. 2 to the contract with Phoenix I Restoration and Construction, Ltd. for a decrease in the contract to include a credit for omitted sealant at exterior joints between wall system and foundation, metal roof deck, removal of one roof drain; and other miscellaneous costs at Bachman Recreation Center, in an amount not to exceed (\$4,081.76), making a revised contract amount of \$606,257.68.

This action will authorize Change Order No. 3 to the contract with Phoenix I Restoration and Construction, Ltd., in an amount not to exceed \$113,762.53, from \$606,257.68 to \$720,020.21 for the replacement of flooring on pool deck and locker/shower areas at Bachman Recreation Center.

ESTIMATED SCHEDULE OF PROJECT

Begin Construction April 2017
Complete Construction August 2017

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

The Park and Recreation Board authorized the advertisement for a Request for Competitive Sealed Proposals on February 4, 2016.

The Park and Recreation Board authorized award of the contract on May 5, 2016.

Information about this item was provided to the Quality of Life & Environment Committee on May 23, 2016.

The Planning and Design Committee will consider this item on February 16, 2017 and will present a recommendation to the Park and Recreation Board on the same day.

This item will be scheduled for City Council approval on March 22, 2017.

FISCAL INFORMATION

2006 Bond Funds - \$113,762.53

Construction Contract	\$576,240.00
Change Order No. 1	\$34,099.44
Change Order No. 2	(\$4,081.76)
Change Order No. 3 (this action)	<u>\$113,762.53</u>
 Total amount	 \$720,020.21

M/WBE INFORMATION

See attached.

ETHNIC COMPOSITION

Phoenix I Restoration and Construction, Ltd.

White Male	32	White Female	7
Hispanic Male	81	Hispanic Female	1
Black Male	0	Black Female	0
Other Male	0	Other Female	0

OWNER

Phoenix I Restoration and Construction, Ltd.

Dale Sellers, President

MAP

Attached

Anastacio, Vhee

From: Williams, Regina T.
Sent: Thursday, February 09, 2017 10:53 AM
To: Anastacio, Vhee
Cc: Lifsey, Sonja
Subject: FW: BID APPROVAL PHOENIX I BACHMAN REC. CTR C 3 0 OVERALL 44.12

BUSINESS INCLUSION AND DEVELOPMENT PLAN SUMMARY

PROJECT: Authorize an increase in the contract with Phoenix I Restoration and Construction, Ltd., for the replacement of flooring on pool deck and locker/shower areas at Bachman Recreation Center located at 2750 Bachman Drive - Not to exceed \$113,763, from \$606,258 to \$720,021 - Financing: 2006 Bond Funds

Phoenix I Restoration and Construction, Ltd. is a local, non-minority firm, has signed the "Business Inclusion & Development" documentation, and proposes to use their own workforce.

PROJECT CATEGORY: Construction

LOCAL/NON-LOCAL CONTRACT SUMMARY - THIS ACTION ONLY

	<u>Amount</u>	<u>Percent</u>
Local contracts	\$113,762.53	100.00%
Non-local contracts	\$0.00	0.00%
TOTAL THIS ACTION	\$113,762.53	100.00%

LOCAL/NON-LOCAL M/WBE PARTICIPATION THIS ACTION

Local Contractors / Sub-Contractors

None

Non-Local Contractors / Sub-Contractors

None

TOTAL M/WBE PARTICIPATION

	<u>This Action</u>		<u>Participation to Date</u>	
	<u>Amount</u>	<u>Percent</u>	<u>Amount</u>	<u>Percent</u>
African American	\$0.00	0.00%	\$0.00	0.00%
Hispanic American	\$0.00	0.00%	\$0.00	0.00%
Asian American	\$0.00	0.00%	\$0.00	0.00%
Native American	\$0.00	0.00%	\$0.00	0.00%
WBE	\$0.00	0.00%	\$317,657.94	44.12%
Total	\$0.00	0.00%	\$317,657.94	44.12%



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

Project Name: Bachman Recreation Center Renovation CO #3 Bid/Contract #: 16-0807 (50-16-1528-PIRC Job #)

Instructions:

- Column 1: List type of work to be performed by Prime and 1st tier subcontractors.
- Column 2: City of Dallas Vendor Number for Prime and Subcontractors/Suppliers (if none, register online: www.bids.dallascityhall.org). ALL Prime and Subcontractors/Suppliers must be registered with the City of Dallas.
- Column 3: List name of firm; M/WBE Certification Number (if applicable).
- Column 4: List firm(s); contact name; address; telephone number.
- Column 5: List ethnicity of firm(s) owner as B=African American; H=Hispanic; I=Asian Indian; N=Native American; P=Asian Pacific; W=Woman; NON=other than M/WBE.
- Column 6: Indicate firm's location as L=local (within Dallas county limits); N=Non-local (Outside Dallas county limits).
- Column 7: Indicate dollar amount of value of work for the Prime contractor, subcontractors, and suppliers.
- Column 8: Indicate percentage of total contract amount.
- Column 9: Indicate total payments to date.
- Column 10: Indicate payments during current pay period.

Type of Work [1]	City of Dallas Vendor Number [2]	Name of Firm & M/WBE Certification (if Applicable) [3]	Contact Name Address, City, State, Zip & Tel. Number [4]	Type of Firm [5]	L or N [6]	Value of Work (\$) [7]	Percent (%) [8]	Payments to Date (\$) [9]	Payment this Period (\$) [10]
General Contracting	3594	Phoenix I Restoration and Construction, Ltd.	14032 Distribution Way, Farmers Branch, TX 75234, 214.902.0111	non	L	\$ 23,293.59	20.48%	\$ -	
Notes:									
Cast-In-Place Concrete		Instant Rain Designs, WFWB53704N0513	Teri Slaughter, 5311 Parkland Ave., Dallas, TX, 75235, 469.767.4565	W	L	\$ -	0.00%	\$ -	\$ -
Notes:									
Site Lighting		Integrus	735 Plaza Blvd., Suite 210, Coppell, TX 75019	non	L	\$ -	0.00%	\$ -	\$ -
Notes:									
Roofing		Texas Roof Management WFWB26655N0716	728 Lingco Dr, Richardson, TX 75081	W	L	\$ -	0.00%	\$ -	\$ -

Type of Work	City of Dallas Vendor Number	Name of Firm & M/WBE Certification (If Applicable)	Contact Name Address, City, State, Zip & Tel. Number	Type of Firm	L or N	Value of Work (\$)	Percent (%)	Payments to Date (\$)	Payment this Period (\$)	
Notes:										
Tree Removal		Parker Tree Service	11 Maxwell Lane, Murphy, TX 75094 214-394-2414	non	N	\$ -	0.00%	\$ -	\$ -	
Notes:										
Flooring		Star Floors	15340 N Dallas Parkway, Dallas, TX 75248 214-538-0661	non	L	\$ 90,488.94	79.52%	\$ -	\$ -	
Notes:										
							0.00%			
Notes:										
							0.00%			
Notes:										
							0.00%			
Notes:										
							0.00%			
Notes:										
[Note: Totals and Percentages will automatically calculate.]						Total Bid Amount:	\$ 113,762.53	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:



Title: Vice President

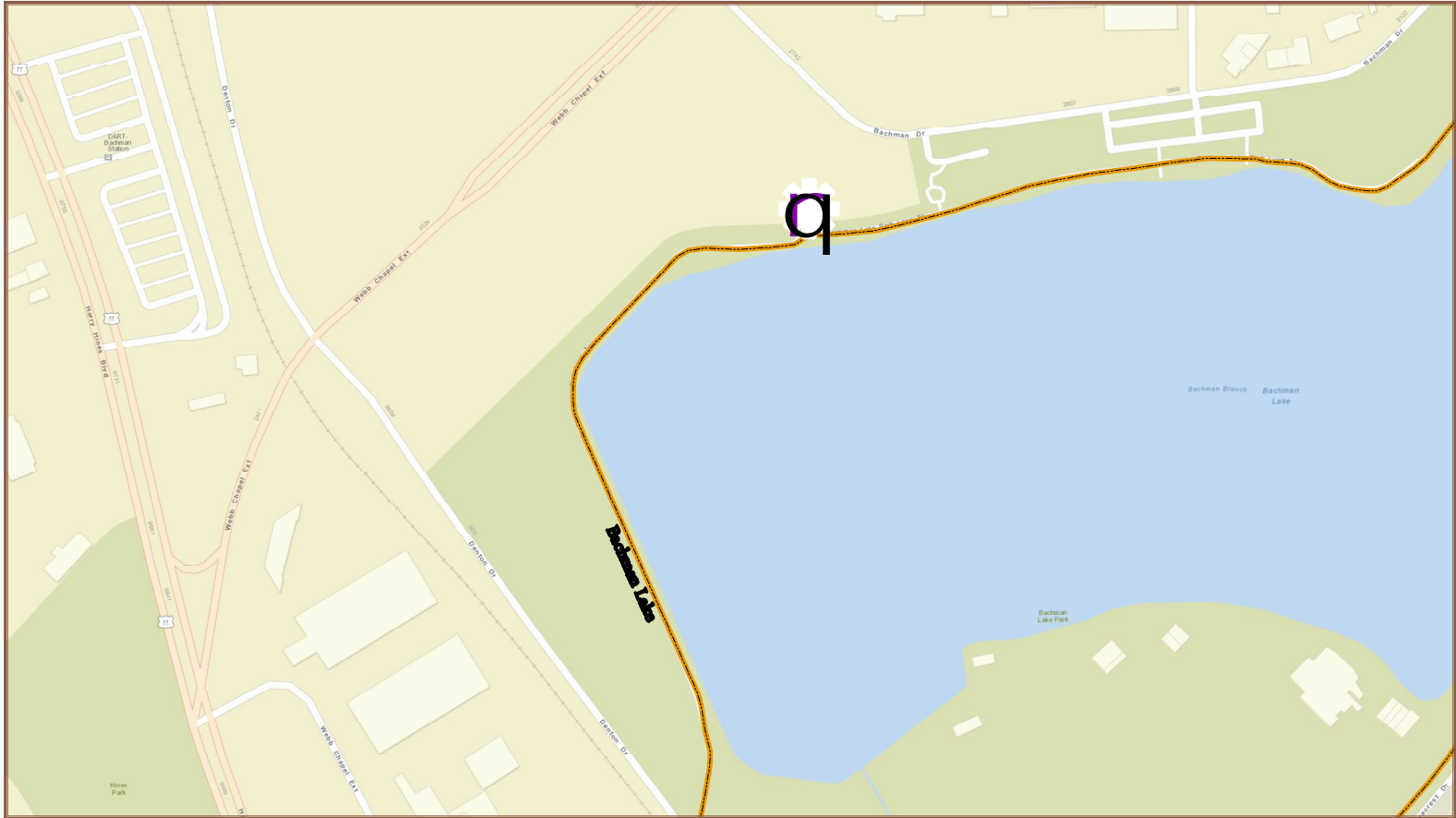
Printed Name:

Travis Sellers

Date: February 1, 2017

Company Name:

Phoenix I Restoration and Construction, Ltd.



0 125 250 500 750 Feet

February 16, 2017



Bachman Therapeutic Recreation Center
(2750 Bachman Dr)

Mapsc0
33 C

District
6

MEMORANDUM



DATE: February 10, 2017

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

SUBJECT: February 16, 2017 Park and Recreation Board Briefings

On Thursday, February 16, 2017, the following briefings will be presented to the Dallas Park and Recreation Board:

- Cedar Ridge Preserve Annual Report:
John Jenkins, Deputy Director, Park and Recreation Department
- Pacific Plaza: Proposed Development and Operating Endowment Agreements:
Louise Elam, Assistant Director, Park and Recreation Department

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

A handwritten signature in black ink that reads "Willis C. Winters".

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

RECEIVED

2017 FEB 10 PM 1:23

CITY SECRETARY
DALLAS, TEXAS



Yolanda F. Williams, Chair
Paul Sims, Co-Chair
Celina Barajas
Lawrence P. Hochberg
Marlon Rollins
Rodney Schlosser
Robb P. Stewart

(NOTICE OF MEETING)
DALLAS PARK AND RECREATION BOARD
MARKETING COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, FEBRUARY 16, 2017
(11:00 A.M.)

AGENDA

1. Current Marketing Initiatives


Dawnia 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, Deputy Director, Park and Recreation Department
Daniel Huerta, 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 meeting

Public Notice

17 01 5 9

POSTED CITY SECRETARY
DALLAS, TX



(NOTICE OF MEETING – PAGE 2)
DALLAS PARK AND RECREATION BOARD
MARKETING COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, FEBRUARY 16, 2017
(11:00 A.M.)

**Handgun Prohibition Notice for Meetings
of Governmental Entities**

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

Current Marketing Initiatives

Park and Recreation Board Marketing Committee

February 16, 2017

Purpose

To update the Marketing Committee of the Park and Recreation Board on the following initiatives;

- Smoking Ban Awareness Campaign
- Park Rangers Program Rollout Plan
- Senior Games Promotion and Sponsorship
- Social Media Channels Verification

Dallasparks.org home page

The screenshot displays the Dallasparks.org home page layout. On the left, there is a vertical sidebar with icons for a star, a calendar, a smartphone, and an upward arrow. The main content is divided into three columns:

- Featured:** Promotes the Youth Fishing Derby on Feb 11 at Kidd Springs, requiring registration. It includes a photo of a fish and a 'Commit to Get Fit in 2017' advertisement for a 1-month membership for \$19.99 with a \$100 gift certificate.
- News:** Contains three articles: 'Word from the Director: January 2017' about the new year, 'Smell the Flowers: Thank You for Not Smoking at our Dallas Parks' regarding a smoking ban, and 'Dallas Park and Recreation Department Launches Park Ranger Program'.
- Upcoming Events:** Lists events for Wed Feb 1, Thu Feb 2, Sat Feb 4, Sat Feb 11, Tue Feb 14, and Wed Feb 15, including 'Mobile Box Office for free ticket reservations to "The Tempest"', 'Hot Chocolate Expo & 15K 5K', 'Dallas Entrepreneurship Mini-Seminar: Training Series: Tips on Forming Your Business!', and 'Senior Games'.

At the bottom of the featured section, there is a '2017 Senior Games' advertisement with a photo of a person and the text 'Senior Games'.

Smoking Ban Awareness Campaign

Smoking Ban Awareness Campaign

- Create an internal/external public awareness campaign regarding the new smoking ban at Dallas Parks beginning March 1, 2017
- Goal - Create a consolidated message in response to the new smoking ban.
- Theme - Smell the Flowers! Thank you for not smoking at our Dallas Parks
- Internal
 - Message from the Director
 - Internal Training : including EAC event in January, and all division meetings
- External
 - Website (January, 2017)
 - Park Board Briefing- January 26
 - Digital/Social Media posts and messaging
 - 'Flyers' at City Hall, all DPARD offices and facilities
 - Signage on all park land
- Media Relations
 - All PSA opportunities across all media channels, News Release distributed 2/28



Dallas Park & Recreation

SMELL FLOWERS



NOT SMOKE

**SMOKING IS PROHIBITED IN CITY OF DALLAS PARKS
BY LAW BEGINNING MARCH 1, 2017**



Park Rangers Program Rollout Plan

Program Rollout Plan

- Goal: Create an awareness campaign introducing the Park Ranger program to all audiences
- Internal
 - New uniform
 - New vehicle wrap
- External
 - Website feature and homepage banner – January 2017
 - Park Board Briefing on January 26, 2017
 - Digital/Social media posts and messaging
 - Newsletter
- Media Relations
 - Feature story news release
 - Media/Public affairs shows



PURPOSE:
“To support the department mission by providing efficient and effective services to park visitors that embody public safety and security, while fostering environmental stewardship”

Senior Games Promotion and Sponsorship

Senior Games Return to Dallas



- The Senior Programs, part of Recreation Services has planned multiple activities, using multiple venues in 2017.
- Both opening and closing ceremonies will be held at Fair Park. Prior to the opening ceremonies there will be a 5K and Fun Walk beginning at 9am with the opening ceremonies beginning at 10am
- A sponsorship program was created to garner sponsorship for the first year. The Wellmd sponsorship came out of this solicitation providing 'free' or sponsored initiation fees and monthly program costs usually paid for by participants. This sponsorship benefit provides for all senior division programs to be underwritten and creates a wonderful benefit to participating seniors by eliminating hard costs.

Social Media Channels Verification

DPARD Social Media Verification

- Facebook pages have been verified and have a 'gray check'
 - Dallas Park and Recreation Department
 - Dallas Aquatics
 - Bahama Beach
- Twitter
 - Awaiting confirmation from Twitter regarding verification
 - Process requires an online application that includes a 500 word essay stating the account should be verified.
 - The review process can take several months
 - If Twitter concludes that the account is worthy of verification, they will request additional authenticity that would include government ID or business license.

Verification Process Documentation

From: Gonzalez-Kurz, C.C.
Sent: Friday, January 13, 2017 1:36 PM
To: Huerta, Daniel; Barshop, Celia
Subject: RE: Facebook Verification

Daniel - Please review and let me know if you have questions.
Thanks CC

Twitter Verification @DallasPark

We are waiting to receive confirmation from Twitter regarding our verification. We submitted an online application, that included a 500 word essay saying why they should verify our account, but we have yet to hear back. It can take anywhere from a week to a couple of months. If they think we're worthy of verification, they may come back and ask for additional ID, generally a scan of a government ID or a business license, something of the sort.

I will inform you and Celia once we receive feedback from Twitter.

Facebook Verification @Dallas Park and Recreation Department

The blue badge is a verification checkmark and is only made available to specific accounts of well-known public figures, celebrities and brands. Gray badges are given to smaller businesses and organizations, upon verification. It's currently not possible to request or purchase a blue verified badge. We verified our pages and we given gray badges.

Sent: Friday, January 20, 2017 12:44 PM
To: Barshop, Celia <celia_barshop@dallascityhall.com>; Huerta, Daniel <daniel.huerta@dallascityhall.com>
Subject: RE: Request to verify @BahamasBeachDai

Heard back from Twitter. We didn't get verification.
I will continue to try and keep you updated.

 Hi City of Dallas Parks,

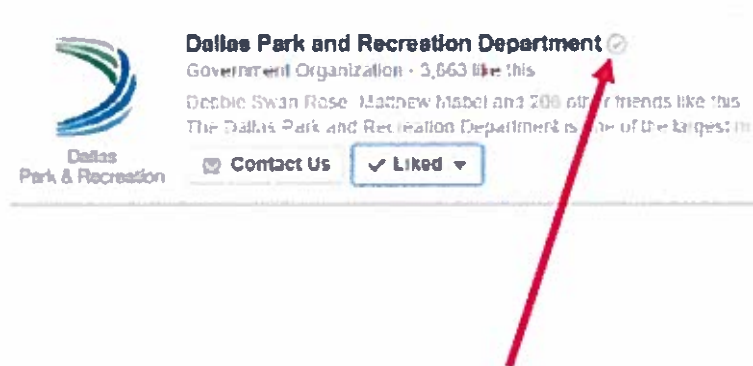
Thanks for your request to verify [@DallasParkRec](#).

We reviewed the account, and unfortunately it is not eligible to be verified at this time. Please visit our [Help Center](#) for more information about the types of accounts we verify.

[Help Center](#) | [Contact us](#) | [Not my account](#)

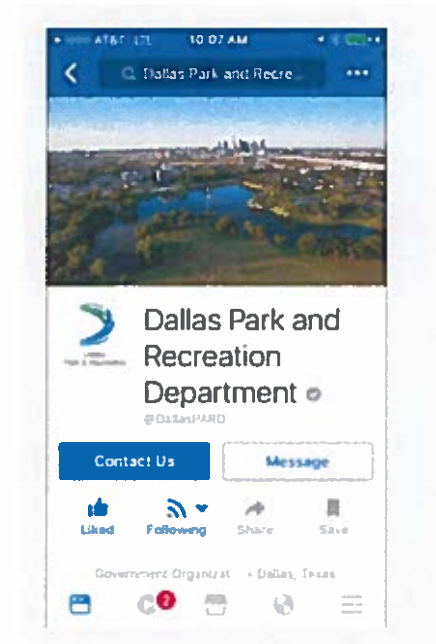
Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

Facebook Verification



According to FB- some pages and profiles have been verified by Facebook to let people know that they're authentic. If you see a blue badge on a Page or profile, this means that FB has confirmed that this is the authentic Page or profile for this public figure, media company or brand. If you see a gray badge on a Page, it means that Facebook confirmed that this is an authentic page for this business or organization.

Desktop example



Cell Phone/Mobile Device example



Appendices

Smoking Ban at Dallas Parks Plan Documents



Dallas Park & Recreation

Dallas Park and Recreation Smoking Ban Smell the Flowers! Thank you for not smoking at our #DallasParks

Overview: The Dallas Public Engagement Team was tasked to create an internal/external public awareness campaign regarding the smoking ban at our Dallas parks.

Goal: Create a consolidated message in response to the smoking ban.

Budget: \$0

Theme: Smell the Flowers! Thank you for not smoking at our #DallasParks

Potential Obstacles:

- Lack of budget
- Lack of enforcement on the ban, sending mixed messages
- Backlash from citizens, who feel like their rights are being impeded

Internal Communication Tactics

- **Message from the Director**
Department-wide Message from the Director
- **Internal Training:**
 - EAC Chili Cook Off – January 27 Role Play featuring Asst. Directors
 - Recreation Services – January/February Staff Meeting or Training
 - Maintenance – January/February Staff Meeting or Training
 - Fair Park – January/February Staff Meeting or Training
 - Facilities – January/February Staff Meeting or Training
 - Special Services – January/February Staff Meeting or Training
 - Aquatics – During Orientation for 2017 Summer Season

External Communication Tactics:

- Website (January 2017)
- Social Media Campaign (January 2017)
- Collateral Distributed & Posted (January 2017)
 - 43 recreation centers
 - 18 aquatics
 - 6 maintenance districts
 - 1 facilities office
 - 5 tennis facilities
 - 6 golf facilities
 - 6 tennis facilities
 - libraries
 - City Hall
 - Water Bill Message

Collateral Pieces:

- Flyer English/Spanish (January 2017)
- Poster English/Spanish (January 2017)
- FAQs (January 2017)
- Temporary Outdoor Signs (January 2017)
- Longterm Outdoors Signs (TBD)

Social Media Strategy (NO VIDEO)

Overview: Create a light hearted campaign that uses Man on the Street (MOS's). Identify social media influencers who are willing to record the following:

- Sample Posts for Influencers (January 2017)
 - Dallas Mayor

@Mike_Rawlings: Say it with me #SmellTheFlowers. Thanks for not smoking at our #DallasParks <tag @DallasParkRec>

- Park Director

Willis Winters: Let's #SmellTheFlowers together! Thanks for not smoking at our DallasParks. <tag @DallasParkRec>

- Heather Buen (social media influencer)

@DallasSingleMom: I'm at @DallasParkRec #SmellTheFlowers Thanks for not smoking at our #DallasParks. <tag @DallasParkRec>

- Sample DPARD Posts (January 2017)
 - Facebook: We're smoke free beginning March 1. #SmellTheFlowers Thanks for not smoking at our #DallasParks...
 - Twitter: We're smoke free beginning March 1. #SmellTheFlowers Thanks [info](#)>

Media Relations:

Tactic	Key Message	Distribution Date/Place	Completion Date	Launch Date	Measurement	Budget	Tasks Timeline
Radio PSAs	"Dallas parks are smoke free. #smell our flowers"	<ul style="list-style-type: none"> • Cumulus • CBS • WRR • Clear Channel • Liberman Broadcasting • Univision • Radio One • Salem • Service Broadcasting 		February 2017	Awareness	No cost	January: <ul style="list-style-type: none"> • Contact target audience stations for sponsorship • Contact WRR 101 for production assistance
TV PSAs	"Dallas parks are smoke free. #smell our flowers"	Station specific		February 2017	Awareness	No cost	January: <ul style="list-style-type: none"> • Contact stations for sponsorship opportunity
News Release/	Smokefree parks begin March 1!	<ul style="list-style-type: none"> • General media • Local industry media (golf) 		February 2017	Awareness	No cost	January 1 st draft

Public Affairs TV/Radio Shows	Smokefree parks begin March 1! #smell our flowers"	<ul style="list-style-type: none"> • Ch. 5 • Ch. 11 • KHVN • K104 • La Grande • Univison 		February/ March 2017	Awareness	No Cost	January/February: <ul style="list-style-type: none"> • Contact station PSA director
"Your City" News Story	New Ordinance begins March 1! "Dallas parks are smoke free. #smell our flowers"	City PIO		January 12	Awareness	No cost	December: <ul style="list-style-type: none"> • Contact COD PIO
Billboards	"Dallas parks are smoke free! #smell our flowers"			February/ March	Awareness	No cost	December: <ul style="list-style-type: none"> • Contact COD PIO January <ul style="list-style-type: none"> • Develop creatives

Marketing:

Tactic	Key Message	Distribution Date/Place	Completion Date	Launch Date	Measurement	Budget	Tasks Timeline
Fliers/Posters (English/Spanish)	Smokefree parks begin March 1!	<ul style="list-style-type: none"> • City Hall • Libraries • Rec Centers • PKR Facilities • Others TBD 		February	Awareness	In-house	January • Develop creatives
Citywide Announcement with creative	Smokefree parks begin March 1!	City Email		late February – early March	Awareness	In-house	January • Develop creatives
Electronic Announcement with Creative	Smokefree parks begin March 1!	<ul style="list-style-type: none"> • DCVB, • DDI • Homeowners Groups • Community/ City Partners • Environment groups • Other COD Departments TBD 		February	Awareness	No cost	January • Develop creatives
Promotional items i.e. water bottles, button/stickers	<ul style="list-style-type: none"> • “Dallas parks are smoke free! #smell our flowers” • “We’re Smokefree on March 1! #smell our flowers” 	Idea: Rangers/Mowers/Forestry/other PMS staff wear stickers/buttons saying:		February/ March 1	Awareness	TBD	January: • Secure bids

Online event /Community Calendars	<ul style="list-style-type: none"> • "Dallas parks are smoke free! #smell our flowers" • "We're Smokefree on March 1! #smell our flowers" 	<ul style="list-style-type: none"> • Community newspapers, • TV, Radio event calendars, • BubbleNews, etc • Others TBD. 		January/February	Awareness	No cost	January/February: <ul style="list-style-type: none"> • Develop ad schedule
Water Bill Message	<ul style="list-style-type: none"> • "We're Smokefree on March 1! #smell our flowers" 	<ul style="list-style-type: none"> • 275,000 Dallas water utilities customers 		February/March	Awareness	No Cost	January: <ul style="list-style-type: none"> • Submit form to DWU

Collateral Pieces:

Tactic	Key Message	Distribution Date/Place	Completion Date	Launch Date	Measurement	Budget	Tasks Timeline
FAQs	Smell the Flowers! Thank you for not smoking at our #DallasParks			January			January
Temporary Outdoor Signs	Smell the Flowers! Thank you for not smoking at our #DallasParks			January		TBD	
Longterm Outdoors Signs	Smell the Flowers! Thank you for			TBD		TBD	

not smoking at our #DallasParks							
---------------------------------	--	--	--	--	--	--	--

Internal Communications/Training:

Tactic	Key Message	Distribution Date/Place	Completion Date	Launch Date	Measurement	Budget	Tasks Timeline
Director's Message	Smokefree parks begin March 1!	Department		February	Awareness	TBD	January • Develop message
Internal Training	FAQs	1. EAC Chili Cook Off – 2. Recreation Services – 3. Maintenance 4. Fair Park – 5. Facilities – 6. Special Services – January/February Staff Meeting or Training 7. Aquatics – During Orientation for 2017 Summer Season		January 27 to Summer	Awareness	No cost	January • Develop creatives

External Communications: Website/Social Media:

Tactic	Key Message	Distribution Date/Place	Completion Date	Launch Date	Measurement	Budget	Tasks Timeline
Website		<ul style="list-style-type: none"> • City of Dallas • PKR 		January	Analytics		January
Social Media	<p>Sample DPARD Posts</p> <p>Facebook: We're smoke free beginning March 1. #SmellTheFlowers Thanks for not smoking at our #DallasParks ...</p> <p>Twitter: We're smoke free beginning March 1. #SmellTheFlowers Thanks for not smoking at our #DallasParks</p> <p><insert MOS video and link for more info></p>	<ul style="list-style-type: none"> • Twitter • Facebook 		January	Analytics		
Man of the Street	I'm at @DallasParkRec #SmellTheFlo	<ul style="list-style-type: none"> • Website • Facebook • Twitter 		February		In-House	January-February Production begins

	wers Thanks for not smoking at our #DallasParks. <tag @DallasParkR ec>						
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ORDINANCE NO. _____

An ordinance amending Chapter 41, "Smoking," of the Dallas City Code by amending Sections 41-1 and 41-2; providing definitions for park partner and park property; prohibiting smoking on park property; providing defenses to prosecution for smoking on park property; providing a penalty not to exceed \$200; providing a saving clause; providing a severability clause; and providing an effective date. Now, Therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That Section 41-1, "Definitions," of Article I, "General Prohibitions," of Chapter 41, "Smoking," of the Dallas City Code is amended as follows:

"SEC. 41-1. DEFINITIONS.

In this chapter:

(1) **BAR** means an establishment principally for the sale and consumption of alcoholic beverages on the premises that derives 75 percent or more of its gross revenue on a quarterly (three-month) basis from the sale or service of alcoholic beverages, as defined in the Texas Alcoholic Beverage Code, for on-premises consumption. If an establishment is located in a hotel or motel, the gross revenues of the particular establishment, rather than the gross revenues of the entire hotel or motel, will be used in calculating the percentage of revenues derived from the sale or service of alcoholic beverages.

(2) **BILLIARDS** means any game played on a cloth-covered table with balls and cue sticks where the balls are struck by the sticks and the balls strike against one another.

(3) **BILLIARD HALL** means an establishment that:

- (A) holds a valid billiard hall license issued by the city under Chapter 9A of this code;
- (B) has at least 12 billiard tables that are not coin-operated available for rent to persons desiring to play billiards on the premises; and

(C) derives 70 percent or more of its gross revenue on a quarterly (three-month) basis from the sale or service of alcoholic beverages, as defined in the Texas Alcoholic Beverage Code, for on-premises consumption and from the rental of billiard tables and billiard equipment to persons desiring to play billiards on the premises.

- (4) CIGAR BAR means a bar that derives 15 percent or more of its gross revenue on a quarterly (three-month) basis from the sale or rental of tobacco, tobacco products, smoking implements, or smoking accessories for on-premises consumption.
- (5) DIRECTOR means the director of the department designated by the city manager to enforce and administer this chapter, or the director's designated representative.
- (6) EATING ESTABLISHMENT means any establishment that prepares or serves food or beverages, regardless of whether the establishment provides seating or facilities for on-premises consumption. The term includes, but is not limited to, restaurants, coffee shops, cafeterias, short order cafes, fast food establishments, luncheonettes, lunchrooms, soda fountains, food carts, food vending vehicles, and catering establishments.
- (7) EMPLOYEE means any person who works for hire at an indoor or enclosed area including an independent contractor with an assigned indoor location.
- (8) EMPLOYER means any person who employs one or more employees.
- (9) ENCLOSED means an area that:
- (A) is closed in overhead by a roof or other covering of any material, whether permanent or temporary; and
- (B) has 40 percent or more of its perimeter closed in by walls or other coverings of any material, whether permanent or temporary.
- (10) HOSPITAL means any institution that provides medical, surgical, and overnight facilities for patients.
- (11) MINOR means any individual under 18 years of age.
- (12) PARK PARTNER means any entity that contracts with the city for the operation, maintenance, or management of park property.
- (13) PARK PROPERTY means property under the control and jurisdiction of the park board.
- (14) PERSON means an individual, firm, partnership, association, or other legal entity.
- (15[3]) RETAIL OR SERVICE ESTABLISHMENT means any establishment that sells goods or services to the general public, including but not limited to any eating establishment, bar, hotel, motel, department store, grocery store, drug store, shopping mall, laundromat, bingo parlor, bowling center, billiard hall, or hair styling salon.

(16[4]) SECOND-HAND SMOKE means ambient smoke resulting from the act of smoking.

(17[5]) SMOKE OR SMOKING means inhaling, exhaling, possessing, or carrying any lighted or burning cigar or cigarette, or any pipe or other device that contains lighted or burning tobacco or tobacco products.

(18[6]) TOBACCO SHOP means a retail or service establishment that derives 90 percent or more of its gross revenue on a quarterly (three-month) basis from the sale of tobacco, tobacco products, or smoking implements.

(19[7]) WORKPLACE means any indoor or enclosed area where an employee works for an employer.”

SECTION 2. That Subsection (a) of Section 41-2, “Smoking Prohibited in Certain Areas,” of Article II, “Smoking Prohibitions,” of Chapter 41, “Smoking,” of the Dallas City Code is amended to read as follows:

“(a) A person commits an offense if he smokes:

- (1) in any indoor or enclosed area in the city;
- (2) within 15 feet of any entrance to an indoor or enclosed area in the city; [e]r
- (3) in any area designated as nonsmoking by the owner, operator, or person in control of the area and marked with a no smoking sign complying with Section 41-3.or
- (4) on park property.”

SECTION 3. That Section 41-2, “Smoking Prohibited in Certain Areas,” of Article II, “Smoking Prohibitions,” of Chapter 41, “Smoking,” of the Dallas City Code is amended by adding

Subsection (f) to read as follows:

“(f) It is a defense to prosecution under Subsection (a)(4) of this section if the person was smoking in a location that was:

- (1) a golf course, if the location was:
 - (i) between the tee box of the first hole and the end of the green of the 18th hole;
 - (ii) on the driving range; or

- (iii) on the outdoor patio;
- (2) the Elm Fork Shooting Range; or
- (3) at a park partner site.”

SECTION 4. That, unless specifically provided otherwise by this ordinance or by state law, a person violating a provision of this ordinance is, upon conviction, punishable by a fine not to exceed \$200.

SECTION 5. That Chapter 41 of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 6. That any act done or right vested or accrued, or any proceeding, suit, or prosecution had or commenced in any action before the amendment or repeal of any ordinance, or part thereof, shall not be affected or impaired by amendment or repeal of any ordinance, or part thereof, and shall be treated as still remaining in full force and effect for all intents and purposes as if the amended or repealed ordinance, or part thereof, had remained in force.

SECTION 7. That the terms and provisions of this ordinance are severable and are governed by Section 1-4 of Chapter 1 of the Dallas City Code, as amended.

SECTION 8. That this ordinance shall take effect on March 1, 2017, and it is accordingly so ordained.

APPROVED AS TO FORM:

LARRY E. CASTO, City Attorney

By _____
Assistant City Attorney

Passed _____



Park Rangers Program



Dallas Park & Recreation

Dallas Park and Recreation Park Rangers Campaign

Overview: The Dallas Public Engagement Team will create an external public information campaign to create awareness of the Dallas Park and Recreation Park Rangers.

Campaign Strategy: Publicity, Media Relations, Social Media

External Communication Objectives:

- Website Feature and Homepage Banner (January 20, 2017)
- Social Media Campaign (January 23, 2017)
- Park and Recreation Newsletter (January 24, 2017)
- “Your City” Interview with City PIO (TBD)
- Feature Story News Release (February)
- Media/Public Affairs Pitch: (January-February)
 - DMN/Tristian Hall
 - Community Newspapers
 - Ch. 5
 - Ch. 11
 - KHVN
 - K104
 - WRRR
 - La Grande
 - Univison
 - KNON
 - KHVN

Social Media Strategy/January 23

Overview: Create an information campaign to introduce the mission/purpose of the Park Rangers; links to the Park Rangers webpage and feature story included.

- Sample Posts (beginning January 23, 2017)
 - We have a new addition to the Park Department. Read more about our Park Rangers! #DallasParks <hyperlink>
 - Have you seen these uniformed guys and gals at our #DallasParks and trails? They are there for YOU! Read more about our Park Ranger program: <hyperlink>
 - Make your next trip to our #DallasParks a fun and safe one by following some great advice from our Park Rangers: <hyperlink>

Park Rangers Website 'News Flash'



Featured

Youth Fishing Derby
Join us for our Youth Fishing Derby on Feb. 11 at Wood Springs. Registration required.

News

Words from the Director - January 2017
The New Year brings with it a fresh start, new opportunities, new hope and promises for all the things that are yet to come. It also allows us to reflect on the past year.

Upcoming Events

Wed Feb. 1
[Mopac Bus Office for free ticket reservation in The Forecast](#)

Thu Feb. 2 - Sat Feb. 4
[Hot Chocolate Fyre & 150/50](#)

Thu Feb. 2
[Burnell Dallas - Entrepreneurship, Small Business Training Series: Tips on Promoting Your Business](#)

Mon Feb. 6
[Tennessee & Community Health Fair](#)

Wed Feb. 8
[Mopac Bus Office for free ticket reservation in The Forecast](#)

Sat Feb. 11
[Relationships Party](#)

Sat Feb. 11
[Youth Fishing Derby](#)

Tue Feb. 14
[Dallas Lee Corbett Service - Special Valentine Edition](#)

Wed Feb. 15
[Mopac Bus Office for free ticket reservation in The Forecast](#)

Thu Feb. 16
[Burnell Dallas - Entrepreneurship, Small Business Training Series: Tips on Promoting Your Business](#)

[View All](#)

News Flash

Dallas Park and Recreation Department Launches Park Ranger Program

The Dallas Park and Recreation Department has a new team committed to providing the highest standards of public safety to ensure residents have a fun and safe experience while visiting our Dallas parks, trails and facilities.

[Read on...](#)

[View All](#)



Park Ranger Website Page

Dallas Park Rangers

To: [Home](#) / [Parks & Trails](#) / [Parks & Trail Safety](#) / Dallas Park Rangers

[Home](#) **Featured**

[Find a Program](#)

[Interactive Maps](#)

[Notify Me!](#)

[Get Involved](#)

[Make a Reservation](#)

Dallas Park Rangers



The Dallas Park Rangers are a new addition to the Park Department. They visit all parks daily. Currently your Park Rangers have branded vehicles and uniforms and observe activities.

During the day, they can be reached at 214-673-6840.

For emergencies please call 911 immediately.

Purpose:
To support the department mission by providing efficient and effective services to park visitors that embody public safety and security, while fostering environmental stewardship.

[View All](#)

Contact Park Ranger Hotline
Ph: 214-673-6840
[Email](#)

Call 911 for Emergencies

After Hours
Call 311

FAQs

- [What does a City of Dallas Park Ranger do?](#)
- [How many current Park Rangers are there and where can I find them?](#)
- [How can I contact a Dallas Park Ranger?](#)

[View All](#)

Purpose:

To support the department mission by providing efficient and effective services to park visitors that embody public safety and security, while fostering environmental stewardship.

[View All](#)

Ranger Tips for a Safe and Enjoyable Park Visit!

Tip 1 (Be Prepared)

Before visiting a park or trail, be prepared and access information via our website.

Tip 2 (Be Aware)

It is best practice to never hike, walk, or exercise alone when visiting Dallas Parks or Trails but if you do so please be aware your surroundings. Remember that hiking or walking with a partner is recommended.

Tip 3 (Give a care)

While visiting the beautiful parks and trails of Dallas, be mindful that feeding wildlife is not permitted and considered a park rule violation. Feeding wildlife tends to cause many problems including:

- Wildlife that learns to depend on food source from the public may become more aggressive.
- It's not healthy for wildlife to eat bread or food.
- Wildlife, especially birds fed in concentrated areas greatly increase the chances of disease causing park visitors sick. So, give a care and choose not to feed wildlife in parks, the wildlife will benefit much more from not feeding them.

Tip 4 (Habitat is Home)

Please always remember that just as we as humans enjoy visiting parks, that wildlife enjoy the parks and trails as well, in fact, they call the parks home. The habitat that parks make up is home to a variety of wildlife, such as birds, squirrels, rabbits, snakes, and coyotes. Each animal helps to balance the ecology, and ecological health of the park. Making sure not to litter, leave trash or items behind is a great help to the health of the park and to the health of wildlife. Don't trash your Dallas Parks or Trails.

Tip 5 (Weather or Not)

Plan ahead: before you head out into the park or trails, be sure to dress accordingly. May it be heat, or may it be cold, dress the part to be comfortable and to enjoy your entire visit. Sunscreen and water during the summer heat should be a must, and a rain jacket, long pants and gloves for winter goes along way. Being dressed appropriate for each season will make your time in Dallas Parks that much better.

Dallas Senior Games

Dallas Senior Games


[Home](#) | [Programs & Activities](#) | [Special Events](#) | [Senior Games](#) | [View Website](#)

[Pumpkins on the Plaza](#)
[Holiday Delights](#)
[Deck the City Hall](#)
[Spring Break at Fair Park](#)
[Easter Egg Hunt](#)
[Senior Games](#)

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Dallas Senior Games

Dallas Park and Recreation Department will be hosting our first Senior Games since 2007! We are excited to bring the competition back to the Dallas area.



The Olympics style fitness and leisure competition runs from February 22-28 with cycling on March 4-5. Participants will be able to compete in 12 different competitive sports and over 32 different events.

Participants will have an opportunity to advance to state competition in San Antonio and nationals in Birmingham, AL.

Registration Information
 Registration begins January 3, 2017 and runs through February 10, 2017 (cycling registration will end on February 28, 2017).

Registration Options

- In Person** - Visit the Dallas Senior Program Danson Office at 3012 S. Hampton | Dallas TX | 75224 (Cash and Checks accepted)
- By Mail** - Mail your completed registration form and payment to 807 E. Northwest Hwy | Dallas, TX | 75238 (Checks / Money Order only - made payable to the City of Dallas. Entries must be postmarked by Feb 9, 2017)
- Online** - Click [HERE](#) to register online

Featured

Senior Program Division
 3012 S. Hampton
 Dallas TX 75224

Ph: 214-671-1002

Hours
 Monday - Friday
 8:30 a.m. - 5:30 p.m.

[Email Us](#)

Para información en español
 llámanos 214-670-5147

Online Registration

- [Senior Games Registration](#)

View All

Related Documents

- [2017 Senior Games Sponsorship Packages](#)
- [Senior Games Event Schedule](#)

2017 List of Events

Opening Ceremony

The 2017 Senior Games kicks off on February 22, 2017 at 9 a.m. with a 5K run and a 1K walk at Fair Park, followed by an Opening Ceremony at the Fair Park Women's Building at 10 a.m. The event is open to the public with vendors, entertainment, games and a host of activities.

Basketball

- Men's & Women's Free Throw
- Men's & Women's Around the World

Bowling

- Singles, doubles, and mixed doubles

Bridge

- Open Event, Party Bridge. No separate Men's or Women's divisions, nor age groups

Cycling

- 5K and 10K time trials 20K and 40K road race

Dominoes

- No separate Men's or Women's Divisions.

Golf

- 36 Holes of Scratch Play event held over two days
- 18 Holes of Scratch Play for athletes 85+ held over two days

Pickleball/ Indoor

- Doubles, and Mixed Doubles

Swimming

- 50, 100 and 200 Backstroke, 50, 100, and 200 Breaststrokes, 50, 100, and 200 Butterfly, 50, 100, 200, and 500 Free, 100 and 200 Individual Medley

Table Tennis

- Singles, Doubles, and Mixed Doubles competition

Tennis

- Singles, Doubles, Mixed Doubles

Texas Hold'em

- No separate Men's or Women's Divisions.

Track

- 50, 100, 200, 400, 800 and 1500 meter races

Date

Name

Address

City/State/Zip

Salutation,

The 2017 Senior Games, hosted by the City of Dallas Park & Recreation Department will be held at ***** , beginning February 22-28, 2017 . Opening Ceremonies will be held at ***** beginning at 10am and will conclude with a fun walk starting at #####. The opening ceremonies will be held at ***** . The other competitive games will be hosted at different locations throughout the City of Dallas. The games will consist of 12-15 competitions including pickle ball, cycling, swimming, track and field, basketball, tennis and golf.

We are soliciting corporate sponsorships for this returning event. Expected attendance will range from 600 or more individuals at the opening ceremony to several hundred at the competitions. There are five sponsorship levels available where you can show your support of the largest single population category.

The senior games held across the country occur throughout the year and offer seniors the opportunity to compete for prizes and recognition. As the single largest section of the general public, many companies market specifically to seniors. Need additional data points on spending.

There are five levels of sponsorship available all offering promotional opportunities at venues, with participants and through all media and advertising placed to promote the Senior Games.

Thank you for your consideration. I will follow up with a call next week.

LET THE GAMES BEGIN!

Darryl Quarles

Senior Program Division Manager

214-670-0355

Darryl.quarles@dallascityhall.com

Sponsorship Levels Available

\$10,000 Platinum Sponsorship Level (2 available)

- Sponsor logo on the back of the Senior Games T-shirts
- Sponsor logo on the athlete application and online registration
- Sponsor logo on all senior games promotional materials
- Sponsor recognition at all events
- On-site opportunity at 10 events and at Opening Ceremonies/Fun Walk
- Banner recognition at 5 Games Venues
- Promotional materials and literature can be included in athlete goody bag
- Twenty complimentary entries to the Fun Walk/Opening Ceremony
- Twenty complimentary entries to Senior Games (not including, golf, team sports, and bowling,)
- Sponsor logo included in all media channels (broadcast, radio, print and digital)

\$5,000 Gold Sponsorship Level (4 available)

- Sponsor recognition on Senior Games T-shirts
- Sponsor recognition on the Senior Games promotional materials
- **Logo recognition on Senior Games volunteer t-shirts- if this is offered should be at 10K level too**
- On-site opportunity at Senior Games Opening Ceremony/Fun Walk – **how many?**
- Banner recognition at three senior games venues
- Promotional materials and literature can be included in the athlete goody bag
- Fifteen (15) complimentary entries to the Fun Walk
- Fifteen (15) complimentary entries to the Senior Games (not including, golf, team sports and bowling)
- Special recognition during opening ceremony
- Name inclusion in all media channels



\$2,500 Silver Sponsorship Level (6 available)

- On-site opportunity at Senior Games Fun Walk
- Banner recognition at two Venues
- Ten (10) complimentary entries to the Fun Walk
- Ten (10) complimentary entries to the Senior Games
- Name listed on promotional materials

\$1,000 Bronze Sponsorship Level (6 available)

- Banner recognition at one Venue
- On-site opportunity at Senior Games Fun Walk

\$500 Community Sponsor Level (10 available)

- Two (2) entries in Fun Walk
- Name listed on promotional materials



Sponsorship Commitment Form



Mark Level of Sponsorship Commitment

_____ \$10,000 Platinum Sponsorship Level _____ \$5,000 Gold Sponsorship Level
_____ \$ 2,500 Silver Sponsorship Level _____ \$ 1,000 Bronze Sponsorship Level
_____ \$500 Community Sponsor

Name for recognition _____

Name _____ Address _____

City/State/Zip Code _____

Email address _____

Commitment Signature _____ Date _____

Make checks payable to:

Dallas Park & Recreation- Senior Games
8007 E. Northwest Highway, Dallas, TX 75238

For more information, call 214-671-1602 or visit www.dallasparks.org

Thank you for your support!

Current Marketing Initiatives

Park and Recreation Board Marketing Committee

February 16, 2017