



Dallas Park & Recreation

Reverchon Ballpark - Proposed Redevelopment
Development, Operation and Maintenance Agreement
with Reverchon Sports and Entertainment, LLC



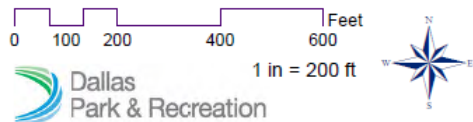
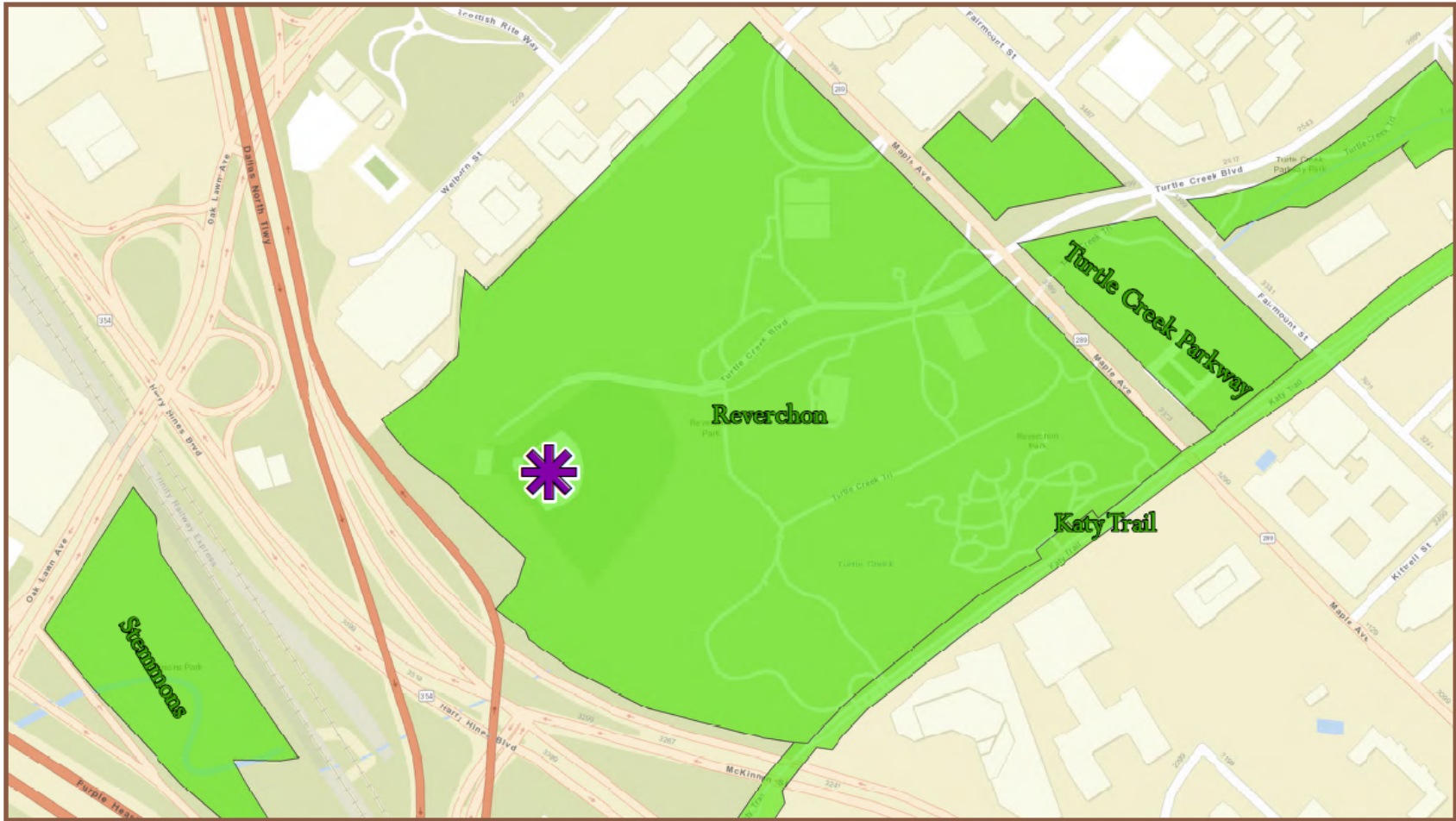
Park and Recreation Board

June 7, 2018

Purpose

- Provide the background and history of the Reverchon Ballpark
- Provide background on the development, maintenance and operation agreement
- Provide the proposed deal points for the development, maintenance and operation agreement

Background



Reverchon Park
(3505 Maple Ave)

Mapsco
45 A

District
2

History of the Existing Ballpark

- Existing ballpark built in 1919 and dedicated in 1920
- The present area covered by the ball park and the adjacent parking is 4.25 acres or about 11% of the total park



Existing Conditions

- 700 permanent, non-accessible bleacher seats
- Antiquated, non-accessible rest rooms



Existing Conditions

- Patch-work construction
- No concession facilities



Existing Conditions

- Dugouts with inadequate drainage
- No team locker room areas



Existing Conditions



Existing Conditions

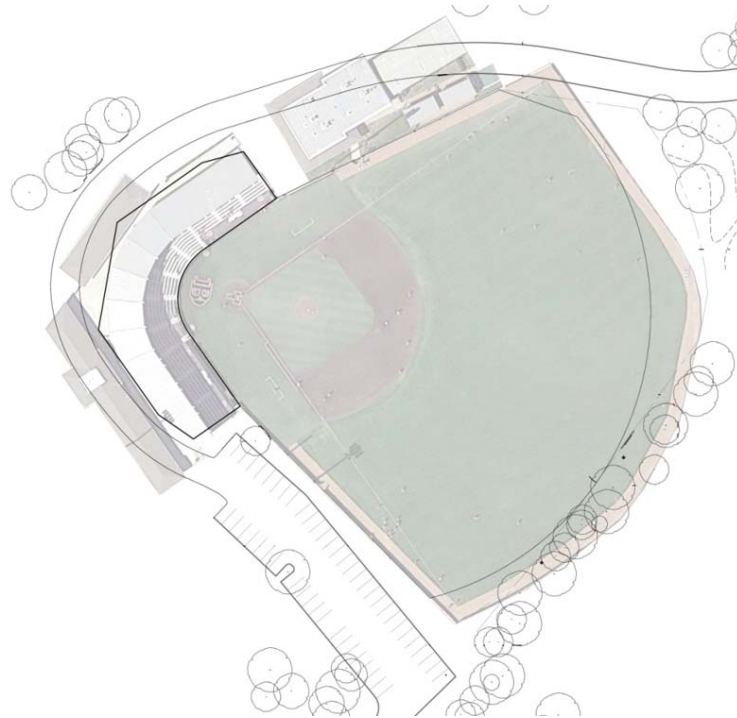


Background on the Project

- On December 1, 2016, staff briefed Park and Recreation Board about potential opportunities for a new ballpark
- On July 12, 2017 and September 12, 2017, Park and Recreation Department (PKR) staff held public meetings
- On January 17, 2018, PKR issued a Request for Proposals
- On February 23, 2018, one proposal was received by Reverchon Sports and Entertainment, LLC

Proposed Deal Points

- General
 - 30-year agreement with two 5-year renewal options with Reverchon Sports and Entertainment, LLC (RSE)
 - RSE will fund all development costs



Proposed Deal Points

- Design and Construction
 - Design will include a baseball field and stadium with:
 - 1,400 permanent seats, 600-1,000 temporary seats
 - Rest rooms, concessions, locker rooms and dugouts
 - Four private suites
 - Public rest rooms accessible to the users of the park



Proposed Deal Points

- Design and Construction
 - The new facility will meet the needs of all present patrons plus an expanded list of possible users
 - Design will be compatible with the historic character of the park
 - Artificial turf, new lighting, improved drainage, signage
 - Existing parking lot resurfaced
 - Agreement with garages



Proposed Deal Points

- Operations and Maintenance
 - Naming rights will be subject to PKR Director's approval
 - Funds from naming and branding rights, sponsorship, season ticket sales, suite sales, etc. to offset RSE's annual operation expenses
 - PKR to approve advertisers and sponsors and placement of advertising

Proposed Deal Points

- Operations and Maintenance
 - Uses:
 - Baseball, soccer, boxing and other sports
 - Mixed martial arts, high school bands and other competitions
 - Concerts, races, festivals and other events
 - Coordination with Friends of Reverchon Park and Friends of the Katy Trail
 - Existing users get priority scheduling

Proposed Deal Points

- Operations and Maintenance
 - Fees:
 - Dallas Independent School District and Dallas Park and Recreation Dept (PKR) League - Free
 - PKR (6 uses/year) - Free
 - North Texas Amateur Baseball League and Mexican American Baseball League - 25% discount
 - Other baseball: \$75/hour without lights and \$125/hour with lights
 - Soccer Games: \$55/hour without lights and \$95/hour with lights

Proposed Deal Points

- Operations and Maintenance
 - RSE is responsible for maintenance of the ballpark and parking lot
 - PKR is responsible for maintenance of the rest rooms that are open to the public.
 - Revenue: RSE will pay \$18,000 to PKR annually for additional maintenance of the park.

Project Schedule and Next Steps

- Board Approval June 7, 2018
- Council Approval June 27, 2018
- Begin Design July 2018
- Public Input on Design August/September 2018
- Complete Design December 2018
- Begin Construction January 2019
- Complete Construction November 2019



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