



Dallas Park & Recreation

Revised

Reverchon Athletic Field Redevelopment

Proposed Development, Operation and Maintenance Agreement



Park and Recreation Board

September 19, 2019

Purpose

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

Background

- The 39 acre park is located between Maple Avenue, the Dallas North Tollway, Scottish Rite Hospital and the Katy Trail in the City of Dallas



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 area
 - Including the all-abilities field, the total area is 6.285 acres
- Existing Conditions:
 - 700 permanent, non-accessible bleacher seats
 - Antiquated, non-accessible rest rooms / No concession facility
 - Dugouts with inadequate drainage and no team staging areas

Existing Ballpark



Existing Ballpark



Existing Ballpark



Background on the Agreement

- On December 1, 2016, the Park and Recreation Board (Board) was briefed regarding potential opportunities for the development and operation of a new ballpark at Reverchon Park
- On July 12, 2017 and September 12, 2017, PKR held public meetings with the community and stakeholders.
- The first Request for Proposals (RFP) was issued on January 17, 2018, and an Agreement was approved by the Board and Council, but was never executed
- On June 26, 2019, a second RFP was issued

Background on the Proposer

- On July 19, 2019, one proposal was received from Reverchon Park Sports and Entertainment, LLC (RPSE)
- RPSE is made up of Amerock Promotional Enterprises, Inc., LOGE Capital Partners LLC, and HKS Architects
- RPSE has exclusive control of licenses for Major League Rugby, American Association of Independent Professional Baseball, United Soccer League



Dealpoints - General

- 20-year agreement with one 10-year renewal option and two 5-year renewal options with Reverchon Park Sports and Entertainment, LLC
 - Agreement can be supplemented at any time in the future
- RPSE will be responsible for development, design, marketing, sponsorships, branding, advertising, sales, and daily facility operations and maintenance
- RPSE will fund all development costs
- RPSE will show proof of funds for the Improvements no later than October 10, 2019

Dealpoints - General

- RPSE has naming rights, subject to approval of the Park Director
- RPSE will comply with the City's Business Inclusion and Development Plan, making a good faith effort to achieve the percentage goal for minority and/or women owned business enterprises
- The estimated design and construction cost of the development is \$10,000,000
 - RPSE currently has raised \$7.5M

Design and Construction – Master Plan



Dealpoints - Design and Construction

- RPSE will provide an approved design and start construction within 12 months from their Notice to Proceed
- Design will include an athletic field and stadium with:
 - 2000 permanent seats
 - 1500 temporary seats
 - Restrooms, concessions and locker rooms
 - Public restrooms accessible to the users of the park
- The new design will reflect the original spirit of the park and include building materials will contain the same historic character as found in the rest of the park

Dealpoints - Design and Construction – cont.

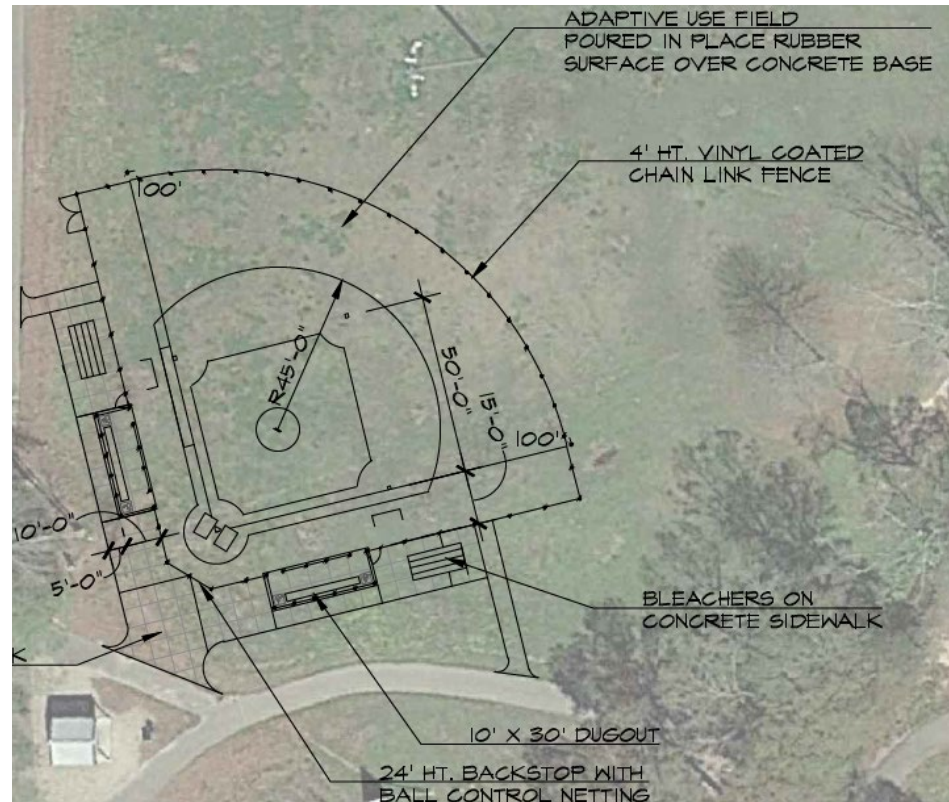
- Design will meet the needs of all proposed professional sports leagues as well as existing users
- Design will include artificial turf, new lighting, improved drainage, signage
- RPSE will repave the parking lot and consider using permeable paving
- RPSE will develop an agreement with adjacent parking garages for the additional spaces required for the building permit
 - RPSE will finalize this parking agreement before the City executes the agreement

Dealpoints - Design and Construction – cont.

- RPSE will arrange and lead public input meetings and meetings with other stakeholders during the design process
- RPSE will submit Construction Documents to PKR for review and approval
- The new design will include signage that directs people to the Reverchon Athletic Field from Maple Avenue and Turtle Creek Boulevard
- RPSE will have 18 months to complete the construction phase

Dealpoints - Design and Construction – cont.

- RPSE will create an All-Abilities Baseball Field in the Upper Meadow of the Park
- Kershaw's Challenge is partnering with RPSE for the development, operation and maintenance of the All-Abilities Field
- The field will be a poured-in-place rubber surface, 110 feet to a side
- Sidewalks, bleachers, backstop, fencing, dugouts and a circle drop-off driveway will be included



Design and Construction – Athletic Field



Dealpoints – Operations and Maintenance

- RPSE will provide all maintenance of the facilities, fields, access roads and parking lot
 - The agreement will denote the boundary of maintenance responsibility in a precise site plan
- RPSE will use funds from naming and branding rights, sponsorship, season ticket sales, suite sales, etc. to offset annual operational expenses
 - City will have approval of all advertisers, advertisements, and placement of any advertising

Dealpoints – Operations and Maintenance – cont.

- RPSE will replace the worn areas of the artificial turf field, as needed
- RPSE will carry insurance that covers routine usage and operation of complex.
- RPSE will provide a traffic control plan for all proposed (typical and unique) events
- The parking lot will be accessible to the public at all times, regardless of facility activity
- RPSE to schedule for the professional teams, other amateur leagues, and other events

Dealpoints – Operations and Maintenance – cont.

- Park users will have access to public restrooms
 - PKR staff will maintain these restrooms
- RPSE will pay for their utility usage
- RPSE estimates 1,356,650 attendees for 656 event days, during the first five years
- Revenue: RPSE shall pay to the City, annually, during the Term of this Agreement the greater of:
 - (i) \$18,000, or
 - (ii) that amount equal to the sum of (a) 2.5% of Net concession revenues generated up to \$4,000,000 and (b) 4% of net concession revenues generated over \$4,000,000

Dealpoints – Operations and Maintenance – cont.

- PKR will retain RPSE's annual payments in a fund for the maintenance of Reverchon Park
- Funds from naming and branding rights, sponsorship, season ticket sales, suite sales, etc. to offset annual operation expenses
- City will have approval of advertisers and sponsors and placement of any advertising
- Uses:
 - Professional baseball, rugby, lacrosse, soccer and other sports
 - Concerts, races, festivals and other events
 - Coordination with friends groups

Project Schedule

Tentative Contract Approval:

- Park and Recreation Board October 10, 2019
- City Council November 13, 2019

Design and Construction:

- Begin design January 2020
- Begin construction January 2021
- Complete construction July 2022



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