



Dallas Park & Recreation

# **Samuell Farm Property Update**

**Current Operations of Samuell Farm**  
**Future Plan for Samuell Farm Discussion**

Park Board

October 1, 2020

# Purpose

- Provide the Park and Recreation Board with a background history on the Samuell Park properties
  - Prior Board Actions
  - Current Use of Property
- Provide future use opportunities
- Seek guidance on the future use and actions for Samuell Farm

# Samuell Trust History

- Fifteen properties deeded to the Park and Recreation Department by Dr. William Waring Samuell in 1937
- 1940 District Civil Court Judgement divided Dr. Samuell's properties into three groups
  1. Properties given to the Park and Recreation Board for park purposes;
  2. Commercially improved properties to be used to generate revenue to a permanent trust that would hold the first group of properties;
  3. Sale of remaining properties with proceeds being placed into the permanent trust



Dr. William W. Samuell

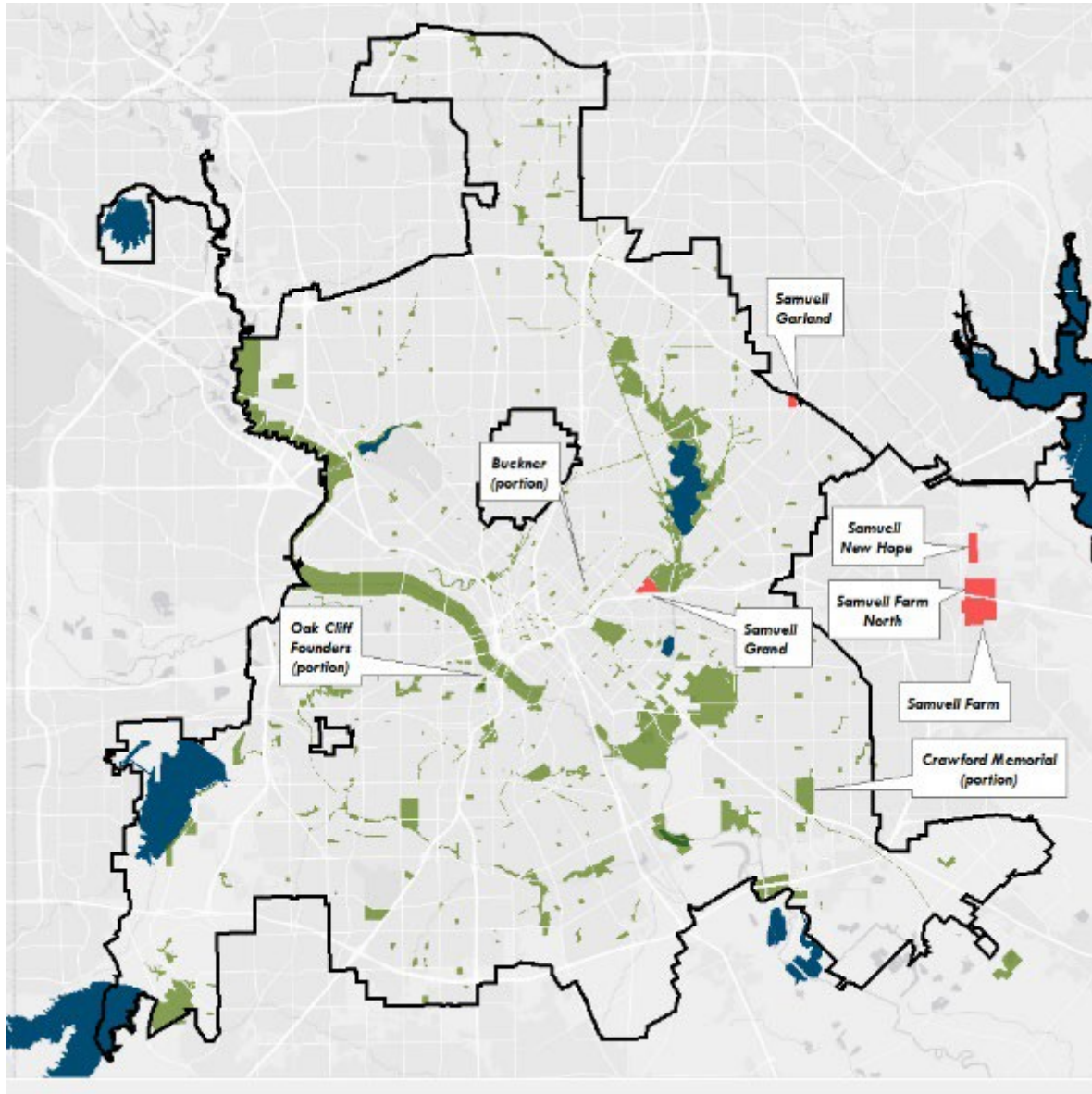
# Samuell Park Expense Trust Background

- The 1940 judgement was modified seven times over the past 70 years to allow for:
  - The sale of commercial property and land not-suited for park purposes
  - The granting of easements and sale of park property for utilities and street development
  - The removal of Samuell Beaumont Park from the trust to allow for the expansion of Dallas Heritage Village in 2004

# Samuell Properties

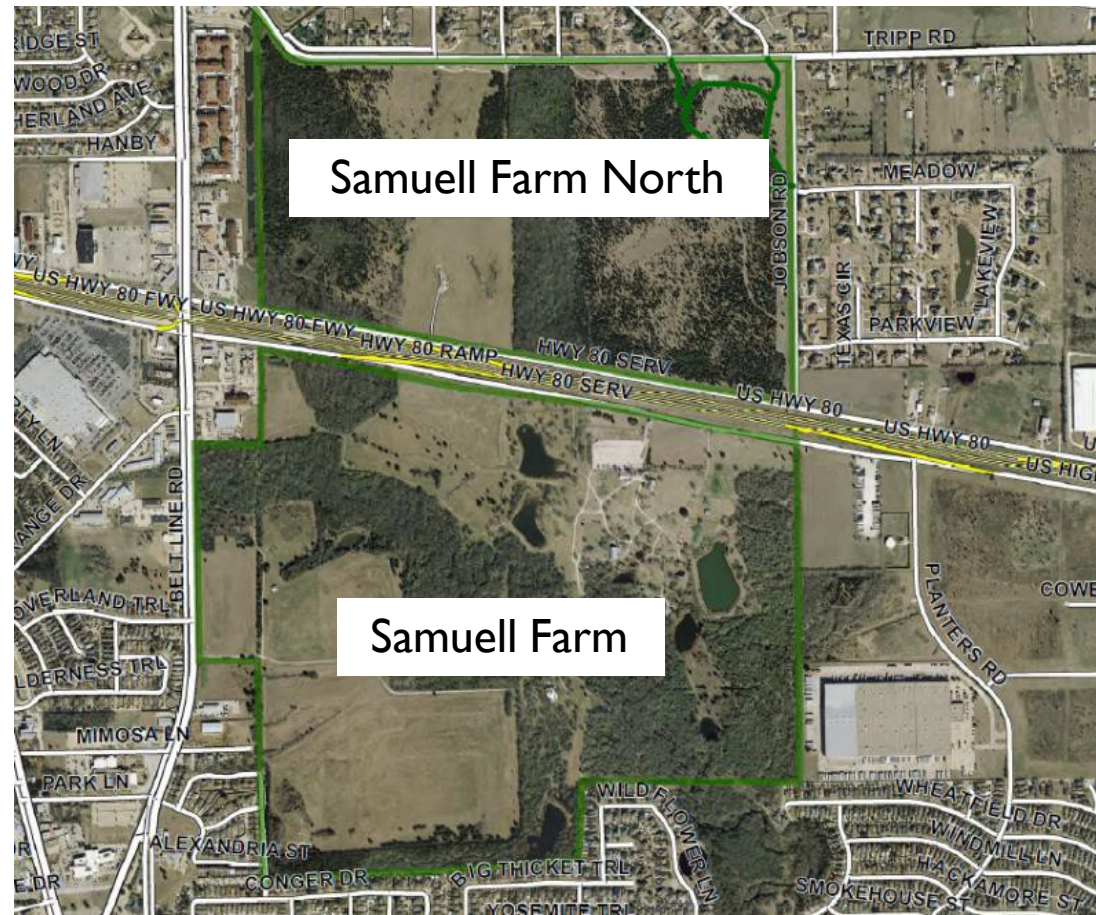
- There are currently eight parks that are made up in whole or in part of land given by Dr. Samuell:
  - Buckner – 4 acres (of 9.4 total acres) are in Samuell Trust
  - Samuell Garland – 45.8 acres
  - Samuell New Hope – 120.1 acres
  - Samuell Farm North – 223.3 acres
  - Samuell Farm – 386.8 acres
  - Samuell Grand – 110.9 acres
  - Oak Cliff Founders Park – 4.6 acres (of 16.1 total acres)
  - Crawford Memorial Park – 195.7 acres (of 266.3 total acres)
- 1,091.2 total acres

# Samuell Properties



# Samuell Farm History

- Samuell Farm and Samuell Farm North located in an unincorporated section of Dallas County on Highway 80 and is bordered by Mesquite and Sunnyvale
  - Samuell Farm consists of 386.8 acres
  - Samuell Farm North consists of 223.3 acres



# Samuell Farm History

- From 1937 to 1982, Samuell Farm was utilized by the public as an open park
- During the 1970s, the Park Board reviewed unsolicited proposals for programming activities at Samuell Farm
- A working farm at Samuell Farm was funded and programmed as a an educational and recreational opportunity for residents of Dallas County from 1982 to 2001
- Due to budget reductions in the late 1990s, the farm's animal and livestock operations ceased in 2001



Samuell Farm, ca. 1962



# Samuell Farm History

- On May 23, 2001 the Park and Recreation Board authorized a recreational facilities agreement with the Town of Sunnyvale for the maintenance and operation of Samuell Farm North (partial) and Samuell New Hope; amended in 2003
- In 2003, the Friends of the Farm, a 501c3 organization, was formed



# Samuell Farm History

- In 2004, the Friends of the Farm, a 501c3 organization, entered into a one-year Mowmentum Agreement to maintain and operate Samuell Farm
- One-year renewals were continued through 2007
- Friends of the Farm chose not to renew a Mowmentum Agreement in September 2008
- In 2008 the Friends of the Farm filed a complaint with the State of Texas Attorney General to investigate the possible misuse of Samuell Farm and funds received from the Samuell Charitable Trust
- On February 28, 2018, the City entered into an agreement with Dallas Zoo Management, Inc. to establish a captive breeding center for whooping cranes at Samuell East.
  - Agreement is for ten (10) years with two (2) consecutive 5-year renewals
  - Utilizing five (5) acres of property
- November 15, 2018, Park Board provided direction for staff to develop a master plan for Samuell Farm

# Attorney General MOA

- In April 2009 the City of Dallas, the Park Board, and the State of Texas entered into a Memorandum of Agreement (“MOA”) that:
  - Required the Park Board to approve annual reports regarding Samuell parks and the Samuell Trust Fund for three years (FY08-09 to FY10-11)
  - Required the Park Board to receive an annual presentation from the Trust Fund trustee to report on its investment strategies
- On September 3, 2009, the Park Board issued a resolution stating its compliance with the MOA

# Attorney General MOA

- Annual reports were presented to the Park Board regarding Samuell parks and the Samuell Park Expense Trust between 2009 and 2013
  - Reports covered the three-year period established by the Attorney General
- The Board is briefed annually by the trustee on the performance of the Samuell Park Expense Trust
- On February 9, 2012 the Attorney General's Office closed its' investigation stating all the requirements mentioned in the MOA had been fulfilled by the Park Board

# Current Park Department Operations

# Request For Proposal Process

- In October 2019 staff was directed to develop specifications for a Request For Proposal to identify a non-profit to:
    - Development of Master Plan or Urban Land Institute Study; and
    - Operate an urban farm, campground hike and bike trails, special events center, concessions and retail operations
  - Staff submitted language for the RFP to the Office of Procurement Services in November 2019
    - Request for Proposals posted – 1/13/2020
    - Pre-Proposal Meeting – 1/23/2020
    - Deadline for Submissions – 3/13/2020
    - Vendor Presentations – 6/3/2020
  - The RFP process was suspended June 16, 2020
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# Current Operations

- Samuell Farm is available for picnic, wedding and special event registration for runs, walks and cycling events
- Maintenance services provided during normal operating hours.
- The main entry gate remains open daily



# Current Operations – Cont.

	FY16	FY17	FY18	FY19	FY20 (YTD)
Total # Reservations	17	13	4	12	5
Total Revenue	\$ 920	\$ 720	\$ 405	\$ 870	\$ 120



# Operations and Maintenance Costs

- Facility Services Costs for FY17 – FY19
  - Core functions performed include: \$33,275
    - Plumbing on all potable water systems
    - Carpentry repairs as needed to buildings
    - Heavy equipment operations on trails and parking areas
    - Electrical repairs as needed
  - Emergency Repairs: \$21,062
- Maintenance Costs for FY17 – FY19: Average \$65,000
  - Core functions include:
    - Grounds Maintenance
    - Horticulture
    - Litter (contracted)

# Current Condition of Property

**Entrance**



**Pavilion**



**Public Restrooms**



**Picnic Areas**



**Big Barn**



**Big Barn**



# Current Condition of Property



**Ramp to Pavilion**



**Basketball**



**Maintenance Barn**



**Picnic Area**



**Playground**



**Main House**

# Samuell Farm North



# Projected Repairs and Timeline

- Existing structures need significant repair work for the Main House, two wooden barns, metal barn and the Pavilion
  - The Main House will need new handicap ramps on the front and back of the building, along with more handicap parking in the front parking lot. New energy efficient windows, two new air conditioning units and well as new paint and decking is needed
  - The two wooden barns will need to be cleaned out, have old siding removed and new siding installed. Both will need to be painted
  - The metal barn will be cleaned and have two new roll-up doors installed
  - Pavilion will have minor work done and painted
- Estimated timeline is 94 working days with an estimated cost of \$212,000

# Future Operational Considerations

## Option 1 – Open as a Non-Gated Park Without Programming

- Will serve several communities
- Department staff to continue to maintain and reserve space
- Usage will include a variety of passive and unstructured recreational opportunities such as playgrounds, fishing, picnicking and trail systems
- Revenue Estimates: Less than \$1,000 per year
- Estimated Expenses: \$120,000 per year
- Cost Recovery Estimate: 1%

## Option 2 – Open as a Gated Park with Programming

- Will serve several communities
- Department staff to continue to maintain and reserve space
- Usage will include a variety of passive and unstructured recreational opportunities such as playgrounds, fishing, picnicking and trail systems
- Operate Outdoor Adventures Program through Recreation Services
- Revenue Estimates: \$93,000
- Estimated Expenses: \$260,000 per year
- Cost Recovery Estimate: 36%

# Future Operational Considerations – Cont.

## Outdoor Adventures Program

Outdoor Adventures (OA) an award-winning program of the Dallas Park and Recreation Department introduces youth and their families to *kayaking, mountain biking, nature photography, geocaching, archery, fishing and camping*. Since Summer 2017, OA has served over 3,000 participants and has garnered the interest and support of other local and national park systems.

Outdoor Adventures promotes outdoor recreation throughout the City of Dallas in hopes to engage families in quality time outdoors and to reduce the amount of screen time among our youth participants. This proposal highlights the estimated cost for a designated program site.

### Outdoor Adventures Summer Camp

- 2 Full-Time Staff/16 Part-Time (10 FTEs)
- 10 Week Camp; Monday-Friday
- Maximum Program Registration: 100

Estimated Program Budget: **\$128,550**

Projected Program Revenue: **\$85,000**

Anticipated Cost Recovery Rate: **66%**

### Outdoor Adventures Spring Break Camp

- 2 Full-Time Staff/4 Part-Time (4 FTEs)
- (2) 1 Week Session; Monday-Friday
- Maximum Program Registration: 40

Estimated Weekly Program Budget: **\$5,760**

Projected Weekly Program Revenue: **\$3,400**

Anticipated Cost Recovery Rate: **60%**

### Estimated Cost and Revenue

Projected Annual Budget: **\$140,070**

Projected Annual Program Revenue: **\$91,800**

Anticipated Cost Recovery Rate: **66%**



# Future Operational Considerations – Cont.

## Option 3 – Develop Master Plan of Use

- No previous master plans for Samuell Farm
- Master plan would guide use and development of the park
- Would take into account unique nature of the site
- Master plan could provide key deal points for any issuance of an RFP for operation and future development of the site

## Option 4 – Renew Request for Proposal for the Operations of Samuell Farm

- Review and revise previously developed specifications for Request for Proposal
- Would allow for awardee to develop and manage the operation of the site



# Next Steps

- Board to provide guidance to staff on a direction to take
- Staff will work to implement steps to meet Board's direction

Questions or Comments?

# Aerial of Samuell Farm



**Samuell Farm**  
**610 Acres**



Mapsco  
59 F K

April 6, 2018



Dallas Park & Recreation

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