



Dallas Park & Recreation

Southern Skates Roller Rink Program and Facility Update

Park and Recreation Board
November 7, 2019

Overview

- Hours of Operation
- Program Highlights
- Attendance History
- Revenue Comparison
- DFW Roller Skating Market
- Advertising and Marketing Strategies
- New Initiatives
- Next Steps





Park and Recreation Department Mission Statement - Champion lifelong recreation and serve as responsible stewards of the city's parks, trails and open spaces.

Southern Skates Roller Rink – Operates to uphold the mission and vision of the Dallas Park and Recreation Department through the daily management and programming of a family friendly entertainment venue that places an emphasis on roller skating as its primary function.

Hours of Operation

Open Skate Sessions

Thursday	9:30pm – 1:00am (Adult Night)
Saturday	1:00pm – 5:00pm (Open Matinee) 7:00pm – 9:30pm (Teen Night)
Sunday	2:00pm – 6:00pm (Open Matinee)

Additional Summer Seasonal Hours

Tuesday through Friday 11:00am to 4:00pm

Available for Private Rental or Group Reservation

Monday	9:00am to 12:00am
Tuesday	9:00am to 12:00am
Wednesday	9:00am to 12:00am
Friday	9:00am to 12:00am
Sunday	6:00pm to 12:00am



Program Highlights



SKATING LESSONS
EVERY SATURDAY
12:00PM - 12:45PM
SOUTHERN SKATES ROLLER RINK
2939 East Ledbetter Drive
Dallas, TX 75216
INFO CALL US: 214-670-1190
www.SouthernSkates.com

\$8 INCLUDES SKATE RENTAL

STAY FOR OPEN MATINEE!
1:00PM - 5:00PM

SOUTHERN SKATES
ROLLER RINK

Made with PosterMyWall.com



SOUTHERN SKATES ROLLER RINK
SUMMER GROUP
TUES - WED - THURS RESERVATIONS
11 AM TO 1PM OR 2PM TO 4PM

SEATTLE ONLY PACKAGE \$4 PER CHILD	HOT DOG PACKAGE \$6 PER CHILD HOT DOG, CHIPS & DRINK	MACROS PACKAGE \$6 PER CHILD MACROS & DRINK	PIZZA PACKAGE \$6 PER CHILD SLICE OF PIZZA & DRINK
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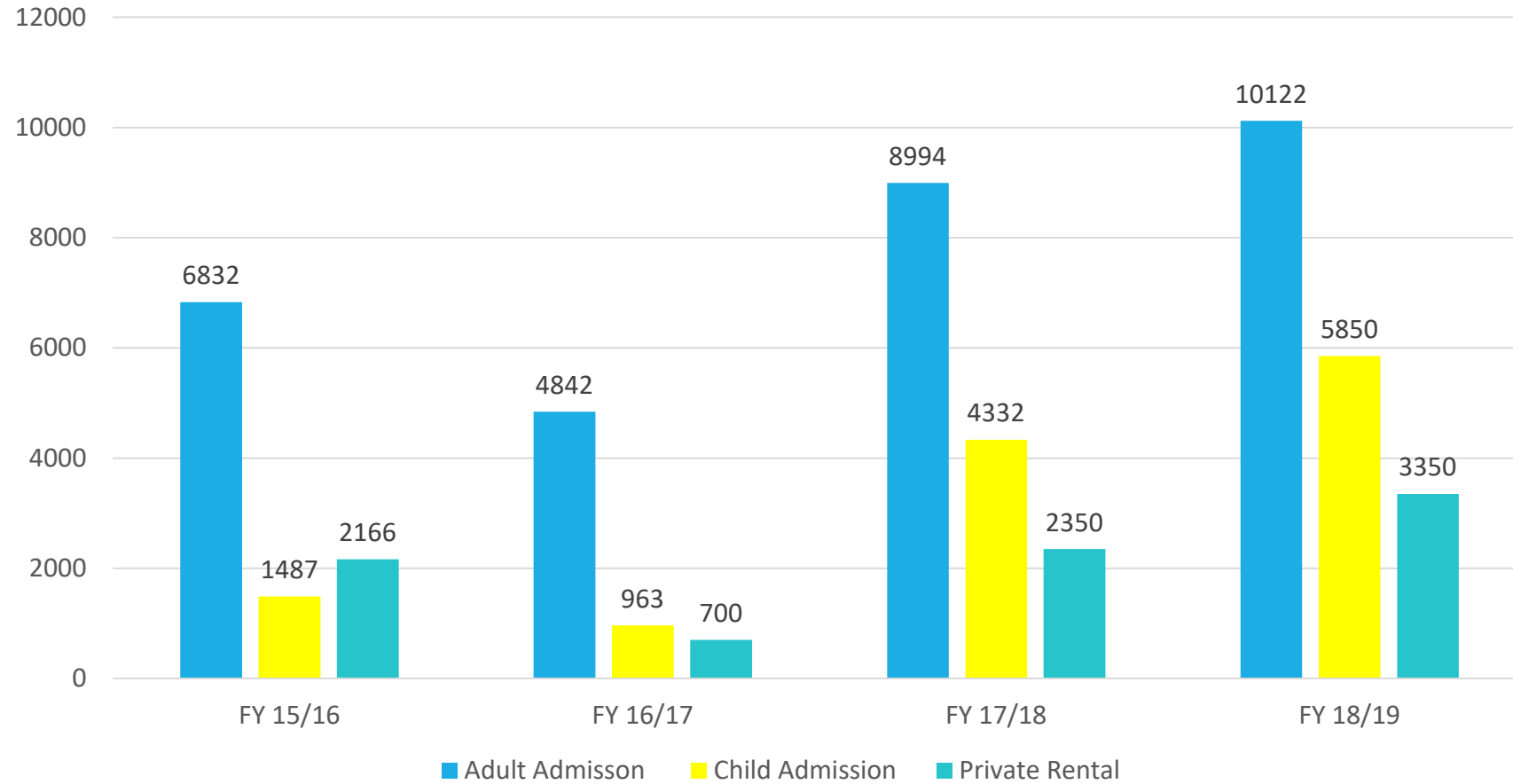
INCLUDES SKATING ADMISSION & SKATE RENTAL FOR 2 HOURS
SKATE MATS AN ADDITIONAL \$5

AVAILABLE FOR BIRTHDAY + PARTY RESERVATIONS
214.670.7790 | WWW.SOUTHERNSKATES.COM
2939 E. LEDBETTER | DALLAS, TX 75216

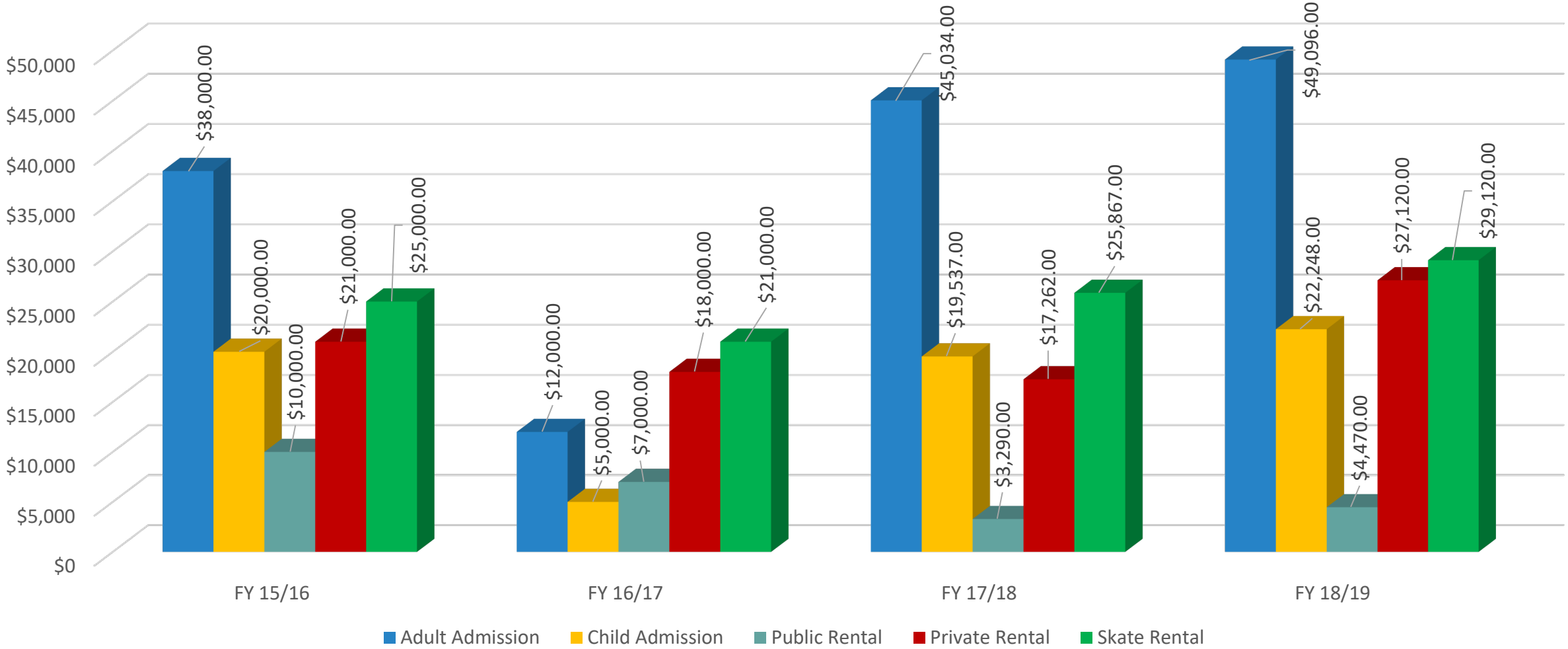
- Weekly Skate Sessions
- Birthday Parties
- Private Events
- Summer Programming

- Community Engagement
- Teen Programming
- Special Events
- Skating Lessons

Attendance History



Revenue Comparison



Skating Rink	Peak Admission	Skate Rental	Private Party	Skate Lesson
<i>Southern Skates Roller Rink</i>	\$5	\$3	\$8	\$450
Redbird Skateland	\$3	\$8	N/A	\$275
Dad's Broadway Skate	\$7	\$1	N/A	\$450
Texas Skatium	\$7	\$3	N/A	\$400
Arlington Skatium	\$5	\$3	N/A	\$300

FY 2019-2020 Goals

- Increase Community Engagement
- Family Friendly Entertainment Venue
- Enhance Public Image
- Develop Staffing Plan



New Programming Initiatives

- Youth DJ Academy
 - Workshop for kids 10+ to learn what it takes to become a professional DJ
- Fitness/Dance Classes
 - Zumba, Hip Hop Fitness, Swing Out
- Adaptive Skate Night
- Teen Programming
- Home School Skate
 - Toddler Skate
 - Homeschool PE options

The image contains two promotional posters for Southern Skates roller rink events. The top poster is for 'TEEN LATE NIGHT' on July 5, 2019, from 7:00 PM to 11:30 PM. It features a blue and green circular graphic with roller skates and the text 'CITY OF DALLAS PARKS AND RECREATION PRESENTS'. The price is \$10. The bottom poster is for 'KIDS TODDLER HOME SCHOOL SKATE' on September 4, 2019, from 10:00 AM to 1:00 PM. It features a yellow and pink background with a rocket and the text 'SOUTHERN SKATES ROLLER RINK'. It includes three small photos labeled 'Skate', 'Play', and 'Fun'. Both posters provide the address: 2939 E. Ledbetter Dr., Dallas, TX 75216, and contact information: 214-670-1190 and www.SouthernSkates.com.

TEEN LATE NIGHT
AGES: 13-17
\$10
JULY 5, 2019 7:00PM - 11:30PM
SOUTHERN SKATES ROLLER RINK
2939 EAST LEDBETTER DRIVE, DALLAS, TX 75216
PH. 214.670.1190
LEARN MORE @ WWW.SOUTHERNSKATES.COM

KIDS TODDLER HOME SCHOOL SKATE
Admission: \$5
September 4, 2019
From: 10:00am - 1:00pm
2939 E. Ledbetter Dr.
Dallas, TX 75216
Contact Us At 214-670-1190
www.SouthernSkates.com

Advertising and Marketing Strategies

Print

Rental/Party
Pack/Event Flyers

Postcards

Kiosk poster for
Recreation Centers

Social Media/ Email

Groupon

Reservation Online
Submittal Forms

Facebook/YouTube/
Instagram

Customer
Engagement

Word of Mouth

In- House
Promotions

Grassroots / Door to
Door

Customer Reviews



Paul E

5 reviews

★★★★★ 3 weeks ago

Took my family here a couple months ago and it was a nice experience to get out for a change and get together. Rentals are affordable and the place is a decent size. Thanks for to the staff who had to deal with us changing sizes constantly



Tyrone Williams

7 reviews · 4 photos

★★★★★ 2 months ago

Great experience! Spacious! Wonderful Staff! Plenty of activities for kids!



Christine

★ 1 rating 1 review

★★★★★ · October 13, 2019

The best skating rink ever!!!



William · HELPFUL REVIEWER

★ 3 ratings 2 reviews 1 photo

★★★★★ · October 7, 2019

Great experience for the family!



Customer Reviews

4.5 234 ratings



100% Verified Reviews

All reviews are from people who have redeemed deals with this merchant.

20/20 Vision

- Community Engagement and Marketing Plan
- Additional Programming Options
- Facility Improvements
 - Concession Stand
 - Skate Floor Resurfacing
 - Sound and Lighting Enhancements



See You Tonight

@ 9:00pm

