



White Rock Boathouse, Inc.

A PROVEN PARTNERSHIP WITH THE CITY OF DALLAS

A Proven Partnership With The City Of Dallas

The vision for the White Rock Boathouse, Inc. was established in 2003 and continues to be successfully implemented today in conjunction with the City of Dallas Park and Recreation Department.

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The following presentation contains an overview of our partnership as well as future plans to deliver upon the mission and increase revenue opportunities for the City of Dallas.



The Mission

Change lives by putting oars and opportunities
in the hands of Dallas area youth -

*White Rock Rowing fosters teamwork and prepares athletes for success in sport and in life
and proudly supplies support for athletes who need financial assistance.*

The Mission Began with the Restoration of 3 Historic White Rock Lake Structures

White Rock Boathouse, Inc., a 501(c)(3) non-profit Texas corporation, has reclaimed, restored, and currently maintains and manages 3 historic structures on the southwest corner of White Rock Lake.



The Historic “Boomerang”



White Rock Boathouse



The Filter Building

Painstaking restoration with \$2.5MM+ in private funds by White Rock Boathouse volunteers at no cost to the City.

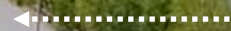
1. The Historic “Boomerang”



2. The Filter Building



3. White Rock Boathouse



Today, the restored structures provide an impressive showcase for the City of Dallas Park Department.

1. The Historic “Boomerang” Restoration



This once-decrepit, historic boathouse has been repurposed by volunteers to house boats for coaching, storage for kayak & stand up paddle boards and water safety equipment.

2. The Filter Building Renovation



The original 1911 White Rock Lake filtration building has been restored into a multi-use event venue to fund White Rock Rowing programs, provide youth subsidies and deliver additional city revenues.



Architectural Awards by
Preservation Texas & Dallas
Historic Rehabilitation

2. The Filter Building Today: A Vital Revenue Source



Since White Rock Boathouse, Inc.'s restoration, The Filter Building has funded all youth rowing programs and proudly provided approximately

\$250,000+

to the City of Dallas Park and Recreation Department.

2. The Filter Building Today: Helping Dallas Youth Succeed

As part of our ongoing partnership with the City of Dallas, The Filter Building revenues subsidize rowing programs, provide financial aid and collegiate scholarship funding to Dallas youth.



50%

Ongoing Financial Aid

...of all rowing program costs are subsidized by The Filter Building to ensure rowing is more affordable to more Dallas families.

...in financial aid has been supplied by The Filter Building revenues to support athletes who would not have the means to participate.



3. White Rock Boathouse Reclamation of the Dallas Water Utilities' sedimentation basins



BEFORE



BEFORE



AFTER



AFTER

3. White Rock Boathouse Today

A fully-equipped, community rowing facility for White Rock Rowing youth.

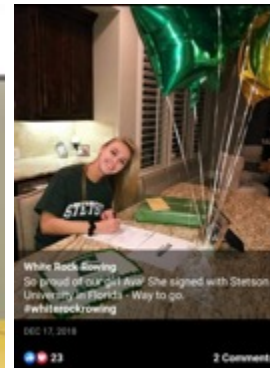
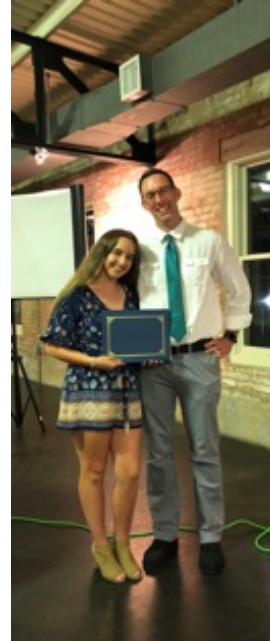


An aerial photograph of the White Rock Boathouse, Inc. building, a long, narrow structure with a red brick facade and a grey roof. The building is situated on a grassy area next to a large body of water. To the right of the building, there is a large, curved structure that appears to be a boat ramp or a dock. The background shows a dense line of trees and a distant shoreline. The text "Additional White Rock Boathouse, Inc. Highlights" is overlaid in white on a dark blue background across the center of the image.

Additional White Rock Boathouse, Inc. Highlights



We Continue to Expand Local Dallas School & Community-centered Outreach



We Remain Committed to Financial Support & Scholarships for Local Area Youth



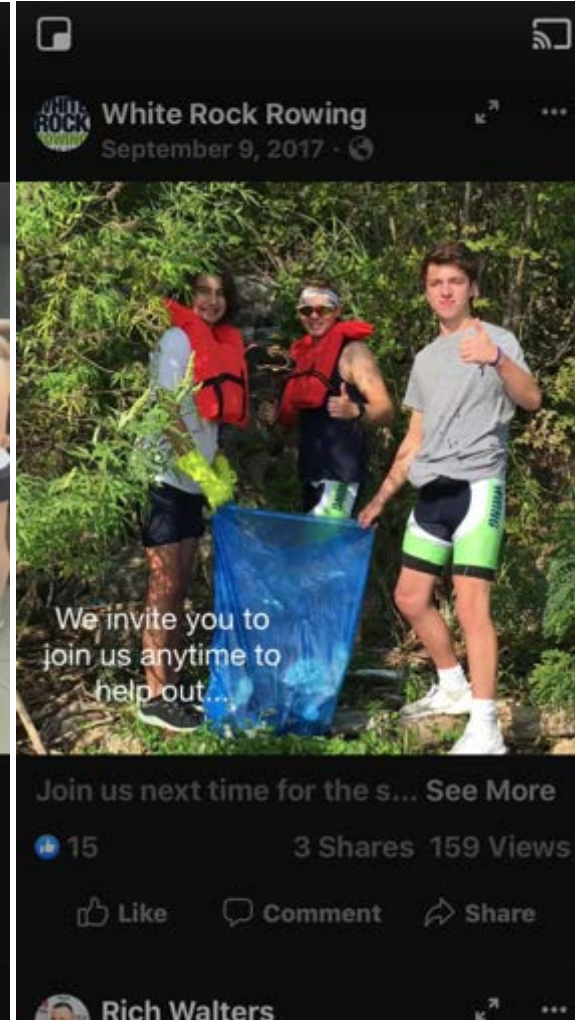
We Help Dallas Adaptive Citizens Experience the Joy of Rowing



We Take Pride in Our Multi-year Partnership with Wounded Warriors



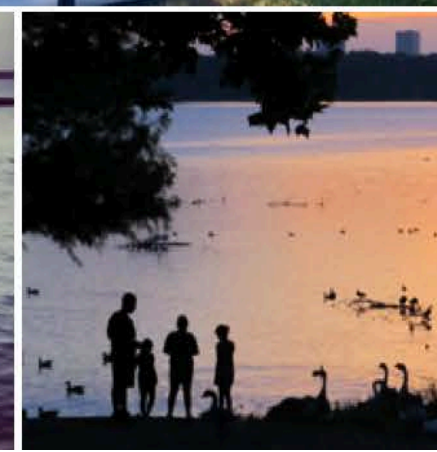
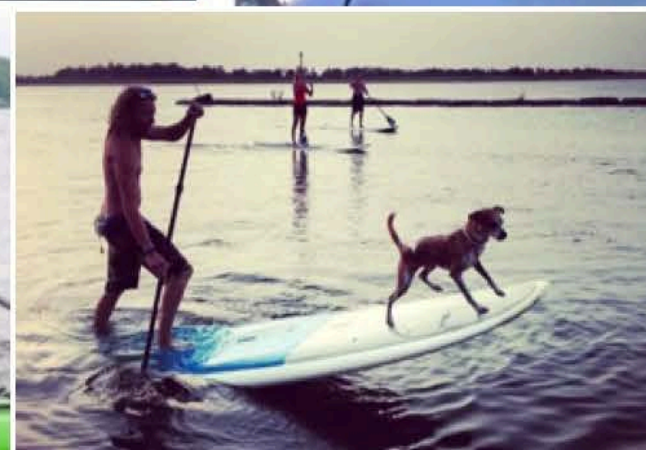
**The Special Olympics Count on Us Every Year for Their Competition Venue
& Our Volunteer Support**



We Are All Die-Hard Supporters, Contributors and Lovers of White Rock Lake



And We Are Dedicated to Being a Positive Partner in Developing City of Dallas Youth.



And Ensuring the Southwest Corner of the Lake is a Shining Example of City of Dallas Park and Recreation Partnerships

The White Rock Boathouse, Inc. Board of Directors

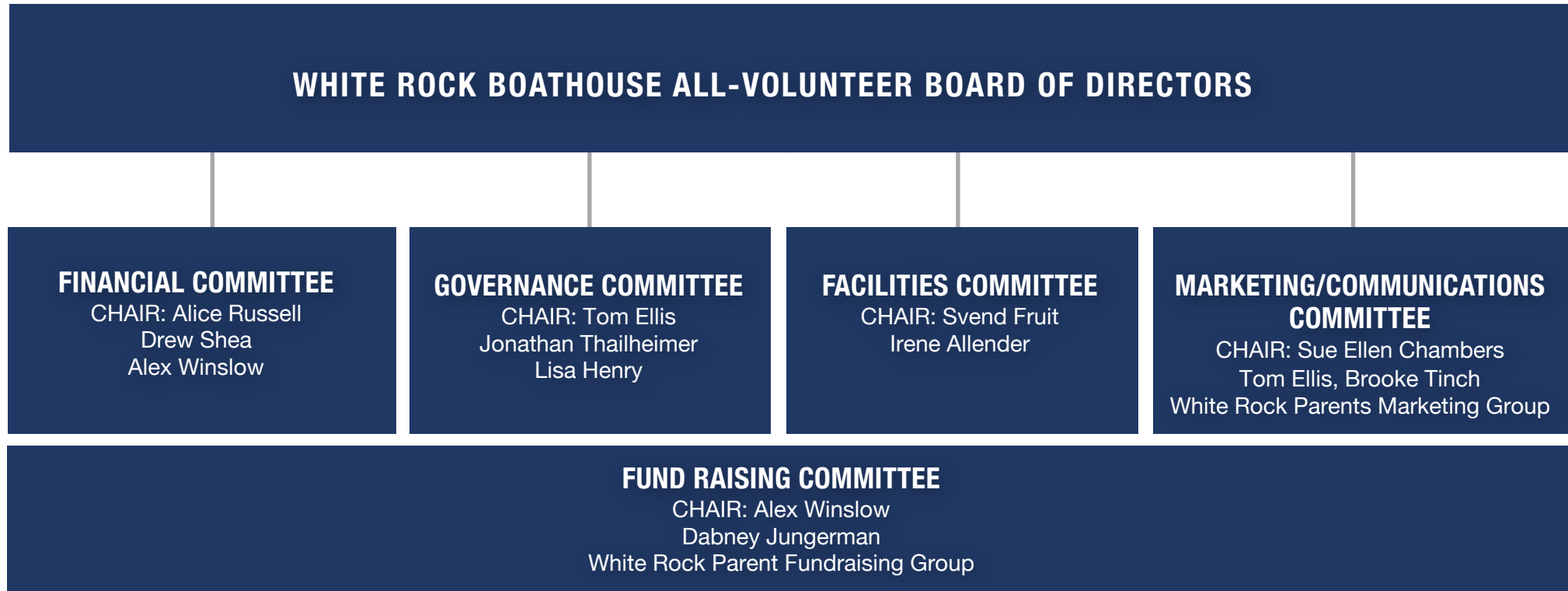
A cross section of Community Leaders

The Board of Directors is comprised of (9) individuals with a passionate, steadfast commitment to the White Rock Boathouse, Inc. mission and our partnership/agreements with the City of Dallas. Each provides distinct expertise in the sport of rowing, finance, architecture, facilities construction, legal affairs, corporate/business management, and/or community service. Local business leaders, parents, and adult participants, with additional support from non-profit experts, and respected rowing organizations such as SafeSport and US Rowing all provide input into committee efforts:



Non-board parents, and adult volunteers are included on board committees.

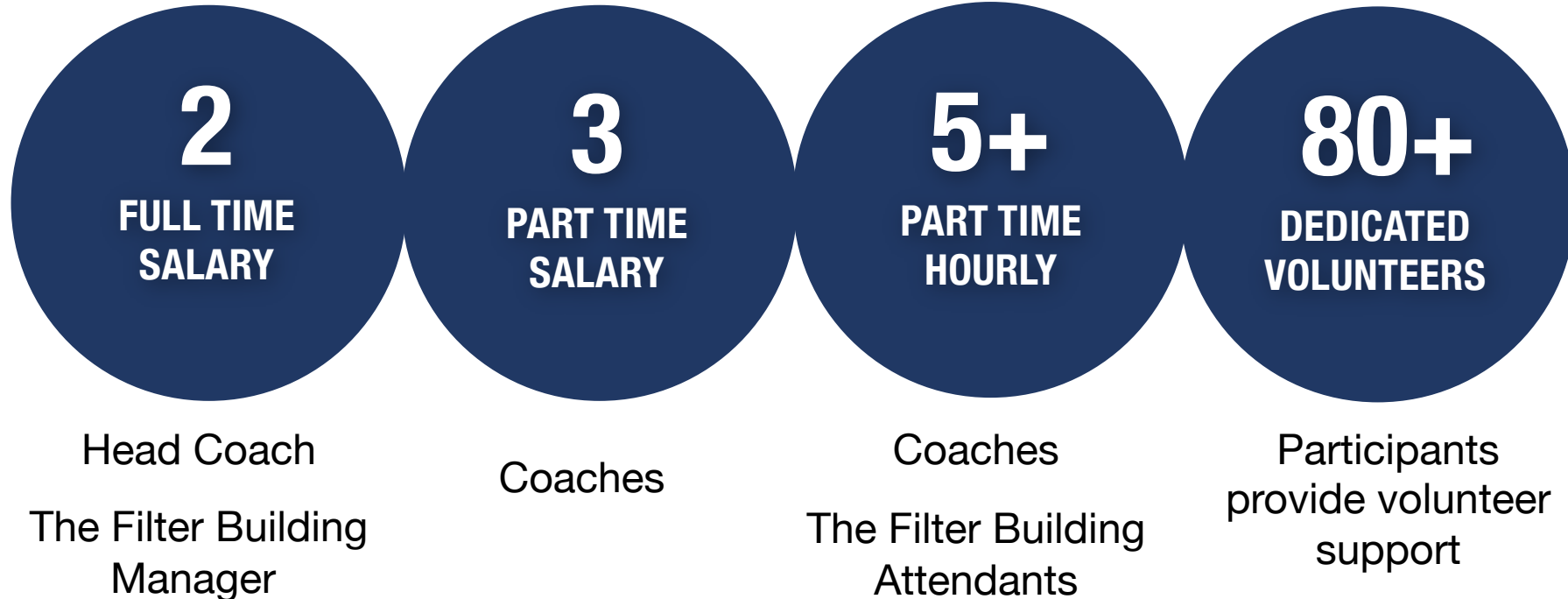
The White Rock Boathouse, Inc. Organization



Non-board parents, and adult volunteers are included on board committees.

The White Rock Boathouse, Inc. Staffing

A cross section of Employees and Volunteers



Three of the White Rock Rowing Coaches are dual language to encourage Hispanic participation

Youth Program Highlights

1500+
students

From Dallas area schools have been taught to row by White Rock Rowing

77
schools

Across the City have been introduced to the sport of rowing

9
years

Dallas athletes have qualified & competed at National Championships

28
athletes

Have gone on to row at collegiate programs across the country

50+
events

Have been hosted as outreach to Dallas schools and the community

1 national
championship

White Rock Rowing is home to the only national championship medal in the region

Youth & Community Program Highlights

250+
athletes & coaches

Experience rowing out of White Rock Boathouse almost year round

80+
participants

Are actively engaged in the programs and facilities of White Rock Boathouse, Inc.

2008
public school driven

Since our inception White Rock Boathouse, Inc. has led the way for public school recruiting

Adaptive & Veteran Program Highlights

2012
first adaptive program

Established by White Rock Boathouse, Inc. to support adaptive and veteran community

36+
adaptive athletes

Have been taught to row and trained to compete at White Rock Boathouse

Only
adaptive classifiers

In the region are White Rock Rowing active participants

Ongoing
adaptive outreach

For adaptive and veterans at VA hospital, Scottish Rite, Baylor and other area organizations

Partnership Highlights



Dallas Park & Recreation

Ongoing Dallas Recreation Center outreach



Awarded level 11 training status for the nation for rowing venues



For over a decade White Rock Rowing has supported Veterans



Special Olympics

Annual support of Special Olympics kayaking competition



We religiously support and contribute to the upkeep and love of our lake

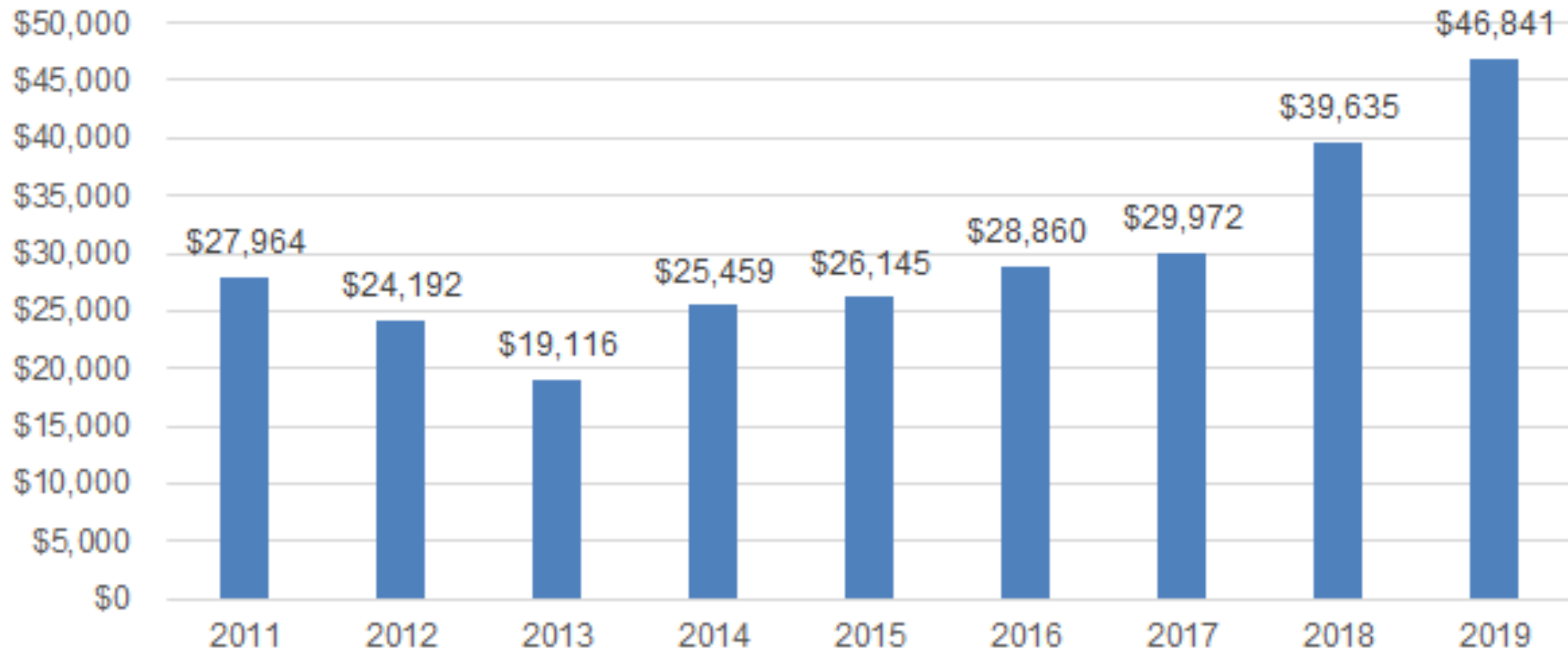


Events have been hosted to encourage girls to row



Multiple events to include neighborhood youths and adults

Financial Highlights: Revenues Provided to Dallas Park Department



Financial Highlights

	2018 Actual	2019 Budget
Revenue		
Support from the Public	\$56,882	\$35,000
Earned Revenue	\$732,465	\$802,592
Total Operating Revenue	\$789,347	\$837,592
Expenses		
Financial Aid and Scholarships	\$7,908	\$18,000
Payments to the City of Dallas	\$39,635	\$46,841
Other Operating Expenses	\$742,431	\$772,751
Total Operating Expenses	\$789,974	\$837,592
Net Operating Surplus (Deficit)	(\$627)	(\$0)

Looking Ahead

The increasing popularity of rowing, paddling, and fitness means that water sport programs at White Rock Rowing will continue to grow and thrive. White Rock Boathouse, Inc. is the architect and anchor for the improvement, development and safety of the southwest corner of White Rock Lake. We will continue to be a positive partner with the City of Dallas Park and Recreation Department, invested in the interests of White Rock Lake and providing a high-quality rowing experience to Dallas area youths, visitors and participants through our programs with support from The Filter Building facility.

Future growth and goals include:

- Continuing to maintain historic buildings with our partnership with the City of Dallas Park and Recreation Department.
- Continuing to provide a safe, positive environment for juniors and adults rowing in Dallas.
- Enhancing and growing the middle and high school rowing programs for all Dallas area youths, including those who need financial assistance.

- Raising private and corporate funds to defray expenses and fund future program development.
- Working collaboratively with parent and community partners, the Board of Directors remains solely committed to providing the skills, knowledge, expertise and leadership required to realize its dynamic vision for youth programs at White Rock Lake.
- Continuing to promote White Rock Lake as an integral part of the City of Dallas.
- Maintaining a diversified Board of Directors with a broad array of perspectives and skills to help continually optimize the potential of the southwest corner of the lake.
- Hosting home regattas and making racing convenient for families and other local teams.
- Strengthening partnerships with parents and the surrounding community.
- Building organizational infrastructure to further deliver and expand the mission.
- Enhancing and supporting our Adaptive, military veterans and adult rowing programs.
- Modifying the boathouse interior racks to accommodate more boats as our program grows.
- Maintaining and recycling our fleet of boats in order to maintain a healthy fleet for training and competition.