

DALLAS FIREFIGHTERS MUSEUM

A Tradition Since 1872



DALLAS FIREFIGHTERS MUSEUM

- ◆ On December 5, 2006, the Public Safety Committee was briefed on an upcoming agenda item requesting a long term lease for the Dallas Firefighters Museum
- ◆ Purpose of this briefing is to provide follow up information for the following areas:
 - Financial information
 - Partnerships
 - Marketing
 - Restoration
 - Attendance

LEASE PROPOSAL

- ◆ Length of lease: 30 years

- ◆ Rent: \$1 per year

- ◆ City responsibilities

- Maintenance (foundation, roof, exterior walls, main piping, central air and heat)

- ◆ FY 04-05 \$1333.43

- ◆ FY 05-06 \$3972.77 (central air replaced – services only kitchen, office and gift shop areas)

- Utilities

- ◆ FY 04-05 \$7598.44

- ◆ FY 05-06 \$6819.05

- ◆ Minimum improvements

- Stair chair lift necessary to comply with ADA

LEASE PROPOSAL

◆ Fire Museum responsibilities:

- Use limited to providing educational programs, operating and maintaining a museum and gift shop
- All improvements
 - ◆ Plans must be submitted and approved by Fire Chief and Director of EBS
 - ◆ Exterior improvements require Certificate of Appropriateness from Landmark Commission
- Operational expenses and maintenance
- Insurance, taxes.

LEASE PROPOSAL

◆ Termination clause

- Renovations and improvements must be made to the building exterior and interior façade, to restore to original luster and condition by 4th anniversary (Estimate of planned projects: at least \$500,000)
- At City's convenience after the 12th anniversary of lease

DALLAS FIREFIGHTERS MUSEUM



- Joint venture of the Dallas Fire-Rescue Department and a non-profit 501C3 organization
- Operated by Dallas Firefighters Museum, Inc.
- Museum was designated as a Dallas Landmark in 1975

DALLAS FIREFIGHTERS MUSEUM FINANCIAL STATEMENT

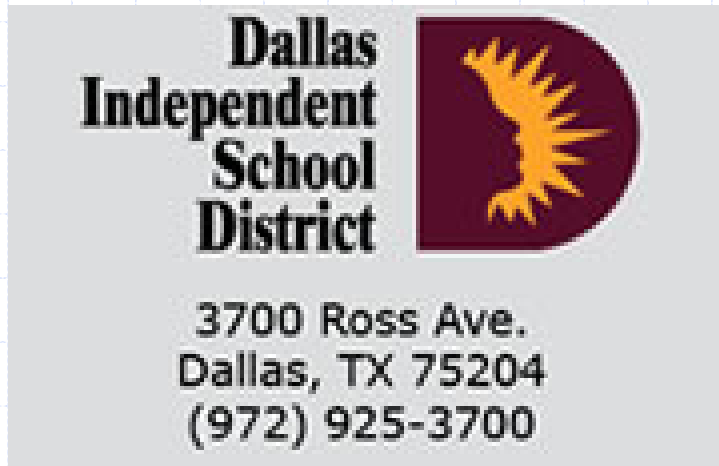
	2004	2005
Current Assets	\$ 35,510	\$ 41,018
Property/Equip	2,052	1,316
Museum Displays	29,592	29,582
TOTAL ASSETS	67,154	71,926
Current Liabilities	\$ 4,773	\$ 2,998
Total Net Assets	62,381	68,928
Total Liabilities and Net Assets	\$ 67,154	\$ 71,926

PARTNERSHIPS

- DISD
- Fair Park
- Boy Scouts
- Dallas Fire Rescue
- City of Dallas



REDUCING DEATHS AND INJURIES THROUGH EDUCATION



◆ Schools

- Target 3rd Grade
- Approximately 9,000 students annually
- No cost to student (subsidized by corporate sponsorship)



◆ Dallas Fire Rescue

- Provides educators to conduct safety classes

LIFE SAFETY EDUCATION CENTER



- ◆ Interactive education areas:
 - Basic fire safety education
 - ◆ Proper use of 911
 - ◆ How to prevent fires
 - ◆ Smoke detectors
 - ◆ Family planning for evacuation and meeting place

LIFE SAFETY EDUCATION CENTER



❖ All Hazard Risk Reduction Program

- Bicycle helmet safety
- Gun safety
- Choking, strangulation prevention
- Water safety

FAIR PARK PARTNER



- ◆ Fair Park Passport Program
 - Fire Museum has been added to the Passport
 - Ticket can be used at all of the participating museums
 - ◆ African American Museum
 - ◆ Railroad Museum
 - ◆ Science Place
 - ◆ Aquarium
 - ◆ Hall of State
 - ◆ Texas Discovery Gardens
 - ◆ Museum of Natural History
 - ◆ Women's Museum

BOY SCOUTS OF AMERICA



- ◆ Fire Museum identified as the location for merit badge training
 - First Aid*
 - Emergency Preparedness*
 - Fire Safety
 - Safety
- ◆ Training provided quarterly
- ◆ More than 2000 scouts trained annually

* Required for Eagle Scout

COMPLETED RENOVATIONS

Dallas firefighters have invested over \$750,000 since 1972 through payroll deductions and donations

- Exterior cleaned and painted
- Bay doors replaced
- Gift shop added
- Museum artifacts/equipment purchased
- Restroom updated



PROPOSED RENOVATIONS

- Remodeling back to original 1907 building
- Install central heat/air
- Ensure accessibility (ADA compliant)
- Interactive museum and life safety education center



MARKETING



◆ How to find us?

- Dallas Visitors & Convention Center
 - ◆ Included in Dallas attractions
- Websites
 - ◆ www.google.com
 - ◆ www.amazon.com
 - ◆ www.dallascvb.com
 - ◆ www.dallasfirerescue.com
 - ◆ www.dallasfiremuseum.com
- Publications
 - ◆ Dallas Guide
 - ◆ A Kid's Day Out
 - ◆ Visiting Fireman
 - ◆ America's Fire Museums
- AAA
- Fire Museum Network

ACCESS TO MUSEUM



◆ How to get there?

- DART Rail
 - ◆ Green Line Expansion
 - ◆ Expected to open September 2009
- DART Bus
 - ◆ Stops one block from Museum
- Private vehicle
 - ◆ Street parking
 - ◆ Parking @ Fair Park except during Fair

ATTENDANCE

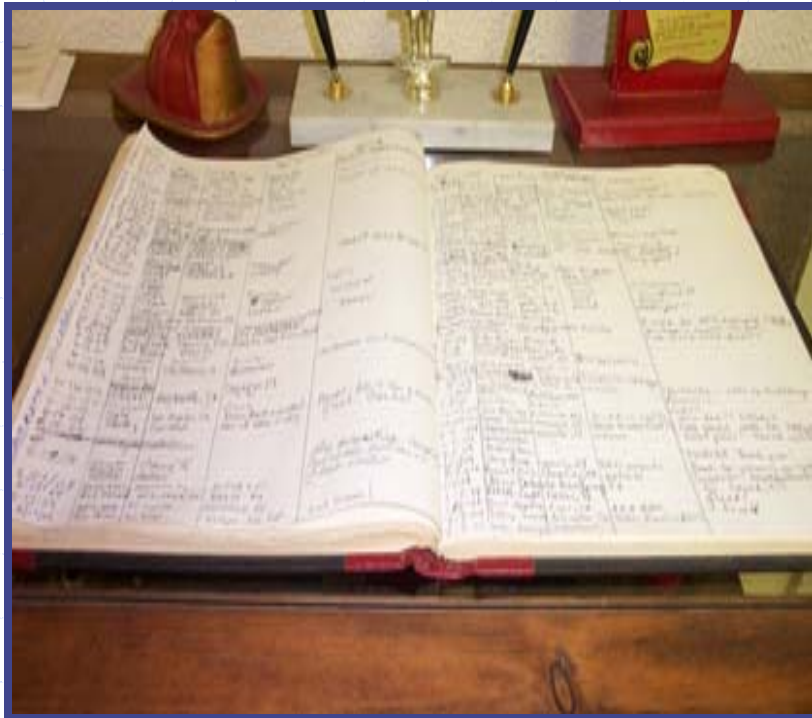


- ◆ Museum visitors
 - 3500 year (approx.)
 - 60% children, 40% adults
- ◆ Hours
 - Wednesday thru Saturday
 - 9 AM to 4PM
- ◆ Project to double attendance after renovation
 - Partnership with Scouts and schools

BENEFITS TO LONG TERM LEASE

- ◆ Preserves history of Dallas and the Dallas Fire Department for future generations
- ◆ Provides confidence that contributors will be investing in a lasting project
- ◆ Provides a venue for safety education for children and adults
- ◆ Supports growth in the Fair Park area

QUESTIONS?



- ◆ To quote our visitors:
 - “Cool, Thanks for your dedication”
 - “Excellent!”
 - “Wonderful”
 - “Fantastic – Lots of history”
 - “Your Museum is excellent – the best!”
 - “Thanks for preserving our history!”