

# Memorandum



CITY OF DALLAS

**DATE:** August 3, 2012

**TO:** Honorable Members of the Budget, Finance & Audit Committee: Jerry R. Allen (Chair), Tennell Atkins (Vice Chair), Monica R. Alonzo, Scott Griggs, Ann Margolin

**SUBJECT:** Dallas Arboretum Parking Revenue - Feasibility Study Contract

This service contract will allow the City to obtain a financial feasibility study for parking revenue to determine the viability of using revenue bonds for the purpose of constructing a parking facility along Garland Road to accommodate visitors to the Dallas Arboretum and Botanical Society (DABS).

The Dallas Arboretum and Botanical Society (DABS) has been the managing partner of the facilities collectively known as the "Dallas Arboretum" since 1984. Under the management contract, the City supports DABS through an annual stipend and pays the utilities for the properties, totaling, on average, \$697,000 per year. DABS pays all of the other costs to manage and operate the facilities, retains all of the operating revenue plus raises funds and constructs capital improvements. DABS' annual operating costs average \$9,489,000.

The success of events at the Dallas Arboretum, coupled with the anticipated increase in attendance once the new Rorey Meyers Children's Garden is complete, necessitate the need for additional parking at the Arboretum. For the past several years, DABS has utilized a parking lot at Gaston Avenue and Garland Road. Utilizing that location for remote parking may not be an option in the near future. The availability of ample parking space is essential to the success of the Dallas Arboretum and the possibility of potentially experiencing a reduction in parking area has initiated a proactive approach in resolving this concern.

A financing alternative to construct additional parking facilities for Arboretum patrons is to utilize revenue bonds. The City solicited proposals to obtain a financial feasibility study to determine if parking revenue could support the use of revenue bonds for the purpose of constructing a parking facility to accommodate visitors to the Dallas Arboretum. The proposed contract will fund the study to determine the amount of parking revenue that can reasonably be generated by the Arboretum patrons, and will provide a recommendation whether that revenue stream is reliably consistent to support a revenue bond to fund the construction of the parking facility.

If you have any questions regarding this item, please contact me.

A handwritten signature in blue ink that reads "Paul D. Dyer".

Paul D. Dyer, Director  
Park and Recreation Department

**c:** Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Rosa A. Rios, City Secretary  
Thomas P. Perkins, Jr., City Attorney  
C. Victor Lander, Administrative Judge Municipal Court  
Craig D. Kinton, City Auditor  
A.C. Gonzalez, First Assistant City Manager

Ryan S. Evans, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Stephanie Pegues-Cooper, Assistant to the City Manager