Team Members

- Kevin Acosta – Strategic Customer Services
- Gehan Asaad – Code Compliance Services
- Brittany Burrell – Office of Financial Services
- Genevieve Eversley – Human Resources
- Mark Fleet – Dallas Water Utilities
- Todd Gaston – Human Resources
- Pam McDonald – Civil Service
- Kevin Oden – Office of Emergency Management
- Gary Sanchez – Office of Cultural Affairs
- Laurietta Stewart – Code Compliance Services
- Denise Thomas – Strategic Customer Services
Roadmap

• Vision Statement
• Council Objectives
• Strategy Map
• Strategies and Data
• Links to other KFAs
Vision Statement

A city where citizens and visitors experience and enjoy the benefits of a vibrant, innovative, diverse, and collaborative system of cultural, arts, and recreational opportunities.
1. Continue to develop Fair Park as a successful, year round venue
2. Complete the Library Master Plan
3. Take steps to establish a world class downtown venue with activities
4. Develop marketing plan for the City’s major cultural and recreation aspects by 2012
5. Improve citizen impression of parks
6. Implement Trinity River Project
Council Objectives

Objective #1

Continue to develop Fair Park as a successful, year round venue

Most Current Data

- Increase non-State Fair attendance by 2% per venue and bring at least 4 additional events to the Cotton Bowl
- Develop an advertising plan for Fair Park rental facilities resulting in a 5% increase (buildings, food and beverage) annually
- Partner with Friends of Fair Park in promoting events and marketing at Fair Park museums and attractions
Objective #2
Complete the Library Master Plan

Most Current Data

- Library Master Plan approved in 2001
  Funded with $101.7 million in 2003 and 2006 bond programs which is 90-95% complete
- Library improvement projects underway in FY 10-11:
  - Central L-1 and Children’s Center opening February 2011
  - Central 1st Floor to become Downtown Branch design phase
  - Pleasant Grove replacement branch and Prairie Creek new facility both opened November 2010
  - Acquire replacement sites for Preston Royal, Park Forest, and Forest Green branch libraries
  - Complete the design and start construction for Polk Wisdom and Highland Hills branch libraries
  - Approve architect and start design of the North Oak Cliff Branch renovation
  - Design Phase of the Fretz Park and North Oak Cliff Branch renovation
Objective #3

Take steps to establish a world-class downtown venue with activities

Most Current Data

Complete development of Arts District Master Plan:
• Annette Strauss Square opened September 2010
• City Performance Hall work continues; projected completion in autumn 2012

Continued support of other downtown cultural destinations

Proceed with the analysis of another D2 (Downtown Dallas) alignment:
• Adoption of a preferred alignment is on hold pending approval of federal planning grant
Objective #3 Cont.

Take steps to establish a world-class downtown venue with activities

Most Current Data

Downtown parks:
• Continued construction of Woodall Rodgers Deck Park and Belo Garden
• Renovate fountain at Ferris Plaza
• Maintain viable partnership with Downtown Dallas to provide enhanced and supplemental maintenance, events, programming and café in Downtown Parks

Enhance the position of the Dallas Farmers Market as a destination venue.
• Exploring alternative management structure
• Continue dialogue with stakeholders
• Continue stormwater improvements
Objective #4

Develop marketing plan for City’s major cultural and recreational aspects by 2012

Most Current Data

- Review and assess departments' marketing efforts to determine efficiencies and partnership opportunities in order to maximize outreach while remaining cost effective
  - On hold due to current economic challenges
- Continue use of social media (Facebook and Twitter) as well as viral video marketing and e-marketing tools as cost effective delivery methods
  - Goal of doubling the number of social media “fans” to 1,200
Objective #5

Improve citizen impression of parks

Most Current Data

- Target - 65% of citizens rate parks “good” or "excellent"
- FY08-09 Dallas Citizen Survey findings:
  - Park and recreation services rated most important are…
    1. City Parks
    2. Walking/biking trails in the City
    3. Appearance/maintenance of parks
  - 62% rate parks “good” or above
  - 65% rate accessibility of parks “good” or above
  - 59% rate appearance/maintenance of parks as “good” or above
- Conduct Citizen Survey in FY10-11
Implement Trinity River Project

- Projects scheduled to open in 2011 include:
  - Margaret Hunt Hill Bridge
  - Standing Wave whitewater feature
  - Santa Fe Trestle Trail
  - Levee Remediation Plan ongoing
  - Texas Buckeye Trail ADA access at Rochester Park complete
  - Trinity Trail Phase I construction ongoing
    - Phase 2 under construction
    - Phase 3 in design process
  - FY 10-11 Projects:
    - Baker pump stations
    - Elm Fork Soccer Complex
    - Gateway parks at I-20, Joppa, Moore & Rochester
    - Sylvan Ave Bridge Replacement
Strategy Map

Diversity

Destinations

 Programs

Marketing

Innovation

Sustainability

13
Destinations

Council Objectives

1: Continue to develop Fair Park as a successful, year round venue by 
6: Implement Trinity River Project

STRATEGY

Develop, support and enhance the destinations where people GO to encounter cultural and recreational activities so as to ensure safety, upkeep and relevance for the future.

Sub-Strategies

<table>
<thead>
<tr>
<th></th>
<th>Provide appealing, accessible and safe venues</th>
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<tbody>
<tr>
<td>b</td>
<td>Continue to foster inter-departmental collaboration and/or promote cooperation with public and private organizations</td>
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<td>c</td>
<td>Increase attendance throughout destinations as it relates to accessibility of programs and venues</td>
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<tr>
<td>d</td>
<td>Continue to support the City's green initiatives</td>
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Create and maintain signature programs that use all available human and material resources in traditional and non-traditional ways to *engage* people and their participation.

### Sub-Strategies

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<table>
<thead>
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<tbody>
<tr>
<td>a</td>
<td>Utilize City resources efficiently and effectively</td>
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<tr>
<td>b</td>
<td>Embrace continuous improvement, technological trends, and diverse experiences</td>
</tr>
<tr>
<td>c</td>
<td>Enhance programming by identifying and supporting individuals and organizations that bring unique talents to the citizens and visitors of Dallas</td>
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<tr>
<td>d</td>
<td>Support cultural, art, and recreational programs that enhance the quality of life for all citizens of Dallas</td>
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## Marketing

### Council Objectives

4: Develop marketing plan for City's major cultural and recreational aspects by 2012  
5: Improve citizen impression of parks

### STRATEGY

Attract & engage local, national and international audiences through effective marketing and communication efforts to **CONNECT** all aspects of the community.

### Sub-Strategies

<table>
<thead>
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<th>a</th>
<th>Provide accurate and accessible information using appropriate media</th>
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<tr>
<td>b</td>
<td>Allow customers the opportunity to provide input on meeting their needs and making programs successful</td>
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<tr>
<td>c</td>
<td>Promote programs to increase local, national and international exposure</td>
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<tr>
<td>d</td>
<td>Promote and support volunteer opportunities and citizen participation</td>
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</table>
The Culture, Arts and Recreation Team is looking for bids that create, support, operate and improve Dallas services:

**DESTINATIONS**

The places people **GO** to experience Cultural, Arts and Recreational activities. These are places like Fair Park, Dallas Arts District or the Central Library.

**PROGRAMS**

The things people **ENGAGE** in for leisure, fulfillment, relaxation, and enrichment in Dallas. Programs come in all sizes- from an event for thousands of people to one-on-one activity.

**MARKETING**

The way people **CONNECT** to Dallas’ Culture, Arts and Recreation programs and destinations by cultivating awareness, participation and appreciation.
Links to Other KFAs

Educational and outreach programs exist in the libraries, recreational outlets, after-school programs, arts district and historical venues.

Vibrant culture, arts and recreation will attract visitors and business to the City.

Destinations, Programs and Marketing are efficient, effective and economical.

Parks and green spaces contribute to a clean and healthy environment.

Libraries, cultural and recreational centers contribute to neighborhood safety.
The citizens and visitors of Dallas experience and enjoy the benefits of a vibrant, innovative, diverse and collaborative system of cultural, arts and recreational opportunities.