Memorandum

CITY OF DALLAS

Date: February 20, 2009

Thru: Forest E. Turner
Interim Assistant City Manager

To: Honorable Members of the Quality of Life Committee:
Pauline Medrano, Chair; Vonciel Jones Hill, Vice Chair; Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

Subject: "FY 08-09 Marketing, Public Engagement and Community Relations Overview" briefing

Attached is the "FY 08-09 Marketing, Public Engagement and Community Relations Overview" briefing which will be presented to the Quality of Life Committee on February 23, 2009.

If you have questions, please call me at 214-670-4071.

Paul D. Dyer, Director
Park and Recreation

c: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
A. C. Gonzalez, Assistant City Manager
David K. Cook, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager

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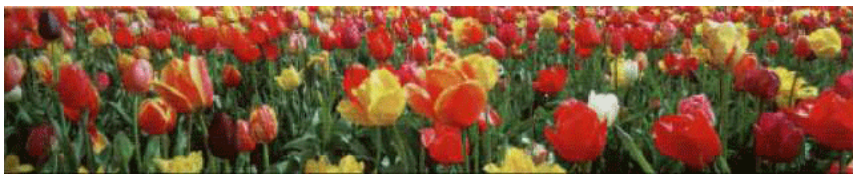


ENJOYRELAXPLAYSEE

FY 08-09 Marketing, Public Engagement and Community Relations Overview

Quality of Life Committee
February 23, 2009

Key Focus Area
Culture, Arts & Recreation

Purpose

- Provide information regarding the FY 08-09 Dallas Park and Recreation Department Marketing, Community Relations and Public Engagement Services plan
- Highlight sample projects and initiatives

Mission

- The mission of the Marketing, Community Relations and Public Engagement Services Section is to engage the general public by providing cost effective internal and external marketing, community relations and communication services using new technology and traditional communications tools to secure positive local, national, and trade news coverage for the department.

Reaching the Customer

Audience:	Residents and Businesses	Appointed Officials	DPARD Staff
Current Delivery Methods	**Face-to-face Meetings** - Special Events - Community-based Organizations - Town Hall Meetings **Media-based Coverage** - News Releases - Media Advisories - News Conferences - Weekly Newspapers - Radio / TV / Daily Newspapers **Internet** - City web site - English & Spanish - E-mail Outreach **Neighborhood Associations & Friends Groups** - E-mail address lists **Cable Access Channel** - City PIO Studio **City Venues and Publications**	**E-Mail Messages** - Special Interest Messages **Reports** - General Interest - Special Purpose **Special Events** - Ground Breaking - Ribbon Cutting - Speaking Notes	**E-Mail Announcements** - Items of interest - Important Updates **Staff Meetings** - Information Sharing **Informal face-to-face** - Site Visits by Senior Management **Pay Stubs** - Information shared via Fliers **Internal Newsletters** - Citywide - Department specific **Bulletin Boards** - Fliers - Information Sheets

Key Services to be Provided

- Marketing
- Public engagement
- 24-hour media relations
- Executive services
- Publication submission services
- Special event planning and management assistance
- Multilingual media outreach

Key Services to be Provided

- Cable programming and special project videos
- News monitoring and clipping services
- Content management for department website
- Preparation of news releases
- Planning of news conferences and background sessions with editors, reporters, and news managers
- Electronic newsletters and emails

Marketing Services

- Marketing
  - Develop and implement marketing campaigns
  - Develop branding, slogans and tag-lines
  - Produce and design marketing collateral materials
  - Track and report results of marketing efforts to client divisions

Public Engagement Services

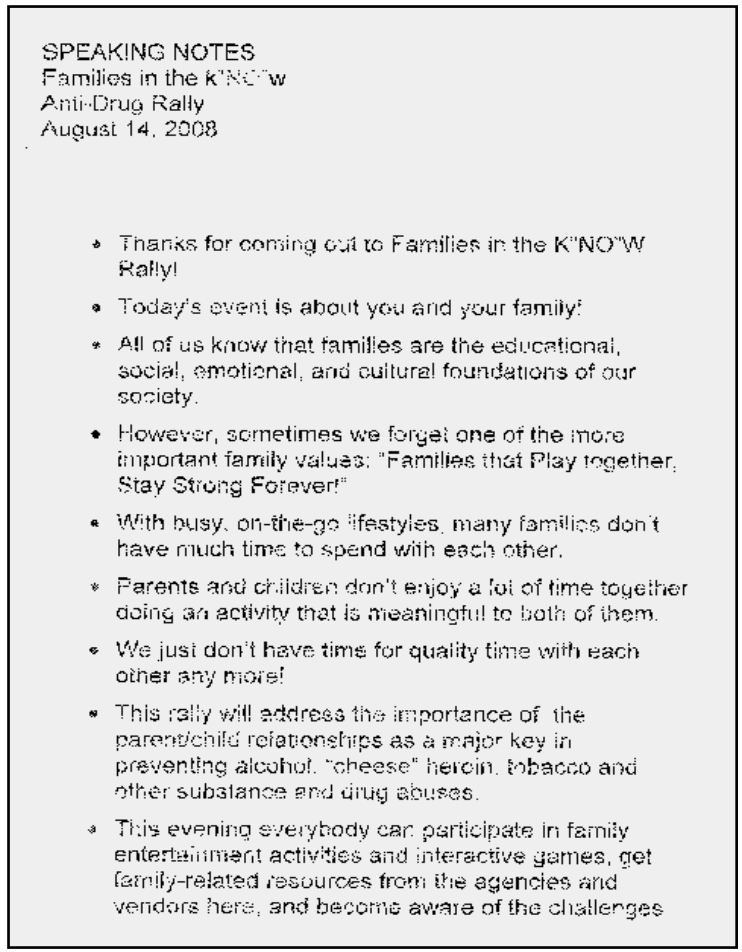
- Public Engagement Services
  - Research and write media advisories and news releases
  - Produce and pitch targeted stories to appropriate media/reporters
  - Organize and host news conferences
  - Send department information to interested residents via email blasts to Homeowners Associations and Friends groups
  - Write and distribute employee announcements
  - Secure still photography for official city events
  - Submit Park & Recreation related information to the PIO for City public information packets

24 Hour Media Relations

- 24-hour media relations
  - First point of contact for news media inquiries
  - Provide background information and arrange interviews
  - Prepare or serve as spokespersons as needed
  - Assist in media event planning
  - Research and gather public information requested by news media
  - Proactively pitch positive stories to news media
  - Book departmental experts on radio and television community affairs broadcasts
  - Maintain positive media relations with editors, reporters, news and assignments managers
  - Maintain media contact list for local, state & national media outlets (English, Spanish, African-American, & Asian media)

Executive Services

- Executive Services
  - Prepare executive staff and Park Board speaking bullet points
  - Develop annual Department Communications plan for internal/external customers
  - Write op-ed articles, Letters to the Editor and arrange for editorial board meetings
  - Consultation services for issues management/message development
  - Crisis communication planning & management



SPEAKING NOTES
Families in the K"NO"W
Anti-Drug Rally
August 14, 2008

- Thanks for coming out to Families in the K"NO"W Rally!
- Today's event is about you and your family!
- All of us know that families are the educational, social, emotional, and cultural foundations of our society.
- However, sometimes we forget one of the more important family values: "Families that Play together, Stay Strong Forever!"
- With busy, on-the-go lifestyles, many families don't have much time to spend with each other.
- Parents and children don't enjoy a lot of time together doing an activity that is meaningful to both of them.
- We just don't have time for quality time with each other any more!
- This rally will address the importance of the parent/child relationships as a major key in preventing alcohol, "cheese" heroin, tobacco and other substance and drug abuses.
- This evening everybody can participate in family entertainment activities and interactive games, get family-related resources from the agencies and vendors here, and become aware of the challenges

Publication Development & Submissions

- Dallas Delivers
  - 8 page quarterly Dallas Morning News insert
    - 215,000 DMN and 50,000 Al Dia subscribers
    - 5000 copies to branch libraries
    - Homeowner Associations
- City Hall Highlights
  - Monthly internal departmental news and achievements
    - City council members, Park Board members, executive staff
    - Homeowners Associations
    - City employees
    - City intranet

City of Dallas

DALLAS DELIVERS

CITY HALL HIGHLIGHTS

VOLUME 2 · ISSUE 3 MARCH 2008

In this Issue:

Fantasy Landing Playground re-opens at Kiest 2

City employees to receive life-saving training 3

Tuesdays are special at the Dallas Central Library 4

Cultural Center 5

City takes another step towards being green

With its March 3 rollout of once-a-week garbage/recycling collection in neighborhoods north of LBJ and west of Central Expressway, Dallas joins Los Angeles, San Diego, Austin and other major cities which offer once-a-week garbage and recycling collection.

Since 2004 Dallas has piloted once-a-week garbage and recycling collection in four diverse neighborhoods. Since then, the City has used the information and statistics from the pilot areas to design and build broad community support for once-a-week garbage and recycling collection. Results show once-a-week garbage and recycling service:

- Lowers the amount of waste in the landfill
- Increases the amount of recycling produced by each household
- Reduces wear and tear on City streets and alleys
- Decreases emissions from waste collection vehicles

Although Sanitation Services and the City Council will carefully review progress of the latest neighborhoods to switch to once-a-week garbage and recycling service, only households north of LBJ and west of Central Expressway are being changed to once-a-week garbage and recycling collection on March 3. All other residents' services will

VOLUME 2 . ISSUE 3 PAGE 2

Fantasy Landing playground reopens at Kiest Park

"We were able to really address our need for an inclusive play area that is inviting to everyone in the community," said Park and Recreation Assistant Director David Strueber.

The grand reopening of the Fantasy Landing playground, at the northwest corner of Kiest Park, 3012 S. Hampton Road, was held March 1, bringing Dallas its second Boundless™ playground and providing access to children of all abilities to play together.

"Kiest Park is one of our busiest parks in Dallas, which is why it was so crucial to the City to make sure it could be enjoyed by all our residents regardless of age or ability," said Dallas Park and Recreation Assistant Director **David Strueber**. "Fantasy Landing is more than we envisioned when we embarked on this re-design. Thanks to the generous donation from CVS Caremark All Kids Can, we were able to really address our need for an inclusive play area that is inviting to everyone in the community."

Construction of the playground was funded in part by a $250,000 grant from the CVS Caremark Charitable Trust, along with $80,000 dollars raised by local CVS/pharmacy associates that has enabled a sun shade to be installed at the play structure. The park is one of three signature Boundless™ playground projects to be announced this year, all supported by the CVS All Kids Can Program, dedicated to serving the needs of children with disabilities. Texas' first Boundless™ playground opened in 2002 at Reverchon Park.

The new playground replaces a former all-access play structure originally dedicated in 1989.

This new playground replaces a former all-access play structure, originally dedicated in 1989. Kiest Park, which welcomes approximately 250,000 visitors a year, serves the 400,000 citizens living in Oak Cliff. The park includes tennis courts, softball fields, Kiest Recreation Center and much more. "We are happy to assist the Oak Cliff community in helping to rebuild their all-access playground that will always be a special part of Kiest Park's history," said Area Vice President for CVS Caremark Denny Tewell.

Other Park and Recreation Department news

Spring activities brochure highlights leisure options

Dallas Park and Recreation's spring activities brochure is now available, featuring a list of all the leisure options offered by the department's 47 recreation centers. The free brochure is available at racks around City Hall, City recreation centers and all City library branches.

The brochure is also online at www.dallasparks.org. For more information, call (214) 670-4678

Cotton Bowl project to be featured in publication

Cotton Bowl Phase I will be featured in the upcoming *Real Estate & Construction Review-2009 Texas Edition*. Each Building of America project is highlighted in a case study that intertwines the words of the project's owner/developer, consultants, architects and contractors to explain how the teams worked together to design and build one of the region's most important, innovative or unique new construction or renovation projects.

Publication Development & Submissions

- City Calendar/Annual Report
  - 40,000 printed in English – 20,000 printed in Spanish
  - Delivered to Libraries, Park & Recreation centers, and Home Owners Associations
- In House Publications
  - Fair Park Annual Report
  - Leisure Lines
  - Leisure Connection
  - Partnership Brochure
  - Reservations Brochure
- Publications As Requested

Special Events Planning Services

- Special Event Planning
  - Groundbreakings
  - Ribbon cuttings
- National Observances (e.g)
  - July's "National Park and Recreation Month"
  - Volunteer Month
  - May's National "President's Fitness Month"
  - April's Arbor Day
- Fair Park Signature Events

Multilingual Media

- Translate brochures and website information
- Identification and inventory of bilingual speaking employees for media interviews (e.g.)
  - Spanish
  - Chinese
  - Vietnamese
  - Korean
  - Indian

Departamento de Parques y Recreación

CITY OF DALLAS

LEISURE Lines

Calendario de Eventos Especiales

Enero 2006

3–31 Tai Chi
Martes y miércoles
Tai Chi Chuan 6 p.m.
Tai Chi Sword 7 p.m.
Una secuencia de movimientos lentos sitúa el Tai Chi aparte de las otras artes marciales.
Valor: $12 por clase o $40 por mes con tarjeta de identificación de la ciudad de Dallas
Centro de recreación Exall Park
Contacto: Angel Bowden (214) 670-7812

6 La hora del café del primer viernes
Viernes 9:30–10:30 a.m.
Comparta un poco de java, de rosquillas y de una agradable conversación el primer viernes de cada mes.
Valor: $1; gratis con tarjeta de identificación de la ciudad de Dallas
Centro de recreación Exall Park
Contacto: Angel Bowden (214) 670-7812

6 Parent's Night Out
Viernes 6 p.m.–Medianoche
¡El campamento nocturno se llevará a cabo el primer viernes de cada mes!
Edades: de 6 a 12 años
Valor: $25 por niño; descuento disponible para hermanos
Centro de recreación Exall Park
Contacto: Angel Bowden (214) 670-7812

11 Liga de baloncesto Biddy
Miércoles 4–6 p.m.
Edades: de 4 a 5 años
Valor: $20 por equipo
Centro de recreación Singing Hills
Contacto: Cassandra Rauls
(214) 670-7550

11 Clases de baile Swing Out
Miércoles 6:30 p.m.
Edades: Adultos
Valor: $40 por 8 clases
Centro de recreación Exline
Contacto: Tina Williamson (214) 670-8121

12 Celebración Martin Luther King Jr.
Jueves 6 p.m.
Bailarines de alabanza, coros y una deliciosa cena darán realce a este tributo
Edades: Todos Valor: Gratis
Centro de recreación Eloise Lundy
Contacto: Darlene Session (214) 670-6781

12 Balompié bajo cubierta
Jueves 5:30 p.m.
Edades: hasta 10 años
Valor: $15 por niño
Centro de recreación Ridgewood/Belcher
Contacto: Juan Casas (214) 670-7115

Cable Programming

- Cable programming
  - Continue to submit public service announcements information for cable programming
    - Currently display video on MOWmentum Program, Get Water Smart, and Stash Your Trash
  - Produce weekly cable program focused on park and recreation related issues and programs

Media Tracking Services

- News Clipping Services:
  - Maintain e-clips on DPARD from local, state and national print and broadcast media outlets
  - Maintain library of selected print and broadcast clips on DPARD for future use or viewing

Dreams of a field

A private group plans to replace Pike Park's simple baseball diamond with a ballpark with the flavor of Wrigley Field in Chicago.

KIM BITZENTHALER/ Staff Photographer

Charles McKinney (left) has helped raise more th Paul Dyer, director of the Dallas Park and Recrea

Private group plans top-

By JOE SIMNACHER Staff Writer

By fall, Pike Park should no longer be a diamond in the rough.

A private group is teaming with the Dallas Park and Recreation Department to build a first-class baseball facility in the historic park that is one of the last vestiges of the Little Mexico neighborhood on Boulevard.

The ballpark wil vor of Wrigley Fiel complete with ivy-field wall, recess raised pitching mo ered stadium seati tended to be the hor ner-city children a for a resurgence of

THE WHITE ROC

Reporting Northeast Dallas news for 59 Years

Vol. 59 No. 12 Published by The White Rocker, 10809 Garland Road, Dallas TX 75218 Thursday, Apri

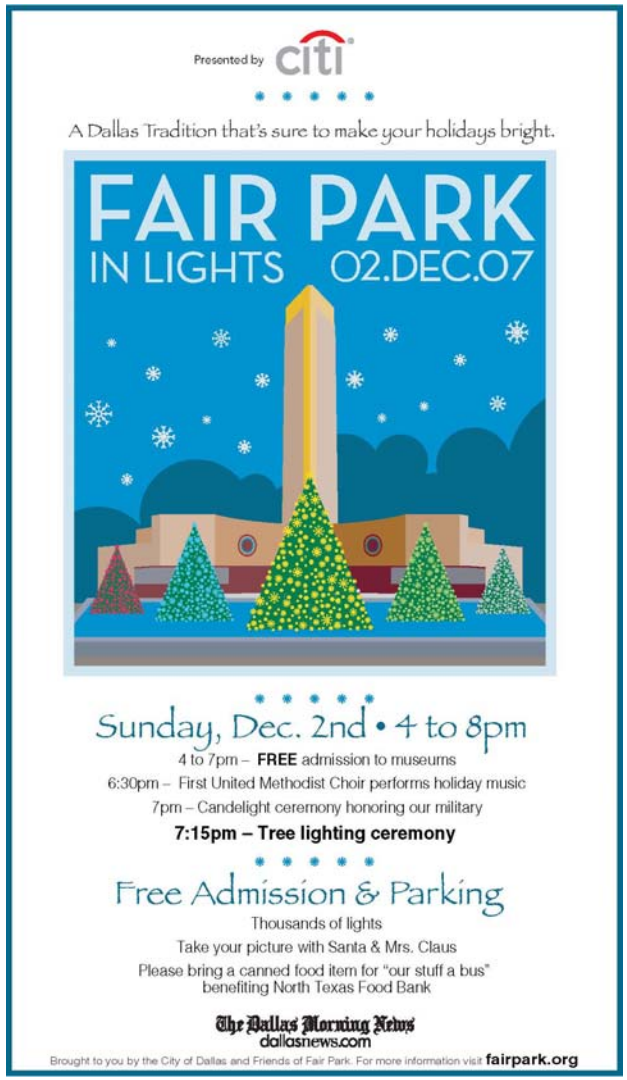
-Photo by Douglas A. Kerr

ccc statue dedicated

More than 100 people gathered at Sunset Bay in White Rock Lake Park last Saturday, April 17, for the dedication of the new "CCC Worker" statue there. The statue honors the young men of the Civilian Conservation Corps who, in the late 1930s and early 1940s, were responsible for constructing many of the buildings and other facilities of the park-- much of which is still in use today. Standing in front of the statue are seven of the more than a dozen members of the original White Rock CCC company, who journeyed from their current homes to attend the dedication. Walter Atwood, president of the National Association of CCC Alumni is shown center in white jacket. The Alumni seek to install at least one statue like this one in each of the 50 states and District of Columbia. Cost of the statue -- the first in Texas -- was underwritten by numerous corporate and individual sponsors, most from the Dallas area. Local conservation organization For The Love Of The Lake spearheaded the project, which was executed under the direction of the Dallas Park and Recreation Department. The inscription on the base reads: "Honoring the young men who served in Civilian Construction Corps 2898 at White Rock Lake Park and Bachman Lake Park 1935-1942. Using shovel, trowel, hammer, and spade, they moved earth, planted trees, crafted stone, and built structures that remain as a lasting legacy of service to their community and nation. Dedicated in Grateful Remembrance. April 17, 2004."

Advertising Services

- Advertising
  - Assist in design of ads
  - Consult divisions on optimal advertising outreach consistent with target audience, message and budget
  - Place advertising and make ad buys (print/radio/TV/trade journals/trade shows/Kiosks, billboards)



FY 08-09 Marketing Initiatives

Marketing Plans

- Aquatics
  - Learn to Swim
  - Bahama Beach
  - Spraygrounds
  - Life Saver
- Fitness Centers
- Youth Programs
  - Send A Kid to Camp

FY 08-09 Marketing Initiatives

Marketing Plans

- Contract Fee Instructors
- Volunteer Recruitment
- Cotton Bowl Stadium
- Southern Skates
- MOWmentum Program

FY 08-09 Marketing Initiatives

Advertising Plan

- Ads targeting the City's diverse population
  - Daily newspapers
  - Minority newspapers
  - Special interest and community papers
- Ads using a multi-media ad / sponsorship approach:
  - Radio & Print
  - Billboard
  - DART
  - Kiosks
  - Movie Trailer Advertising
  - Web
  - Trade Shows

CALENDAR

SPRING 2008

There's lots to see and do when you ride DART. Following are a few fun choices, and for more ideas as well as transit schedule information, visit www.DART.org or call 214.979.1111.

DART to SPECIAL EVENTS

Mar. 7-8 Savor Dallas is an international festival of wine, food, spirits and the arts with "Wine Strolls" in the Arts District, Plaza of the Americas and Victory Park, as well as cooking demonstrations by celebrity chefs and wine tasting seminars with the pros. This feast for the senses benefits the North Texas Food Bank, Greater Dallas Restaurant Association Education and Scholarship Fund, and the Arts Magnet School Building Campaign. Information: 866.277.7920 or savordallas.com Pearl and Victory stations

Mar. 8-Apr. 13 Dallas Blooms at the Dallas Arboretum, 8525 Garland Road, is a floral extravaganza with more than 400,000 spring bulbs, 1,000 azaleas and thousands of other annuals and perennials throughout the 66-acre gardens. This year's theme of "The Star of Texas" will be expressed throughout the gardens as well as in children's activities, horticultural demonstrations and family entertainment. Information: 214.515.6500 or dallasarboretum.org. Mockingbird Station, then Route 519

Mar. 15 The 29th Annual Greenville Ave. St. Patrick's Day Parade is the place to celebrate the "luck o' the Irish." The parade begins at 11 a.m. at Greenville and Park Lane with outrageous floats, colorful costumes and plenty of surprises. The parade ends at Yale Blvd. but the party continues until 5 p.m. Information: greenvilleavenue.org. Park Lane, Lovers Lane and Mockingbird Stations

Mar. 22 Village Egg Roll is a Victorian-era Easter celebration on the grounds of Dallas Heritage Village. Bring a picnic basket from 1-4 p.m., enjoy spring crafts, and get set for egg roll races in the style started in 1878 by President and Mrs. Rutherford B. Hays on the White House Lawn. It's fun for everyone at the historic park at 1515 S. Harwood St. Information: 214.421.5141 or dallasheritagevillage.org. Route 2

Mar. 27-Apr. 6 The AFI Dallas International Film Festival spans 11 days and nights with feature films and shorts including contemporary international features, documentaries and short films. The festival is punctuated with red-carpet galas, receptions and family-friendly outdoor screenings. Victory Park is the main hub for galas, events and screenings, but you can also catch screenings at the Angelika Film Centre, the Landmark Magnolia Theatre, the Majestic Theatre, the Landmark Inwood Theatre, the Morton H. Meyerson Symphony Center, the Nasher Sculpture Center and Southern Methodist University. Information: afidallas.com. Mockingbird Station for Angelika Film Center; Cityplace Station for Magnolia Theater; Pearl Station and St. Paul Station for Majestic Theatre and Arts District venues; Route 519 for Landmark Inwood Theatre; Route 21 for SMU;

Apr. 2-6 The Dallas Auto Show is the place to see all the new styles and accessories for cars, trucks and SUVs. Compare features and prices at the Dallas Convention Center, 650 S. Griffin St. Tickets are $11 for adults, $5 for seniors and free for children 12 and under. Information: dallasautoshow.org. Convention Center Station

Apr. 4-6 The Deep Ellum Arts Festival turns Main Street from Good Latimer to Hall Street into an outdoor street party with cutting-edge art, four stages of non-stop music, poetry slams, street performers, a pet parade, and great food and beverages. The free festival is from 5-10 p.m. Friday, 11 a.m. to 10 p.m. Saturday, and 11 a.m. to 7 p.m. Sunday. Information: meifestivals.com/deepop.html Routes 11, 31, 44 or 60

Apr. 12 Live Green EXPO – Empowering North Texans helps families make informed decisions about environmentally friendly lifestyles. Hundreds of exhibitors and dozens of workshops will present information, and there's also music, art, food, demonstrations and activities for youth and children. It's all free from 9 a.m. to 5 p.m. at Plano Centre, 2000 E. Spring Creek Parkway in Plano. Information: livegreeninplano.gov. Parker Road Station, the Route 350

Apr. 18 EarthFest is an Earth Day street fair and celebration of all things "green" with local musicians, exhibits, fashion show, vendors and more from 10 a.m. to 2 p.m. at Pegasus Plaza and AT&T Plaza in downtown Dallas. Information: greendallas.net or 214.665.7514. Akard Station

Apr. 19 Garland Goes Green is an environmental expo at Firewheel Town Center, 245 Cedar Sage Dr., with information and activities to help you learn how to "go green" every day. Information: garlandwater.com. Downtown Garland Station, then Route 515

Apr. 19-May 11 Dallas Roars! is four weekends of fun and festivities with animal friends at the Dallas Zoo. Enjoy live music and entertainment for children and families, including fun activities at the Lacerte Family Children's Zoo. Information: dallaszoo.com. Dallas Zoo Station

Apr. 24-May 1 The 38th Annual USA Film Festival showcases the best new and foreign films, special tributes and retrospectives, and the Annual National Short Film & Video Competition. There are more than 75 films on the silver screens at Angelika Film Center at Mockingbird Station. Information: 214.821.FILM or USAFilmFestival.com. Mockingbird Station

May 11 The Blackland Prairie Festival celebrates Plano's past and present with family fun, live entertainment, arts and food in the historic downtown area. Wander 15th Street and enjoy costumed performers, exhibits and demonstrations of candle dipping, quilting, soap making, blacksmithing and pottery making. Admission is free from 11 a.m. to 6 p.m. Information: blacklandprairiefestival.org. Downtown Plano Station

May 16-18 Wildflower! is an eclectic arts and music festival that draws thousands to Galatyn Park in Richardson. The 16th annual celebration features national performers, strolling entertainers and acrobats, displays and exhibits, the Wildflower! Marketplace, a petting zoo, the Art Guitar Auction, and the Taste of Texas Food Garden! Information: wildflowerfestival.com. Galatyn Park Station

May 23-25 ArtFest is a Memorial Day Weekend tradition with the 39th annual event returning to Fair Park for three big days with hundreds of artists from around the country, food, entertainment and an interactive ARTFEST for Kids. Information: www.artfest500.com. Union Station, then Route 60

FY 08-09 Marketing Initiatives

Art Institute Partnership

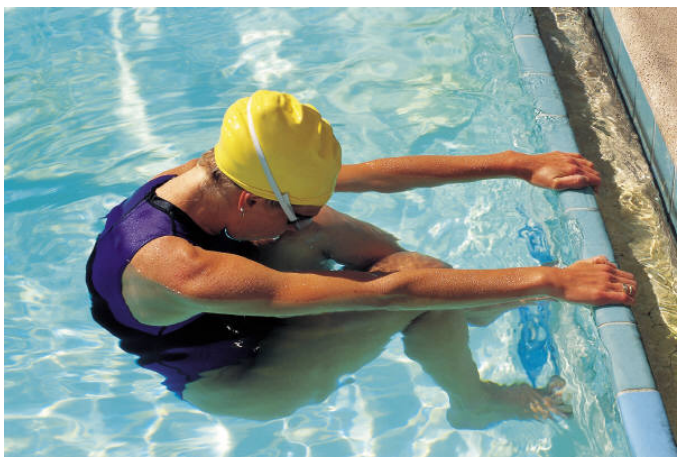
- Establish symbiotic partnership with faculty and students at the Art Institute of Dallas
- Request that students develop creative branding for city use in advertising projects
- Class projects such as web site development

FY 08-09 Public Engagement Services

- Communications Plan
  - Department Annual Report
  - Electronic Quarterly Newsletter
  - Director's Monthly Update
- Recreation Center Program Promotions
  - "Promotions in A Box"
  - Billboards
  - Community Fairs
  - Movie Theater Trailers
    - Pools and summer programs

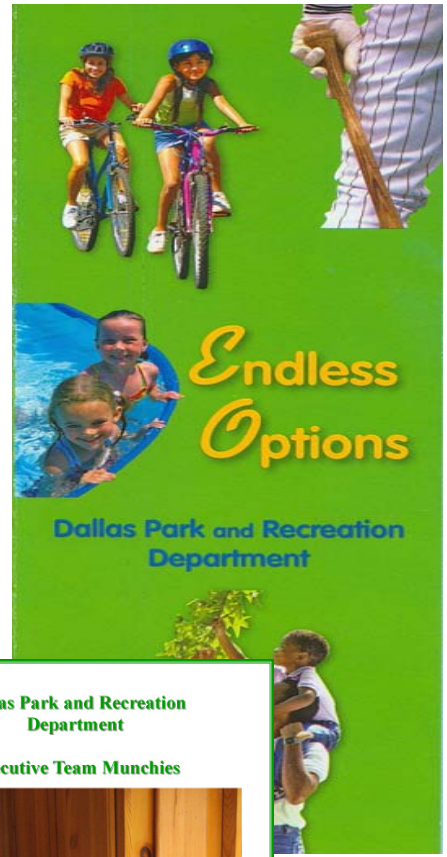
FY 08-09 Public Engagement Services

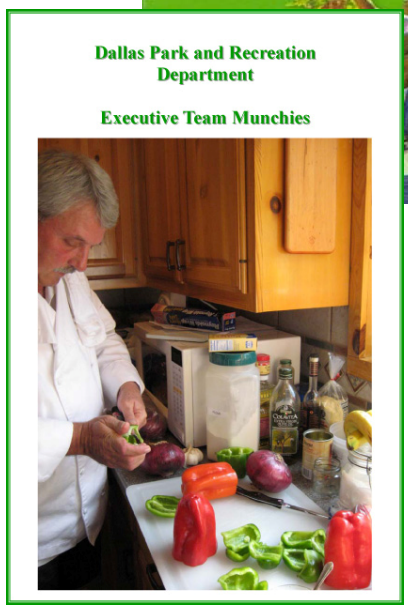
- Aquatics Public Health and Safety
  - Learn to Swim
  - “Be Water Smart”
  - Cryptosporidium & E Coli



FY 08-09 Public Engagement Services

- Pavilion Tour Guide Brochure
- Season Recreation Program Guide
- Telephone “On Hold” Public Information Promotions
- Park Dedications
- Major Construction Projects (ie. Esplanade, Downtown Parks, Dallas Children’s Aquarium at Fair Park)
  - Website
  - Industry Publications
- MOWmentum Program





FY 08-09 Public Engagement Services

The Newsletter

- Quarterly department electronic newsletter highlighting services and programs
- Posted to the Department and City Web site and emailed to patrons, neighborhood associations and friends groups

Vol. I, Issue 1
January 2009

Compass Points
Dallas Park and Recreation Department Newsletter

Welcome to *Compass Points*, Dallas Park and Recreation Department's inaugural issue of a quarterly newsletter that will be the place for you to find the latest updates and to read stories about all that is going on at Dallas Park and Recreation Department.

In this issue:

Dallas Park and Recreation Department Receives Award

It's not easy being a Critter! However, thanks to the imagination of several Park Department staffers, our department has received the **Texas Recreation and Park Society Regions 2 & 3 2008 Lone Star Programming Award**. Given for innovative leisure services and projects, the recognized our department's "Critter Workshop," which provided specialized training for effectively using costumed characters and mascots—affectionately known as Critters—at special events.

Participants were volunteers who received instruction on character animation, audience interaction, and positive Critter gestures. The Critters first public appearance was at last year's Fair Park in Light Celebration. Congratulations to Shelisa Frasier, Edna Lee and Mike Hunter, Fair Park; Jill Beam, Reservations and Athletics Office; Connie Roberson, Volunteer Services; and Sandra Watson, who recently retired from the Dallas Zoo for their Critter creativity.

Creative recipes that please the palate in new executive cookbook

Hot off the press just in time for the holidays is the first-ever "Executive Team Munchies!" This collection of mouth-watering recipes by Park Department executive team members features culinary creations of Chefs **Carolyn Bray, Barbara Kindig, Daniel Huerta, Dave Strueber, Willis Winters and Gregg Hudson – and me!** You'll find familiar recipes you can take pleasure in re-creating including *Potatoes "Stuck In" Thyme*, *Mount Vernon Macaroni and Two Cheeses*, and *Grandma's Blackberry Cake*. To get your very own cookbook, make a minimum tax-exempt donation of $5 to our own Send A Kid To Camp program, which provides free summer camps for urban youth! Get your cookbook today! Call Kishanda Combs at (214) 670-8589 or email *kishanda.combs@dallascityhall.com*. Bon appétit!

DALLASPARKS.org

FY 08-09 Public Engagement Services

WRR Partnership

- Establish symbiotic relationship with WRR marketing staff
- Develop and submit Public Service Announcements to support department services
- Pursue cross-promotional opportunities in station guide, station activities, station Web site and in Dallas Delivers
  - Fair Park Fourth Simulcast

FY 08-09 Public Engagement Services

Leisure Lines

- Monthly print and online special events calendar
  - Recreation centers, youth services, golf and tennis and other divisions
  - Highlights unique programs, classes, and special events
- Online publication posted at dallascityhall.com and dallasparks.org
- Print publication distributed at City Hall, Libraries, and community events

Dallas Park and Recreation Department

LEISURE Lines

Calendar of Special Events

January 2006

3–31 Tai Chi
Tai Chi Chuan 6 p.m.
Tai Chi Sword 7 p.m.
A sequence of slow movements sets Tai Chi apart from other martial arts. Ongoing Tuesday and Wednesday classes
Cost: $12 per class or $40 per month with city ID
Exall Park Recreation Center
Contact: Angel Bowden (214) 670-7812

6 First Friday Coffee Hour
Friday 9:30–10:30 a.m.
Share some java, doughnuts and friendly conversation the first Friday each month.
Cost: $1; Free with City of Dallas participation card
Exall Park Recreation Center
Contact: Angel Bowden (214) 670-7812

6 Parent's Night Out
Friday
6 p.m.–Midnight
Evening camp held the first Friday each month!
Ages: 6-12
Cost: $25 per child; Siblings discount available
Exall Park Recreation Center
Contact: Angel Bowden (214) 670-7812

11 Lil' Biddy Basketball
Wednesday 4–6 p.m.
Ages: 4–5
Cost: $20 per team
Singing Hills Recreation Center
Contact: Cassandra Rauls
(214) 670-7550

11 Swing Out Dance Lessons
Wednesday 6:30 p.m.
Ages: Adult
Cost: $40 for 8 sessions
Exline Recreation Center
Contact: Tina Williamson (214) 670-8121

12 Martin Luther King Jr. Celebration
Thursday 6 p.m.
Praise dancers, choirs and a delicious dinner highlight this tribute
Ages: All Cost: Free
Eloise Lundy Recreation Center
Contact: Darlene Session (214) 670-6781

12 Indoor Soccer
Thursday 5:30 p.m.
Ages: 10 and under
Cost: $15 per child
Ridgewood/Belcher Recreation Center
Contact: Juan Casas (214) 670-7115

FY 08-09 Public Engagement Services

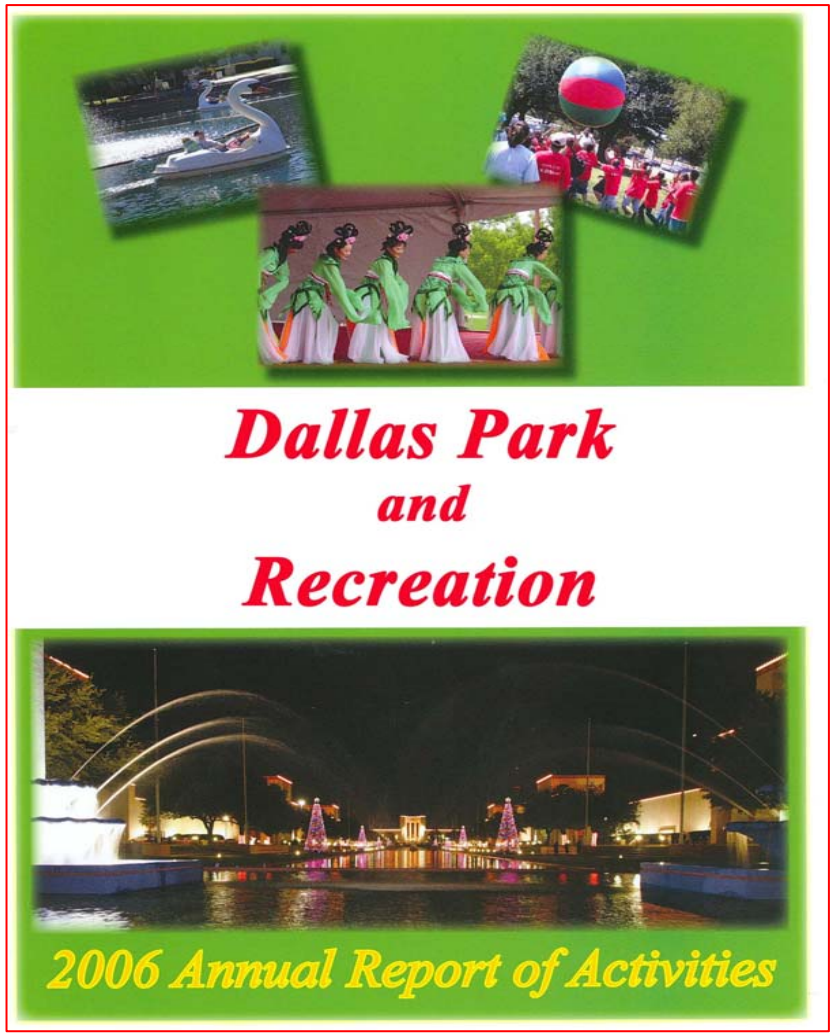
Stash Your Trash

- Ongoing public information campaign to engage the public and school children in keeping parks clean
  - Resulted in DPARD winning the North Texas Litter Challenge in 2007 showing a decrease in litter by 25%

FY 08-09 Public Engagement Services

Annual Report

- Write and produce a 2008-09 annual report with department highlights
  - Programs
  - Attendance Figures
  - Bond Projects Completed
- Continue production of Fair Park Annual Report of Activities



FY 08-09 Public Engagement Services

Photography

- Secure professional photographers to capture and record official department ceremonies and special events
- Direct photo shoots for marketing uses to include brochures, websites, newsletters and annual reports
- Photograph department events for internal use and to send photo releases to media

FY 08-09 Public Engagement Services

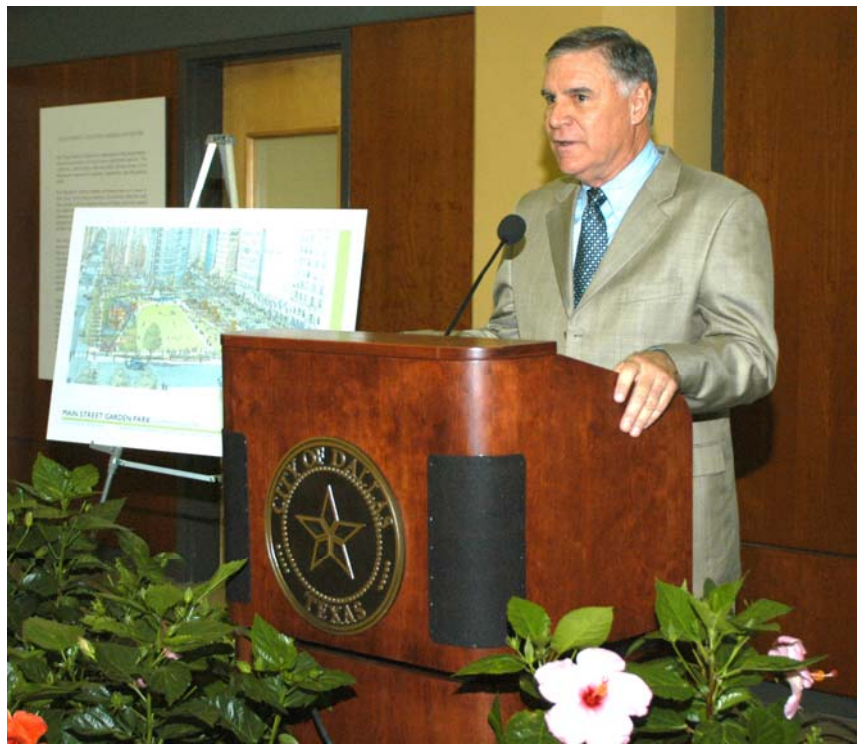
New Media Outreach

- Explore use of YouTube and other social networking sites to promote and inform
  - Esplanade Fountain
  - Stash Your Trash
  - Life Saver
- Submit event information to KERA's www.artandseek.org

FY 08-09 Public Engagement Services

Crisis Communications

- Assist DPARD staff in collecting information, preparing spokespeople, and organizing regular press events
- Share vital information with the public during emergency situations



FY 08-09 Public Engagement Services

Ground Breakings and Dedications

- Actively involved in dedications and groundbreakings
  - Coordinate logistics with host divisions to include planning, marketing, and public relations

- Major events could include:
  - Main Street Gardens Dedication
  - Grand openings of all new parks
  - Arrival of DART at Fair Park
  - Coombs Creek Trail
  - Fantasy Landing Playground

FY 08-09 Public Engagement Services

Employee Communications

- Produce and distribute via email a quarterly newsletter for DPARD employees
- Write and distribute “All PKR Department” emails

November 2008

P&R Dialogue

Dallas Park and Recreation Department Monthly Employee Newsletter

Paul D. Dyer, Director
Dallas Park & Recreation Department

Greetings Park and Recreation Staff!

Welcome to the first issue of P&R Dialogue!

Each month I will share with you my excitement about our department—its future direction and the diverse leisure programs, services, opportunities, and community partnerships we offer to the citizens and visitors of Dallas. I especially want to highlight some results of what you do every day that makes the Dallas Park and Recreation Department one of the premier park and recreation systems in the country.

Forty-five park maintenance and facilities employees demonstrated the power of team when they traveled to the Gulf Coast to assist with Hurricane Ike cleanup efforts. Carrying a convoy of equipment, they worked long hours to remove Ike-related debris from Houston and Galveston neighborhoods, streets and parks. Locally, when the American Red Cross set up 24-hour shelters at our recreation centers, staff helped evacuees with local information, served meals, continually kept the designated living areas spotless and provided a variety of leisure and recreational programs for everyone. The department is extremely proud of the hard work, selfless dedication and commitment our staff expressed in the aftermath of devastation.

We’re changing the look of downtown Dallas. Construction is under way for **Main Street Garden** and renovations in progress at the historic **Dealey Plaza**. Main Street is one of three new downtown parks that will be developed within two years and will open next fall. Dealey restorations will include new paint, refitted fountain basins with pipes and cracks and fissures repaired with new state of the art restoration materials. Thanks to Dallas residents, monies from the 2003 and 2006 bond programs will fund the construction and renovations.

I am excited to announce that the U.S. Department of Interior has awarded a $250,000 Preserve America Grant to the City of Dallas, a first for our department. This funding will be used to develop an interpretive program at Fair Park. One of 44 projects selected in 24 states, the Fair Park interpretive program will feature a visitor information booth, permanent outdoor exhibit, interpretive signage and printed education materials.

Dallas is hosting the Texas Recreation and Park Society Regions 2 & 3 Conference November 21 at the Dallas Convention Center. Professional development workshops will target such topics as operations, leadership, recreation programming, facilities planning, marketing, therapeutic recreation, aquatics, fitness and athletics. Visit *www.traps23.org* for details.

As I end the inaugural issue of *P&R Dialogue*, I thank you for being the customer-friendly faces of this department. Your hard work and dedication to our communities, department and to the citizens of Dallas is commendable.

Paul D. Dyer
Director, Dallas Park & Recreation Department

Questions or comments? Please email me at paul.dyer@dallascityhall.com or call 214-670-4100 or visit our website at www.dallasparks.org

FY 08-09 Public Engagement Services

Spokesperson Training

- Offer individualized interview preparation for spokespeople in advance of media interviews
- Secure the services of an outside agency to host intensive media training sessions for key department spokespeople
- Provide presentation and other specialized training designed to assure department spokespeople feel comfortable addressing an audience

FY 08-09 Community Relations Services

ISD & Home School Network Partnerships

- Establish a symbiotic relationship with Dallas ISD, Plano ISD, Richardson ISD and Carrollton/Farmers Branch ISD
- Develop relationship with Home School Networks
- Share best practices and cross market services and programs
- Regular meetings and emails to keep communication open

FY 08-09 Community Relations Services

Partnerships

- Establish relationships with Chambers of Commerce and merchant associations
- Foster relationships with community service groups, civic organizations, homeowner associations and churches
- Provide information on rental space and offerings to alumni organizations (e.g. TX, OU, Grambling, Prairie View A&M, Arkansas Pine Bluff, Texas Southern, Texas A&M Commerce, East Central University
- Regular meetings and emails to keep communication open

FY 08-09 Community Relations Services

Dallas Park & Recreation Department Tours

- Organize and conduct familiarization tours of Park facilities and services
  - Visiting Professional Groups and delegations
  - Media
  - Community Groups
  - Dallas Convention & Visitors Bureau Sales Representatives

Goals

- Increase Bahama Beach attendance by 10% and revenues by 15%
  - Actual 2008 attendance was 60,362
  - Actual 2008 revenues were $692,639
- Increase Learn to swim participation by10%
  - East Region actual of 1213 in 2008
  - West Region actual of 1513 in 2008
- Increase fitness center revenues by 10%
  - Actual FY 07-08 was $115,755
- Increase endowment funding for Send A Kid to Camp by $50,000

Goals

- Increase the number of contract fee instructors classes in the Southern sector by 10%
  - East Region FY 07-08 actual of 59
  - West Region FY 07-09 actual of 11
- Increase the number of bookings at the Cotton Bowl by 10% and revenues generated by 10%
  - FY 07-08 actual bookings were 3
- Increase FY 07-08 revenues of $67,000 at Southern Skates by 10%

Goals

- Increase the number of MOWmentum partnerships by 10%
  - East Region FY 07-08 actual of 24 MOWmentum partnerships
  - West Region FY 07-08 actual of 24 MOWmentum Partnerships
- Increase the number of volunteers hours by 10%
  - FY 07-08 actual hours of 190,860 @ $17.70 per hour (value of $3,376,313)
- Increase community outreach efforts by introducing a weekly cable show titled “A Day In the Park” in Spring 2009