

# Memorandum



DATE February 19, 2010

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

  
Thru: Forest E. Turner  
Assistant City Manager

SUBJECT Fair Park, TX *One fun thing leads to another.*

The "Fair Park, TX *One fun thing leads to another.*" briefing will be presented to the Quality of Life Committee on Monday, February 22, 2010.

If you have questions or need additional information, please call me at 214-670-4071.



Paul D. Dyer, Director  
Park and Recreation Department

cc: 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  
A.C. Gonzalez, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Helena Stevens-Thompson, Assistant to the City Manager



# FAIR PARK, TX

*One fun thing leads to another.*

# TEXAS SKYWAY 2007

- Spans from the Big Tex midway to Superpages.com Center
- 8 person gondolas — 5,000 persons per hour capacity
- Open during State Fair of Texas and Park wide special events

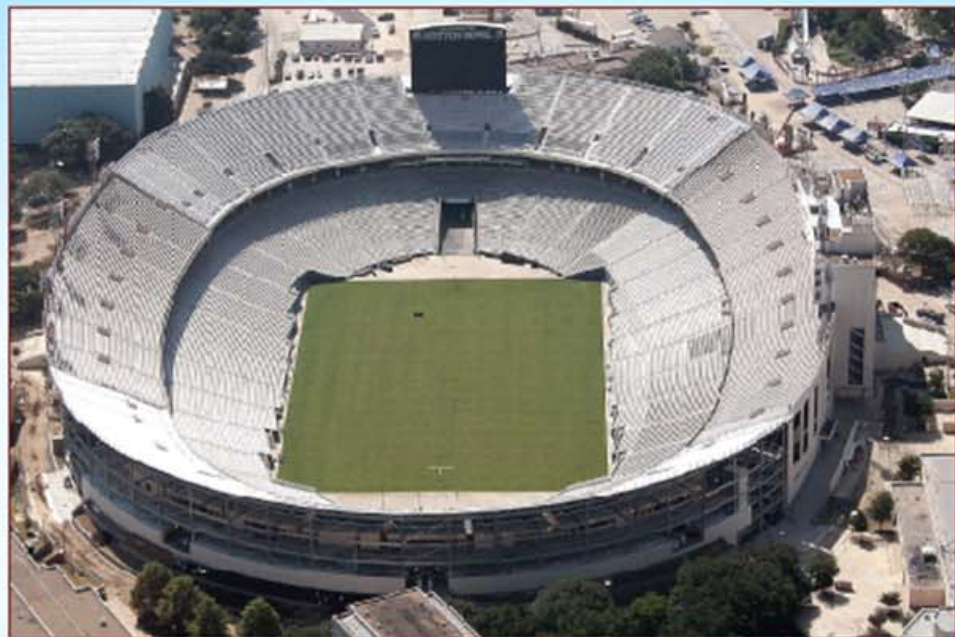


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# COTTON BOWL RENOVATION & EXPANSION 2008

## Phase II

- \$37 million 2006 Bond Program
- Expanded seating capacity to 92,158
- Added Media/Conference Center
- Expanded team locker rooms, coaches' rooms
- Added concessions, restrooms, concourses, and signage



# DART LIGHT RAIL 2009

- Increases visitors to Fair Park
- Redefines access to Fair Park - connecting Fair Park with downtown hotels, I-75 corridor & metroplex

**DART Rail is coming to Fair Park in September 2009**

**Green Line**  
— Opens Sept. 2009  
— Opens Dec. 2010

**DART** [www.DART.org](http://www.DART.org) • 214.979.1111

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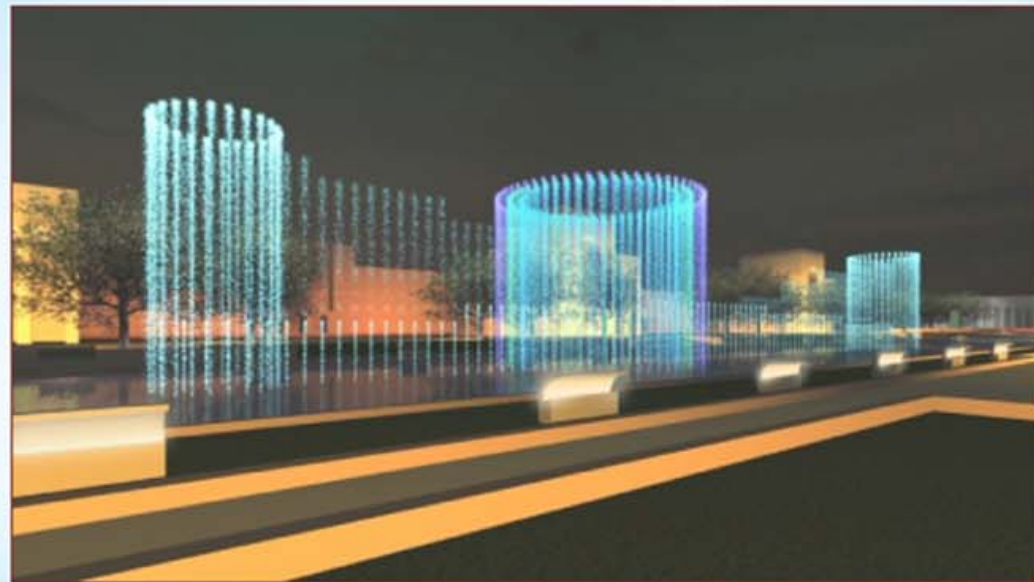
# TEXAS DISCOVERY GARDENS

- World class Rosine Smith Sammons Butterfly House and Insectarium
- Only year round butterfly house in Dallas/Fort Worth area
- More than 500 species of free flying butterflies



# ESPLANADE FOUNTAIN OF LIGHTS

- Choreographed light, water, and music show highlights the 700 foot long fountain
- Contralto & Countertenor sculpture re-creations



# PARRY AVENUE ENTRANCE

- DART's Fair Park station
- Re-created historic main gate, conserving the art work in the re-creation
- \$250,000 Department of Interior grant, Fair Park buildings signage and interpretive, historical graphics



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# HALL OF STATE RESTORATION

- \$6.1 million 2006 Bond Program
- Replacement of mechanical systems, fire, electrical
- Replace partial floor slab in basement and west wing



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# TOP OF TEXAS CENTENNIAL TOWER

- Identified in Fair Park Comprehensive Development Plan
- Projected opening Fall 2011
- Future Fair Park visitors center at base of tower will hold the Kavanaugh collection which is reported to be the largest collection of 1936 Texas Centennial memorabilia



# SUMMER PLACE PARK

- State Fair of Texas summer midway operations
- Opens Summer 2012
- 30 amusement rides
- Shows & attractions
- Air conditioned suites with Internet access
- Cool pools
- Job opportunities



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# CHILDREN'S AQUARIUM AT FAIR PARK

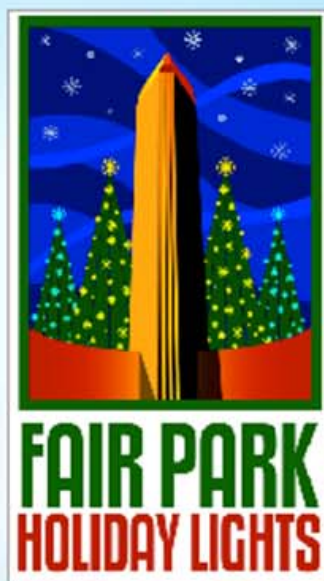
- \$8 million for renovations
- Sting Ray Bay exhibit — pet stingrays, view sharks, octopus



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# EVENTS & PROGRAMMING FAIR PARK HOLIDAY LIGHTS

- Official City of Dallas tree lighting
- Fine Art and Craft Market
- Movies in the Cotton Bowl
- Entertainment
- Hayrides and carriage rides
- Free museum admission
- 100,000+ lights
- Holiday lights remain lit until the 1st of January



# EVENTS & PROGRAMMING CIRQUE DU SOLEIL

- Previous tours — Corteo, Varekai, Dralion, Quidam
- Over 50 performances

CIRQUE DU SOLEIL



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# EVENTS & PROGRAMMING DOG BOWL

- Cotton Bowl becomes a “Dog Park” for a day
- 5,000 dogs and their owners
- Vendor booths
- Games for dogs and owners
- Free museum admission



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# EVENTS & PROGRAMMING STATE FAIR OF TEXAS

STATE  
FAIR  
OF TEXAS

- Begins last weekend of September and runs for 24 days
- More than \$28 million spent on food and rides
- A family tradition since 1886



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# EVENTS & PROGRAMMING KWANZAA FEST

- One of many cultural celebrations at Fair Park each year
- Celebrates seven principles of Kwanzaa
- Estimated 45,000 attend



Kwanzaa Fest



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# EVENTS & PROGRAMMING MARDI GRAS TEXAS STYLE

- Two stages of live entertainment
- Estimated 13,000 attend
- Held in February
- Music and food



**MARDI GRAS  
TEXAS STYLE**



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# EVENTS & PROGRAMMING NORTH TEXAS IRISH FEST

- Largest Celtic Celebration in Texas
- Estimated 62,000 attend
- 1st weekend of March
- Five stages of national entertainment



**NORTH TEXAS  
IRISH FESTIVAL**

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# EVENTS & PROGRAMMING FAIR PARK FOURTH

- Estimated 80,000 attend
- Fireworks by Grucci choreographed to live Dallas Wind Symphony performance
- Free museum admission
- Military tribute
- Fine Art and Craft Market
- Games and Skyway ride

DR PEPPER SNAPPLE GROUP



FAIR PARK  
FOURTH



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# EVENTS & PROGRAMMING CITY ARTS

- Estimated 125,000 attend
- 200+ artisans
- Live entertainment
- Cultural, performing, visual and culinary arts

**CITYARTS**  
THE ART AND SOUL OF DALLAS



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# EVENTS & PROGRAMMING CINCO DE MAYO

- Celebrates Mexican heritage & pride
- Estimated 18,000 attend
- Dance, music, food



**CINCO  
DE MAYO**



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# EVENTS & PROGRAMMING FOOTBALL GAMES

- TX/OU
- Harvey Martin Classic
- Arkansas Pine Bluff/Texas Southern
- Grambling/Prairie View
- Texas Tech/Baylor



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# EVENTS & PROGRAMMING SPORTING EVENTS

- Big D Marathon
- North Texas Youth Wrestling
- NAMI 3K
- Dallas Senior Games
- Boxing
- SPCA Dog Walk
- Rodeos
- Soccer Games



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[WWW.FAIRPARK.ORG](http://WWW.FAIRPARK.ORG)