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# Culture, Arts & Recreation

## Key Focus Area Team



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Dallas City Council  
February 4, 2009

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# Team Members

- Shanika Brooks.....*City Manager's Office*
- Kristina Elizondo.....*Cultural Affairs*
- Daley Lehmann.....*Budget & Management Services*
- Reginald Hurd.....*Park and Recreation*
- Heather Sherlock.....*Human Resources*
- Idalia Soria.....*Public Works & Transportation*
- Mary Ann Kitchens.....*Library*
- Peter Blanchette.....*Building Inspection*
- Kwa heri Heard.....*Emergency Management*

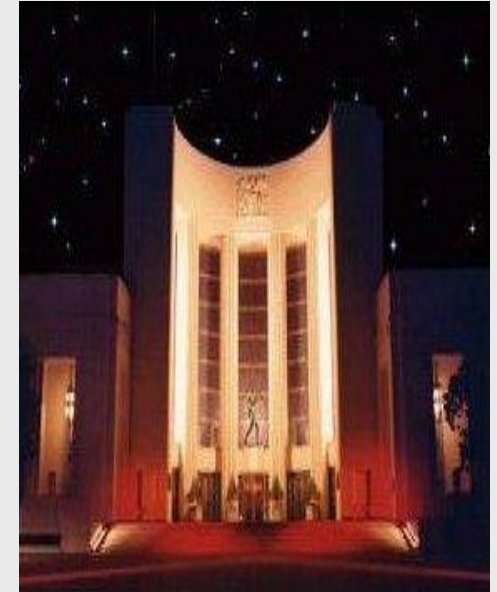
# Roadmap

- 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



# A city where people . . .

- Are **ENRICHED**
- Feel **CONNECTED**
- Are **FULFILLED**
- **ENJOY** where they live, work and play



# Council Objectives

Objective	Most Current Data
<p>1. <b>Develop Fair Park</b> as a successful, year round venue by the end of 2008; increasing non-State Fair attendance and bringing at least 2 additional sporting events to the Cotton Bowl</p>	<p>FY 07/08 attendance was 5,903,061 and the goal is to increase attendance by 5% in FY 08/09</p> <p>New DART rail station opens fall 2009</p> <p>Cotton Bowl improvements increased capacity to 90K</p> <p><i>2008 Cotton Bowl events included</i></p> <ul style="list-style-type: none"><li>Arkansas Pine Bluff v. Texas Southern Univ. 10/18/08</li><li>Texas A&amp;M Commerce v. East Central Univ. 11/29/08</li><li>Collegiate &amp; High School Band Competition 11/9/08</li></ul> <p>2009 National United Gridiron Football League</p>

# Council Objectives

Objective	Most Current Data
<p>2. Be in the <b>top tier for Zoos</b> in 5 years</p>	<p>2007-08 attendance increased 4.3% to a record of 670,084 visitors. A \$5 million gift will increase African Savannah area approximately 10 acres; completion estimated June 2010</p> <p>Children's Aquarium construction begins spring 2009 – completion estimated July 2010</p>
<p>3. Complete the implementation of the <b>Library master plan</b> by 2012</p>	<p>Library master plan approved in 2001 with \$101.7 million in bond funding.</p> <p>New Bachman Lake Branch replaced Walnut Hill Branch in 2008</p> <p>Library improvement projects underway in 2009-2010: Lochwood, Pleasant Grove, Prairie Creek, White Rock Hills, Vickery Meadows, Highland Hills, Forest Green, North Oak Cliff, Polk Wisdom, Park Forest, and Central Library.</p>

# Council Objectives

Objective	Most Current Data
<p>4. Take steps to establish a “<b>world-class</b>” <b>Downtown</b> including:</p> <p><b>Sub-Objectives</b></p> <p><i>Enhance the position of the Farmer's Market as a destination venue by 2012; increase attendance by 5% per year.</i></p> <p><i>Complete development of Arts District Master Plan</i></p>	<p>The Dallas Farmer's Market opened 27,000 sq. ft. Shed 2. Phase I <u>construction of Shed 2</u> is complete; vendor recruitment is underway</p> <p>Arts District is on time and on budget, major facilities open in October 2009; City Performance Hall open in 2011</p> <p>Downtown Parks: Main Street Garden, estimated completion October 2009; Woodall Rodgers Deck Plaza, estimated completion 2011; Belo Garden and Pacific Plaza currently in land acquisition phase</p> <p>Central Library Downtown Branch opens fall 2010</p>
<p>5. Gain consensus on <b>development direction for Reunion Arena</b> by end of 2008</p>	<p>Economic Development Committee recommended demolition for Reunion Arena 6/2/08; tentatively scheduled for 3/09</p>



# Council Objectives

Objective	Most Current Data
<b>6. Develop marketing plan</b> for City's major cultural and recreational aspects by 2010	<p>Dallas Public Information Office is working with departments on the following initiatives:</p> <p>Executive Marketing Task Force established in 2008</p> <p>ZIP Process begins February 2009, report due June 2009</p>
<b>7. Improve citizen impression of parks by 2010</b>	<p>In the 2007 Citizen Survey, 55% of citizens rated parks as "good" or above. Target is 65% by 2010. 2008 Citizen Survey results available February 09</p> <p>Park Department Renaissance Plan includes 34 signature pavilions, 107 playground improvements and implementation of the Dallas Trail Network Plan</p>

# Council Objectives

Objective	Most Current Data
<b>8. Implement Trinity River Project</b>	<p>Trinity River Audubon Center &amp; Fast Track Overlook opened October 2008. Trinity Forest Management Plan adopted by Council in 2008. Trinity Trails Phase 1 &amp; Moore Park Gateway Phase 1 began construction.</p> <p>Examples of Trinity River improvement projects underway in 2009-2010:</p> <ul style="list-style-type: none"><li>- Construction begins for Baker &amp; Pavaho pump stations, Trinity Parkway, Elm Fork Soccer Complex, and gateway parks at I20, Joppa, Rochester &amp; Loop 12.</li><li>- Construction continues on the Upper Chain of Wetlands, Margaret Hunt Hill Bridge, &amp; Moore Park Gateway Phase 2.</li><li>- Construction ends for the Standing Wave &amp; Phase 2 of Trinity Trails</li></ul>

# Strategy Map



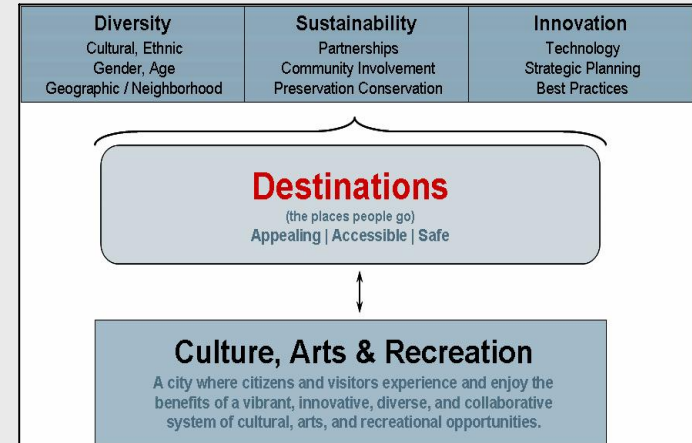
# Destinations

## COUNCIL OBJECTIVES

Enhance/develop Fair Park, Dallas Zoo, Library System, “Downtown”, Farmer’s Market, Arts District, Reunion Arena, Trinity River

## STRATEGY

Create, support, operate and/or improve the **destinations** where people encounter, enjoy, or participate in cultural, arts, and recreational activities



## SUB-STRATEGIES

1	Be appealing, accessible, and safe
2	Utilize resources effectively and efficiently (technology, equipment, staff, <b>Green initiative</b> )
3	Reflect the City’s and/or neighborhoods’ needs and demographics
4	Foster collaborations and partnerships
5	Support the programs in/at the destination

# Special Considerations



- Promote the City of Dallas brand in neighborhoods and “Signature” Destinations
- Support shared use of public facilities – by different populations and/or for different uses
- Improve mobility & connectivity for people throughout neighborhoods and amongst “Signature” Destinations including downtown, as it relates to:
  - Transportation, Marketing, and Access
- Foster cooperation, collaboration and partnerships in the creation, operations and/or improvement of Dallas cultural, arts and recreational destinations
- Support the City’s “Green” initiatives



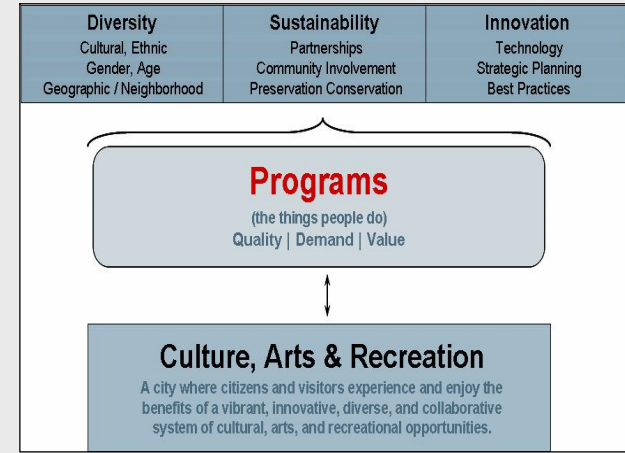
# Programs

## COUNCIL OBJECTIVES

Enhance/develop Fair Park, Dallas Zoo, “Downtown”, Farmer’s Market, Arts District, Trinity River and other cultural and recreational programs

## STRATEGY

Create, support, operate and/or improve the cultural, arts, and recreational **programs**, opportunities and activities that people encounter, engage and participate in



## SUB-STRATEGIES

1	Ensure high quality, respond to demand, promote accessibility - physical, affordable, and inclusive
2	Take place in neighborhoods across the City and in “Signature” Destinations including downtown
3	Implement technological solutions, best practices and continuous improvement
4	Demonstrate innovation through forward thinking emphasizing state of the art trends
5	Support growth and sustainability of innovative and diverse partnerships
6	Foster corporate/private sector sponsorship, partnership and participation

# Special Considerations



- Increase self-awareness and instill self-esteem through fostering an understanding of residents' history and cultural heritage
- Encourage physical and mental wellness through recreational activities
- Enhance cross-cultural exchange and understanding of people and diverse cultures by showcasing community stories & traditions
- Increase cultural, arts, and recreational offerings in Downtown Dallas with events of national and international appeal
- Offer citizens and visitors exposure to new and diverse art forms, activities or opportunities
- Involve educational and/or learning enrichment components
- Are revenue generating or self-sustaining

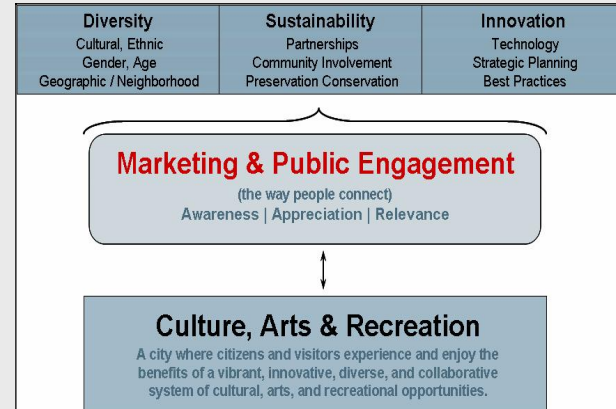
# Marketing & Public Engagement

## COUNCIL OBJECTIVE

Increase attendance at Fair Park, Farmer's Market, increase population downtown, develop/complete marketing plans for Arts District and City's major cultural and recreational aspects

## STRATEGY

**Attract and engage** the public in programs and destinations through **public outreach**, accessible information, and strategic **marketing** efforts

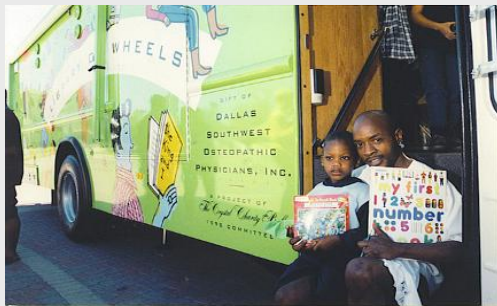


## SUB-STRATEGIES

1	Instill awareness, appreciation, and demonstrate the importance of Culture, Arts and Recreation
2	Disseminate accurate and accessible information to residents/visitors in a variety of ways using appropriate mediums
3	Provide opportunities for customers to submit input, advice, and/or feedback regarding their needs, the success of the programs, and their desires for changes to programs and destinations
4	Promote and support volunteer opportunities and citizen participation
5	Seek partnerships and collaborations in large scale and grass-roots efforts

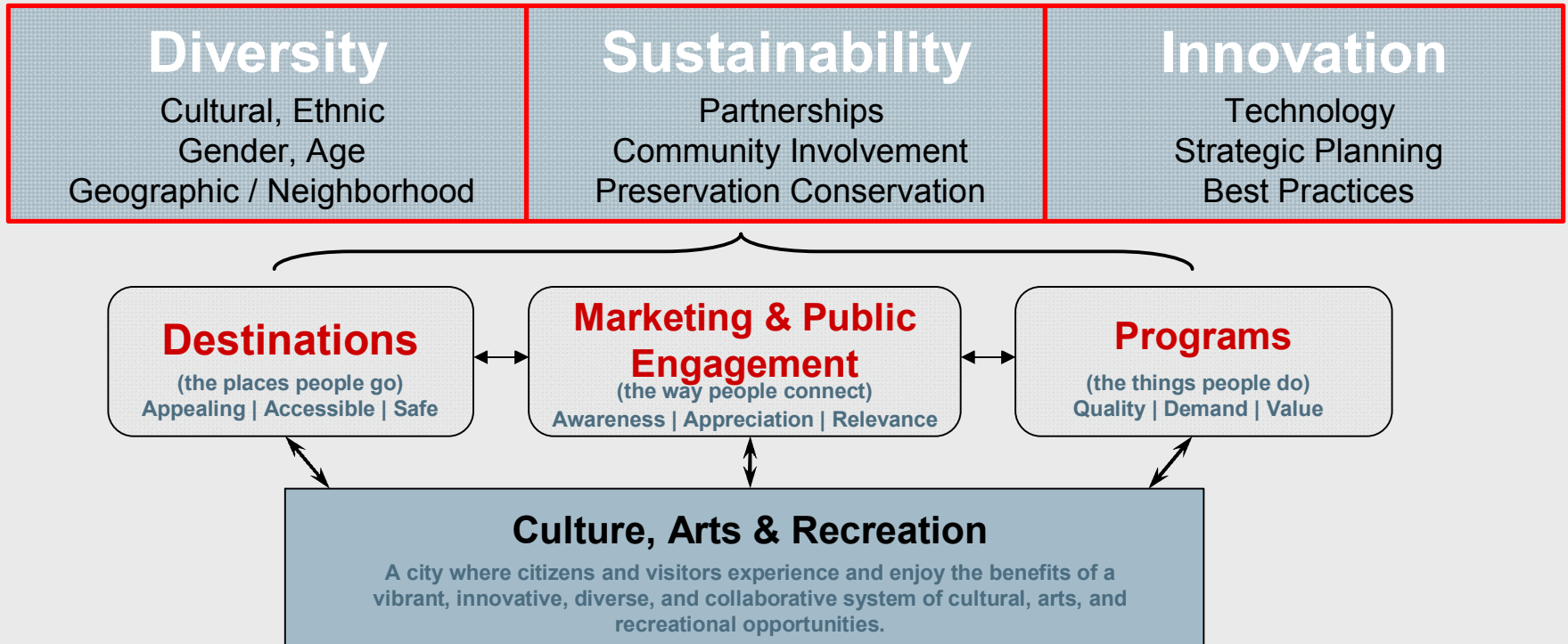


# Special Considerations



- Increase awareness of programs/services that are associated with/promote the City of Dallas brand
- Support new technologies and techniques of Marketing and Engagement (e.g. virtual methodology)
- Support the shared use of resources, technology and distribution channels
- Increase or support tourism efforts
- Involve, target and serve youth

# Strategy Map



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# Strategies Recap

***The Culture, Arts and Recreation Team is looking for offers that create, support, operate and improve the City of Dallas:***

## DESTINATIONS

**The places people GO** to participate in Cultural, Arts and Recreational activities. These are places like Fair Park, Dallas Arts District or the Central Library. This also includes smaller places like neighborhood recreation centers, cultural centers, neighborhood libraries, or local parks.

## PROGRAMS

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

## MARKETING & PUBLIC ENGAGEMENT

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

# Links to Other KFAs

## Educational Enhancements

- Destinations
  - Varied new experiences
- Programs
  - Informal education, special interest
- Marketing and Public Engagement
  - Community outreach and partnerships

## Economic Vibrancy

- Destinations
  - Contributes to economic base
- Programs
  - Affordable, quality

## E3 Government

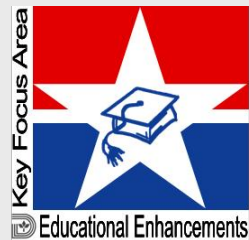
- Destinations
  - Efficient operations and management
- Programs
  - Value
- Marketing and Public Engagement
  - Technological trends

## Clean, Healthy Environment

- Destinations
  - Park acreage and “Green” benefits
- Programs
  - Partnerships
- Marketing and Public Engagement
  - Environmental awareness

## Public Safety

- Destinations
  - Safe Places
- Programs
  - Engaged community (juvenile initiatives)
  - Adult literacy
  - Neighborhood Crime Watch / VIP

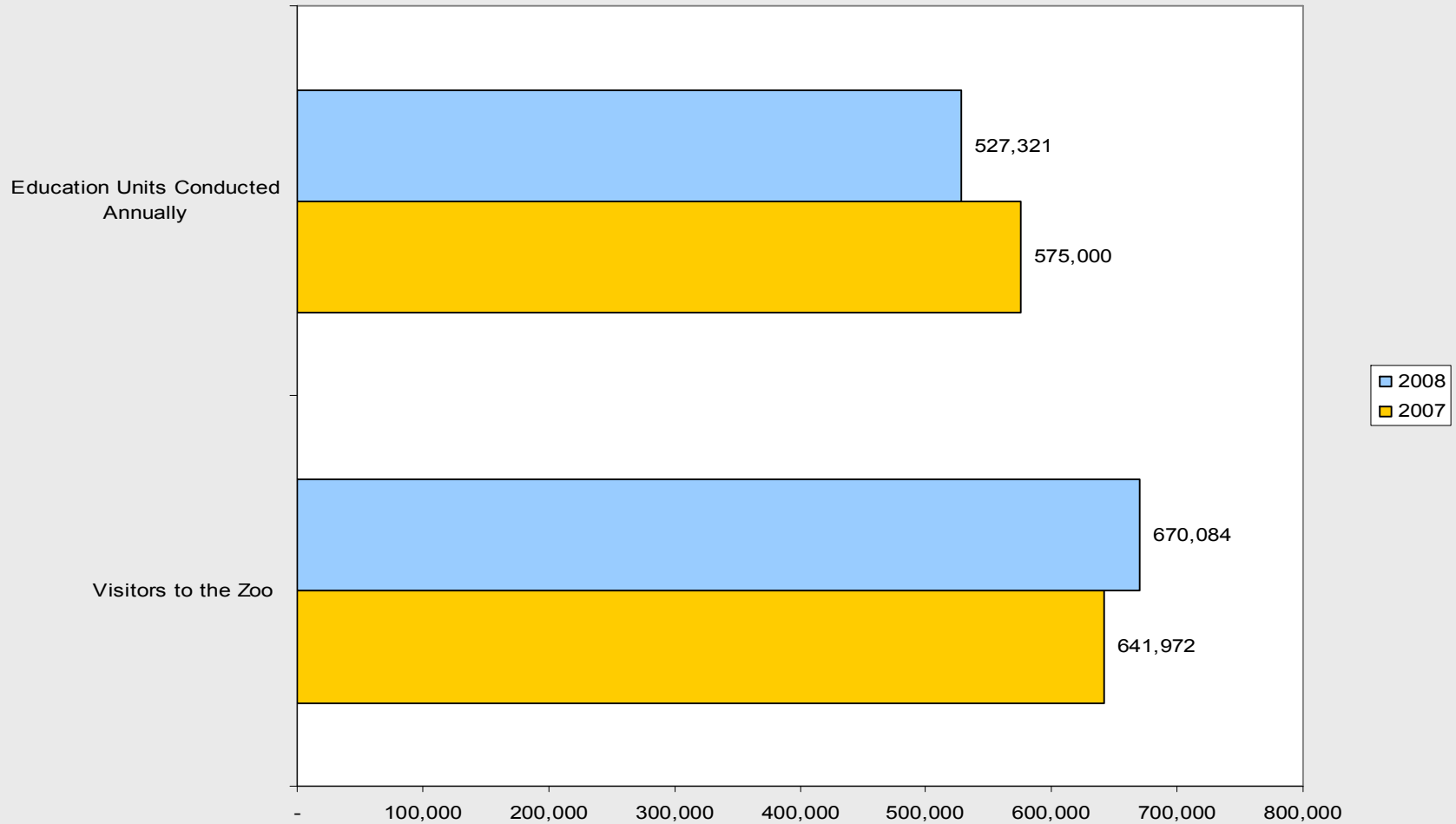


The citizens of and visitors to Dallas experience and enjoy the benefits of a vibrant, innovative, diverse and collaborative system of cultural, arts and recreational opportunities.



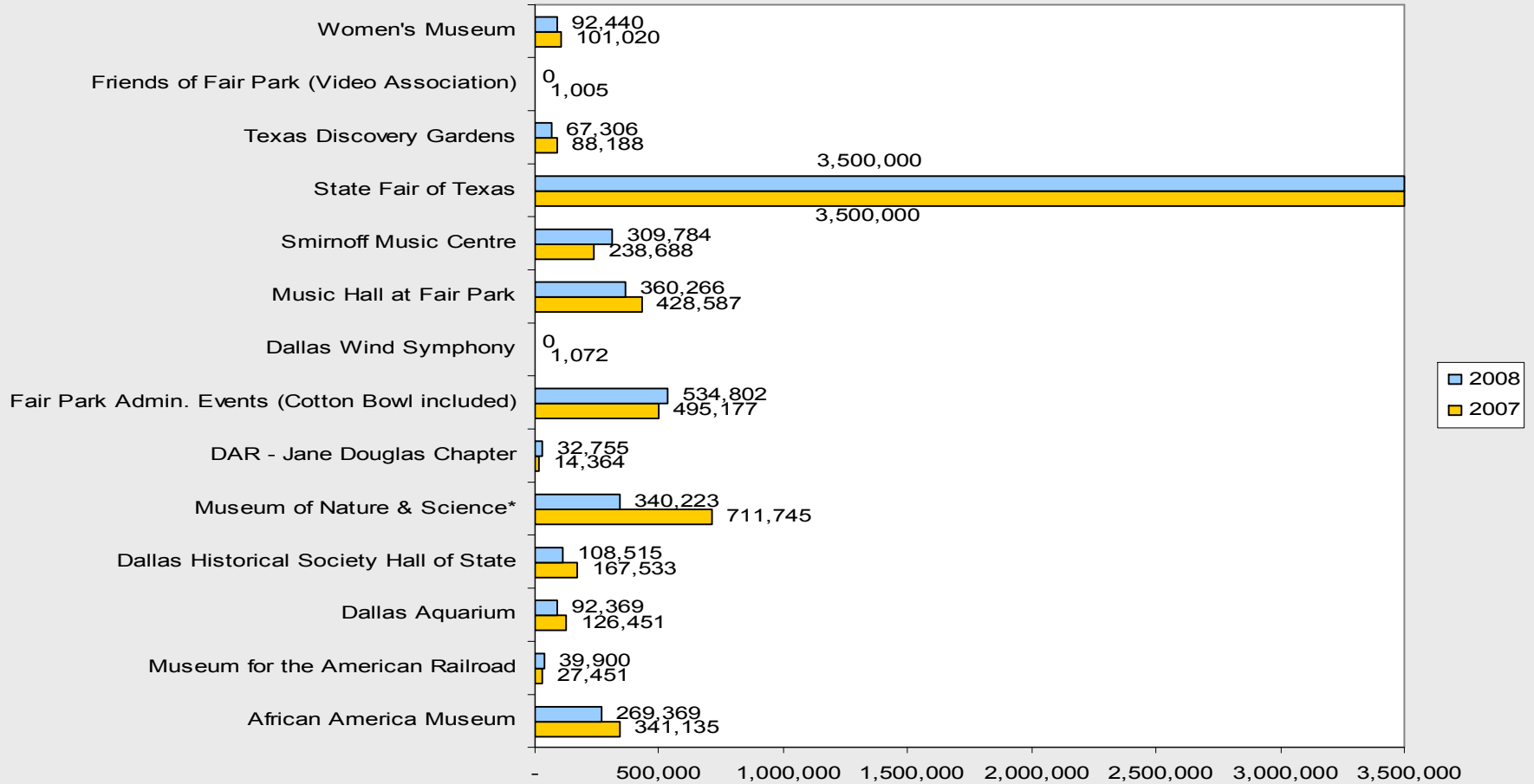
# Graphs

Dallas Zoo Information



# Graphs

## Fair Park Attendance Comparison



\*2007 Special exhibits such as the Museum of Nature & Science **Body Works** Exhibit and 52 **Cirque de Soleil** performances at the Music Hall

# Appendix

## **Fair Park**

*Information provided by Mark Jarrell of Fair Park*

*Sources: Attendance Spreadsheet kept by Fair Park, Fair Park Comprehensive Development Plan, 2006 City Bond Program*

### Cotton Bowl

- Cotton Bowl Stadium renovations expanded seating capacity to 90K
- Additional events at Cotton Bowl
  - Spring football league
  - United National Gridiron League
    - Include 5 regular season games and 1 playoff game
  - Four international soccer games
  - Texas Tough marathon
  - There will be an announcement in March 2009 of another major football game to be added during the State Fair of 09 for a total of four games. (Texas Tech and Baylor)

DART rail station is scheduled to be up and running by September 2009. According to the Fair Park Master Plan, a new light rail station projected goal is to increase visitation to the area by 500,000 patrons per year. This estimate is based on the Zoo's increase in attendance once the Dallas Zoo' light rail station opened

Narrated tours on the art, architecture and history of Fair Park via tram start in Spring 09



# Appendix

## Fair Park Continued

### Bond Projects

- \$12M Esplanade Fountain Renovation with dancing water set to music
  - Open in Fall 09
- Renovations will be completed in 2009
  - Hall of State
  - Women's Museum
  - Texas Discovery Garden's Butterfly exhibit
  - African American museum
- Aquarium will reopen as a Children's Aquarium in January 2010 after renovations and expansion is complete.

Attendance goal for FY 08-09: Increase attendance by 5% increase over 07-08 (*Obtained from Spreadsheet*)

- Total Attendance for Calendar Year 2008: 5,747,729
- Total Attendance for Fiscal Year 2007/2008: 5,903,061
- 5% increase in attendance will be 6,198,214.05

Partnered with Friends of Fair Park and campus museums for the **Fair Park Fourth Celebration** attracting an estimated 83,000 people

Attendance estimates for Various Sports Events in FY 08/09

- United National Gridiron League football games:
  - 10,000 per game or to equal 50,000 people
- One major soccer game this year with 15,000 fans (Contract Pending)
- Irish Fest
  - 40,000 Attendants

# Appendix

## Fair Park Attendance Estimates Continued

- Mayor's Back To School Fair
  - 30,000 Attendants
- Fourth of July
  - 40,000 – 50,000 Attendants
- Art Fest
  - Second year at Fair Park
  - 15,000
- Cinco de Mayo
  - Second year at Fair Park
  - 25,000 Attendants
- XO concert
  - Second year at Fair Park
  - 20,000 Attendants

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# Appendix

## **Fair Park Light Rail Station**

*Information provided John Hoppie, DART*

*Source: DART Final Environmental Impact Statement October 2003, 2004 DART Survey of Fair Park Attendees, Fair Park Master Plan*

DART will have two stations that will serve Fair Park: Fair Park Station and MLK Station

The Final Environmental Impact Statement (FEIS) (October, 2003) indicates that in the year 2025:

- 685 riders will use the Fair Park Station on daily basis for a total station volume of 1370
- 1345 riders will use the MLK Station on a daily basis for a total station volume of 2689
- This represents the daily home based work trips projected by the NCTCOG ridership model and does not reflect special event riders

In 2004 DART conducted a survey of Fair Park Users to determine special event ridership. Some of the results include:

- 80% of State Fair attendees (responding to survey) arrive via automobile
- 15% of State Fair attendees (responding to survey) arrive via public transit
- 87% of respondents indicated that they would use the light rail system to attend events like the State Fair, concerts, museums, etc.

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# Appendix

## **Downtown Development**

*Information Provided by Dee Castillo, CCT*

Total events downtown for 2008 was 648.

## **Farmer's Market**

*Information provided by Janel Leatherman, Farmer's Market*

*Source: Dallas Farmer's Market Strategic Plan, February 2007 Update*

### Bond Program

- The Dallas Farmer's Market has opened Shed 2, a 27,000 sq. ft. renovation with space for permanent, on-site restaurants, 6 smaller restaurants and 40 specialty food vendors. Phase I construction of Shed 2 complete; vendor recruitment underway
- Sheds 1, 3 & 4: Sale of total \$6.6 million in bonds (2006 Bond Program) for improvements to the open-air sheds 1, 3, & 4 to include mandated storm water connection (TCEQ Mandate) and other improvements to sidewalks, market infrastructure, parking and other improvements with a target completion date of 11/2009 (first bond sale took place in 11/07.) Currently planning and programming activities are underway

# Appendix

## **Downtown Growth**

*Economic Development Data provided by Vernae Martin, ECO*

Goal to Increase residential population downtown, reaching a critical mass of 10,000 residents by 2010

- Currently, a total of 5,940 residents and 4,242 residential units are located within the CBD. When combined with the geographic area within a 1-mile radius of the CBD, there are a combined total of approximately 52,960 residents and 37,820 units
- Marketing is underway and implemented by Enterprise Community Partners. Council approved the Program Statement on August 13, 2008 to raise subsidy limit from \$40,000 to \$100,000. No loans have been closed
- OED's affordable housing objective: Affordable housing units should comprise no less than ten percent of all housing developments within the CBD. Progress: I will get you this number by Monday

Attract an additional 120,000 square feet of retail to the CBD by 2010 to reach a critical mass of 250,000 sq feet of retail development located within the freeway loop

- Currently, a total of 130,000 square feet of retail space is located within the CBD. The Mayor's Downtown Task Force Retail Committee and the Office of Economic Development will update this target based on current and projected market conditions and outline action steps needed to continue the momentum. Anticipated Action Steps to be developed by the end of the 1st Quarter of 2009

Complete downtown street car plan.

- Actively exploring possible federal funding sources for a sky tram connection between (1) Reunion Overlook (Grand Trinity Plaza) and (2) Convention Center/Hotel, Union Station (DART and TRE), and downtown parking concentrations. Continental Bridge/Victory ped/bike connection to be actively studied by WRT

Complete development of Arts District Master Plan; complete marketing plan.

- Arts District development is on time and on budget, scheduled to open major facilities in October of 2009 and City Performance Hall by 2011

# Appendix

## Trinity River Sources

### **Trinity Audubon Center**

Source: Trinity Corridor Master Schedule  
Sarah Standifer Assistant Director for Trinity

### **Fast Track Over Look**

Source: Trinity Corridor Master Schedule  
Sarah Standifer Assistant Director for Trinity  
Source: Trinity River News December 2008  
Source: Resolution # 081730

### **Trinity Forest Management Plan**

Source: The Great Trinity Forest Management Plan  
a sustainable Multiple-use Study, 2008

### **Moore Park Gateway (Phase 1)**

Source: Trinity Corridor Master Schedule  
Sarah Standifer Assistant Director for Trinity

### **Elm Fork Soccer Complex**

Source: Trinity Corridor Master Schedule  
Sarah Standifer Assistant Director for Trinity

### **IH 20 Southern Gateway Park**

Source: Trinity Corridor Master Schedule  
Sarah Standifer Assistant Director for Trinity  
Source: Resolution # 09-0179

### **Margaret Hunt Hill Bridge**

Source: Trinity River Corridor Timeline

### **Standing Wave**

Source: Trinity River Corridor Timeline

### **Trinity Trails**

Source: Trinity Trails Master Plan

### **Student Association Conservation**

Source: Briefing October 21, 2008

# Appendix

## Dallas Zoo

- 2007-08 attendance grew by 7%
  - 2006/2007 Attendance: 625,549
  - 2007/2008 Attendance: 670,600
- New Exhibits & Event for 2008
  - “Sting Ray Bay”
  - expanded special events
  - seasonal holiday events
- The Dallas Zoological Society received a \$5 million private gift for the African Savannah Exhibit which began design earlier this year
- New White Alligator exhibit to open Spring 2009 as part of the indoor rainforest exhibit
- New trams added to fleet and tours developed for Spring 2009