

# Memorandum



DATE November 2, 2012

TO Honorable Mayor and Members of the City Council

SUBJECT **Texas Horse Park Project Update**

On Wednesday, November 7<sup>th</sup>, the City Council will be briefed on the proposed Texas Horse Park Project. The briefing materials are attached for your review.

Please contact me if you have questions.



Jill A. Jordan, P.E.  
Assistant City Manager



THE TRINITY  
DALLAS

#### Attachments

Cc: Mary K. Suhm, City Manager  
A. C. Gonzalez, First Assistant City Manager  
Ryan S. Evans, Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Elizabeth Fernandez, P.E., Director, Trinity Watershed Management  
Sarah Standifer, Assistant Director, Trinity Watershed Management  
Barbara Kindig, (I) Director, Park and Recreation Department  
Thomas P. Perkins, Jr., City Attorney  
Rosa A. Rios, City Secretary  
Frank Libro, Public Information Office  
Stephanie Cooper, Assistant to the City Manager - Council

# Texas Horse Park Project Update



Dallas City Council

November 7, 2012

City of Dallas

Trinity Watershed Management Department, Trinity River Corridor Project Office



# Purpose of Briefing

- The purpose of the briefing is to outline the new proposal for non-profits to operate at the Texas Horse Park, with the City utilizing 2006 bond funds for the development
  - Equest
  - River Ranch Educational Charities
  - SMU (future)
  - Texas Horse Park Foundation for financial support of the facility

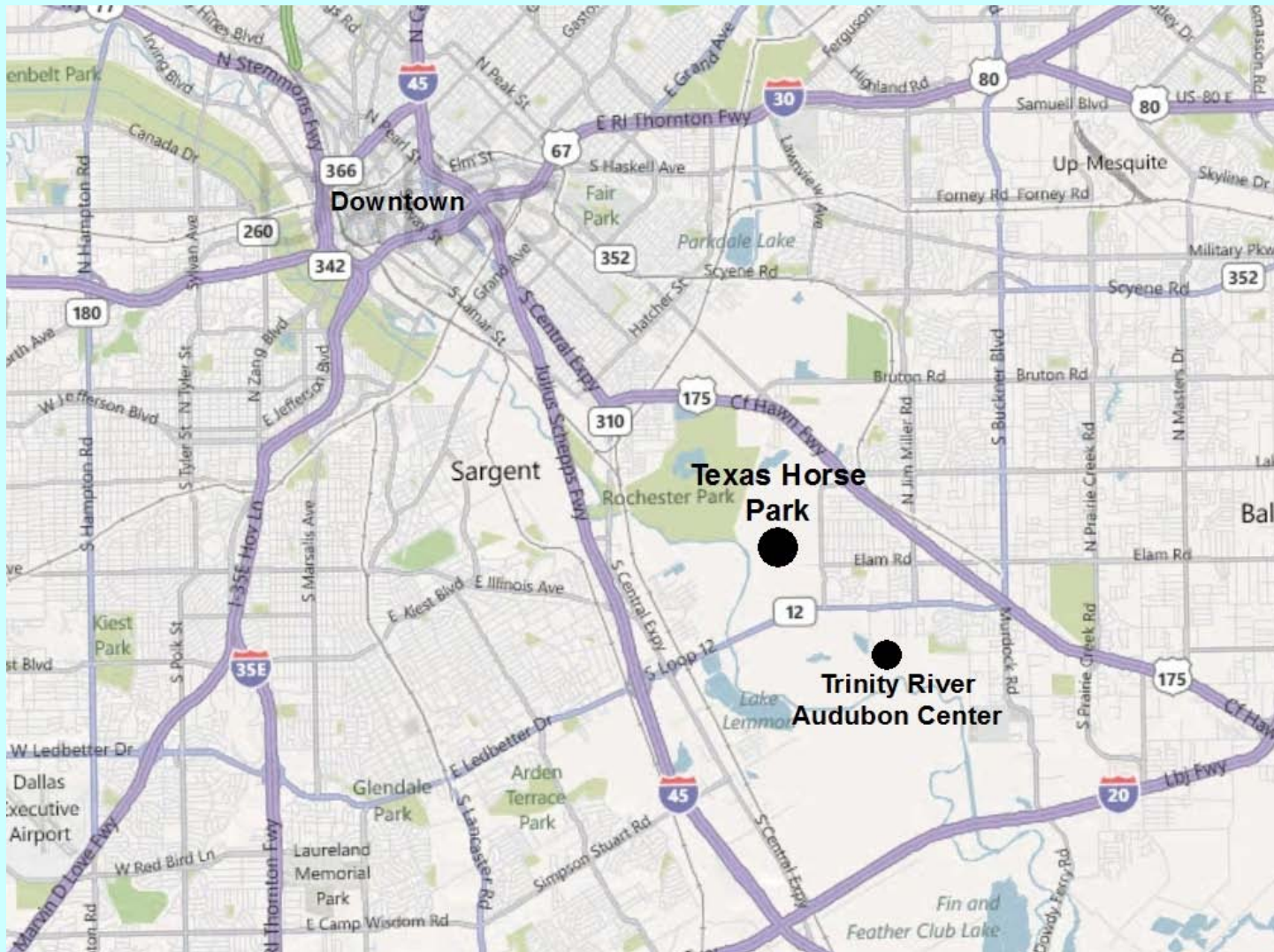


# Briefing Information

- Information provided in this document:
  - Texas Horse Park location
  - Texas Horse Park mission statement
  - Project history
  - Background
  - Recommendations for partnerships / programs
  - Components and plan for the Texas Horse Park
  - Proposed deal points with non-profit partners
  - Proposed schedule
  - Next steps



# Location of Texas Horse Park



City of Dallas  
Trinity Watershed Management Department, Trinity River Corridor Project Office

# Texas Horse Park

## Mission and Vision Statements

### Mission

- The Texas Horse Park is an equestrian facility developed in partnership with the community for education, recreation, competition and conservation

### Vision

- Building upon the rich equestrian traditions of Texas, the United States and the world, the overall goal of the City of Dallas is to operate an equestrian center that provides:
  - Education, conservation, therapeutic and recreational opportunities
  - Local and national equestrian events
  - Programs for at-risk youth and the broader community
  - Ongoing positive economic impact
  - Alternative energy systems to help preserve the Trinity River ecosystem (examples: wind, solar, geothermal, and biomass energy)

# Project History

- The 2006 Bond Program includes \$12M for Texas Horse Park
- The Texas Horse Park Master Plan, completed in 2007, included a show/event facility as the first phase and Community Outreach component in a later phase



# Project History - 2012

- Feb. 2012** City Council was briefed on proposed Request for Proposal (RFP) process for a private operator for the Texas Horse Park
- Feb. 2012** City issued RFP for private operator
- May 2012** City received one proposal, which was non-responsive





# Project History - 2012

- Sept. 2012** City received letters of interest from three non-profit entities to provide programs and services at the Texas Horse Park
- Sept.-Oct.** City staff has worked with the three entities on dealpoints for the development and operations of Texas Horse Park
- Oct. 2012** Equest and River Ranch Educational Charities are ready to enter into agreements to provide programs at Texas Horse Park
- Oct. 2012** SMU expressed an interest in a future agreement

# New Proposal for Texas Horse Park

- The community services component would be the focus of the first phase
- The site will be master-planned to allow:
  - A future facility for SMU
  - A future equestrian show event venue



# Equest

- Equest's mission is to empower, enrich and educate through horses
- Equest provides equine-assisted therapy and rehabilitation for children and adults with physical, cognitive, emotional and learning disabilities



# Equest

- Equest provides therapeutic sports riding classes to over 150 clients every week in Wylie, Texas
- After being the first therapeutic riding program in Texas founded in 1981, Equest Therapeutic Horsemanship has become one of the largest non-profit therapeutic riding centers in the state



# Equest

- Equest's program has become an industry leader in equine assisted therapy
- Equest was the first therapeutic riding center in the U.S. to provide an instructor training course that earned certification for content and quality by Professional Association of Therapeutic Horsemanship International (PATH)



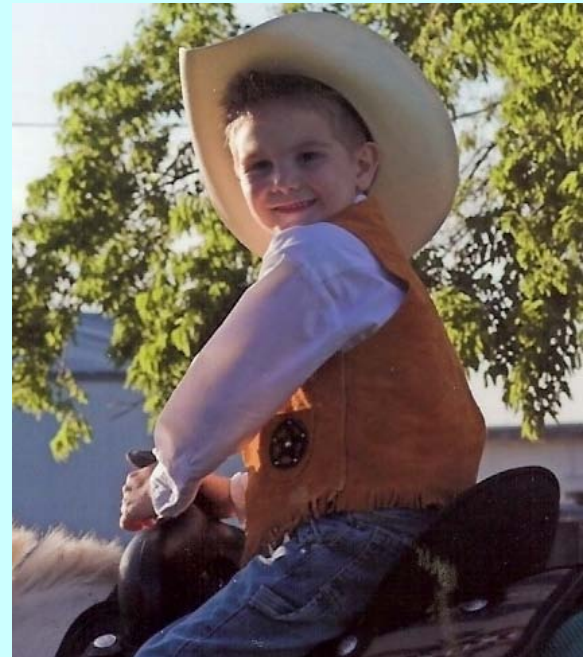
# River Ranch Educational Charities

- River Ranch Educational Charities provides nature and ranch experiences for underprivileged families, free of charge
- River Ranch will cater to Dallas residents and convention goers, providing horseback riding activities and special events at market rates. Revenues from these activities are used to fund programs for the underprivileged community



# River Ranch Educational Charities

- River Ranch proposes to provide the following services:
  - Trail rides
  - Events
  - Riding lessons and camps
  - Boarding
  - Senior activities



# SMU (Future)

- SMU's official Equestrian Team competes in a rigorous schedule with other universities
- In-state and out-of-state colleges would compete at the Texas Horse Park during SMU home events
- SMU's home practice and competition facilities are currently out of Dallas city limits
- SMU is considering Texas Horse Park as the future site for their equestrian program





# Project Benefits

- Promote the development of a multi-disciplinary equestrian facility as a component of the Trinity River Corridor Project
- Establish inner-city and educational outreach programs
- Promote therapeutic riding
- Benefit the City of Dallas and its citizens economically, educationally, culturally, recreationally, and ecologically



# Project Benefits – continued

- Provide recreational and event facilities that will attract Dallas area residents and visitors
- Provides business and job opportunities
- Host events



# Texas Horse Park – Target Market

- Dallas children and families, tourists, conventioneers, and corporations
- Therapeutic riders
- Recreational equine boarders and riders
- Community outreach
- Collegiate athletics
- Veterans



# Recommendations

- Enter into separate Development and Operations agreements with:
  - Equest
  - River Ranch Educational Charities
  - SMU (future)
- Cancel current agreement with Texas Horse Park, Inc. (THPI) and enter into new agreement whereby THPI serves as a support organization (foundation) for Texas Horse Park



# Recommendations

- The City would utilize \$12M in the 2006 bond funds for design and construction of the first phase of development of the Texas Horse Park
- The non-profits would provide community services and maintenance as their rent



# General Points of the Development and Operations Agreements

- City of Dallas (City) will retain ownership of the premises and all improvements
- City will provide oversight of the non-profits and coordinate schedules
- City will not provide subsidies to the non-profit partners to support their operating costs



# General Points – continued

- Equest and River Ranch would provide major maintenance of the facilities
- River Ranch would maintain the shared areas of the site
- Non-profit entities can make future capital improvements subject to City approval
- City will have the right to reserve the event facilities up to six dates per year, at no charge



# Dealpoints - Equest

- The term of the agreement would be 5 years with five 5-year renewal options
- Equest would utilize facilities that the City constructs from the 2006 Bond Funds for the Texas Horse Park
- The City would not provide subsidies for Equest's operating costs





# Dealpoints - Equest

- Equest would provide community services in exchange for rent:
  - A minimum of 75% of their services would be for Dallas residents
  - Equest would endeavor to host Special Olympics and other similar events, including charity fundraising events at the Texas Horse Park
  - Provide on-going up-keep and major maintenance of the facilities they are utilizing



# Dealpoints – River Ranch Educational Charities

- The term of the agreement would be 20 years with two 5-year options for renewal
- River Ranch Educational Charities (River Ranch) will utilize facilities that the City constructs from the 2006 Bond Funds for Texas Horse Park
- The City will not provide subsidies for River Ranch's operational costs



# Dealpoints – River Ranch Educational Charities

- River Ranch will provide free and discounted programs for children with special needs, underprivileged children and adults:
  - Minimum of 25% of all summer camp participants to be City of Dallas residents meeting low income eligibility
  - Minimum of 10% of all riding lessons and trail rides will be for Dallas residents meeting low-income eligibility



# Dealpoints – River Ranch Educational Charities

- Free and discounted programs - continued
  - Volunteer Dallas! – Coordinate volunteers for trail clean-up in exchange for trail or pony rides
  - Events on the third Thursday of each month will be designated as free to the community, including the following:
    - Birthday Parties (up to patio capacities with prior registration)
    - Free Trail Rides (up to a set amount with prior registration)
    - Free Pony rides (first come/first serve basis)

# Dealpoints – River Ranch Educational Charities

- River Ranch will provide “market-based” services that will provide the funding for their community services:
  - Trail rides
  - Summer camps
  - Events, such as children’s birthday parties with pony rides, corporate parties, and convention friendly activities
  - Boarding
  - Horse riding lessons
  - Special events



# Dealpoints – River Ranch Educational Charities

- River Ranch will utilize net revenues from their operations to maintain the Texas Horse Park (THP) site, make capital improvements to THP and provide programs for community service
- River Ranch will construct and maintain equestrian trails
- River Ranch will be allowed to plant and harvest crops on the THP site and other appropriate sites within the Trinity River corridor for feed for horses



# Dealpoints – River Ranch Educational Charities

- River Ranch will market the Texas Horse Park, with support from the City
- River Ranch will provide major maintenance of the facilities they utilize and any shared facilities
- City will have the right to reserve the event facilities up to six dates per year, at no charge



# Dealpoints - SMU

- The City would reserve a location at the Texas Horse Park site for SMU for future development
- City would negotiate the agreement with SMU to utilize the site in the future





# Dealpoints - Texas Horse Park Foundation

- The original agreement with Texas Horse Park, Inc. will be terminated
- The City will enter into a new agreement with Texas Horse Park Foundation



# Dealpoints - Texas Horse Park Foundation

- Monies being held by THP Foundation for capital improvements for Equest will be used for construction of the Equest related facilities
- Remaining funds will be held for a period of up to five years to assist with operating costs should River Ranch or Equest need that assistance
- All funds remaining after that time can be used for capital improvements at THP



# Dealpoints - Texas Horse Park Foundation

- Texas Horse Park Foundation will be dedicated to raising funds to support operating costs for the community service components of Texas Horse Park and the maintenance and possible expansion of the Texas Horse Park



# City Operational / Ongoing Costs

- The City has NO responsibility for giving River Ranch or Equest any operational or maintenance subsidies
- The City will need to have a staff member review contract requirements, such as proof of insurance, and handle any scheduling coordination issues



# Project Components

- It is anticipated that the following components can be funded with the \$12M in 2006 Bond Funds:
  - Two covered arenas
  - Two outdoor arenas
  - 60 stalls, with tack rooms, wash and dry racks
  - Fenced pastures and round pens
  - Office/support areas
  - Camp activity center
  - Pavilion and barbeque area
  - Site work and infrastructure



# Texas Horse Park Site



# Texas Horse Park



# Texas Horse Park – Concept Plan





# Proposed Schedule

The scheduling goals are:

- Council approval of proposed agreements with non-profits in December 2012
- Begin construction in summer of 2013
- Begin temporary operations by summer of 2013
- Begin permanent operations in late spring/summer of 2014

# Next Steps

- Approval of agreements with the three non-profit entities
- Continue negotiations with SMU
- Review design contract alternatives



# Texas Horse Park

## Project Update



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