



A Renaissance Plan

for Dallas Parks and Recreation
in the 21st Century

Renaissance Plan Accomplishments
Phase I: 2002-2005

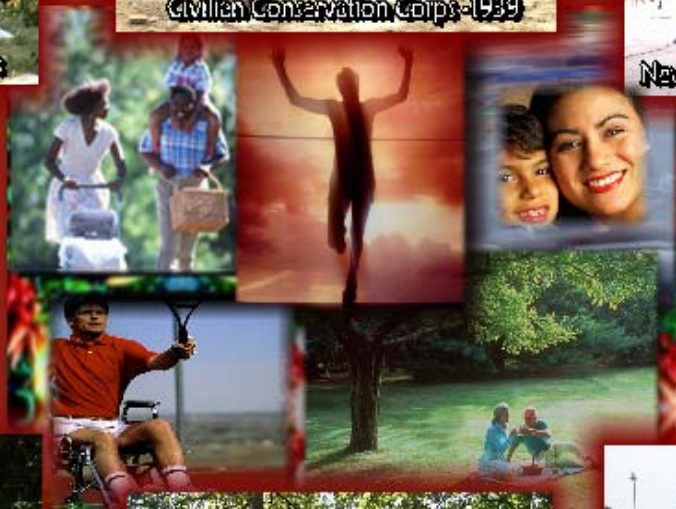
For more information, please visit www.DallasParks.org



The Renaissance Plan

Completed in 2002, the Dallas Park System Renaissance Plan represents one of the most detailed urban park system studies ever commissioned in the U.S. and will guide and direct the Park Board and staff over the next 10 to 20 years. It addresses park and open space planning, recreational program development, operations and maintenance strategies. The plan includes fund development via revenue generation and partnership opportunities.

The objective of the plan is to **recover** the quality and prestige of the Dallas park system, **regain** the confidence and enthusiasm of our citizens and **reposition** Dallas parks as a recognized state and national leader. Here are just a few highlights of what has been accomplished! For more information on the Dallas Park and Recreation Department visit us on the web at www.DallasParks.org.



Park and Recreation Department

Marketing



Communities Against Trash Campaign Kick-Off at Bachman Lake

- Organized Communities Against Trash Campaign to educate and encourage environmental awareness throughout park system
- Evaluated existing marketing strategies to develop a standardized marketing master plan for the department
- Created online citywide calendar of monthly events
- Created "Something for Everyone" video highlighting citywide summer programs
- Increased department visibility through www.DallasParks.org

Partnerships



Park pavilion renovation made possible by generous donation from The Bachman Lake Foundation

- Leveraged over \$100 million in funding with national, state, county and other organizations
- Established partnerships to acquire land for Elm Fork Athletic Complex and Pacific Plaza in downtown
- Partnered with Dallas Independent School District to renovate Brownwood, Randall, and Fair Oaks parks
- Designed and constructed 2 urban dog parks
- Partnered with businesses and civic groups to enhance Dallas parks, programs and special events

Fiscal Management



Constructed Bahama Beach Family Aquatics Center with 2003 Bond Program funds

- Created standardized business plans for recreation centers
- Updated all pricing policies associated with program services, facilities and amenities
- Established online reservation system for patron credit card use
- Implemented Class System for recreation program registration and tracking
- The Zoo added numerous new exhibits funded by the 2003 Bond Program including the Otter Outpost and the Saddle-billed stork exhibit.



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Leisure Services



Constructed Park in the Woods Recreation Center with 2003 Bond Program funds

- Inventoried and analyzed over 70 existing services and program areas
- Created a comprehensive database of identified service gaps and potential community partners
- Developed the initial elements of a Recreation Program Master Plan
- Implemented over 235 new and innovative recreation programs throughout the system

Park Standards



Designed Ridgewood Park Pavilion with 2003 Bond Program funds

- Developed operations and maintenance cost for 5 signature parks
- Standardized park playground equipment and furnishings
- Created Park and Recreation Department safety manual
- Established a program to install 23 custom designed pavilions in parks including Daniieldale, Rose Haggar, Churchill, Campbell Green, Arden Terrace, Bishop Flores and Tipton Park
- Developed and installed 90 new standardized park identification signs

Park Planning



Constructed Tama Park Playground with 2003 Bond Program funds

- Created a Citywide Trail Master Plan
- Assumed the design and construction of the Trinity River Audubon Center (Interpretive Center) and the Texas Horse Park (Trinity Equestrian Center)
- Developed plan to replace 47 playgrounds at parks including Campbell Green, Lake Highlands and Northaven with 2003 Bond Program funds
- Secured funding of \$57.2 million in 2003 Bond Program for playground replacement, site development, trails, aquatic facilities, land acquisition and historic restoration



Park and Recreation Department

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Historic Preservation & Restoration



*Restored Winfrey Point
with 2003 Bond Program funds*

- Received "2004 Texas Historical Commission Award of Excellence in Preserving History"
- Received "National Trust for Historic Preservation Honor Award" for Fair Park restoration
- Produced "Fair Park: 100 Years" Traveling Exhibit
- Initiated or completed preservation and restoration projects at parks including Flagpole Hill and Winfrey Point with 2003 Bond Program Funds
- Commissioned "Strolling Through the Park" 100 Years of the Dallas Park and Recreation Board

DALLAS PARK BOARD



On The Horizon

The Dallas City Council and Park Board are dedicated to building a better Dallas Park System. Future development plans will aggressively address the backlog of park inventory needs in many of the Council's Key Focus areas including economic development and neighborhood quality of life.



Top left to right: **C.W. Whitaker** (President) District 5, **Delia Jasso** (Vice President) District 1, **GiGi J. Steiner**-District 2, **Jose Plata**-District 3, **Gloria Stinson Hogg**-District 4, **Monica R. Alonzo**-District 6, **Michael King**-District 7, **Daisy F. Gafford**-District 8, **Sheffield Kadane**-District 9, **Joan Walne**-District 10, **Lark Montgomery**-District 11, **Ron Chapman**-District 12, **Tommy Hines**-District 13, **Wayne Smith**-District 14, **Rudy Rodriguez**-District 15, **Paul Dyer**-Director of Park and Recreation Department

Park and Recreation Department