



City of Dallas

Creating a Fiscally Sustainable Park and Recreation System

**Park and Recreation Board
August 7, 2025**

Ryan O'Connor, Deputy Director
Park and Recreation Department
City of Dallas

Presentation Overview



- Background/History
- Purpose
- Guest Presenter



Background/History



- After a decade of steady budget growth and expansion of park and recreation services, there are indications that we are moving into a period of budgets remaining flat or declining slightly from year to year, even as inflation continues to rise.
- In response, the department must evaluate all sources of revenue and explore options for strategically maximizing revenue opportunities to compensate for the reduction in general fund appropriations and allow the department to continue to grow.
- This is in alignment with our department priority of operational excellence.



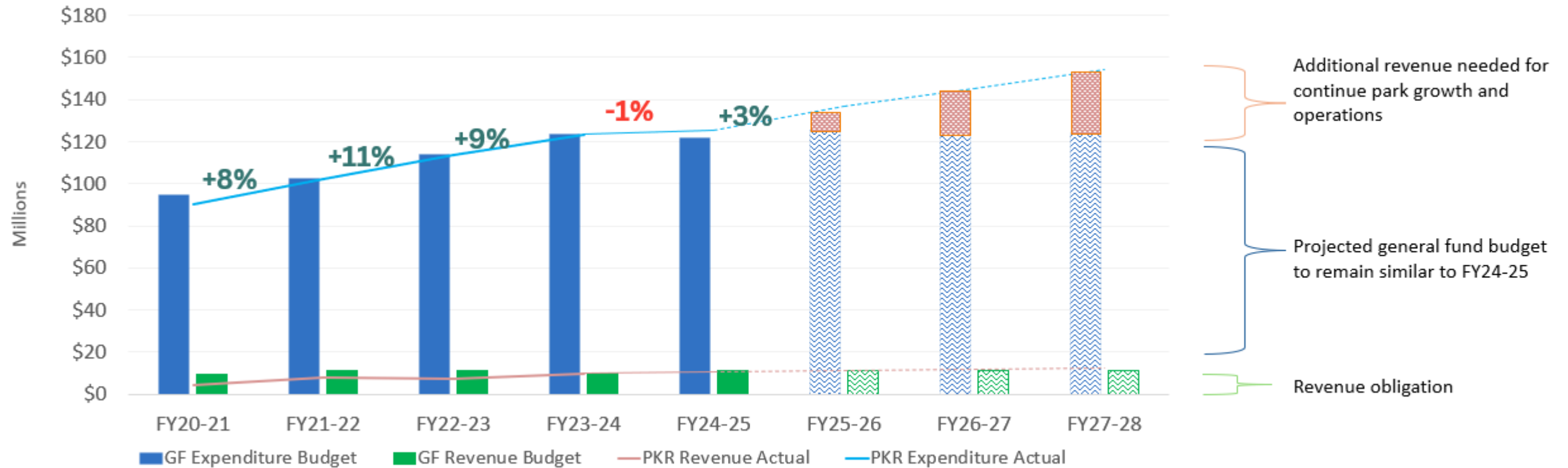
**Operational
Excellence**



Background/History



- Currently facing our first budget reduction in five years
- Actual revenues are consistently below target



Purpose



Over the coming months we will bring forward a series of briefings to explore new opportunities for revenue generation that may be considered to improve the department's ability to sustain operational growth while reducing reliance on the general fund.

Briefing Topics

- Non-traditional use opportunities
- Advertising opportunities
- Concession opportunities
- Pricing Strategies
- Governance and Revenue Models



Non-Traditional Use Opportunities



Eric Landau

President

Eric Landau serves as President of Brooklyn Bridge Park Corporation. Eric leads the ongoing success of the Park, oversees its daily operations, and fosters its long-term stability.

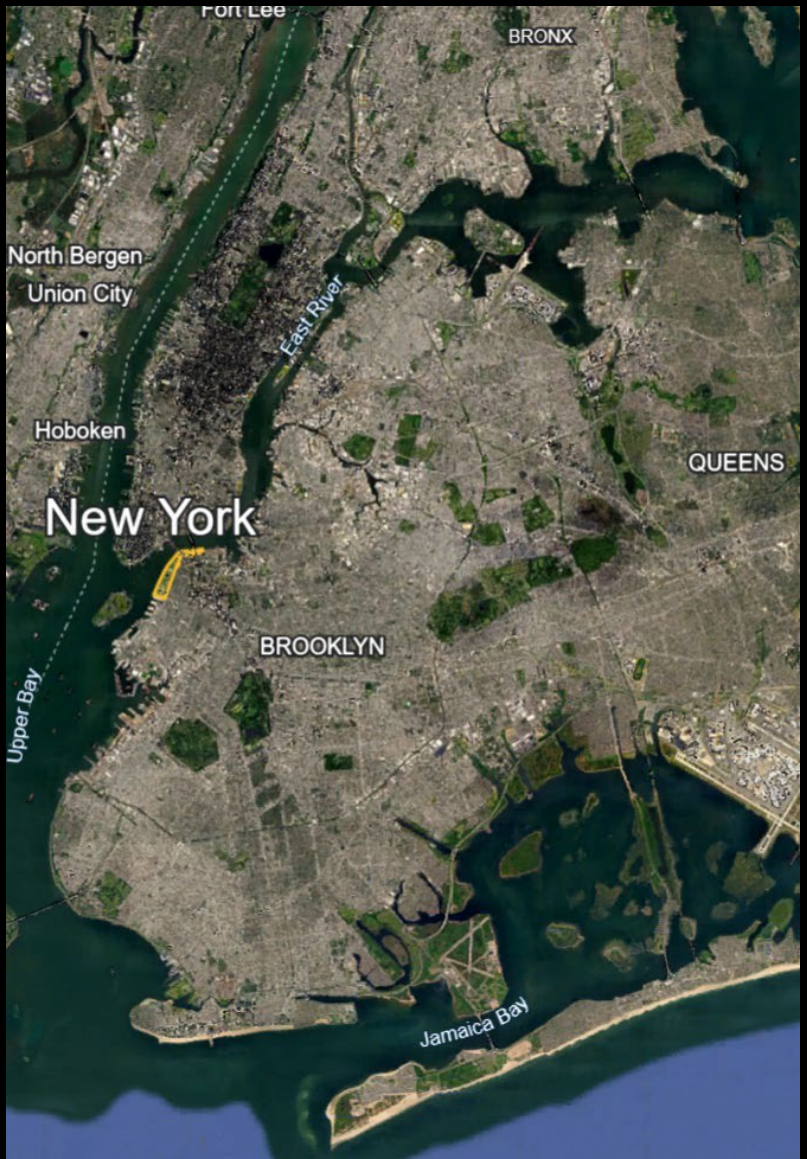
Eric previously served as a deputy commissioner at the New York City Department of Environmental Protection (DEP) where he oversaw public affairs and communications. Prior to joining DEP, Eric was Vice President of Government and External Affairs and Special Assistant to the President for the Prospect Park Alliance, where he was responsible for building and strengthening Prospect Park's public relations.

Eric holds a Master's in Public Administration from The George Washington University and a B.A. from the State University of New York at Binghamton.



BROOKLYN BRIDGE
PARK®

**THE TRANSFORMATION OF AN
INDUSTRIAL WATERFRONT INTO A
VIBRANT AND SUSTAINABLE 85-ACRE
CIVIC LANDSCAPE**



Presenter Notes
2025-07-29 14:46:39

- Brooklyn Bridge Park is located along the East River. About 1.5 miles long and 85 acres



Presenter No
2025-07-29 11
- Pier - 19



Presenter Notes
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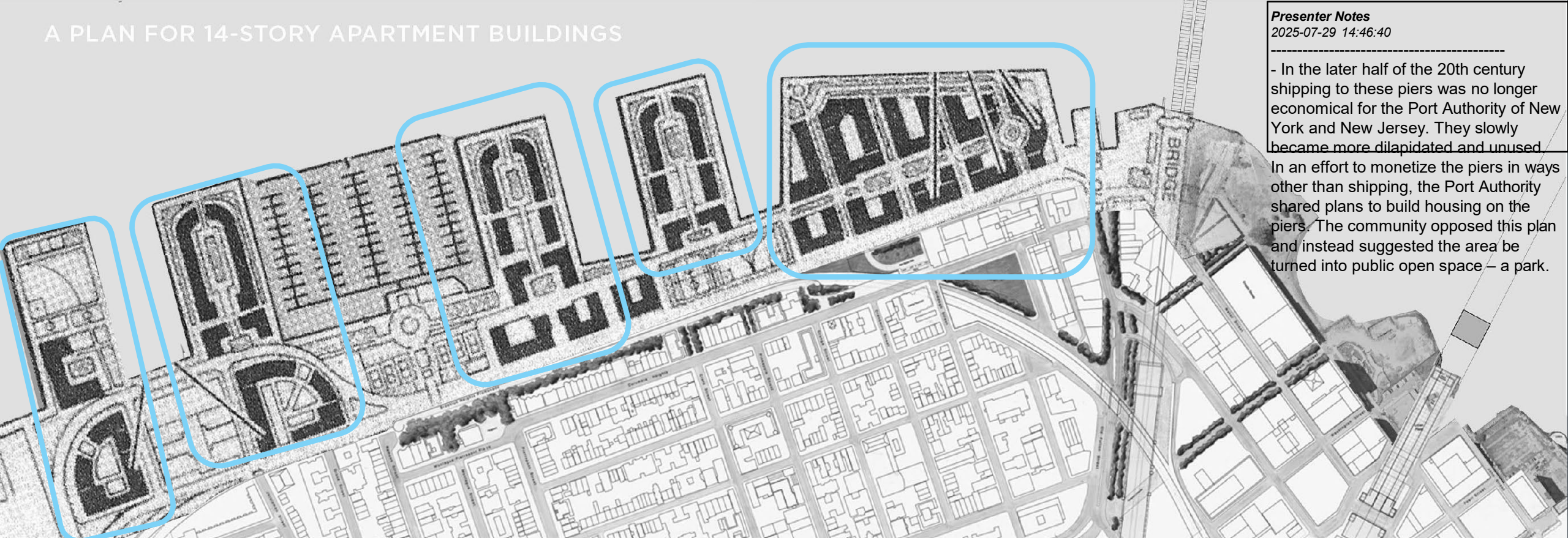
- Brooklyn waterfr

A PLAN FOR 14-STORY APARTMENT BUILDINGS

Presenter Notes
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- In the later half of the 20th century shipping to these piers was no longer economical for the Port Authority of New York and New Jersey. They slowly became more dilapidated and unused.

In an effort to monetize the piers in ways other than shipping, the Port Authority shared plans to build housing on the piers. The community opposed this plan and instead suggested the area be turned into public open space – a park.



**PORT AUTHORITY
APPROACH**

**PIER 1: 15 STORY
BUILDINGS**

PIER 2: 3-4 STORY BUILDINGS

PIER 3: 3-5 STORY BUILDINGS

**PIER 5: 2-10 STORY
BUILDINGS**

PIER 6: 1-10 STORY BUILDINGS

- In response to the Port Authority plan, the local community presented an alternative, a public green space and called it "harbor park"



HARBOR PARK

A MARITIME AND PUBLIC USE DEVELOPMENT ON THE BROOKLYN PIERS

BROOKLYN HEIGHTS ASSOCIATION
THE SCHNADDERBACH PARTNERSHIP
MAY 1988



PARK PLANNING & COMMUNITY INPUT

Presenter Notes
2025-07-29 14:46:42

The City and the State gave funds for the development of Brooklyn Bridge Park, but could not afford annual operating costs. In 2005, the master plan was released.













Presenter Notes
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Aerial view, ~2006





Presenter Notes
2025-07-29 14:46:43
Aerial view - 2022





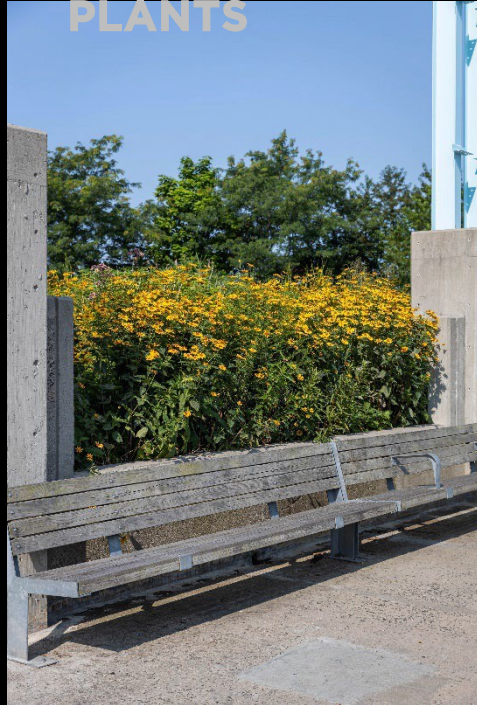




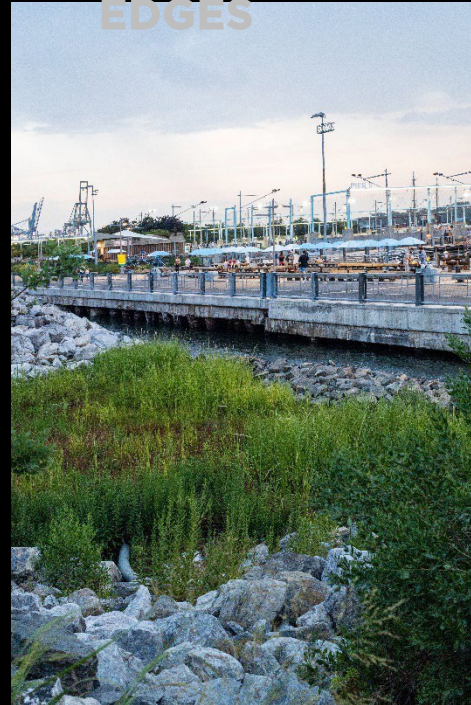
GREEN ROOFS



NATIVE PLANTS



SOFT EDGES



REUSED MATERIALS



SOUND BERM

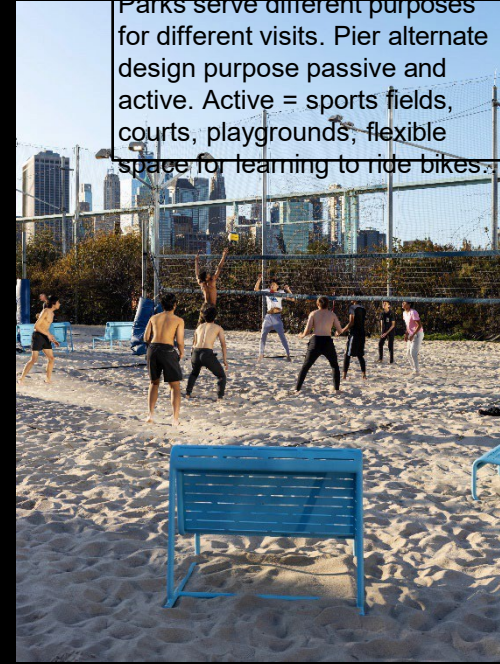
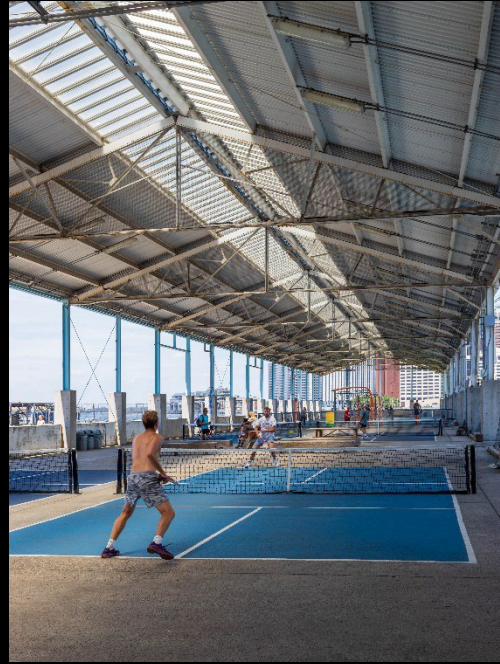


Soft edges provide homes to river animal life; compared with hard seawalls, better to break waves during storms and absorb higher tides Reused materials: keeps items out of landfills, pays homage to historic industrial past Sound berm redirects noise from river adjacent highway into the

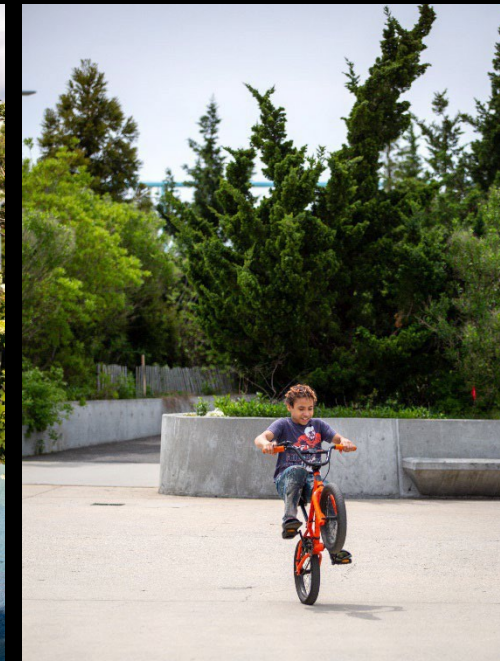
SUSTAINABILIT

PARK FEATURES: ACTIVE

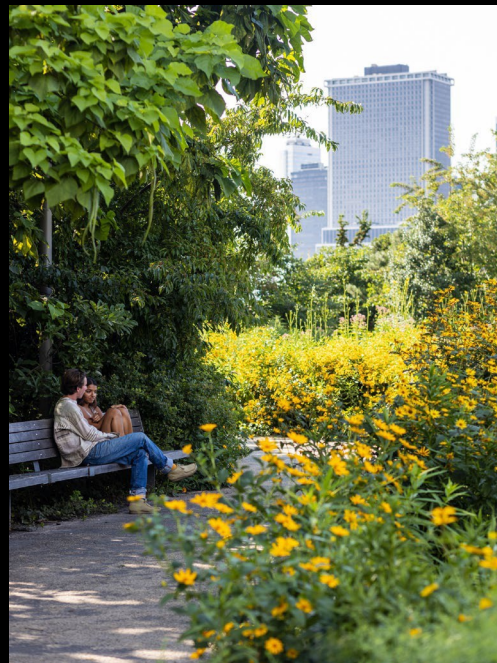
RECREATION



Parks serve different purposes for different visits. Pier alternate design purpose passive and active. Active = sports fields, courts, playgrounds, flexible space for learning to ride bikes.



PARK FEATURES: PASSIVE



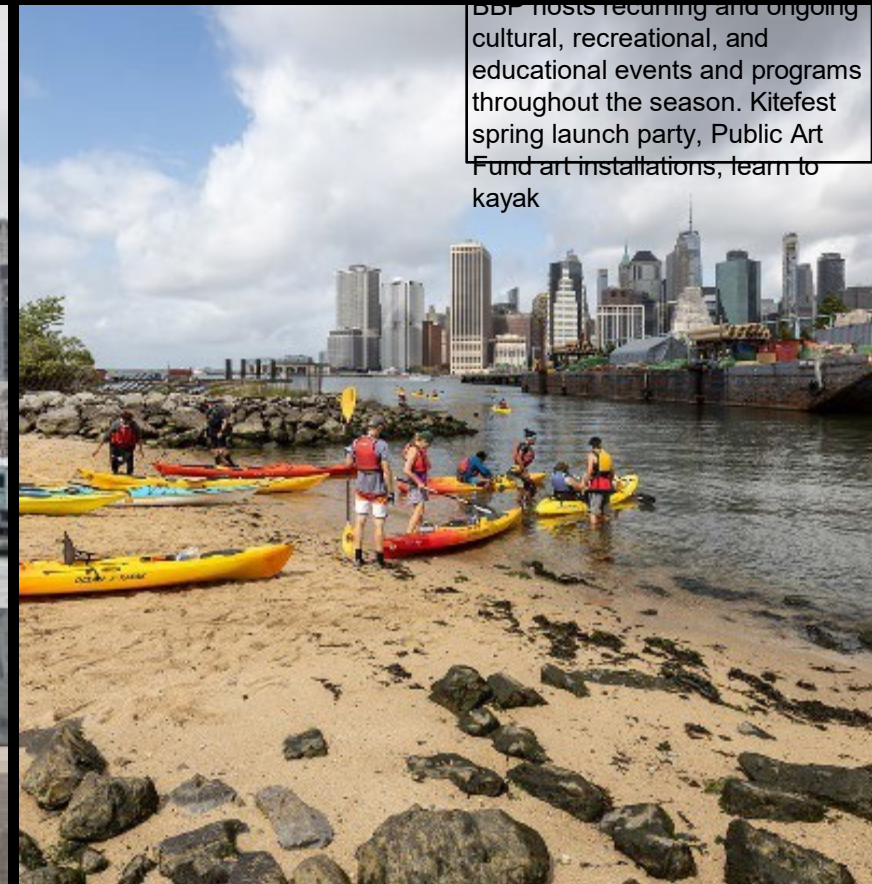
Parks serve different purposes for different visits. Pier alternate design purpose passive and active. Passive spaces = lawns, gardens, spaces for quiet unprogrammed events (picnics, reading, relaxing...)





BBF hosts large-scale cultural events and programs throughout the season. Movies With a View, Photoville, Wimbledon watch party.

EVENTS &



BBF hosts recurring and ongoing cultural, recreational, and educational events and programs throughout the season. Kitefest spring launch party, Public Art Fund art installations, learn to kayak

EVENTS &

CULTURAL PARTNERS

Presenter Notes
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Within the BBP footprint we partner with cultural institution that provide more programming and activity. St. Ann's Warehouse theater, Jane's Carousel, Brooklyn Public Library

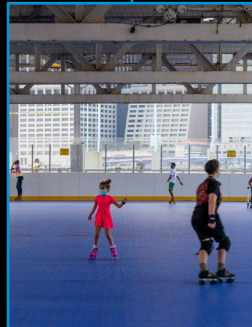


Bklyn
Public Library

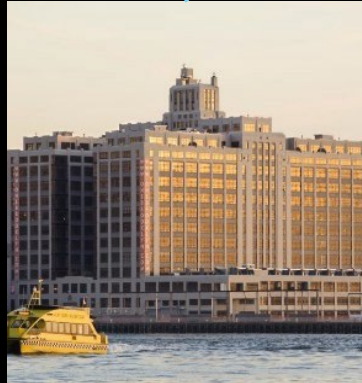
CONCESSIONS



Also within BBP there are food concession stands, contracted with BBP following a public Request for Proposals (RFP). Rent and a portion of revenue shared with BBP. A variety of food and beverage is offered, concessions are chosen based on, among other factors, accessible price and diversity offerings.



DEVELOPMENT SITES



RESIDENTIAL
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RESIDENTIAL
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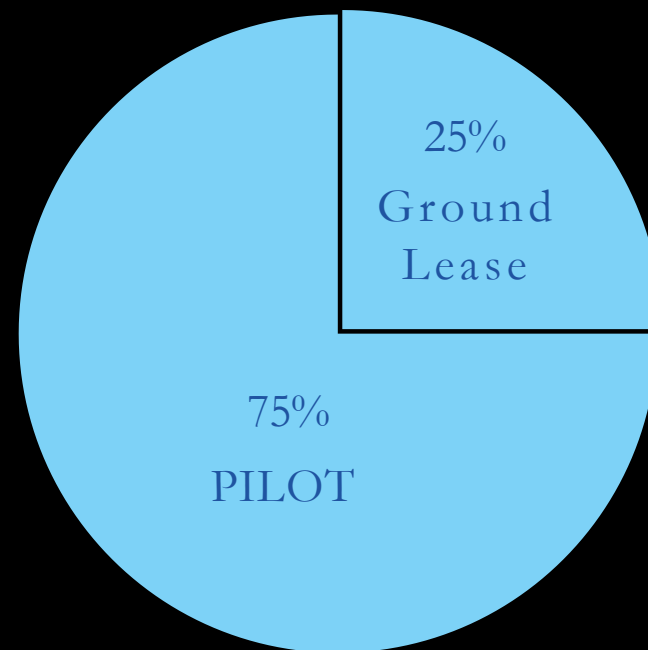
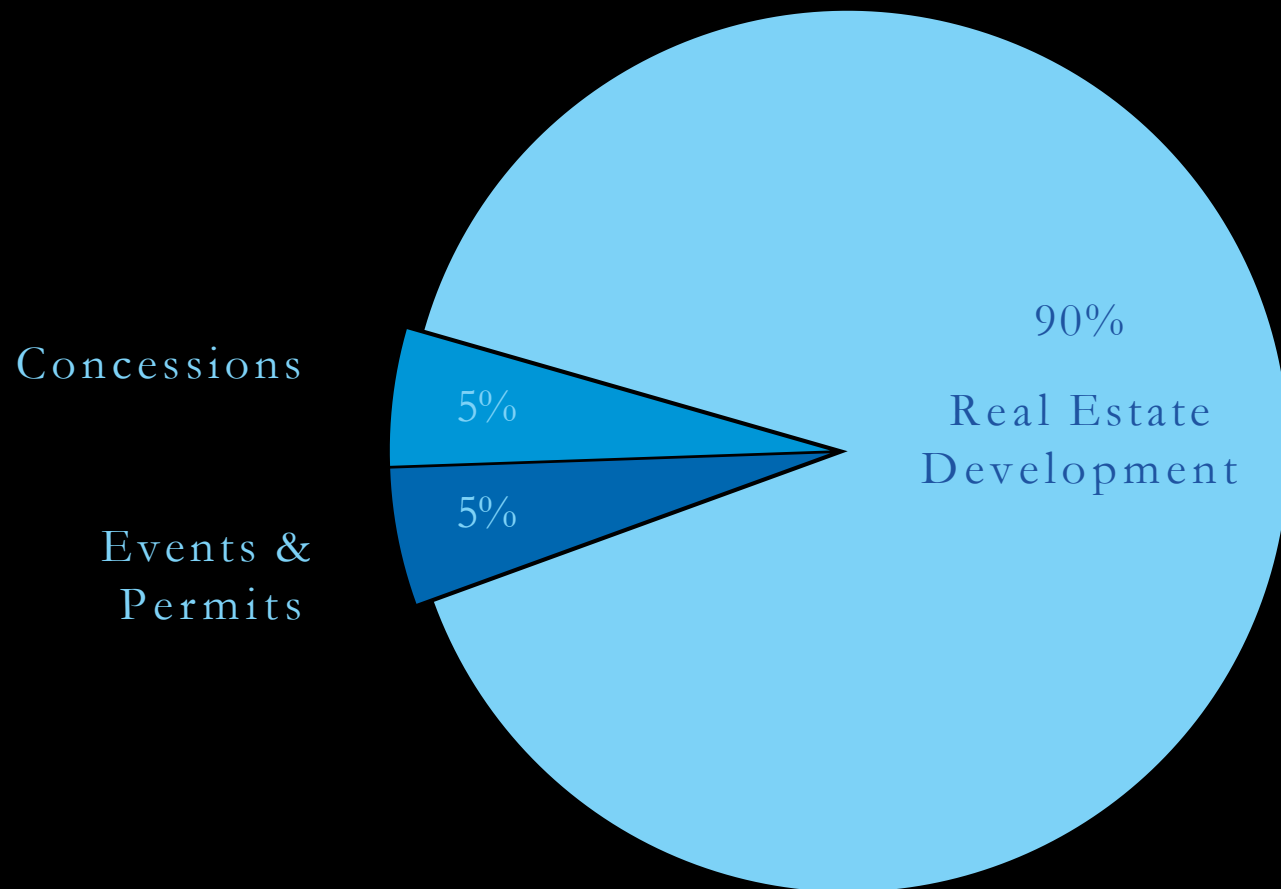
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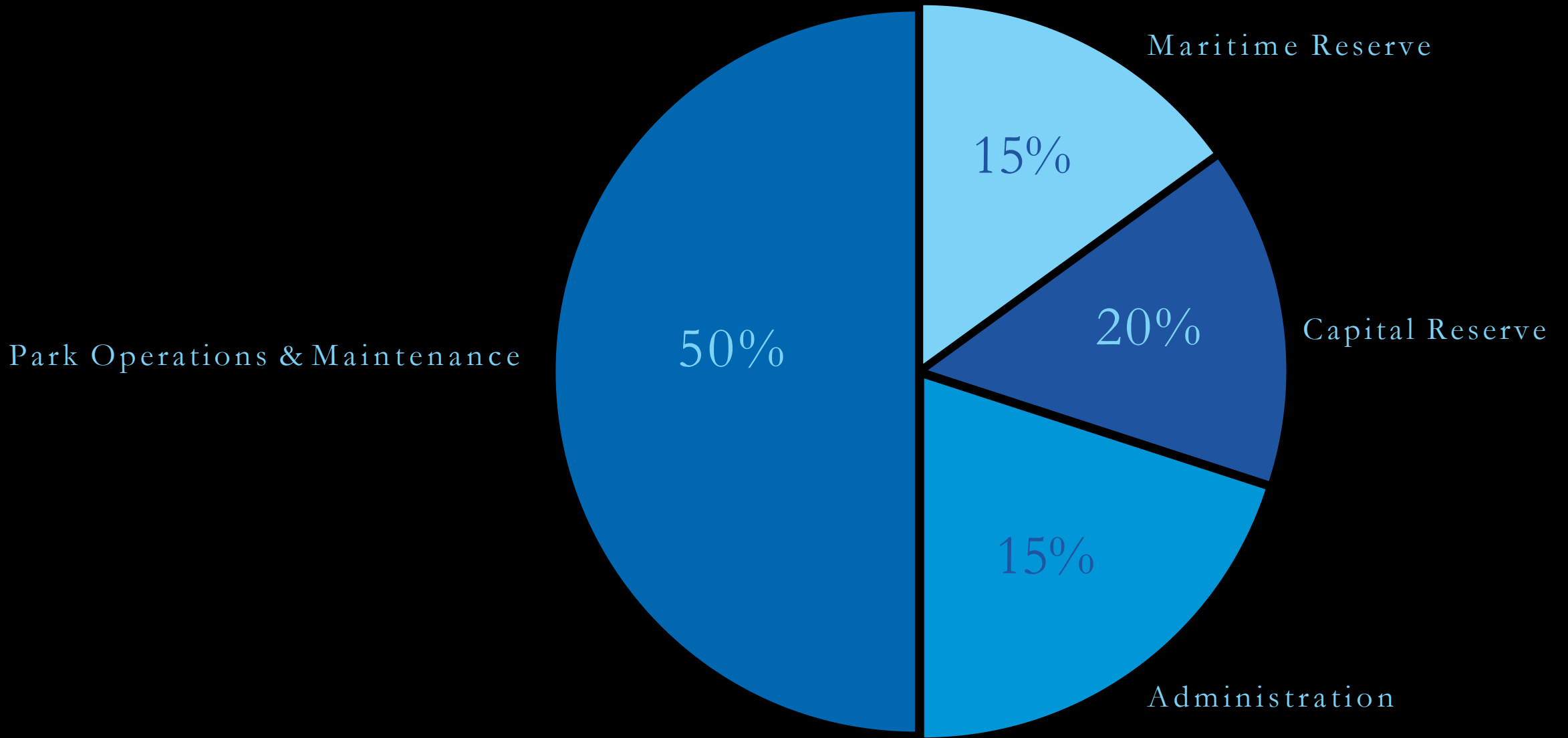
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FINANCIAL MODEL



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