



City of Dallas

Creating a Fiscally Sustainable Park System – On Premise Advertising, Signs and Billboards

**Park and Recreation Board
May 21, 2026**

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

Presentation Overview



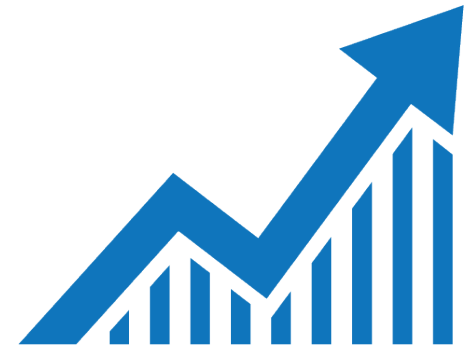
- Background/History
- Purpose
- Opportunity
- Next Steps



Background/History



- After a decade of steady budget growth and expansion of park and recreation services, we are moving into a period of budget reductions, 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.



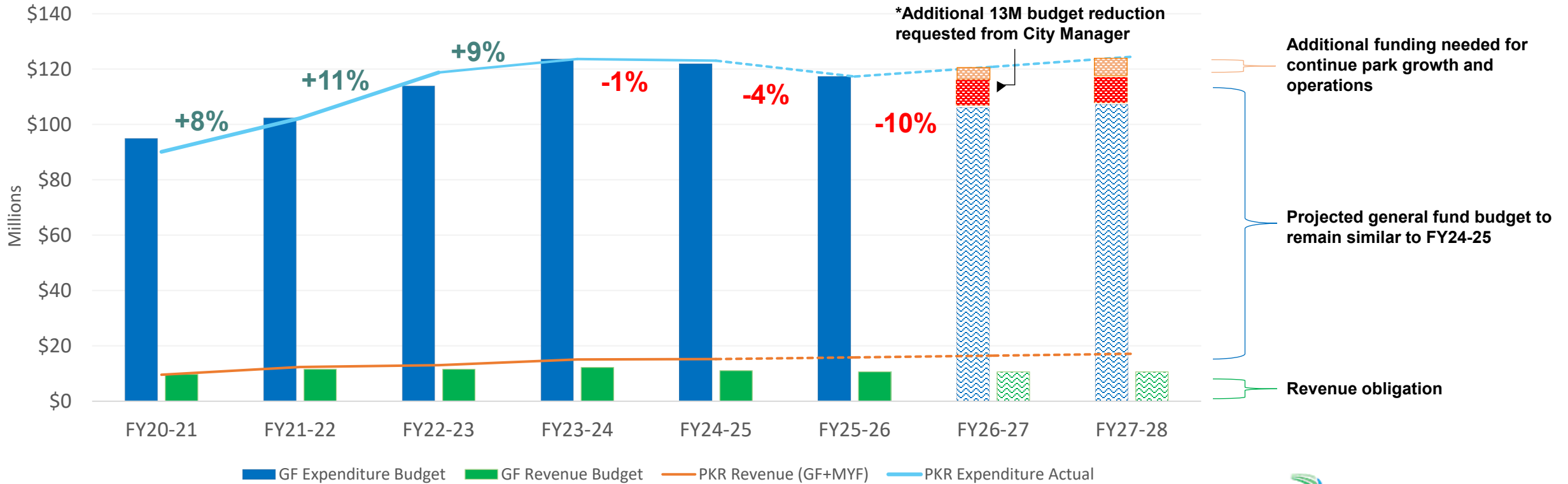
**Operational
Excellence**



Background/History



- Currently facing our second year of budget reductions after a period of strong growth
- Actual revenues not on pace to offset budget reduction



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 - COMPLETED
- Advertising opportunities – TODAY'S TOPIC
- Concession opportunities
- Pricing Strategies
- Governance and Revenue Models



Advertising Opportunities - Signage



- Premise Sign – content relates to the premises on which it is located
- Non-Premise Sign – any sign not a premise sign
 - Advertising for purposes unrelated to the location
- City and State regulations



Signage Structures



- Custom architectural designs for each location
 - Complementary to the park's character
 - Could integrate shade or seating
 - Screened to blend in
- Located near the edges of parks away from core experience areas
- Primarily visible from adjacent roadways
- Designed to be minimize advertising visibility from within parks



Design Examples



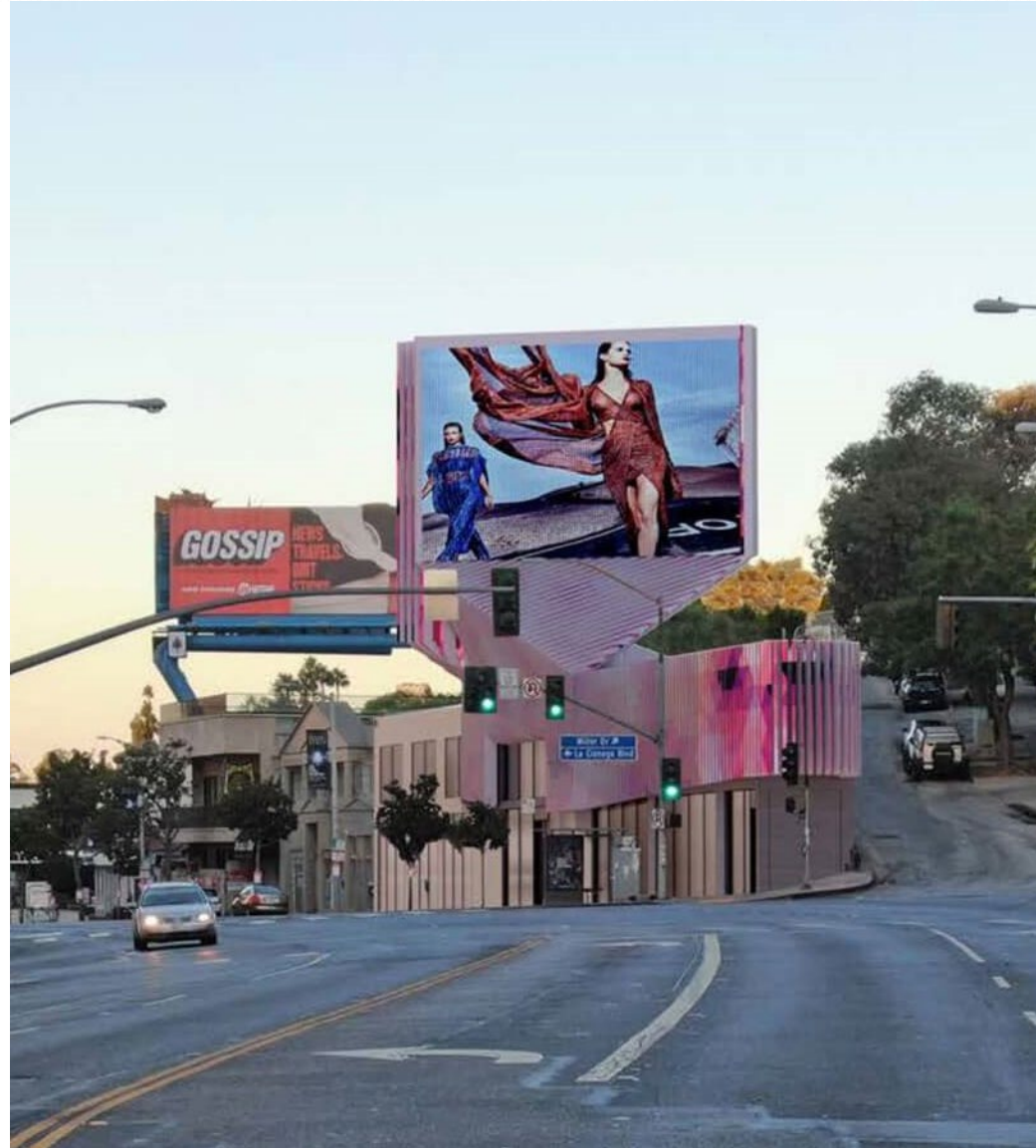
Design Examples



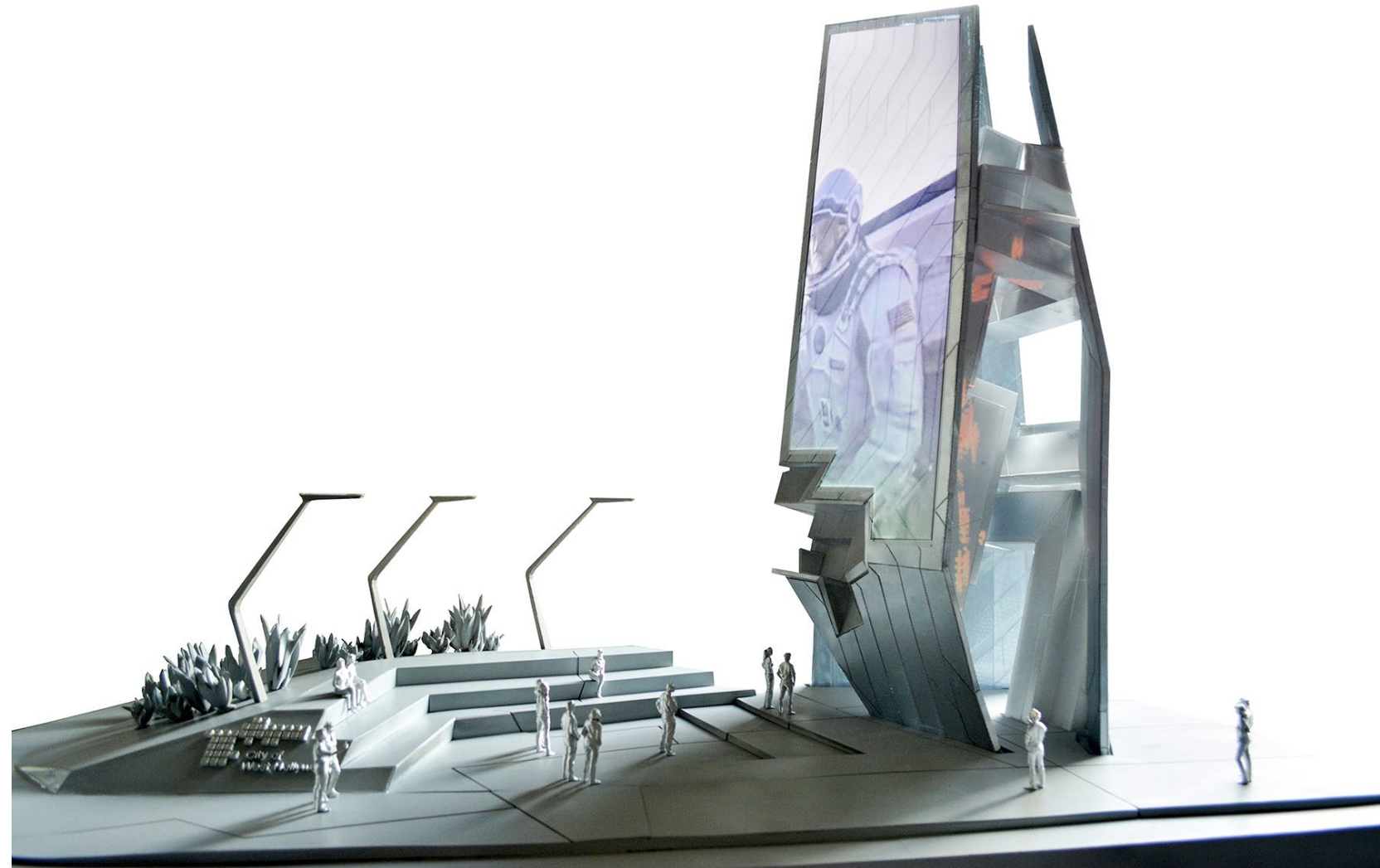
Design Examples



Design Examples



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Design Examples



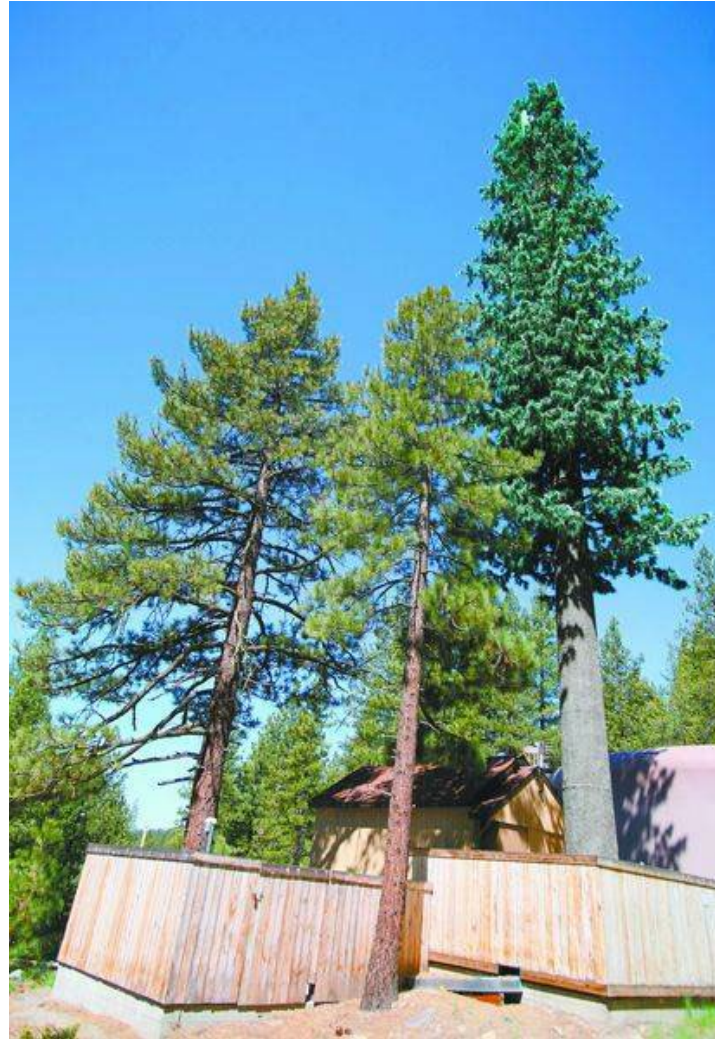
Design Examples



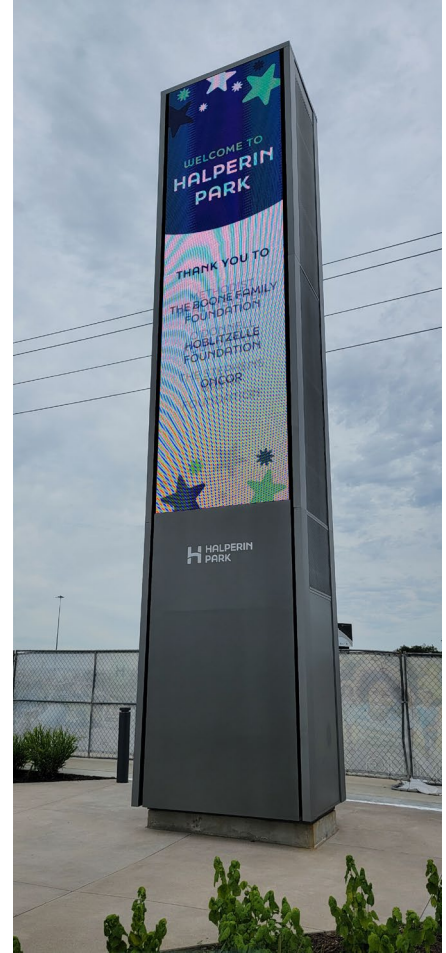
Design Examples



Screening



Dallas, TX – Existing Signage



Sample Site Plan



- **X** – Potential sign locations
- Signage located at perimeter of park
- Outward facing



Revenue Opportunity



- 6-7 figure signing bonus
- 7 to 10 locations could generate up to 10M per year
- 30-year agreement could generate \$300M for the park system
- Propose a dedicated percentage to the park endowment fund (25%)



Public Benefit



- City messaging
- Emergency alerts
- Event promotion
- Wayfinding
- Camera and wifi integration



Program Structure



- Lease agreement
- Limited locations approved by City
- City oversight
- Design-first approach
 - Architecturally interesting
 - Blends into the character of the park
 - Could add shade or seating as part of the structure



Next Steps



- Gather Board feedback
- Identify the appropriate procurement process
- Identify Locations
- Explore code restrictions/amendments
- Develop Designs
- Present Proposal





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