



**Hello:** 214.740.1616  
**Click:** [trinityparkconservancy.org](http://trinityparkconservancy.org)  
**Visit:** 1444 Oak Lawn Ave.  
Ste 200 Dallas, TX 75207

**Reimagine Our River.**

## 2022 ANNUAL REPORT

**Date:** January 31, 2023  
**From:** Trinity Park Conservancy (Conservancy)  
**To:** Trinity River Corridor Local Government Corporation (LGC)  
**Subject:** 2022 Phase I Premises (Harold Simmons Park) Annual Report

---

The Conservancy continues its focus in defining the First-Build for Harold Simmons Park, as the United States Army Corps of Engineers (USACE) continues their important work within the Floodway. Alongside design advancements, the Conservancy has been focusing on content selection specific to amenities, park attractions and park programming. With the support of the LGC, the Conservancy has been informing and updating both LGC members as well as City Council members on the design and planned layout of this public/private park.

This Annual Report, prepared by Conservancy staff, represents key activities and project milestones for the 2022 calendar year in the advancement of Harold Simmons Park. Should you have any questions, please contact Tony Moore at [tony@trinityparkconservancy.org](mailto:tony@trinityparkconservancy.org).

### I. COMMUNICATIONS AND COMMUNITY ENGAGEMENT

- A. The Conservancy continued to develop a community-first and civic-focused approach in engaging stakeholders, receiving feedback, and learning preferences regarding park design, programming, and amenities. These engagements were done through community focus groups, presentations at: community centers, in homes, as well as at the Conservancy's office. The following are specific examples of engagement activities and their results.
  - 1. As Harold Simmons Park develops initial design concepts based on previous community feedback, the Conservancy conducted additional focus groups to ensure the project continues to advance consistent with feedback from the surrounding communities.



Representing the West Dallas area, the data collected centered around what activities community members currently enjoy and what improvements they would like to see in the future. The surveys captured over 500 responses and the collective outcomes are:

- a) Dallas parks need more shade, nature, water features and restrooms;
- b) People visit parks for the nature-centered green environment, family/friend gatherings, and photo opportunities; and
- c) Desired programming includes: live music, festivals, food trucks, cultural events, family activities and markets.

2. The Conservancy, in partnership with Builders of Hope CDC, launched the West Dallas Community Vision Plan (CVP) in English and Spanish. This community-led vision plan for the future of West Dallas is a 2-year planning effort overseen by a Steering Committee of local resident leaders from each of West Dallas' 14 neighborhoods, working closely with the City of Dallas and its Forward Dallas planning team to support connection between residents and ongoing city efforts. The CVP was made public on November 17<sup>th</sup>, 2022 at a public launch event with local media in attendance.

3. Conservancy led marketing efforts to establish a new Park brand for Harold Simmons Park. 'Discovery Sessions' were conducted to understand "what public parks mean to residents". In addition, development has begun on an HSP website, marketing style guide, promotional videos, and collateral development.

B. 2022 Press Announcements

- May 12: Local Dallas television station interviews TPC CEO Tony Moore about Harold Simmons Park.
- November 17: Public launch party for the West Dallas Community Vision Plan.

II. FUNDRAISING

A. In 2022, the Conservancy's community engagement/preservation, park design, and conservation initiatives helped to inform fundraising. Pending announcements of the Park design, the Campaign for Harold Simmons Park remains in a silent phase. The Conservancy is cultivating major donors through in-person meetings or very small groups as noted in the 2021 report. These measures resulted in new commitments totaling \$11.8M in 2022. Additional project detail, more public communications, and increased staffing of fundraising activities will drive additional, new commitments in 2023.



### III. FINANCE

- A. The majority of the Conservancy's expenditures in 2022 were related to the advancement of the design for Harold Simmons Park. Audited financials will be released to the LGC in April 2023.

The Conservancy hired former City Manager, AC Gonzalez, as a consultant to assist in framing the value capture concept, and presented the idea to 13 City Councilpersons, the current City Manager, TC Broadnax, and Majed Al-Ghafry, the head of the City's Office of Economic Development. City Council officials were supportive of some type of City-participation to address the long-term sustainability of the operations and maintenance for Harold Simmons Park.

### IV. PLANNING AND DESIGN

- A. In 2022, the Conservancy continued in finalizing the boundaries of the Park's overlooks and worked hard in refining the project scopes from a design and regulatory aspect. Since the United States Army Corps of Engineers was awarded funds for the Dallas Floodway Extension project; TPC halted further development of the floodway design with the intention to appropriately resume design in a complimentary manner with the work of the (USACE) and the Balance Vision Plan. The Conservancy continues to have coordination meetings with the LGC and the City Liaison to progress design milestones.

The Conservancy, LGC and City of Dallas, collectively, have identified the specific project areas to further design concepts. The Conservancy met with the City of Dallas' Sustainable Development Department to share preliminary concept designs and discuss the regulatory requirements. Their initial input was invaluable as we continue to progress the design. Follow-up meetings are critical for our next steps and will occur periodically as the design evolves.

Collectively, the LGC, City and Conservancy have an understanding that the Conservancy will enhance, operate and maintain the City assets of Ron Kirk Bridge and the Gateways at Continental and Felix Lozada. The Conservancy is focusing on enhancements that are grounded in community input.

END OF MEMORANDUM