



Dallas Park & Recreation

Community Connectors Briefing



Park and Recreation Board
February 8, 2024

Overview

- Purpose
- Background/Core Functions
- Park Maintenance and Operations District Map
- Beautification Categories in Parks
- Agreement Process
- Community Engagement Events
- Next Steps

Community
Connectors



Purpose

To showcase the community engagement projects and programs that bring communities together



Background

Core Functions

Community Engagement: Supports special events with partners, attend community meetings and facilitates beautification projects

Marketing Strategy: Collaborates with Marketing and Communications (MAC) Group to create promotional and informational material and social media content to bring awareness to individuals and organizations

Logistics: Coordinates logistics for volunteer maintenance initiatives including employee programs, work order requests, site plans, and communication with vendors/volunteers

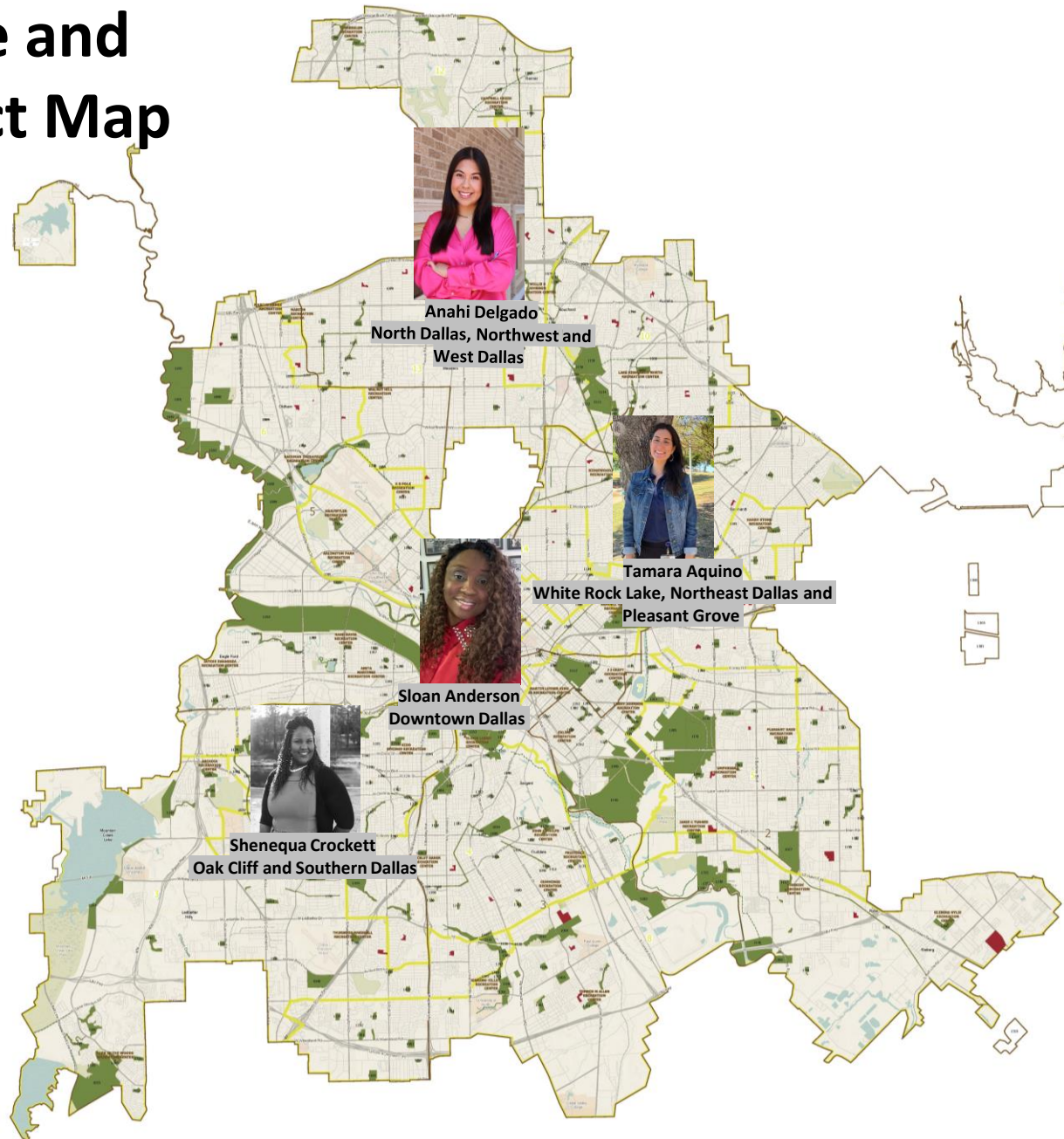


Park Activation Strategy: Executes strategy through special events, partnership agreements and beautification projects

Agreements/Contracts/MOUs: Creates and initiates new agreements and the renewal of agreements through the Agreement Process.

Department Liaison: Acts as the liaison for the Mayor-Council Office, Park Board, Park Divisions and community organizations

Park Maintenance and Operations District Map



Beautification Categories in Parks



South Oakcliff Alumni Bearcave @ Renaissance



Dallas Classic Baseball
Jamestown Baseball Field



White Rock Lake Foundation
White Rock Lake @ Winfrey Point



Northaven Trail
Butterfly Garden



Friends of Exall Park
Holiday in the Park @ Exall

Park Enhancements and Improvements

Dallas Classic Baseball @ Jamestown, Churchill, and Winfrey Point (Fund amenities, fund enhanced maintenance, fund irrigation improvements)

Litter and Debris Pick up

South Oakcliff Alumni Bearcave @ Renaissance

Donations

White Rock Lake Foundation, Winfrey Point Renovation

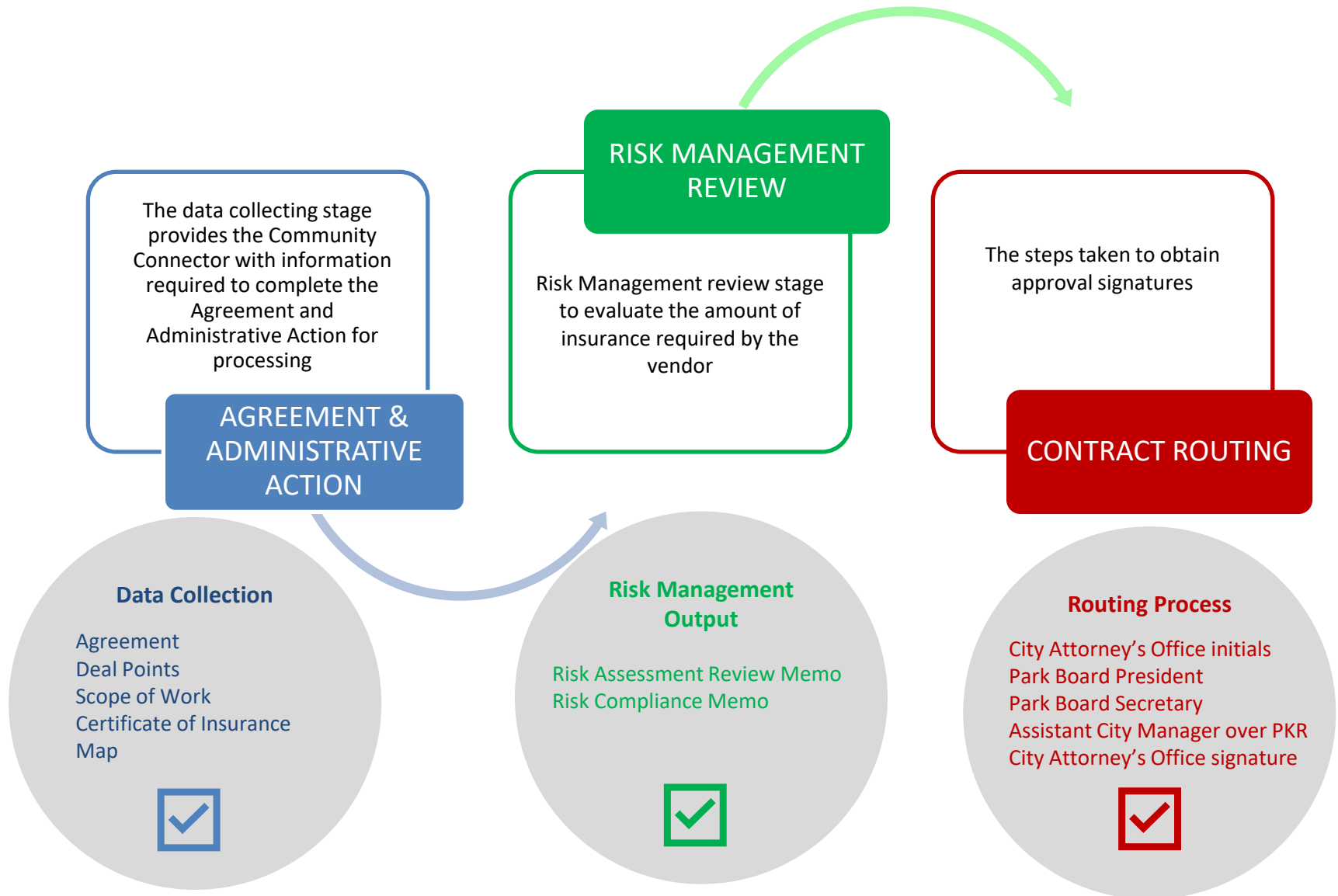
Horticulture

Northaven Trail - Butterfly Garden

Special Events

Exall Park – Holiday in the Park

Agreement Process



Community Engagement Events

Park Renaming Irene H. Trigg-Myers Prosperity Park March 15, 2023



- Renaming of Kimble Park through a monetary donation of \$50,000
- Kirk Myers (June 25, 1968 - April 4, 2023), the Park Naming Applicant and donor, renamed the park after his mother to fund park improvements

Community Engagement Events

NCAA Legacy Project/Basketball Court Ribbon-Cutting

Nash Davis

March 29, 2023

- The Final Four Legacy Court is part of the NCAA's Legacy Project initiative
- Funding granted to Dallas as one of the host cities of the women's basketball tournament



Community Engagement Events

Little Egypt Historical Marker Unveiling Paul D. Dyer Administration Building May 20, 2023

- The historical marker plaque honors African Americans who settled 30 acres in that area after the Civil War and raised families there until they were displaced in 1962
- Little Egypt family descendants attended the ceremony



Community Engagement Events

Future Farmers of America July 10 & 11, 2023

Two days of a Citywide service day at 13 Park sites, with over 1300 volunteers:

- Bachman
- Cedar Crest Trails
- Ferris
- Honey Springs
- Kidd Springs
- Kiest
- Lake Cliff
- Oakcliff Founders
- Pioneer Plaza
- The Kay Bailey Hutchinson Convention Center
- Timberglen
- White Rock Lake
- William Blair

Services Included:

- Weeding
- Mulching
- Planting
- Painting
- Litter and Debris Clean up

Volunteer Hours valued at **\$ 296,816**



Community Engagement Events

Inaugural Hispanic Heritage Celebration Kiest Park September 17, 2023

- The festival included live music, food, a classic car show, & musical performances by recording artists Monica Saldivar & Mike Gonzalez & The Iconiczz.
- Event Co-sponsored by the Huerta Family Foundation, Dallas Lowrider's and Dallas Youth Sports.



Community Engagement Events

NRPA Day of Service Lake Cliff Park Tree Planting October 9, 2023

- During the National Recreation and Parks Association Conference
- 210 Volunteers planted 125 Trees
- NRPA funded irrigation replacement of \$15,000
- Volunteer hours valued at **\$17,980**



Community Engagement Events

Cadillac Heights

Roland G. Parrish Park Renaming Event

November 14, 2023

The park is currently in the project design phase

Amenities will include:

- Athletic Field and Running Track
- Basketball Courts Pavilion
- Lighted Loop Trail
- Picnic Areas
- Playground
- Pavilion
- Open Green Space



Community Engagement Events

Northaven Trail Bridge Ribbon-Cutting December 2, 2023

- Bridge connection between existing bicycle/pedestrian trails in Dallas across the US 75 (Central Expressway) corridor just north of Royal Lane
- This new segment joins multiple regional trail connections together, including the Northaven Trail on the west side of US 75 directly to the Cottonwood Creek Trail and the White Rock Creek Trail on the east side



Community Engagement Events

Volunteers are an essential part of our Dallas Parks System. Their support and contributions help to carry out the Department's Mission:

The Dallas Park and Recreation Department's mission is to champion lifelong recreation and serve as responsible stewards of the city's parks, trails, and open spaces.



Next Steps

- Work to increase Beautification Agreements 10% annually, to grow partnerships, through beautification collaborations
- Collaborate with other departments to leverage community involvement and maximize partnership engagement
- Improve special event performance through training of maintenance staff on best execution processes
- Elevate community service projects through strategic publicity campaigns, utilizing various media platforms to elevate awareness and participation
- Increase marketing campaign in collaboration with the MAC group



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