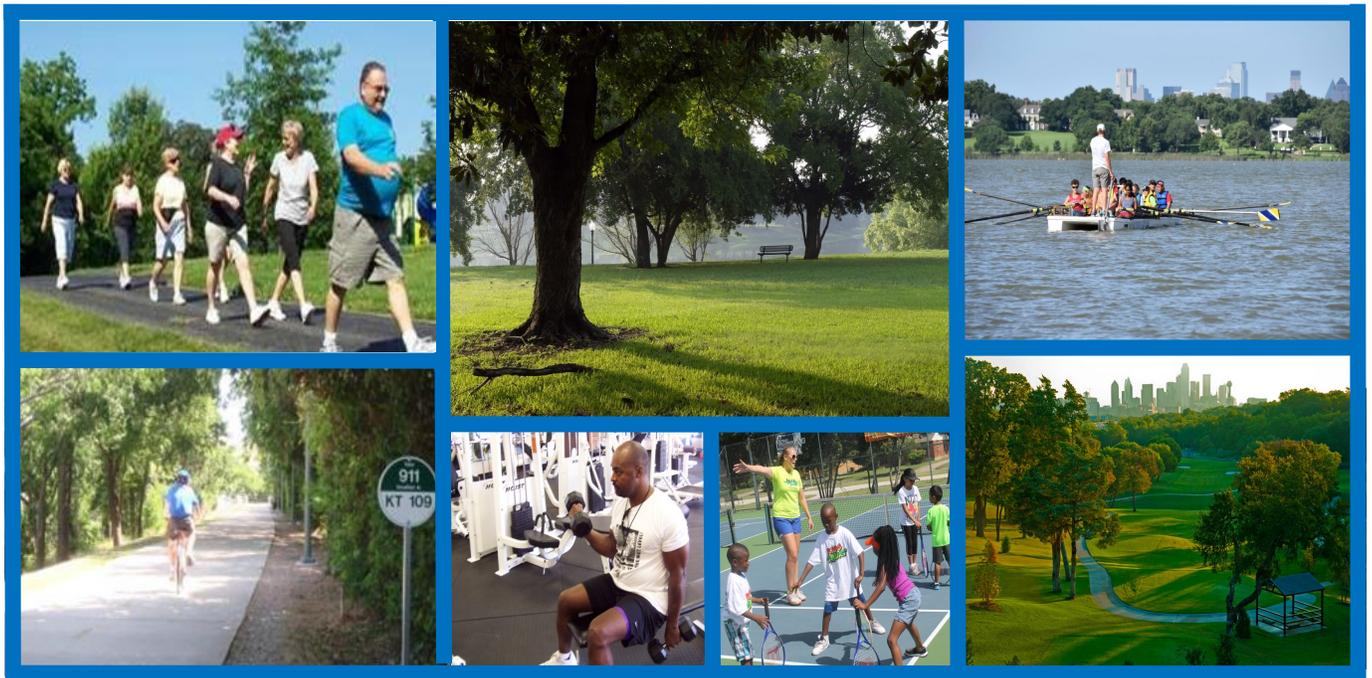


# Dallas Park and Recreation

## PRESS KIT

(Downloadable)



# DALLAS PARK AND RECREATION

## VISION

To be a premier Park and Recreation system in the United States

## DALLAS PARK AND RECREATION BOARD

The City of Dallas Charter created a Park and Recreation Department to be administered by the Park and Recreation Director under the supervision of the Park and Recreation Board.

The Park and Recreation Board is a quasi-legislative Board established in 1905 by the Dallas City Charter, Chapter XVII.

## VALUES AND GUIDING PRINCIPLES

Provide all citizens with quality programs and access to safe and well-maintained park facilities throughout Dallas, while protecting the city's natural resources and implementing the citizens' vision for quality recreational amenities.

Provide consistent standards in the design, construction, operations and maintenance of park facilities including historic parks and the delivery of core program services.

Provide citizens with opportunities for choice-driven levels of recreational experiences that are sustainable through effective pricing, thus creating lifetime customers.

Design and develop signature park facilities and programs that generate operating revenue and maximize tax dollars for developing consistent standards for neighborhood and community parks.

Establish and expand effective, equitable partnerships that maximize the City's investment and resources

## ORGANIZATION

*Five operations/program business units support our Values and Guiding Principles*

### Business Services

Manages financial and business resources needed for the department's overall operations relevant to city funds, revenues received, procurement, infrastructure and employees.

### Park Maintenance Services

Park Maintenance Services provides access to safe and well-maintained park facilities and manages our natural resources.

### Recreation Services

Creates year-round recreational programs for all ages at 42 recreation centers schools, open parks and apartment complexes. Recreation centers are actively programmed by professional staff to provide citizens with opportunities to pursue lifelong physical, social, educational, arts and leisure interests.

### Fair Park

The 277-acre park is a premier event and festival destination, hosting diverse cultural offerings, sporting events, annual festivals and first-class entertainment.

### Planning, Design and Facility Services

Provides capital management for the site and facility master planning, land acquisition, and project management of the design and construction projects to enhance parks, and recreation facilities, trails and signature parks (Dallas Zoo, Dallas Arboretum, Fair Park and Trinity River Corridor).

## BY THE NUMBERS / FY 13 — 14

**\$78** million operating budget

**6** million visitors to Fair Park

**800,000**  
recreation center visitors

**223,000** golf rounds  
played annually

**186,406** volunteer hours

**130,000** acres mowed

**7,500**  
recreation programs

**1,200**  
fulltime/seasonal  
employees

**1,100**  
trees planted citywide

**7<sup>th</sup>** largest U.S.  
park system

Contact the  
Public Engagement Office  
for stats/information  
214.670.4678

## Willis C. Winters, FAIA

Willis is a twenty-year veteran with the department and since 1998 has been Assistant Director responsible for planning and capital development for one of the largest park systems in the nation. He was the co-project director for the department's visionary and nationally recognized long-range development plan, *A Renaissance Plan*, in 2002.

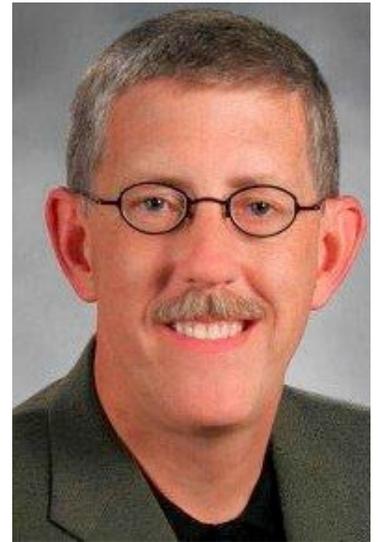
Under Winters' direction since 2013, the department has developed a new downtown park system, including Klyde Warren Park; implemented the city-wide trail network master plan; renovated and expanded numerous recreation centers; developed new exhibits at the Dallas Zoo; planned and implemented recreational amenities within the Trinity River Corridor; and guided the restoration of the National Historic Landmark architecture at Fair Park.

A graduate of the University of Texas, he has been recognized by Preservation Dallas, Preservation Texas and the Greater Dallas Planning Council with their highest awards for public service. He is a Fellow of the American Institute of Architects and is the author of six books, including *Fair Park* in 2010, and a forthcoming publication on the history of Dealey Plaza.

Winter's priorities for leading the department over the next decade include a focus on programming and recreation; enhanced park

maintenance, horticulture and forestry; partnership development; continued investment in Fair Park, the Dallas Zoo and the Dallas Arboretum as regional and national destinations; and the creation of a special events division to organize events and festivals in the city's parks.

He also emphasized the importance of staff recruitment, training and leadership development. With a slowdown in funding for capital construction, Willis said his attention can be focused on working with his leadership team to continue to build the department into one of the great park systems in America.



*"He brings the right combination of expertise and leadership to the position. He will serve the City, the department and the citizens well."*

*- Max Wells  
President, Dallas Park and  
Recreation Board*

# CONNECT WITH US!

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Park & Recreation



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## HAVE A MEDIA INQUIRY? LOOKING FOR AN EXPERT SOURCE?

Dallas Park and Recreation professionals are excited to share information about our programs and services.

Complete [interview request form](http://www.dallasparcs.org) at [www.dallasparcs.org](http://www.dallasparcs.org) or call 214.670.4678

## MEDIA CONTACT

Public Engagement/  
Media Relations  
214.670.4678

# IMAGES



**Parks**



**Senior Programs**



**Outdoor Recreation**



**Fitness/Fitness Centers**



**Indoor Recreation**

Dallas Park and Recreation maintains images of various services, programs and events. The Department and its licensors own and retain all copyright and other rights in the photos. Photos are not for sale, and they may not be sold or redistributed by anyone else. Dallas Park and Recreation grants media a limited, non-exclusive license to obtain individual photos only for editorial and news use related to the subject matter of the photos.

**Contact**  
**Public Engagement/Media**  
**Relations**  
**214.670.4678**  
***to obtain photos/information***

# IMAGES



**Fair Park**



**Aquatics/Parks**



**Urban Forestry**



**Family Attractions**



**Urban Forestry**



**Aquatics/Community Pools**

# IMAGES



**Community Outreach**



**Trails**



**Youth Recreation**



**Health/Wellness**



**Special Events**



**Park Maintenance**



**Volunteers**



**Facilities**

