



**SHARING YOUR  
LEISURE  
MOMENTS**

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**ANNUAL REPORT**  
Fiscal Year 2018-2019

 Dallas Park & Recreation  
[dallasparcs.org](http://dallasparcs.org)





## **WILLIS C. WINTERS, FAIA**

*Director, Dallas Park and Recreation Department*

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The Dallas Park and Recreation Department continues to be a leader in shaping Dallas by creating new downtown parks, aquatic centers and other facilities. Our recreation programs extended not only to youth and teens but also to our most treasured citizens – active senior adults. The nonprofit Fair Park First assumed daily operations of Fair Park, committing to bring global entertainment and sporting events to this historic landmark.

Despite our growth, some things never change: our collective passion and commitment to give residents and visitors the highest quality recreation and leisure programs. With this, Dallas Park and Recreation will remain a premier leader in the field of leisure and recreation.

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## **ROBERT ABTAHI**

*President, Dallas Park and Recreation Board*

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Like other industries, the field of parks and recreation is experiencing change – change in the kinds of programs offered, how programs are marketed and delivered to our patrons, how we design new parks and facilities, and how we use technology to connect with our communities.

While our city is expanding in so many important ways and areas — population, business, construction, technology, finance, entertainment, arts, and culture — Dallas Park and Recreation remains an indispensable influence in creating the future of leisure and recreation in Dallas – and around the world.

# DALLAS PARK AND RECREATION BOARD 2018-2019



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**Jeff Kitner**  
*District 11*



**Rodney Schlosser**  
*District 12*



**Calvert Collins-Bratton**  
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**Taylor Adams**  
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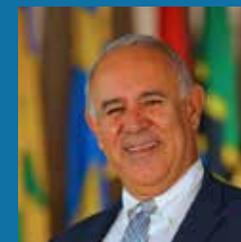
**John D. Jenkins**  
*Deputy Director*



**Oscar Carmona, CPRE**  
*Assistant Director*  
**Park Maintenance and Operations**



**Louise Elam**  
*Assistant Director*  
**Planning, Facility and Environmental Services**



**Daniel Huerta**  
*Assistant Director*  
**Fair Park and Community Services**



**Crystal R. Ross**  
*Assistant Director*  
**Recreation Services**

## 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.

## VISION

With that mission in mind, the Department's vision for the future is for a comprehensive system of parks, trails, open spaces, and recreation facilities that sustains, inspires, and invigorates.

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# SHARE YOUR MOMENT PHOTO CONTEST

Dallas Park and Recreation invited amateur and professional photographers to capture their favorite leisure moments at a park, recreation center, special event, or family attraction for the department's first-ever *Share Your Moment Photo Contest*. Forty participants submitted more than 200 eye-catching images - many of them are featured on the cover - that showcased park and recreation facilities, trails, parks, recreation programs, special events, nature, wildlife and people.

Contest winners by categories are featured here and throughout the annual report.



**2nd Place - Trails**  
Photo Credit: William Olsson



**3rd Place - Trails**  
Photo Credit: Jeff Hensley



**1st Place - Programs**  
Photo Credit: John Mina



**2nd Place - Programs**  
Photo Credit: Andy Tran



**3rd Place - Programs**  
Photo Credit: William Olsson



**1st Place - People & Activities**  
Photo Credit: Beckie Koelpin



**2nd Place - People & Activities**  
Photo Credit: Lea Zortman



**3rd Place - People & Activities**  
Photo Credit: Jennifer Glasser



**1st Place - Nature, Landscape & Wildlife**  
Photo Credit: J.A. Lopez



**3rd Place - Nature, Landscape & Wildlife**  
Photo Credit: William Olsson



**People's Choice Winner**  
Photo Credit: Maria Vincent

# ABOUT DALLAS PARK AND RECREATION



**397 PARKS**

**29,252,000**  
ANNUAL PARK VISITORS



**6 GOLF COURSES**



**256 ATHLETIC FIELDS**



**17 SPRAYGROUNDS**

**201 PLAYGROUNDS**

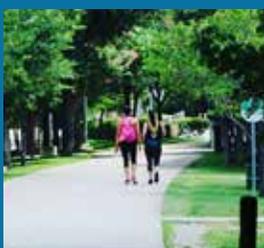


**4 DOG PARKS**



**43 REC CENTERS**

**11 POOLS**



**163 TRAIL MILES**  
57 MILES UNDER DEVELOPMENT

**20,109**  
ACRES OF  
PARKLAND

# MAJOR PROJECTS & BOND PROGRAM

New capital improvement projects are not funded from the city's operating budget, thus creating the need for cities to have local bond programs. In 2017, Bond Proposition B provided \$262 million for parks and trails improvements while Proposition C provided \$50 million for Fair Park projects. In addition, Dallas Park and Recreation's partners have committed \$159 million in match funding. The design and construction of Dallas' new aquatics centers, downtown parks, spraygrounds, recreation centers, trails and renovated recreational facilities were started or completed with voter-approved bond revenues.

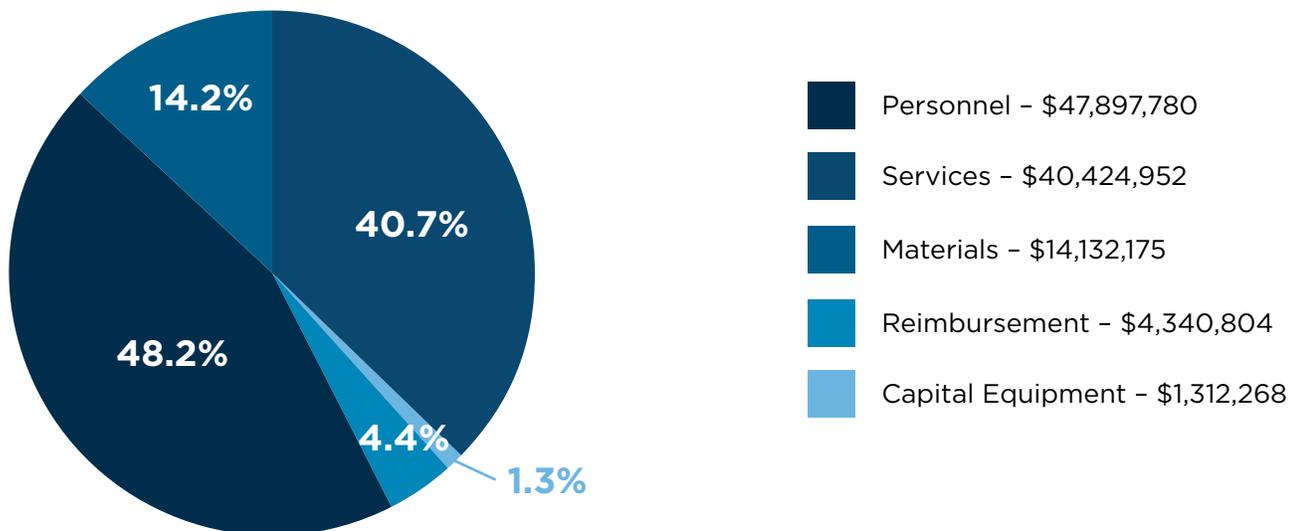
## **PROGRESS ON THE BOND PROGRAM INCLUDES**

- New spraygrounds at Grauwyler, Jaycee-Zaragoza, K. B. Polk, Kleberg-Rylie, Nash Davis and Timberglen parks
- New aquatics centers at Kidd Springs, Lake Highlands North and Tietze parks
- Start of construction for new aquatics centers at Exline and Harry Stone parks
- Bahama Beach Waterpark expansion project
- Completion of design plans and bidding for the renovation of Bachman and Thurgood Marshall recreation centers and for the addition of a gym, senior activity area and computer room at Willie B. Johnson Recreation Center
- Construction of the new Hillcrest Village Green, a cutting-edge project that replaces a shopping center parking lot with a park
- Addition of an elevator and ADA accessibility improvements at the Music Hall at Fair Park
- Completion of renovations at the Dallas Zoo & Aquarium Annex at Fair Park
- Completion of designs for facilities at Fair Park that include the African-American Museum, Coliseum, Hall of State and Music Hall
- Abatement contracts for Science Place at Fair Park
- Construction management on trail projects including Northaven Trail Phases 2A and 2B, Runyon Creek Trail Phase 2, and Timberglen Trail Phase 1

# FINANCIAL OVERVIEW

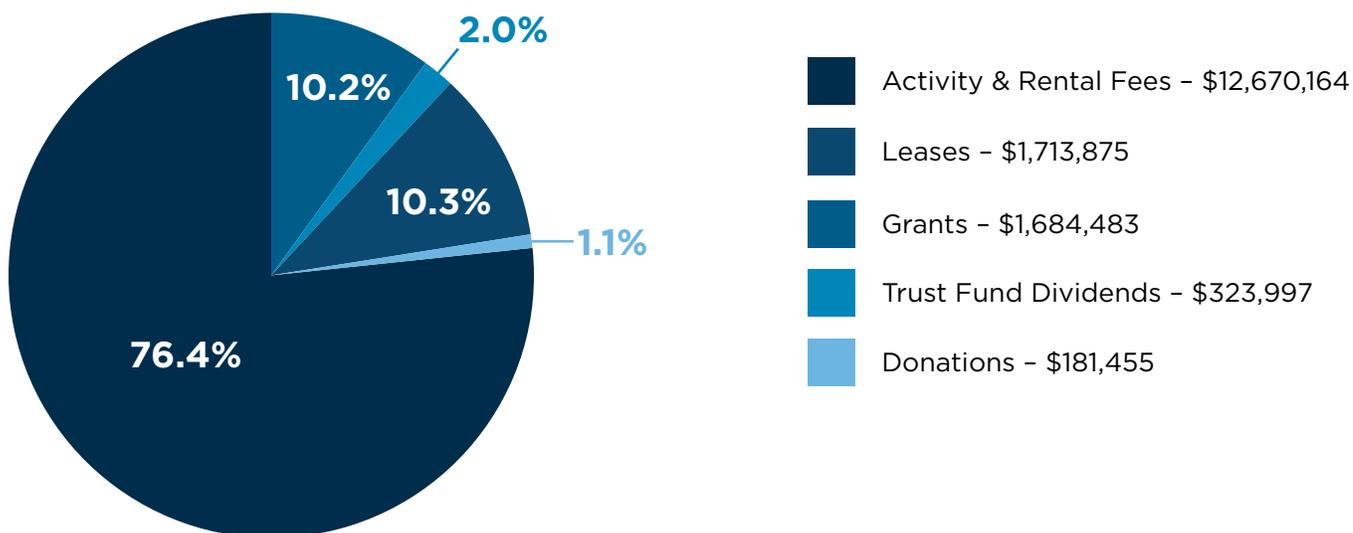
## FY 18/19 GENERAL FUND EXPENSE BUDGET BY CATEGORY

\$99,426,371



## FY 18/19 REVENUES

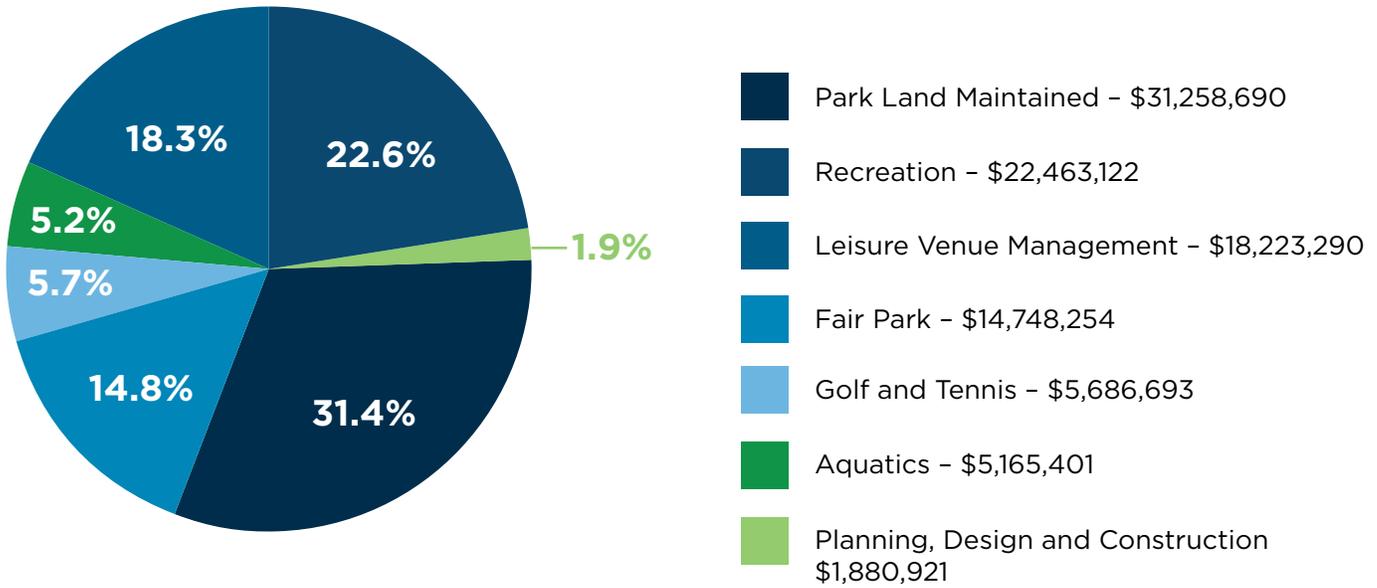
\$16,573,974



**\$350M REAL ESTATE VALUE OF PARKS**

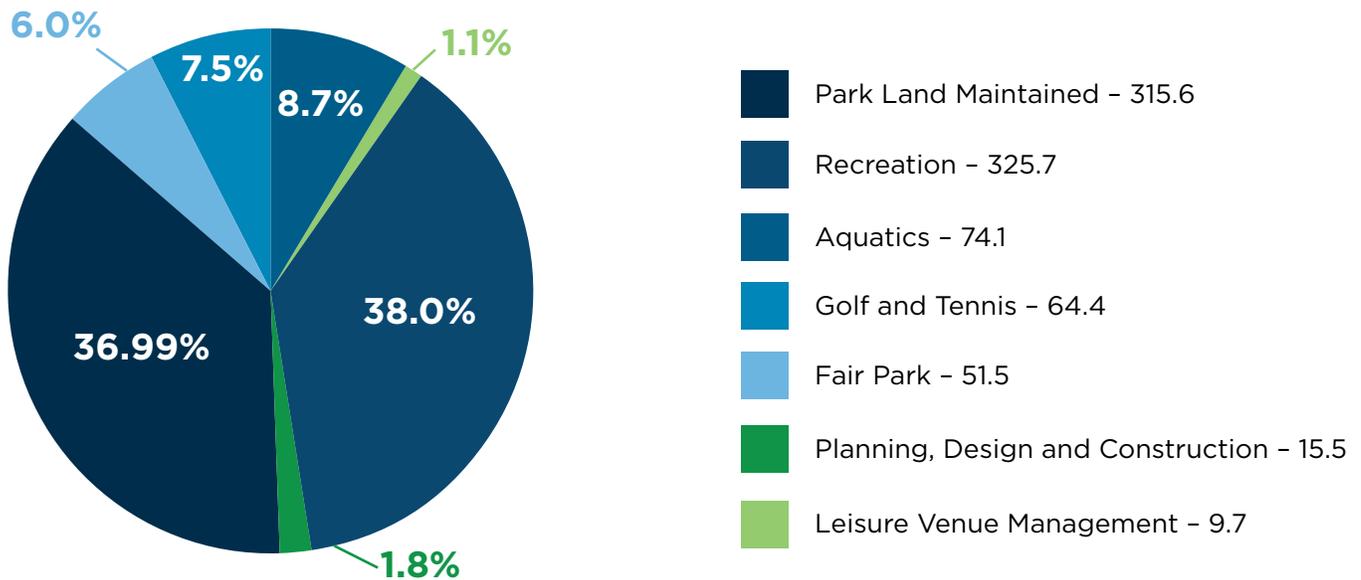
## FY 18/19 GENERAL FUND EXPENSE BUDGET BY SERVICE

\$99,426,371



## FY 18/19 FULL TIME EQUIVALENT (FTE) BUDGET BY SERVICE

856.5



**\$678M ANNUAL ECONOMIC VALUE**

# RECREATION SERVICES



## TEEN RECREATION (TRec)

Teen Recreation (TRec) offered diverse teen programs at various recreation centers across Dallas. With programs designed specifically for youth ages 13-17, they had opportunities to participate in activities such as sports, games, performing and fine arts, technology and more. In addition, the Dallas Park and Recreation Department made available free access to its fitness centers, with 272 teens participating in this fitness initiative to help improve their overall health.

**Late Night Recreation** was offered at 5 recreation centers from 7 to 11 p.m. Fridays and Saturdays from June 14 through August 24. Late Night Recreation provided recreational experiences for 2,847 teens at the following locations:

- Beckley Saner Recreation Center
- Campbell Green Recreation Center
- Lake Highlands Recreation Center
- Nash-Davis Recreation Center
- Pleasant Oaks Recreation Center

As part of a programming element, TRec also incorporated a teen camp. Two hundred twenty-five Teen Camp participants enjoyed field trips to USA Bowl, Texas Rangers, Studio Movie Grill, Dallas United Crew and more.

## YOUTH SPORTS

Youth Services Sports Division organized and managed more than 65 sports leagues with 530 registered teams and 7,000 participants. These sports programs focused on recreational play with an emphasis on fundamental skill development, teamwork and sportsmanship.

## SEL IMPACT

In collaboration with Dallas Independent School District (DISD) and Big Thought, Dallas Park and Recreation Department's out-of-school time programs continued year two of a four-year Social and Emotional Learning Initiative. More than 350 youth at five DISD campuses were introduced to positive environments that promoted teamwork, resiliency, understanding others, making positive choices and knowing one's emotions.

## TOYS FOR TOTS

Dallas Park and Recreation Department continued its annual partnership with the United States Marine Corps Toys for Tots program. Because of this partnership and the assistance of the Dallas Independent School District, more than 40,000 toys were distributed to deserving children during the holiday season.





## SPECIAL EVENTS

The department's Recreation Services Division hosts annual special events that build lasting memories for all ages. Signature events such as Pumpkins on the Plaza, Community Play Day, Cinco de Mayo, egg hunts, fishing derbies and other events attracted more than 20,000 participants and offered an array of quality leisure activities that catered to communities.

## DALLAS UNITED CREW

Dallas United Crew offered a rowing program for summer recreation campers ages 11 and older on White Rock Lake. Through this partnership, 142 campers learned rowing basics and how oar-and-paddle activities foster leadership and teamwork and empower young rowers mentally and physically.



## OUTDOOR ADVENTURES

The awarding-winning Outdoor Adventures program continued to expand, setting a record of 84 outdoor adventure trips that gave more than 1,100 youth a chance to explore the great outdoors. Adventure trips consisted of overnight camping at two different Texas State parks, mountain biking, kayaking, fishing, geocaching, nature photography, geocaching and archery.

## HEALTHY CITIES 2.0

Beginning January 2019, a collaboration between the Dallas Park and Recreation Department and Baylor Scott and White Health and Wellness Center at Juanita J. Craft made health and wellness programs more accessible to local communities. Healthy Cities 2.0 is a continuation of the long-standing relationship the two partners began almost a decade ago. It offers programs such as Healthy Kitchens cooking classes, Diabetes Self-Management courses and the National with Ease program. Currently, Healthy Cities 2.0 hosts hand-on classes at Pleasant Oaks, Timberglen, Marcus, Thurgood Marshall and Tommie M. Allen recreation centers.



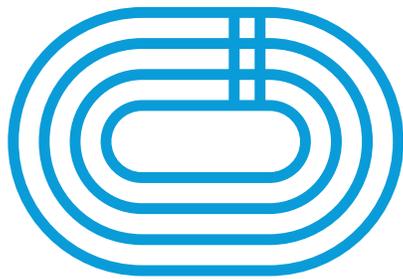
# 2019 SUMMER CAMP REVIEW

**5,356**

TOTAL CAMPERS SERVED

**15** TEEN CAMP LOCATIONS

**225** TEEN CAMPERS

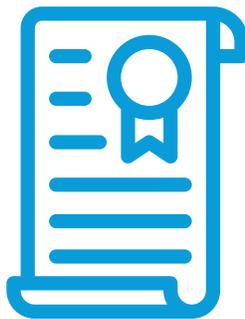


**550**  
TRACK PARTICIPANTS

**1,378**  
SEND A KID TO CAMP PARTICIPANTS

**191** SCHOLARSHIPS AWARDED

**\$46,800**  
TOTAL AWARDED



**272**

TEEN WEIGHT ROOM PARTICIPANTS



**733** FIELD TRIPS



**44%**

**225** TEEN TECH CENTER WEEKLY PARTICIPANTS



**56%**

CAMP PARTICIPANTS

**1,123** OUTDOOR ADVENTURE PARTICIPANTS



**\$19,378**

DONATIONS COLLECTED THROUGH WATER BILL INSERTS FOR SAKTC (SEND A KID TO CAMP)

**344** SENIOR SUMMER CAMPERS

**5 SENIOR CAMP LOCATIONS**



# PARK MAINTENANCE AND OPERATIONS



## **Forestry and Reforestation**

More than 600 trees throughout Dallas parks were gravely damaged in June 2019 by high winds and torrential rains. The cost to replace the losses was estimated at \$1.25 million. Plans to reforest city parks began immediately with the department's Branching Out program. Through Branching Out, the department's goal is to plant more than 500 trees by spring 2020.



## **Park Ranger Program and Trail Patrol**

Park Rangers patrolled parks and trails to ensure guests enjoyed their leisure time and encouraged their compliance with park regulations. With authority to issue citations, the Rangers joined with City of Dallas Animal Care Services and Dallas Police Department in the annual loose dog sweep. The addition of two team members helped the Rangers set a record high of 19,050 annual park visits.



## **Target Corporation and U.S. Soccer Foundation Partnership**

Target and the U.S. Soccer Foundation's joined with Dallas Park and Recreation to unveil new mini-pitches at Lake Cliff, Marcus, Martin Weiss, Gateway and Garrett parks. The new play spaces - built on underutilized tennis courts - are the latest development in the U.S. Soccer Foundation's "It's Everyone's Game," a national movement to ensure children in underserved communities enjoy the health and youth development benefits of soccer.



### **Certified Landscapes**

The Certified Landscapes Program promoted the importance of wildlife habitats in parks. To improve the environments for a variety of wildlife species, the department expanded park wildflower areas by 20 acres. Ten landscaped gardens and native areas were certified as Monarch Waystations. Program outreach efforts included the creation of Adopt-a-Prairie standards, Adopt-a-Prairie brochure and flier, website stories and adoption signage.



### **Robotic Mower Pilot Program**

Self-operating, electric mowers helped park staff keep turf heights short with minimal turf removal and reduce soil thatch to produce quick-decomposing mulch that resulted in healthier soils. With electric mowers being used at designated parks, Park Maintenance and Operations monitored operational demands, tracked maintenance demands/costs with conventional equipment and determined the feasibility of operating in a variety of various public park settings.



# AQUATICS

With the opening of three new aquatics centers at Tietze, Kidd Springs and Lake Highlands North parks, Dallas Park and Recreation's six resort-styled facilities offered visitors a cool oasis from the summer heat. The new facilities continued the department's implementation of its aquatics master plan for creating state-of-the-art facilities throughout the city.

Before the 10-week aquatics season began, the department launched its first early-bird season promotion, selling 1,940 passes to its Cove, community, and neighborhood aquatic venues.



**Kidd Springs**



**Tietze**



**Lake Highlands**

## AQUATICS REVENUES

**175,567**

AQUATIC CENTER VISITORS

**1,164 LEARN-TO-SWIM  
SCHOLARSHIPS AWARDED**

**68,483**

COMMUNITY  
POOL VISITORS

**4,464**

SWIM LESSONS HELD

**\$716,536**

BAHAMA BEACH  
REVENUES

**3,650**

SEASON PASSES SOLD

# VOLUNTEERS

Families, individuals, community groups and corporate employee teams were among the 4,000 volunteers who donated 326,927 hours assisting park and recreation staff. The monetary value of the volunteers' contributions was estimated at \$8,209,129.

“Volunteering warms the heart and keeps you smiling. I hope other people will get out and volunteer,” said 90-year-old Mille Titus, who staffs the front desk 18 hours a week at Larry Johnson Recreation Center. For her and others' contribution, they were special guests at an appreciation luncheon held in their honor.



# PARTNERSHIPS

Dallas Park and Recreation Department partners with community groups, nonprofits, agencies, corporations, and businesses to assist in program development, construction and beautification projects, along with fundraising and more! Our partnerships are what make our department among one of the most dynamic park and recreation departments in the nation!

## AGENCY PARTNERS

Dallas Park and Recreation has recognized partnerships with other agencies to provide various resources in support of programs and construction projects.

## COMMUNITY PARTNERS

The Dallas Park and Recreation Department has joined with community groups across the city. These important collaborations assist the department with fundraising to support facility and park improvements, provide monetary or in-kind services to offset program and event costs as well as park beautification and cleanup projects.

## DEVELOPMENT PARTNERS

Dallas Park and Recreation has established development partnerships with nonprofits, agencies, corporations and businesses. These partners provide significant funding to support programs, purchase land or fund construction projects.

## MANAGEMENT PARTNERS

Established public-private partnerships with nonprofits, agencies, corporations and businesses for the management of city-owned venues and facilities enable the department to provide specialized programs and activities.

**Dallas Park and Recreation leverages over \$75 million annually in partnership operating funding to supplement its approximately \$100 million annual budget.**

# ON THE HORIZON

Dallas Park and Recreation Department completed momentous projects and earned bragging rights for our collective efforts and achievements.

We managed staffing and budgetary challenges and introduced imaginative recreation, fitness, and wellness programs and services for all ages. We broke ground and cut ribbons for new recreation centers, aquatics facilities and trails. We introduced automated technology to remotely control athletic field lighting and smart irrigation with cloud-based applications to water our parks more efficiently.

Dallas Park and Recreation is moving into a new leadership era. During this transition, the department will continue to remain passionate, engaged and fully committed to providing patrons, visitors and our communities with the highest quality of recreational and leisure services.



Dallas Park and Recreation Administration  
1500 Marilla St.  
Dallas, Texas 75201  
(214) 670-4100

Business and Financial Services Division  
(214) 670-4100

Park Maintenance and Operations Division  
(214) 670-1923

Planning, Facility and Environmental Services Division  
(214) 670-4100

Recreation Services Division  
(214) 670-8847

Marketing and Communications  
(214) 670-4678

Athletics, Events and Reservations  
(214) 670-8740

Bachman Indoor Pool  
(214) 670-6273

Bahama Beach Waterpark  
(214) 671-0820

Dallas Aquatics  
(214) 670-1926

Golf, Tennis and Leisure Venue Services  
(214) 670-8520

Southern Skates Roller Rink  
(214) 670-1190

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2nd Place – Nature, Landscape & Wildlife Category – Photo Credit: Bradley A. Solov