

FAIR PARK

PROSPECTIVE FUTURE TENANTS

REQUEST FOR INFORMATION

DALLAS, TEXAS

Fair Park First is seeking Request for Information (RFI) from organizations interested in opportunities for tenancy at Fair Park. This RFI is intended to attract business owners and institutions who share a common vision and innovative ideas for activating Fair Park.

Proposals will be considered for uses such as recreational, civic, cultural, educational, entertainment, arts, retail, food and beverage, and other park activating uses.

FAIR PARK HISTORY

Fair Park is a 277-[acre](#) park campus located in [Dallas, Texas](#). Fair Park is approximately three (3) miles southeast of downtown Dallas and is registered as a [Dallas Landmark](#) and [National Historic Landmark](#). Fair Park hosted the Texas Centennial Exposition in 1936 and most of the Art Deco Buildings were built in preparation for the celebration of Texas' Centennial. The State Fair began in 1886 on land donated to the City of Dallas. Over the years the Park has grown to include many cultural institutions including performance venues, museums and sports stadiums. The historic Cotton Bowl sits majestically inside Fair Park serving as one of the identifiable landmarks that populate the landscape. The Hall of State and the Tower Buildings evoke historic milestones and reflect the many cultures inhabiting Texas.

BACKGROUND

In 2017 & 2018 the City of Dallas fostered a competitive process to determine which non-profit organization, with experience and intent, would manage Fair Park as a Private Professional manager. Fair Park First was selected through a lengthy evaluation, review, and public process to become the City of Dallas' partner. Our team comprised of Spectra, Biederman Redevelopment Ventures (BRV), In The City For Good and Fair Park First was selected and awarded the contract on October 24, 2018.

The structure of team outlined in the City of Dallas' solicitation, as recommended by the Mayor's Task Force, required the Privatization to be led to be a non-profit organization. After the transition period Fair Park First began the daily management of Fair Park on January 1, 2019. Fair Park First has engaged Spectra through a sub-management agreement to serve as the daily operator. BRV and In The City For Good are providing defined services and scopes of work related to park programming, community outreach & engagement, and master planning through sub-consulting agreements.

FAIR PARK FIRST

Fair Park First, a 501c3 non-profit, has entered a 20-year Management Agreement with the City of Dallas as Private Managers of Fair Park. Fair Park is home to many resident institutions, such as the African American Museum, Dallas Summer Musicals, Texas Discovery Gardens and the State Fair of Texas, in addition to many other major events and daily attractions. As the Manager of Fair Park, Fair Park First sets policy and direction with Spectra as the Operator.

Fair Park First has adopted four key pillars; Activation, History, Community and Culture.

- **Activation** involves bringing more visitors to the park on a daily and weekly basis for community programming, recreation and events.
- **History** respects and protects Fair Park's National Historic Landmark status, with the largest collection of Art Deco architecture on one campus, while also being home to historically significant venues and events.
- **Community** requires a deeper connection to the local neighborhood residents in significant, thoughtful and sustainable ways creating a mutually beneficial relationship.
- **Culture** enhances the current resident institutions, the collection of period visual and tactile art, as well as, creating a new destination for residents near and far.

It is our intent to repopulate various unoccupied historic facilities on campus with unique offering unlike anything in the Dallas-Fort Worth Metroplex. Fair Park First is seeking organizations and operators that share in the collective vision that Fair Park is the crown jewel of the City of Dallas Park Systems, shining brightly as a destination for locals and visitors alike. Fair Park First desires operators that understand the dynamics of a year-round destination and who maintain and update their operations to attract new and repeat visitors.

Fair Park and its buildings are owned by the City of Dallas and managed through a Public-Private Partnership. As such, Fair Park First asks that all potential organizations include diversity and equity opportunities in all contracting and purchasing activities for the life of the lease term. We are also requesting that organizations understand the importance of inclusion and be willing to welcome all residents and visitors to the Park and their respective venues. It is a new day at Fair Park and our goal is to have the property be representative of the entire community.

PARTNERS

Fair Park First, as manager, along with Spectra as Operator, have engaged Biederman Redevelopment Ventures (BRV) as park programming partners. BRV will be updating the master plan, creating activities and events, and identifying possible locations for Neighborhood Parks and additional green space opportunities.

To ensure that proposed usages align with the activation, historical preservation, and cultural goals at Fair Park, a process has been developed to evaluate the viability of proposed uses and establish an initial timeline for the Fair Park First Board consideration and approval. Outlined below is an overview of the process and the anticipated timeline for the Fair Park First Board to review and make its recommendations:

Available Facilities

The following buildings are currently unoccupied on the Fair Park campus:

Women's Building

- **68,175 square feet**

Science Place 1 (Building, Imax Theater, Exhibition Hall)

- **155, 980 square feet**

Museum of Natural History

- **31,950 square feet**

REQUEST FOR INFORMATION (RFI)

To be considered as a possible long-term tenant at Fair Park respondents are required to provide Fair Park First with the following:

- The official name, address, contact information and type of business/entity that is applying for a potential lease at Fair Park
- Vision and Mission Statements
- An Executive Summary, detailing the anticipated usage and purpose for the specific property they are interested in occupying (facility usage concepts should look to drive incremental attendance and/or enhance the cultural, recreational and entertainment offerings at Fair Park)
- Proposed renderings and/or plans, including anticipated square footage needs, for facility improvements
- Demonstrated ability to fund any and all costs related to submittal of a proposal including, but not limited to, permit, design, application fees, etc. arising from the FRI process
- The minimum requested lease term
- A detailed business plan inclusive of the following:
 - Management Team – Bios and resumes
 - Partners
 - Consultants
 - Investors
 - Financiers
 - Company history – list of all current locations
 - Products and Services
 - List and description of offerings
 - Price Points
 - Strategy
 - Financial plan
 - Revenue Forecast with Financial Highlights
 - A proposed organizational chart for full and part time positions including administrative, operations, marketing, event coordination, and security for foundations and institutions:
 - An outline of anticipated fundraising initiatives and list of potential or existing supporters/donors
 - Last year's 990 Form
 - Profit and Loss projections
 - Budgets: Build out, startup runway, operational
 - Sources of capital
 - Marketing plan – Position, pricing, promotions, etc.
 - Anticipated annual attendance
 - Target Markets

- Market overview and needs assessment
 - Market competition and SWOT analysis
 - Design philosophy
 - What is the look feel, aesthetic of your proposed business?
 - Mood Board encouraged
 - Milestones
 - Proposed timeline to opening date and operations
- An operational sustainability plan to ensure proper facility maintenance and operations including monthly lease obligations and utility costs
- A contingency plan for potential shortfalls in funding and/or revenues
- Acknowledgement that the potential tenants will be solely responsible for their own event related expenses including parking/street closures, security, and cleaning/janitorial. In addition, tenants must be willing to share in expenses related to coordinated events on the Fair Park campus
- A demonstrated ability to adhere to National Historic Landmark and City of Dallas Landmark Commission rules, regulations, and historical preservation requirements
- Acknowledgement that potential tenant understands Fair Park is a multi-purpose entertainment complex and their anticipated usage must work within/complement the revised Master Plan and new neighborhood park(s). As such, access to facilities and parking areas may be limited during certain events/times
- The ability for Fair Park First/Spectra to utilize, and/or rent to a 3rd party, any leased facility, free of rental charges, for a mutually agreed upon number of annual events
- Applicants should respond to each of the requests outlined above

Questions and Requests for Information

- Questions, requests for clarification, additional information, etc should be addressed in writing to: Brian.Luallen@fairparkfirst.org

Submittal Instructions

- Submit your proposal packet in PDF format to: Brian.Luallen@fairparkfirst.org

INITIAL RFI PROCESS/TIMELINE

- During the initial round of long-term tenant consideration respondents will have sixty (60) days, beginning August 15, 2019, to submit the above mentioned RFI materials.
- Site tours of available facilities shall be scheduled for qualified respondents on an as needed and approved basis during the month of September, 2019.
- Materials must be received by October 15, 2019.
- Fair Park First reserves the right to extend RFI period. If RFI period is extended all submittals will have the opportunity to update their proposals, if desired. Any submittal after the close of the RFI process shall not be considered.
- Respondents may be required to give an oral presentation of their proposal in an interview session with FPF representatives. Interviews are at the sole discretion of FPF and may or may not be scheduled.

REVIEW PROCESS

- Fair Park First will determine, through 3rd party commercial real estate firm, the market value of select unoccupied buildings on the Fair Park campus

- From October 15, 2019 through November 15, 2019 Fair Park First will review the RFI submissions, determine if the appropriate information has been provided, and notify respondents if additional information is required
- During the period from December 1, 2019 through February 30, 2020 Fair Park First, in conjunction with its partners Spectra and Biederman Redevelopment Ventures, will assess the submitted materials to determine the feasibility of each proposed usage based on the following general criteria:
 - Integration into the updated Master Plan for Fair Park
 - Commercial viability and the ability to increase Fair Park visitors and revenue opportunities
 - Enhancement of cultural offerings and unique entertainment options
 - Long term sustainability
 - Alignment with City of Dallas BID goals
 - Completeness of response to the RFI process as outlined in this package

Selection and Notification

- On or before February 30, 2020 Fair Park First will make its recommendations to the FPF Board for approval
- Selected and Non-selected respondents will be notified of the status of their proposal via email on March 1, 2020

Final Approval

- Upon Fair Park First Board approval proposed plans will be submitted to the City of Dallas Park and Recreation Department and Landmark Commission for review and recommendation and approval by the Dallas City Council
 - Timeline for review and final approval by the above TDB
 - Once a final selection has been vetted and approved by the above, all decisions are final and not subject to dispute or appeal