



FAIR PARK
MAGNOLIA LOUNGE AND MARGO JONES THEATRE
AND
FAIR PARK BAND SHELL
PROSPECTIVE FUTURE TENANT
REQUEST FOR INFORMATION
#7-082022.1

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Response due: September 19, 2022, 2pm

Fair Park First is publishing a Request for Information (RFI) for organizations interested in opportunities for tenancy at Fair Park's Magnolia Lounge and Margo Jones Theatre and the Fair Park Band Shell. 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

Fair Park is a 135-year-old public park approximately three (3) miles southeast of downtown Dallas on a 277-acre plot of land. The Park has an impressive list of accolades—the site of the 1936 Texas Centennial Exposition and the 1937 World's Fair, one of the largest collections of Art Deco art and architecture in the United States, and a National Historic Landmark on par with the Alamo.

Fair Park is a complex site with a complex history. Fair Park was originally established in 1886 as the grounds for the first State Fair of Texas—now the largest state fair in the country. In 1904, the land was acquired by the City of Dallas and became Dallas's second public park and one of the nation's largest urban parks at the time. Over the ensuing decades, the campus continued to evolve and grow with the addition of a 3,500-seat theater, livestock coliseum, and the acclaimed Cotton Bowl, which at the time was the largest stadium in the South.

The site's biggest transformation came in 1936 when Fair Park was selected to host the Texas Centennial Exposition, celebrating the 100th anniversary of Texas's independence from Mexico. Within fourteen months, the campus transformed from an early twentieth-century fairground into a crowning example of Art Deco and "Texanic" design. The campus saw the addition of several new buildings for the event as well as the renovation of existing structures to match the new Art Deco style of the Park. Among the improvements to the Park, included the addition of hundreds of murals and sculptures by renowned artists and craftsmen from across Texas and abroad. Dallas's first Cultural District was established on the ground that included an art museum, aquarium, outdoor amphitheater, and a natural history museum, among others. After the '36 and '37 world's fairs, approximately 40% of the art and architecture were removed or torn down. The remaining structures became event and performance venues, cultural attractions, sporting arenas, and museums.

FAIR PARK FIRST

Since 1988, the City of Dallas's Parks and Recreation department managed the Fair Park campus. In 2017 and 2018 the City of Dallas fostered a competitive process to select a non-profit organization that would manage Fair Park. Fair Park First was selected through a lengthy evaluation, review, and public process to become the City of Dallas' partner. Fair Park First, in partnership with Spectra (now OVG360), Biederman Redevelopment Ventures (BRV), and In The City For Good, was selected and awarded the contract on October 24, 2018.

After the transition period, Fair Park First began the daily management of Fair Park on January 1, 2019. Fair Park First 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 public programming, community outreach, and park-related project management through sub-consulting agreements.

Fair Park First, a 501(c)(3) 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 OVG360 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.

Fair Park and its buildings are owned by the City of Dallas and managed through a Public-Private Partnership. Fair Parks First intends to repopulate various unoccupied historic facilities on campus with unique offerings 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 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.

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's 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 available for tenancy:

- **Magnolia Lounge and the Margo Jones Theatre** Approximately 6,100 square feet
- **Fair Park Band Shell** Approximately 7,175 square feet

MAGNOLIA LOUNGE AND MARGO JONES THEATRE

The Magnolia Lounge that houses the Margo Jones Theatre is located at 1121 First Avenue, Dallas, TX 75210. It is approximately 6,100 square feet with a capacity of 100 in the theatre. Originally the hospitality lounge for the Magnolia Petroleum Company (Mobil), the Magnolia Lounge is the only building on campus with a modern design and is considered the first International-style building built in Texas. It was built by renowned Swiss architect William Lescaze, a pioneer of modernism in American architecture, in 1936 for the Texas Centennial Exposition.

In 1947, the building was converted into a theater where American theater icon, Margo Jones, launched the American Regional Theater movement and the first professional arena theater (theater-in-the-round) in the country. Between 1947 and 1955 Margo Jones produced 85 plays - some were classics, others original works by such playwrights as the then-unknown Tennessee Williams. After her sudden death in 1955, the theater closed shortly after and reopened in the 1980s and 1990s as a visitors center for Fair Park. It currently houses the offices of the Friends of Fair Park and the theater space is available to rent for outside theatre groups and productions.

FAIR PARK BAND SHELL

The Fair Park Band Shell is an open-air theater located at 1465 1st Ave, Dallas, TX 75210 and is approximately 7,175 square feet. The shell itself is made of concrete with a stage that is 30 feet deep and has a 50-foot frontage. Behind the shell is a building with dressing and rehearsal rooms. In front of the shell is a fan-shaped audience area that rises to an elevation of 25 feet in the back with over 3,800 permanent seats. The Fair Park Band Shell was designed for the 1936 Texas Centennial by noted Dallas theater architect Scott Dunne. The design is a smaller version of the iconic Hollywood Bowl in Los Angeles and features Art Deco concentric arches illuminated with neon and a back-of-house building in the Streamline Moderne style. The Band Shell has been a home for premier arts and entertainment like Shakespeare Dallas, Opera Under the Stars, and the beloved bird show hosted during the State Fair of Texas. It currently houses the offices of the Dallas Winds and is available to rent for outside groups and productions.

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 all costs related to submittal of a proposal including, but not limited to, permit, design, application fees, etc. arising from the RFI 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
 - 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 a list of potential or existing supporters/donors
 - Last year's 990 Form, if applicable
 - 5-year Profit and Loss projections
 - Budgets: Buildout, 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, and 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
- 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/OVG360 to utilize, and/or rent to a third 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: Alyssa Arnold at alyssa.arnold@fairparkfirst.org

SUBMITTAL INSTRUCTIONS

Submit your proposal packet in PDF format to: Alyssa Arnold at alyssa.arnold@fairparkfirst.org

REVIEW PROCESS

- Fair Park First will determine, through a third party commercial real estate firm, the market value of select unoccupied buildings on the Fair Park campus
- Fair Park First will review the RFI submissions, determine if the appropriate information has been provided, and notify respondents if additional information is required
- Fair Park First, in conjunction with its partners OVG360, 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

- 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

FINAL APPROVAL

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