



White Rock Hills Community Recreation CENTER

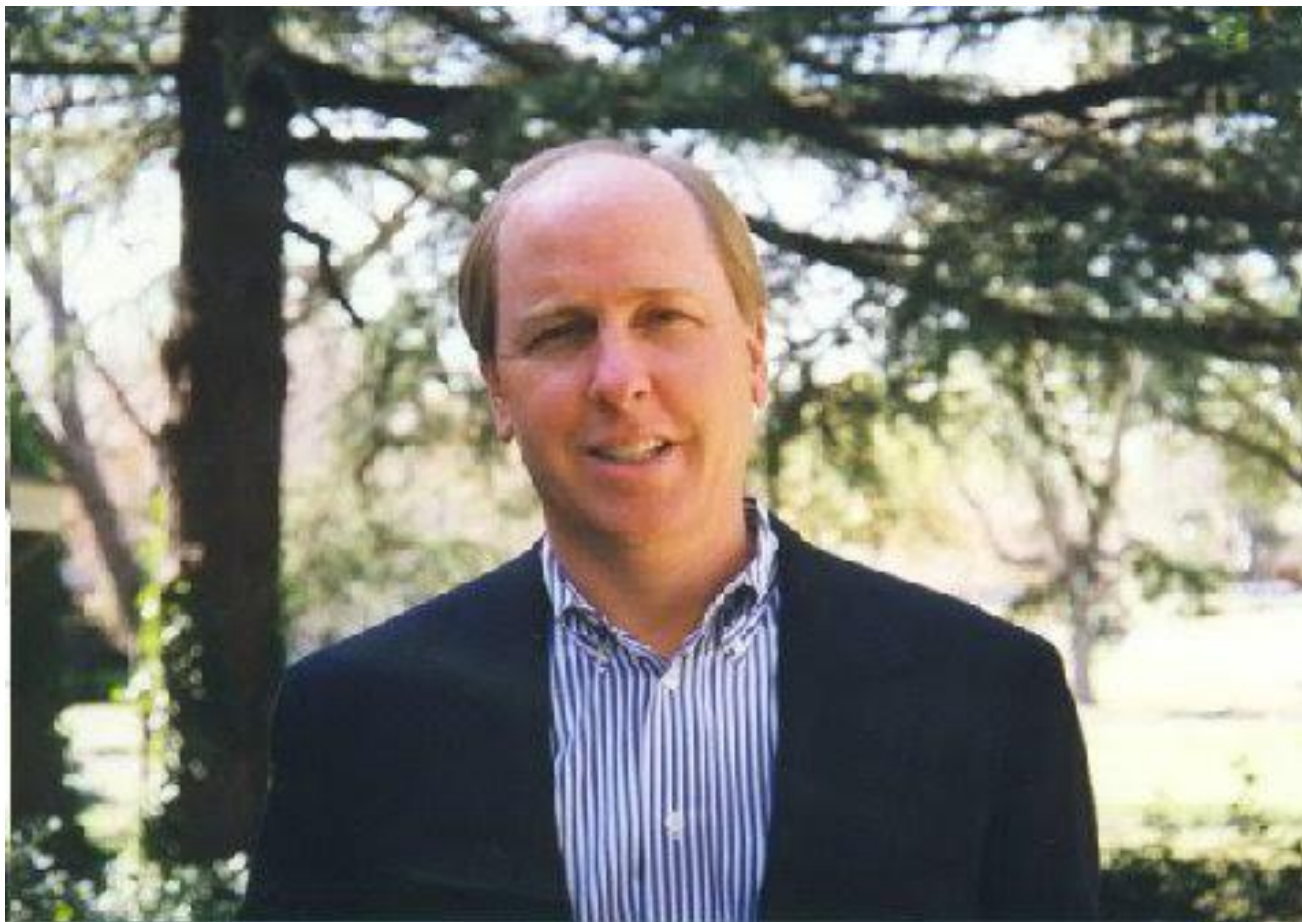
FRI Community Connection
Semi-Annual Town Hall
Meeting
9.19.2016



Our meeting tonight is dedicated to our friend

J. T. Walker

1937-2016



And, we remember our friend,

Keith Paul Young
1958-2016

Thank You!



Baylor Scott & White
MEDICAL CENTER

For being a \$10,000
FRI Founder's Circle Member.
We appreciate you!

AGENDA

- 6:30 Connect With Friends & Neighbors
- 6:50 Announcements
- 7:00 Reports & Briefings
- 7:10 WRH Community Recreation CENTER
- 7:50 North Texas Giving Day—Give For Good
- 8:02 Upcoming Events
- 8:07 Adjourn



**We
Support
Our Dallas
Police Officers**



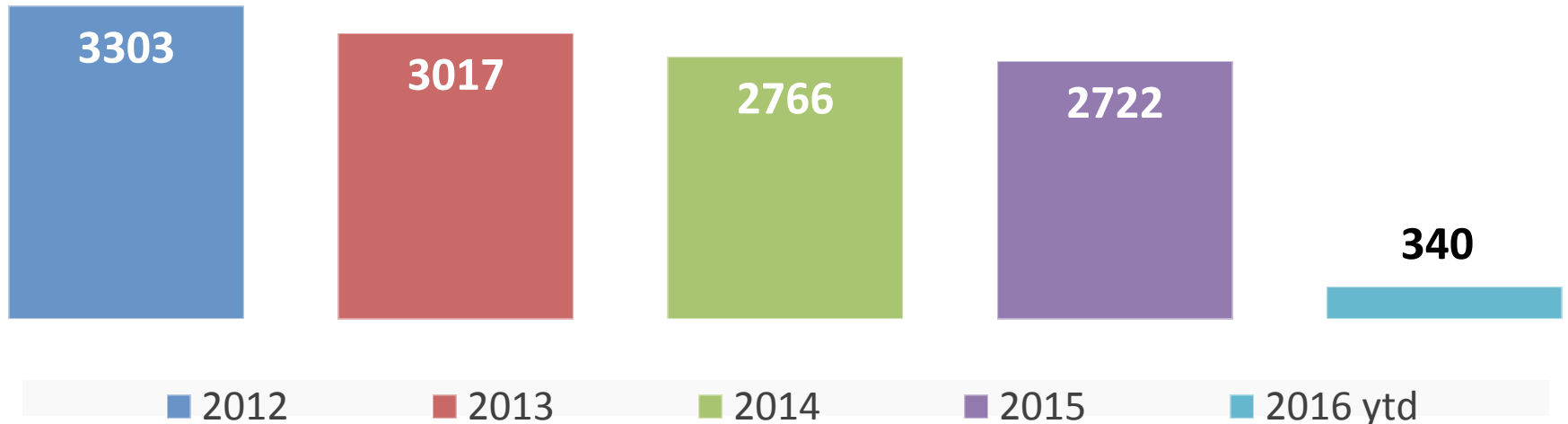
**Buy a yard sign
to show your
support for
DPD and FRI!
Proceeds
will benefit
DPD and FRI**

**FRI COMMUNITY CONNECTION
SPECIAL EVENT ON SATURDAY, OCTOBER 1
10:00 A.M. – 2:00 P.M.**

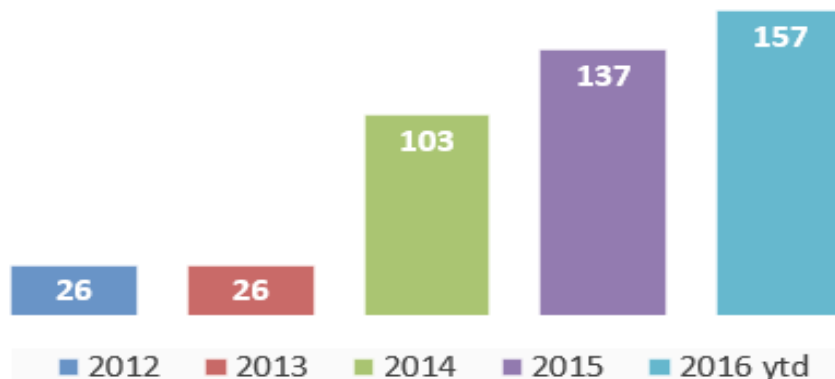
**Ferguson Glen Shopping Center
Lakeland @ Ferguson**

FRI CRIME REPORT

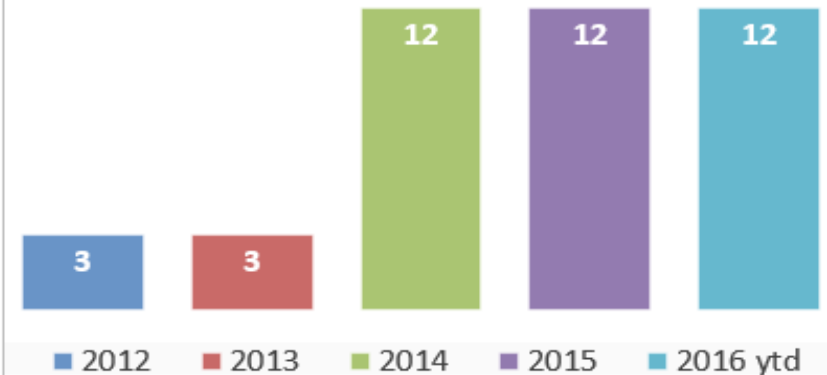
Part 1 Offenses – Violent Crime



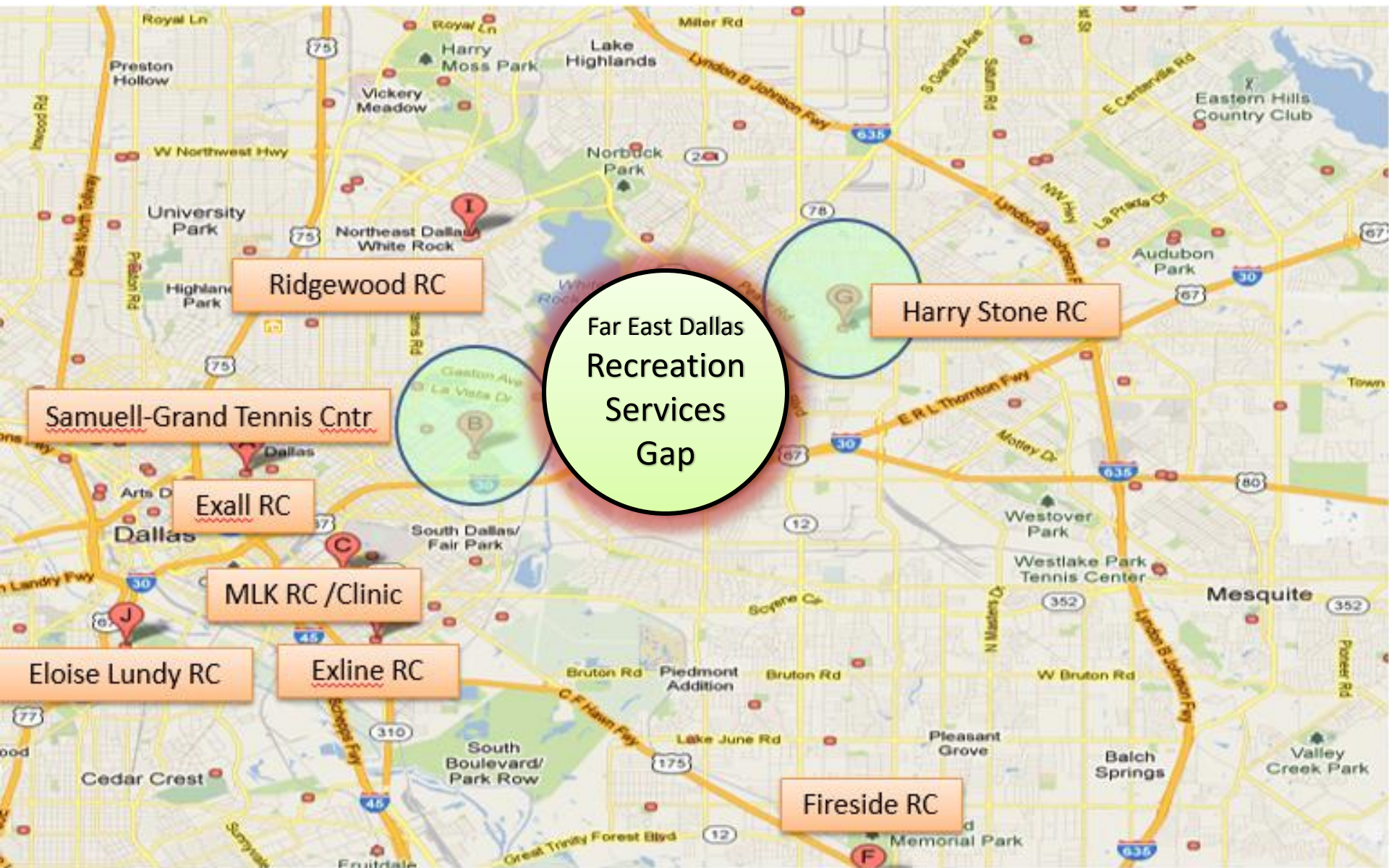
VOLUNTEERS IN PATROL



CRIME WATCH GROUPS



WRHRC BIG PICTURE: RECREATION GAP MAP





Demographics

- The current 2014 population is 91,256.
- The current number of households is 36,542.
- 45% of homes are owned, 43% are rentals
- The median age is 32.3.
- The median household income is \$40,160.

A young boy with dark hair, wearing a blue Boy Scouts of America uniform shirt with a yellow and blue striped neckerchief, is looking down and holding a red flag. The flag has white text and a logo. In the background, other people in similar uniforms are partially visible.

Demographics

- Approximately 50% of the population is employed in the service industry.
- Only 18% of the adult population has a college degree.
- The fastest growing population is Youth and Seniors.

Demographics



- There are approximately 23,000 children in the FRI service area.
- 7,000 children under 5, and 16,000 between 5-19.
- 2014 ethnicity is 30% White, 20% Black, 46% Latino, 4% Other.
- 1500 at-risk youth live within walking distance of the site.

CENTER PROGRAM RECOMMENDATIONS

EDUCATION

- STEAM: Science, Technology, Engineering, Arts, and Math
- Creative Arts: Painting, Drawing, Sculpture, Drama, Dance.
- Ageless learning

ENVIRONMENT

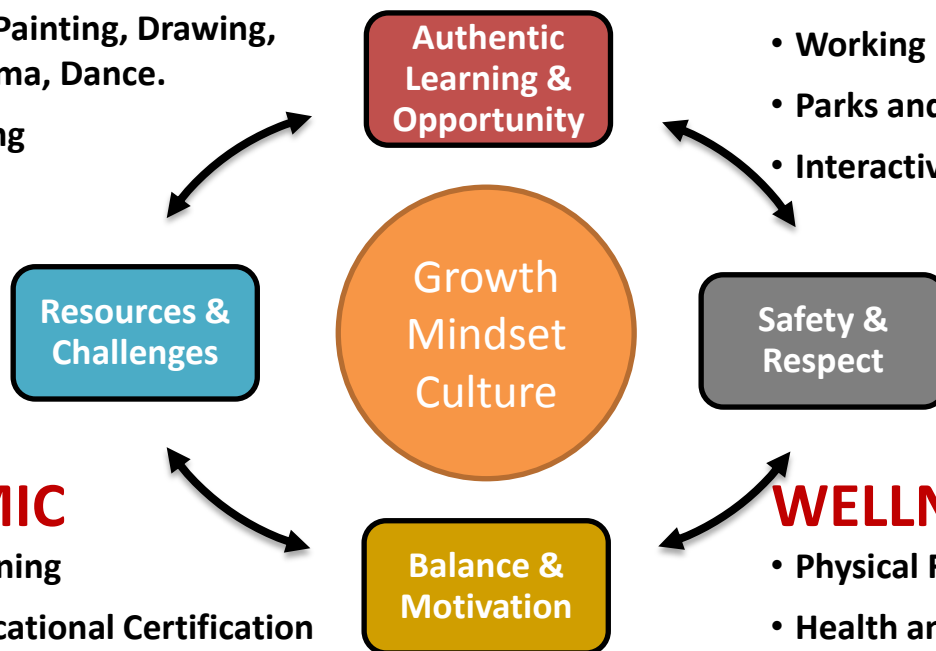
- Public Safety Programs
- Outdoor Learning/Recreation
- Working Urban Farm
- Parks and Trails
- Interactive Water Features

ECONOMIC

- Job Skills Training
- Trade and Vocational Certification
- Small Business Incubation
- Quality Business Catalyst
- Mixed-income housing
- Mixed-use destination

WELLNESS

- Physical Fitness Programs
- Health and Nutrition Programs
- Disease Prevention/Monitoring
- Martial Arts
- Mindfulness
- Meditation & Yoga



WRHRC SITE DEVELOPMENT CONCEPTUAL PLAN



WHITE ROCK HILLS RECREATION CENTER AND SURROUNDING DEVELOPMENT



JACOBS

WRHCRC CONCEPTUAL SITE PLAN



The background of the slide is a photograph of a sun-dappled forest path. A blue header bar is positioned at the top right, containing the title text. A white arrow graphic points from the left edge of the blue bar towards the center of the slide.

What makes the CENTER Special?

- **Iconic Architecture**
- **Celebrates Site Topography**
- **Connect to Trinity Forest Spine Trail**
- **Outdoor Environment / Pedestrian Connectivity**
- **Encourage Economic Development**
- **Unique Program Partnerships**
- **Ties into White Rock Lake and Tenison Golf Course, Samuel Grand Tennis and Aquatic Center**
- **Urban Farm**
- **Interactive Water Features**
- **Amphitheater for Concerts and Gatherings**

WRHCRC Conceptual Site Plan

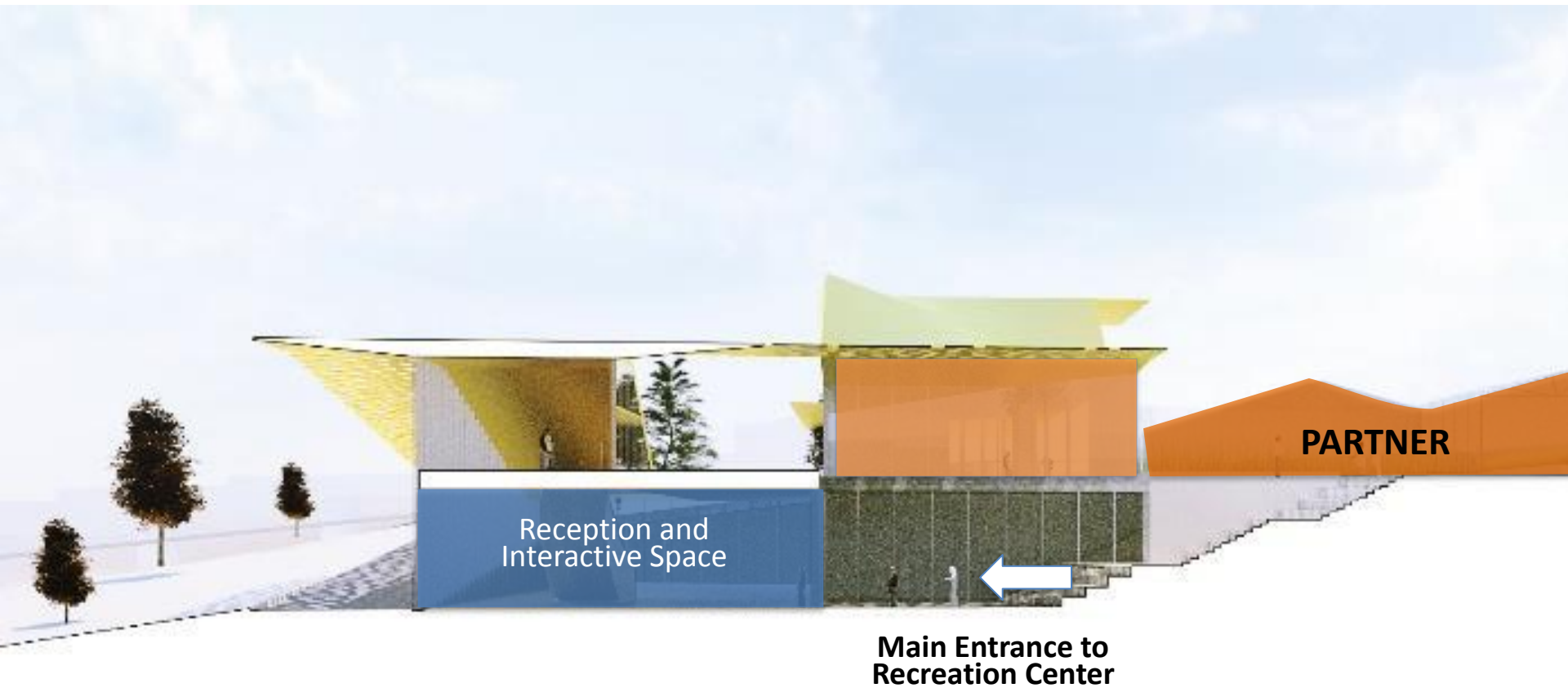


WRHCRC SITE DEVELOPMENT CONCEPTUAL PLAN



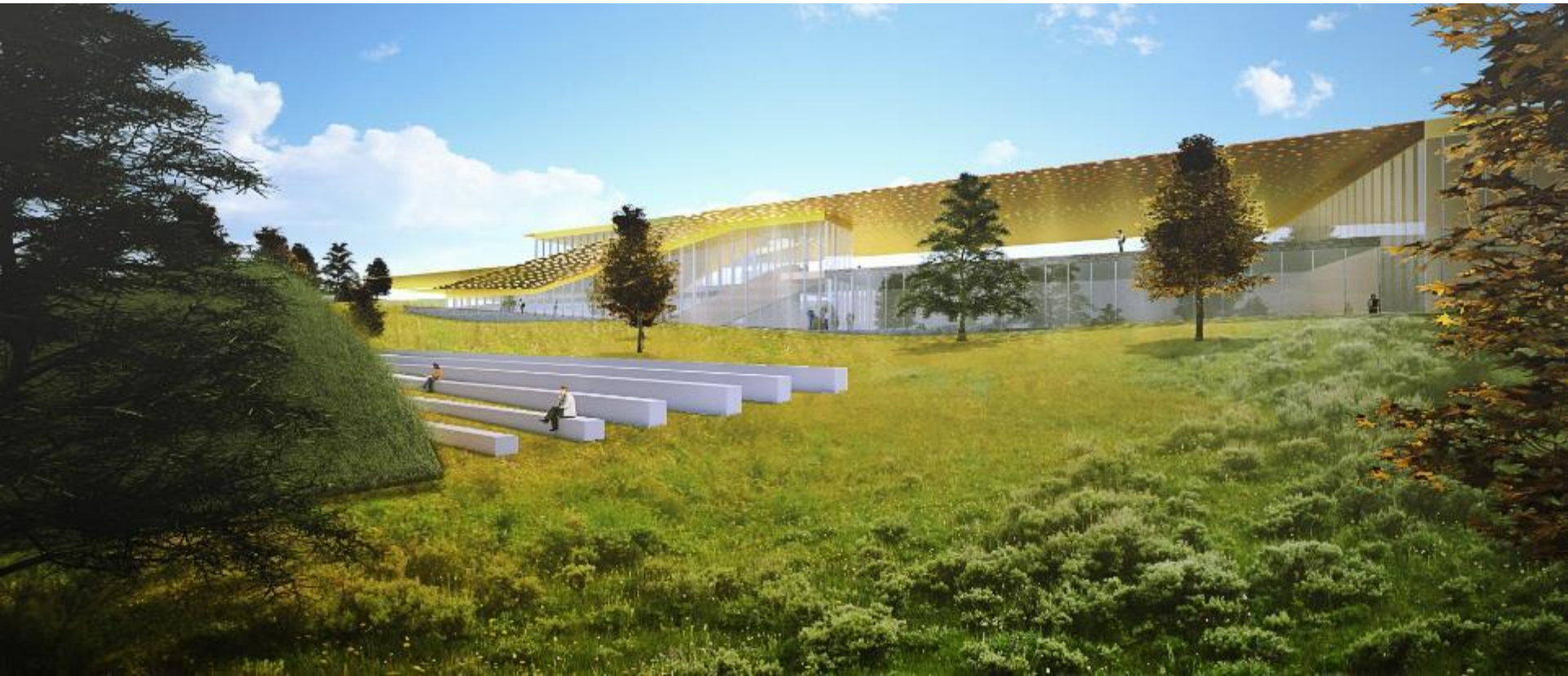
Site Section

WRHCRC SITE DEVELOPMENT CONCEPTUAL PLAN



Building Section

WRHCRC SITE DEVELOPMENT CONCEPTUAL PLAN



Amphitheatre

Community Needs

1) Recreation Gap

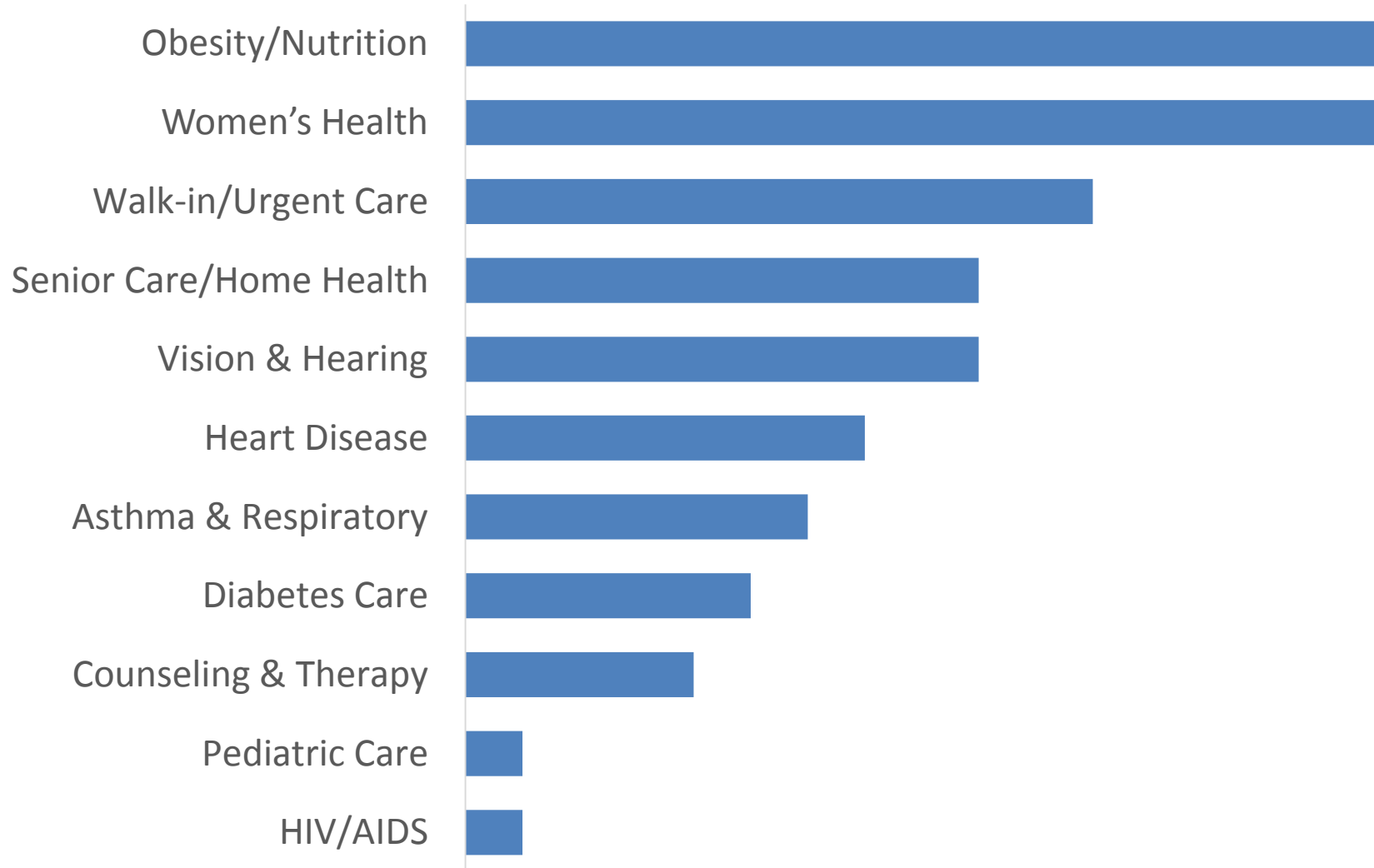
2) Education Gap

3) Food Desert

4) Medical Desert

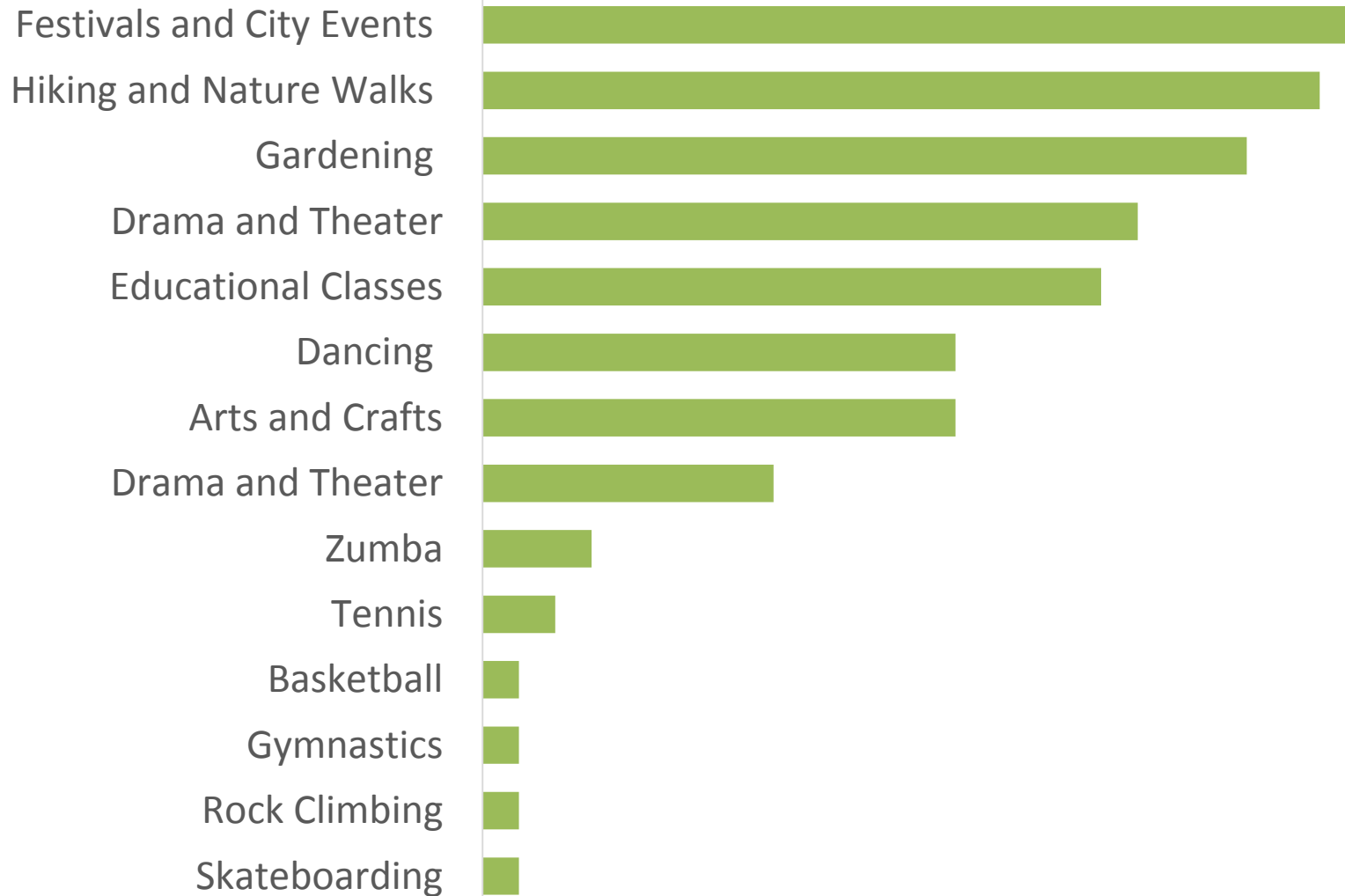
Health Priorities

February 1, 2016 Townhall Meeting



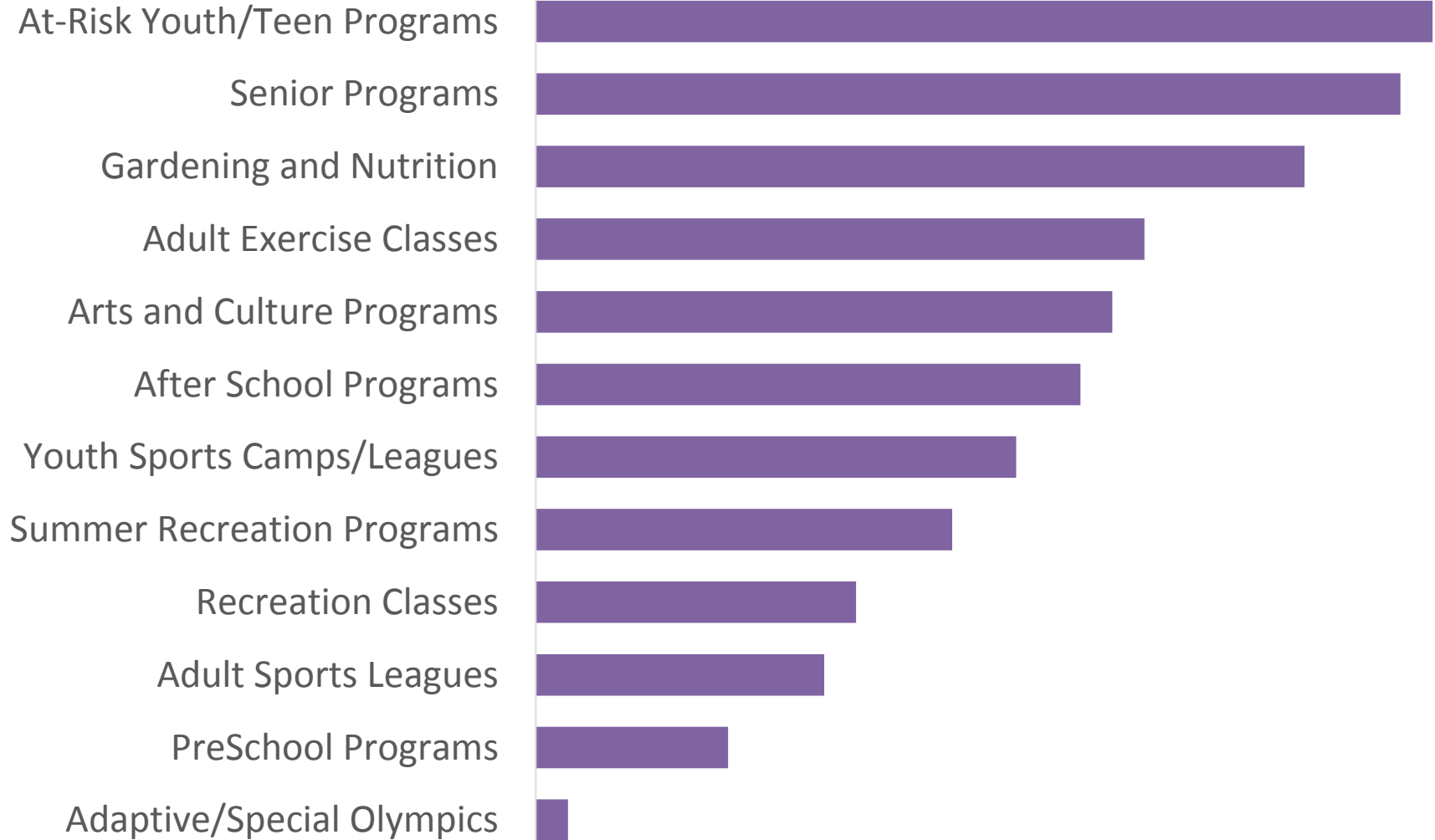
Program Priorities

February 1, 2016 Townhall Meeting



Top Programs

February 1, 2016 Townhall Meeting



Partnerships

Program Partners

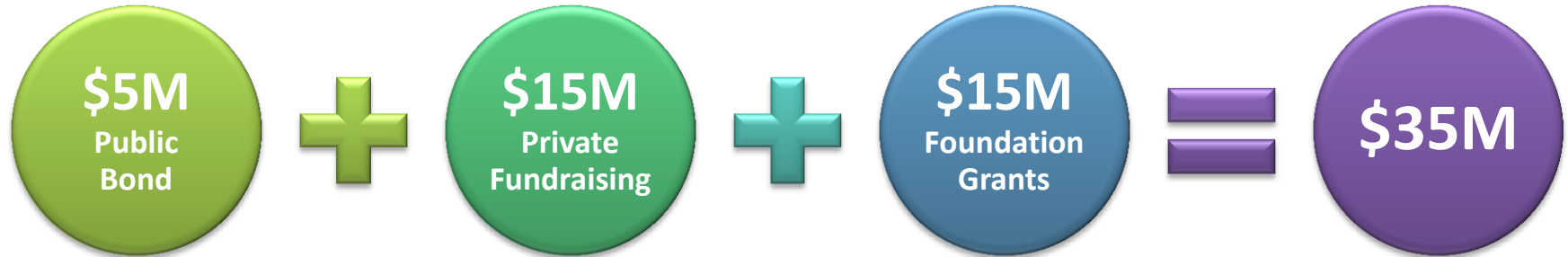
- Recreation Partner
- Education Partner
- Art & Culture Partner
- Food Desert Partner
- Medical Desert Partner

Managing Partner

- YMCA, Salvation Army, Girls Inc. etc.

CENTER FUNDRAISING STRATEGY

Where could the money come from?



Who will raise the money?

A new fundraising Campaign Cabinet that represents key interests will provide leadership and coordination for a community-and-city-wide fundraising effort!

FRI will be the project manager.

CENTER FUNDRAISING STRATEGY

Where would the money go?



White Rock Hills Community Recreation Center Capital Campaign

Design & Construction \$22,000,000

Trinity Trailhead & Trail \$3,000,000

Partner Iconic Building \$5,000,000

Expansion Land Acquisition \$4,000,000

Operating Endowment \$1,000,000

TOTAL \$35,000,000

CENTER FUNDRAISING TIMELINE & NEXT STEPS



White Rock Hills Community Recreation Center Project Timeline

2016 Phase 1: Feasibility to Funding

- (done) Feasibility study approved
- (done) Commitment for \$5M on Bond
- (pending) Hire a fundraising consultant
- (pending) Secure fundraising grant
- (pending) Secure program/management partners
- (pending) Approve Urban Farm
- Develop \$35M Capital Campaign
- Develop Marketing Plan and Website

2018 Phase 3: Design/Construction

- Acquire Building Contractor
- Host Groundbreaking for Site/Facility Construction
- Finalize Partners and Programs
- Operational Management Plan
- Identify and seek Naming Sponsors
- Secure grants and contributions

2020 Phase 5: Moving on . . .

- Secure Naming Sponsors
- Finish out facility interior
- Design Project(s) for next phase
- Execute Operating Leases/Contracts
- Groundbreaking with Program Partners
- Review and refine fundraising progress

16

17

18

19

20

2017 Phase 2: Partners & Programs

- Develop Financial Pro Forma
- Urban Farm Groundbreaking
- Partnerships and MOU's
- Secure grant for professional services
- Mobilize community support for Bond
- Grounding for Urban Farm
- Design and Construction Documents
- Secure grants and contributions

2019 Phase 4: Moving In . . .

- \$5M - \$10M Sponsorships of Key Design Elements
- Ribbon Cutting Ceremonies
- Prepare for Next Phase of Facility
- Completed Facilities
- Expansion projects defined/launched
- Community Gala Celebrating Success



CENTER ECONOMIC DEVELOPMENT COMMITTEE

LEADERSHIP



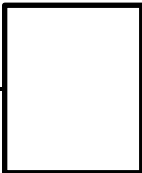
Ed Snyder,
Chairman
Attorney



Recreation/Management
City Parks & Recreation Dept.
Louise Elam, Liaison



Education
Susan Hopper, Ph.D.
Resident – Casa Linda Forest NA



Food Desert Representative
Urban Farm



Medical Desert Representative
William “Gerry” Jones, M.D.
Resident – Forest Hills HOA



Arts and Culture, Representative
Vikki J. Martin, MFA
Resident – Claremont Addition NA



Project Manager
Bobbi Bilnoski, Pro bono Consultant
Concinnity Network

Team members

- Sara Albert
- Bill Coleman
- Dick Gray
- Mike Gray
- Erica Hefner
- Dawn Hipsh
- Chris Jackson
- Ethan Joubran
- Troy Schnizel

Committee Liaisons

- Louise Elam
- Gary Lawler
- Nicole K. Miller
- Debbie Van Zant

ECONOMIC DEVELOPMENT COMMITTEE

2016 TIMECARD

168.5 VOLUNTEER HOURS YEAR-TO-DATE

Q1 2016 (23 Hours)			
3.31.16	FRI - Conference Call with Lisa and Ed	2	Vikki Martin, FRI Bobbi Bilnoski, FRI Lisa Haayen, CD Ed Snyder, FRI
3.31.16	FRI – Technology Planning Meeting	2	Vikki Martin, FRI Susan Hopper, FRI
3.31.16	FRI - Conference Call (Lisa, Ed, Louise and Connie at the City)	4	Vikki Martin, FRI Bobbi Bilnoski, FRI Lisa Haayen, CD Ed Snyder, FRI
3.23.16	FRI - Conference Call, Lynn Vogt (Fundraising)	.50	Vikki Martin, FRI
3.22.16	FRI – Strategic Fundraising Information Meeting – S. King	1	Vikki Martin, FRI
3.21.16	FRI – Strategy Meeting, Park Board	1	Vikki Martin, FRI
3.19.16	FRI Meeting at Vikki's House - Eco. Dev. Meeting	2	Vikki Martin, FRI Bobbi Bilnoski, FRI
3.15.16	FRI – Planning Meeting	2	Vikki Martin, FRI Bobbi Bilnoski, FRI
2.11.16	FRI - Discussions Meeting	2	Vikki Martin, FRI Ed Snyder, FRI
2.1.16	FRI Ed and Bobbi meeting to review agenda	2	Bobbi Bilnoski, FRI Ed Snyder, FRI
2.1.16	FRI Townhall meeting	2.5	Vikki Martin, FRI Bobbi Bilnoski, FRI Ed Snyder, FRI
1.8.16	FRI - TREC	2	Vikki Martin, FRI Bobbi Bilnoski, FRI
Q3 2016 (87 Hours)			
9.7.16	Citizen D Policy Board Presentation	12	Vikki Martin, FRI Ed Snyder, FRI Bobbi Bilnoski, FRI Ed Snyder, FRI
8.10.16	FRI - Meet with YMCA Carmelita	6	Vikki Martin, FRI Bobbi Bilnoski, FRI Ed Snyder, FRI
8.1.16	FRI Meeting with Commissioner Theresa Daniel and Sally White	4.5	Vikki Martin, FRI Bobbi Bilnoski, FRI Ed Snyder, FRI
7.26.16	Phone conference with Technology Program consultant, potential program partnership strategy	2	Vikki Martin, FRI Susan Hopper, FRI
7.26.16	Phone Conf. with Lisa Haayen re: her discussions with Parks over rent issue.	.25	Ed Snyder, FRI
7.25.16	Meeting with AARP to explore program partnerships for CENTER	5	Vikki Martin, FRI Bobbi Bilnoski, FRI Ed Snyder, FRI Nicole Miller, FRI
7.25.16	Meeting with potential fundraising consultant	1	Vikki Martin, FRI
7.25.16	Meeting with Mike and Dick Gray to discuss CENTER phasing and related issues	10	Ed Snyder, FRI Bobbi Bilnoski, FRI Mike Gray Dick Gray Chapel Jordan, Jacobs
7.25.16	AARP Meeting with Susan Williams, FRI Community Recreation Wellness Center	4.5	Vikki Martin, FRI Bobbi Bilnoski, FRI Nicole Miller, FRI

Q2 2016 (53.25 Hours)			
6.30.16	Meeting with Salvation Army Major Jon Rich and Judy Gibbs to update on CENTER & explore management partnership	2	Vikki Martin, FRI Bobbi Bilnoski, FRI
6.29.16	Meeting with Founder's Circle member to brief on CENTER	1	Vikki Martin, FRI
6.28.16	Meeting with ML Gray Partnership to explore project management partnership	2	Vikki Martin, FRI Ed Snyder, FRI
6.27.16	Meeting with potential Campaign Cabinet member for CENTER	1	Vikki Martin, FRI
6.24.16	FRI meet with Kent Plemons of Pinnacle Housing	2	Vikki Martin, FRI Bobbi Bilnoski, FRI
6.20.16	Meeting with Founder's Circle member to brief on CENTER	1	Vikki Martin, FRI
6.17.16	Meeting with Park Board member to brief on CENTER	1	Vikki Martin, FRI
6.17.16	Meeting with Founder's Circle member to brief on CENTER	1	Vikki Martin, FRI
6.14.16	Meeting with Senior Affairs Commission to understand how CENTER can support senior services	3	Vikki Martin, FRI Dan Ortman, FRI Bobbi Bilnoski, FRI
6.9.16	Meeting with McDonalds to brief on CENTER status & explore Campaign Cabinet membership	2	Vikki Martin, FRI Ed Snyder, FRI
6.7.16	Meeting with Communities Foundation of Texas—to brief on CENTER	4	Vikki Martin, FRI Ed Snyder, FRI Bobbi Bilnoski, FRI Gary Hastly, FRI & Heroes House
6.7.16	Meeting with John McCune Charitable Trust—to brief on CENTER & solicit potential funding	2	Vikki Martin, FRI Bill Coleman, FRI
6.7.16	FRI - Meet Vikki at Starbucks to prep for CFT.	1	Vikki Martin, FRI Bobbi Bilnoski, FRI
6.7.16	FRI - CFT meeting with Monica ES.	3	Vikki Martin, FRI Bobbi Bilnoski, FRI
6.6.16	Meeting with Chris Rebeck to understand BLHS capital campaign & to solicit ideas & to explore Campaign Cabinet membership	6	Vikki Martin, FRI Ed Snyder, FRI Bobbi Bilnoski, FRI Chris Rebeck, FRI & BLHS
6.3.16	Meeting with St. Rep. Eric Johnson to brief him on CENTER progress & get ideas	6	Vikki Martin, FRI Gerry Jones, FRI Dan Ortman, FRI Bobbi Bilnoski, FRI
6.1.16	Meeting with George & Faye Young Foundation to brief on CENTER & explore potential funding	1.5	Vikki Martin, FRI
5.26.16	FRI Meet with Chris Rebeck Pres of Bishop Lynch	2	Vikki Martin, FRI Bobbi Bilnoski, FRI
5.17.16	FRI Vikki and Bobbi update the ACTION PLAN	2	Vikki Martin, FRI Bobbi Bilnoski, FRI
5.12.16	FRI – Phone call with Park Board	.25	Vikki Martin, FRI
4.18.16	FRI Board Meeting	1.5	Board
4.16.16	FRI – work with Vikki to Dropbox	2	Vikki Martin, FRI
4.15.16	FRI – Vikki Martin to Board Meeting	2	Vikki Martin, FRI Bobbi Bilnoski, FRI
Q4 2016 (87 Hours)			
7.25.16	FRI - Meet with Mike and Dick Gray, Chappell Jordan.	6	Bobbi Bilnoski, FRI Ed Snyder, FRI Chappell Jordan, Jacobs
7.25.16	FRI Meeting with Clarkson Davis	1	Vikki Martin, FRI
7.22.16	Draft bullet points for Willis Winter regarding partnership agreement for Citizen DPARD	1	Ed Snyder, FRI
7.22.16	Phone Conf. with Willis Winters to discuss Citizen D rent issue	.25	Ed Snyder, FRI
7.18.16	FRI - Meet with Carole Rylander	2.5	Vikki Martin, FRI Bobbi Bilnoski, FRI Ed Snyder, FRI Bobbi Bilnoski, FRI Troy Schinzel, FRI
7.12.16	Econ. Dev. Committee Meeting to discuss CENTER	16	Nicole Miller, FRI Bill Coleman, FRI Dick Gray, FRI Dan Ortman, FRI Debbie VanZant, FRI
7.1.16	Meeting with Mark Clayton to brief on CENTER	9	Vikki Martin, FRI Lisa Haayen, Citizen D Bobbi Bilnoski, FRI Dan Ortman, FRI Ed Snyder, FRI Gerry Jones, FRI
8.22.16	Meet to plan the Townhall Meeting Agenda	6	Vikki Martin, FRI Bobbi Bilnoski, FRI

168.5 volunteer hours
by you and your neighbors!

