



KLYDE WARREN PARK

PRESS KIT

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CONNECTIVITY. 13 OUTDOOR ROOMS. OUT OF THIN AIR. WALKABLE CITY CENTER. ARTS DISTRICT. UPTOWN. URBAN GREEN SPACE. DOWNTOWN. PERFORMANCE PAVILION. MUSIC. CHILDREN'S PARK. DOG PARK. FREE DAILY PROGRAMMING YEAR-ROUND. GREAT LAWN. READING ROOM. GAMES CART. FITNESS. CONCERTS. ENTERTAINMENT. FOOD TRUCKS. SAVOR GASTROPUB. RELISH.

OVERVIEW

Klyde Warren Park, a **5.2-acre urban green space** decked over the recessed Woodall Rodgers Freeway, serves as a central gathering space for Dallas and its visitors to enjoy in the heart of the city. **Connectivity is central to Klyde Warren Park's purpose**, and the park has contributed significantly to creating a more walkable and inviting city center. Great urban parks **enhance the quality of life** for city residents and visitors, and the thousands of park patrons who come in and out of the park weekly are evidence of the growing impact that Klyde Warren Park has had on Dallas.

IMPACT

- According to a recent survey, the park has **improved the quality of life for 90.9 percent** of those surveyed, primarily by reducing stress, providing a place to be outdoors and improving the area's sense of place.
- **More than \$1 billion worth of new development** is estimated to have been built within a quarter-mile radius since the park's construction was announced in 2009.
- The deck **reduces traffic noise** for surface-level pedestrian activity and adjacent buildings.

FUNDING

The construction of Klyde Warren Park was funded through a public, private partnership, including \$20 million in bond funds from the City of Dallas, \$20 million in highway funds from the state, \$17 million in stimulus funds, and approximately \$55 million from private donations.



SUSTAINABILITY

- Klyde Warren Park is the **2014 ULI Urban Open Space Award Winner**.
- The park is **certified by the United States Green Building Council (USGBC) and Green Building Certification Institute (GBCI) and has been awarded LEED Gold certification**. Some of the credits certified by these agencies which the park attained include Water Efficiency in Irrigation and Plumbing Fixtures.
- The park has incorporated low flow water fixtures which has resulted in a **40% reduction in potable water use as certified by the USGBC/GBCI**.
- The park **sequesters 18,500 pounds of CO₂ annually** through its hundreds of trees, which act as a natural bio-filter and are estimated to **intercept nearly 23,466 gallons of storm water run-off** for every storm event through their canopies.
- The park's irrigation system combines both **drip and spray technology** and provides ideal growing conditions for plants while maximizing water conservation. The irrigation system and smart planting **saves 192,00 gallons of water annually, which amounts to a 55 percent reduction from a standard irrigation system as certified by USGBC/GBCI**.
- The park includes water features that **recycle and treat** the water which substantially reduces the use of potable water while making the interactive water features available for public enjoyment.

FACTS

- **\$110 million** project
- **Over 1 million** visitors
- **Over 1,000** events and programs
- **322 trees, 904 shrubs and 3,292 plants**
- **1,045 feet** long

Tara Green President

As president of Klyde Warren Park, Tara Green is responsible for the strategic direction and fiduciary performance of the park, as well as overseeing the staff that manages daily operations and free activities offered throughout the year. Tara, who has worked in downtown Dallas for more than 20 years, joined the team in 2013 and enjoys seeing the thousands of visitors come through the park every week. “It never gets old!” she says.

Tara brings years of experience in the sports industry, venue management and large-scale projects to her role at Klyde Warren Park. Additionally, her commitment to the city of Dallas is evident through her many leadership positions. She serves on the board of directors for the Dallas Convention and Visitors Bureau, Downtown Dallas Association, Dallas Arts District, Uptown Dallas Inc. and the McKinney Avenue Trolley. She is also a past chairperson for the National Association of Sports Commission and has earned her Certified Sports Event Executive (CSEE) designation.



Before joining Klyde Warren Park, Tara was a key player in transforming the Dallas sports industry over the past decade. In 2011, she was Chief Revenue Officer at the American Airlines Center, where she worked with the team owners and staff to design and implement a successful organizational structure for sponsorship and premium seating. In 2008, she served as the Vice president and chief operating officer of the North Texas Super Bowl XLV Host Committee. In her role there, Tara led the team that coordinated bid obligations, communicated plans with city officials, developed a transportation plan and managed the operating budget. Also, earlier in her career she served as the vice president of sports marketing for the Dallas Convention and Visitors Bureau.

Tara is a graduate of the University of North Carolina at Chapel Hill with a bachelor’s degree in international studies. She also earned a master’s degree in sports administration from Ohio University. Tara currently lives in Coppell with her husband Lamar and two children, Wiley and Sydney.

Michael Gaffney Vice President of Operations

Michael Gaffney, a Certified Turfgrass Professional through the Professional Lawn Care Association of America and the University of Georgia, is the vice president of operations at Klyde Warren Park. Joining the team in early 2012, Michael oversees all park horticulture programs, facility maintenance, security and park logistics. With decades of experience, Michael has worked in the commercial landscape industry since obtaining his degrees in horticulture and plant taxonomy from Stephen F. Austin University in 1987.

Before joining Klyde Warren Park, Michael served as the Education and Training Coordinator for the Professional Lawn Care Association (PLCAA) from 1995 to 1998. During this time, Michael spent three years traveling throughout the United States coordinating and speaking at numerous training programs, as well as authoring many articles for trade publications. Michael has also held various management positions with landscape companies in Texas and Georgia, all rated as “Top 100” companies by *Lawn & Landscape* magazine.



Michael is our “early riser” – arriving at Klyde Warren Park around 6:15 a.m. every day to make sure everything is in pristine condition for the park’s throngs of visitors. When he’s not at the park, Michael likes to spend time with his family, attend his daughter’s softball games, ride his Harley-Davidson, and volunteer at the Little Elm Fire Department Auxiliary.

Sherrelle Evans-Jones

Vice President, Chief Financial Officer

Sherrelle Evans-Jones joined Klyde Warren Park as vice president and chief financial officer in September 2013. She is a Certified Public Accountant in the state of Texas and oversees all park financial matters. With more than 15 years of accounting and financial management experience, Sherrelle is an exceptional addition to the Klyde Warren Park team.

Before joining Klyde Warren Park, Sherrelle worked at the Texas Food Bank Network, where she also served as chief financial officer. Previously, she spent more than a decade in public accounting, including a tenure at Ernst & Young, LLP, as well as other regional and local firms, eventually ascending to audit senior manager.

Sherrelle is very passionate about the Dallas community and helping others. She serves as immediate past chairman of the board of trustees for St. Philip's School and Community Center. Sherrelle graduated with honors with a Bachelor of Arts degree from Dillard University in New Orleans, La., and currently lives in Lewisville. On the weekends, she enjoys watching movies and spending time with her husband and two dogs, Baxter and Shelby.



Erika White

Vice President, Programs & Events

A Texas native and ten-year food festival veteran, Erika White recently moved to Dallas from Austin to become the vice president of events and programs at Klyde Warren Park.

While in Austin, White worked at C3 Presents where she helped launch the Austin Food and Wine Festival and Nashville's Music City Food + Wine Festival. She also oversaw wine, food, and spirits activations at Austin City Limits Music Festival, Chipotle Cultivate Food, Ideas and Music Festival, Lollapalooza, and more.

White's background also includes working at the Texas Hill Country Wine and Food Festival for several years, first as an assistant and later as the festival's director. She played a key part in the team that brought that festival back to profitability before it was sold to C3 in 2011.

White's pastimes include cooking, entertaining family and friends, and travel. She resides with her husband Shawn and her beloved dachshund, Norman, in Dallas.



RESOURCES

WEBSITE: www.KlydeWarrenPark.org

SOCIAL MEDIA:

Facebook: www.facebook.com/klydewarrenparkdallas

Twitter: www.twitter.com/klydewarrenpark

Instagram: www.instagram.com/klydewarrenpark

Pinterest: www.pinterest.com/klydewarrenpark

YouTube: www.youtube.com/user/theparkdallas

LinkedIn: www.linkedin.com/company/klydewarrenpark

PHOTOGRAPHY:

Signature Park Images:

<https://www.dropbox.com/sh/glm4vgi0ytmolw1/AAA0vFyypQ-1QnDxEe-Afbm7a?dl=0>

Programming Images:

<https://www.dropbox.com/sh/5izlsyx80zsrxa/AAAZQJpSFBkpKzVVF6iCodVa?dl=0>

VIDEO: www.youtube.com/watch?v=9ISPa5xjJyg