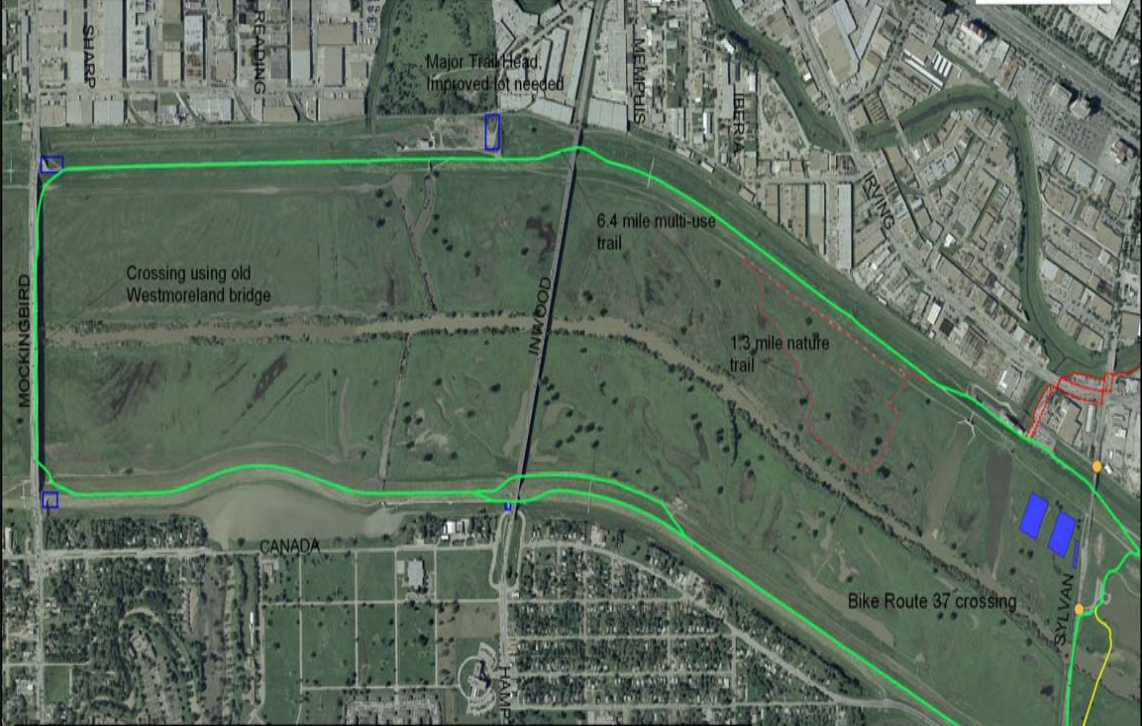


Trinity River Levee Top Trail Event



Briefing to Trinity River Committee
February 22, 2005

DRAFT

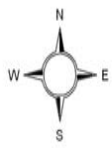


The Westmoreland to Sylvan Multi-use Trail



City of Dallas
Department of Public Works
and Transportation

Map By
Bryan Kilburn
TRCP GIS
November 2002



- Proposed Multi-use Trail Loop
- Existing surface, improvements needed
- Alternative crossing, bridge needed
- Proposed Nature Trail
- Proposed Old Meanders Trail
- Trail signage areas
- Trail heads
- New soccer fields and parking

Purpose

- Run/Cycle Event to kick-off trail dedication
- Event on-going part of TRCP Marketing Plan
- Create public awareness of trail opening
- Promote TRCP recreational amenities
- Opportunity to update project to citizens, stakeholders and corporate entities
- Strengthen TRCP marketing and communication efforts

Event Overview

- Date: March 19, 2005
- Time: 9 a.m. to 11 a.m.
- Location: Trammell Crow Park
3700 Sylvan Ave
Trinity River Levee
Mapsc0 44-G

Event Overview cont.

- Mayor, Council Members, Chief Kunkle, Corporate Sponsors, VIP's to appear/participate in event
- Cross Country Club of Dallas, Dallas Off Road Bicycle Association, City of Dallas Employees, DISD High School Track Club Members, Corporate Running Teams will run/ride the 6.2 mile loop trail
- Refreshments served (post event)
- Approximately 300 to 350 expected to participate

Promotional Strategy

- Press release to local media, national trade publications, Business Wire
- Web posting on City of Dallas and partner sites
- Announcement posting on Dallas Government Television, 6B
- Post media coverage utilizing Associated Press (AP) Photographer via uplink of event photos to AP

Promotional Strategy cont.

- Promotional bags/T-shirts for attendees
- Tie-in with Trinity Commons and Friends of Old Trinity Trail
- Water bill insert to 300,000 Dallas residents/business*
- Corporate sponsor/partner participation

**Water Bill Insert is a general informational piece to inform the public of the trail. Insert is not an event invitation.*

Corporate Sponsors/Partners

Bank of America



Corporate Sponsors/Partners

- Cooper Aerobics
- Wyndham Anatole
- KB Home
- Trinity Commons Foundation

In-Kind Corporate Sponsors/Partners

- Friends of Old Trinity Trail
- Runners World Magazine
- Something So Sensational
- Krispy Kream Donuts

Staging/Logistics

- Runners/cyclists sign-up to participate
- Private vendor to work in conjunction with City staff to set-up stage and professional sound system
- DPD, EMS to assist/stand-by
- Banners/signage near staging area
- Flood Control District will open gate at Trinity River Bottom (Sylvan West) for parking
- Reserved parking at Trammell Crow Park and near boat ramp

Event Flow

- **9:05 a.m.**
 - Program Begins-Welcome by Mayor Miller
- **9:10 a.m.**
 - Council Members' Remarks
- **9:20 a.m.**
 - Mayor Recognizes/Thanks Partners
- **9:25 a.m.**
 - President Bank of America Dallas
- **9:30 a.m.**
 - Ribbon Cutting by VIP's
- **9:40 a.m.**
 - Bikers to Start on Trail
- **9:50 a.m.**
 - Runners to Start on Trail
- **10:00 a.m.**
 - Spectators to Mingle
- **10:15 a.m.**
 - Bikers to Return

Event Flow cont.

- **10:35 a.m.**
 - Runners to Return
- **10:50 a.m.**
 - Drawing for Prizes
- **11:00 a.m.**
 - Event Ends
- **11:30 a.m.**
 - Crew Breakdown
 - Crew Clean-up