

DOROTHEA DIX PARK

2016 YEAR-IN-REVIEW



RALEIGH

Parks,
Recreation *and*
Cultural Resources

parks.raleighnc.gov



LETTER FROM THE PROJECT MANAGER

It is truly an honor and privilege to serve as the project manager for Dorothea Dix Park. For over a decade, the community watched with anticipation the negotiations between the City and the State of North Carolina. To all the individuals who worked tirelessly in support of the City's purchase of the campus, I want to say thank you. Because of your dedication and support we now have the opportunity to create America's next great public park.

Dix Park is a 308-acre site that blends historic architecture and rich landscapes into a unique destination in the heart of the Capital City. A truly special place, it has the potential to capture the world's imagination with compelling, courageous and innovative ideas. This project not only presents the people and institutions that support the Triangle region a once-in-a-lifetime opportunity to create an amazing public amenity but also to open up a civic discourse on larger community issues such as health, equity, and accessibility. Done well, the process to develop Dix Park will encourage bold thinking, promote civic pride and become a new standard for the creation of urban parks.

I am beholden to all those who work in support of this process and this place. In particular, I want to thank the members of the Dix Park Conservancy for their dedication and commitment to the future of Dix Park. A heartfelt thanks also goes out to the individuals who work on a daily basis to make the park a safe and welcoming place for visitors.

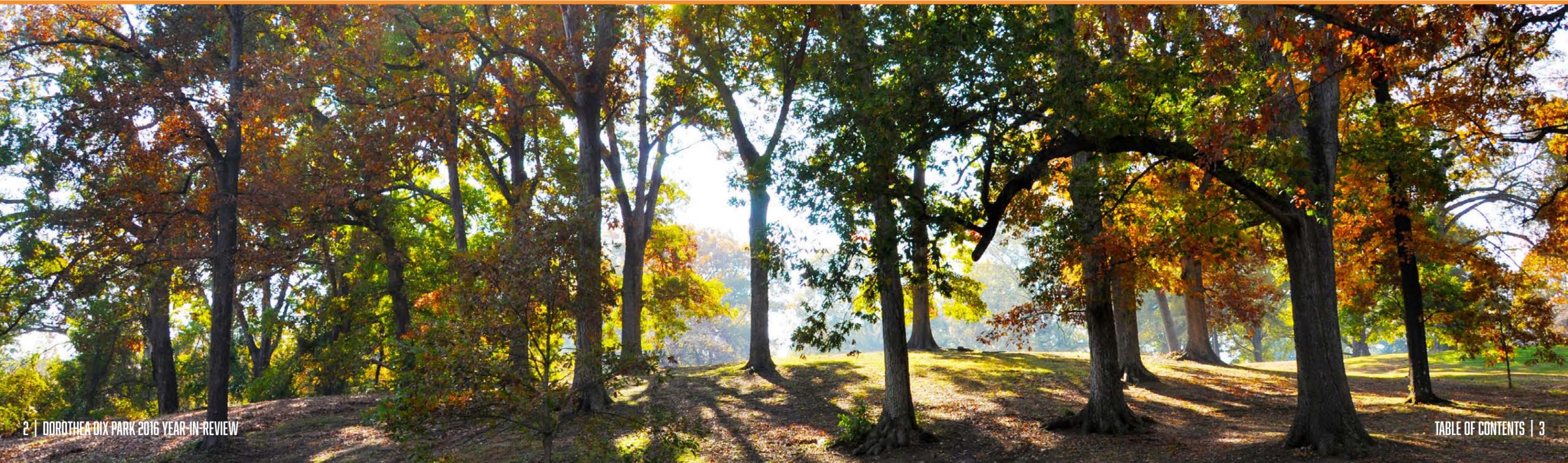
The effort to develop Dix Park will have a generational impact on the City of Raleigh. I am beyond grateful to be leading such an important project. I look forward to great things to come.

Best,



Kate Pearce, kate.pearce@raleighnc.gov

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DIX PARK 2016 OVERVIEW



The City hired the Dix Park Project Manager in December 2015.

The City of Raleigh and Dix Park Conservancy signed a partnership agreement on April 29th.

The Dix Park Master Plan Executive Committee formed. The Mayor serves as the committee's chairperson.

On June 18th, City started regular programming (fitness classes, art programs, nature walks, etc.) at Dix Park.

On July 23rd, Destination Dix celebrated the first year anniversary of the purchase of the property by the City of Raleigh. Over 25,000 area residents attend.

City of Raleigh issued a Request for Qualifications for a consultant team for Dix Park Master Plan.

Eighteen teams from across the country and around the globe responded to the Request for Qualifications on November 4th.

In December, six teams were interviewed for the Dix Park Master Plan. Four finalists move on to the next round in the consultant selection process.

The City of Raleigh acquired the 308-acre Dorothea Dix Campus from the State of North Carolina on July 24th, 2015.

In July 2015, City of Raleigh Parks, Recreation and Cultural Resources Department began maintenance on a large portion of the property.

In April, City staff began to offer tours of the Dix Park property.

The City initiated the Dix Park Master Plan Advisory Committee selection process in May.

In June, 415 area residents applied to serve on the Dix Park Master Plan Advisory Committee.

City Council approved the 45-member Master Plan Advisory Committee on July 19th.

The City hosted Music in the Park. 800 attendees enjoy a Sunday afternoon at Dix.

The City hosted Sky Watching with the Morehead Planetarium and Science Center for approximately 300 attendees.





PROGRAMS & EVENTS

Activities at Dix Park are well underway! Programming and events, sponsored by the City of Raleigh and Dix Park Conservancy, bring new visitors to the park every month. Walking and bus tours offer opportunities to tell the story of Dix Park's past, present and future and provide an opportunity for visitors to share their own memories of the property. Painting, craft-making, and a variety of fitness classes attract participants of all ages and backgrounds to join together for fun and recreation. Special events, such as Destination Dix, invite larger groups of people to come out, enjoy and explore one of Raleigh's newest parks.

LIVES ON THE HILL

North Carolina Health News held "Lives on the Hill: Preserving the Legacy of Dix Hospital" in mid-October. This public event showcased the history and legacy of Dix Hospital through tours of the property and several speakers. Participants engaged in an interactive, community dialogue to share stories of the past and visions for the future. The event was co-sponsored by the Dix Park Conservancy and City of Raleigh among others.

MUSIC IN THE PARK

Moonlighter's Orchestra serenaded Dorothea Dix Park patrons at Flower's Field in early October. The concert provided an afternoon of entertainment featuring the sounds of big band, Motown and beach music. Four food trucks were on-site to round out the picnic fun. People of all ages enjoyed the concert and community fellowship under the shade of the park's majestic and iconic oak trees.

SKY WATCHING

In mid-November, the Morehead Planetarium and Science Center, along with local aerospace volunteers, set up large telescopes in the Big Field to introduce park guests to urban skywatching. Participants moved from one telescope to the next, focusing on celestial objects such as the planet Mars, the Pleiades star cluster, Orion and even a dying star. Complimentary hot chocolate and glow necklaces helped round out the fun.

PROGRAMS & ACTIVITIES

PARK TOURS

24

Total Programs & Activities

502

Registered Participants

36 7

1500

participants

120

on-site participants

800

participants

300

participants



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PROGRAMS & EVENTS | 7



25,000

participants

75,410

webpage views

1,197

#destinationdix

65 Art & Merchandise Vendors

25 Food Vendors with 20 Food Trucks

15 Bands on 3 Stages

15 City of Raleigh Touch-A-Truck Display Vehicles

40 Transportation Buses



SPONSORS

Destination Dix was presented by the City of Raleigh in partnership with the Dix Park Conservancy. Additional sponsors included:

Accenture

Bank of America

Capitol Broadcasting Company, Inc.

Duke Health

Empire Properties

First Citizens Bank

Golden Corral Corporation

Gregory Poole Equipment

Highwoods Property

Kane Realty Corporation

News & Observer

PNC Bank

SAS

WakeMed Health and Hospitals

Wells Fargo

OPERATIONS & MANAGEMENT

Since the purchase of the property by the City, staff from the Parks, Recreation and Cultural Resources department has diligently worked to keep the park safe, clean and beautiful. Four full-time staff members maintain the picturesque landscape of the property that it is so beloved by area residents. In addition to regular maintenance, the City has built temporary parking areas, placed portable restrooms throughout the park and installed a variety of signs to ensure a safe and welcoming place for all.



96.5 ACRES OF GRASS

to mow every week



12

hours per week

400

hours per year

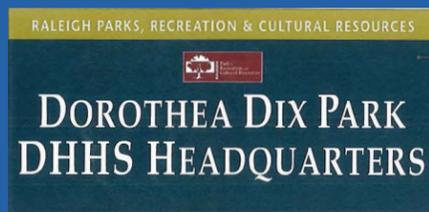
TO MOW THE BIG FIELD



28

volunteer hours with Teen Corp Project participants

Playful and fun signage will be located throughout the park to help visitors learn, enjoy and explore their new park.



Official City of Raleigh Parks, Recreation & Cultural Resources entrance signs will be installed in early 2017. These signs will be located at the entrances from Western Boulevard, Lake Wheeler Road, and Blair Drive.



Dorothea Dix Park is open to the public daily from dawn to dusk. However, since DHHS headquarters is also there, we ask that visitors be respectful of employees and avoid all buildings and parking lots during business hours.



There currently is limited public parking available during business hours. After business hours and on weekends there are designated parking lots. These lots are striped green and have signage indicating the lot is available for public use.



Please do not park on the grass or under the trees. The oaks are amazing and we want them around for future generations to enjoy!

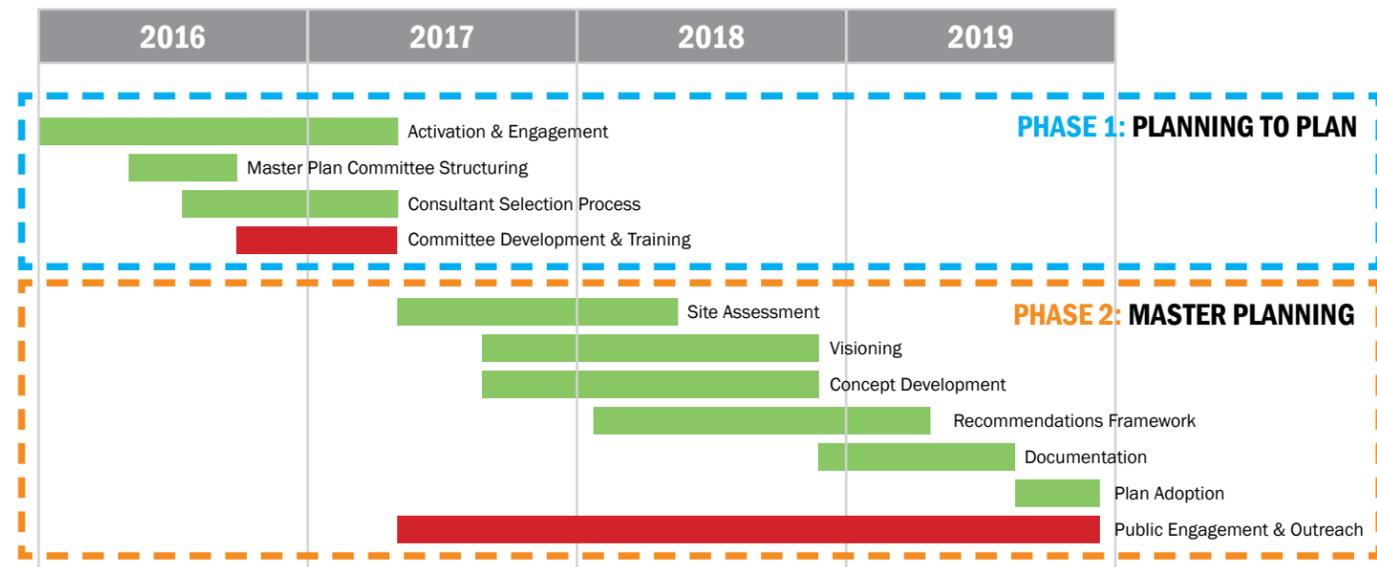
Please clean up after your pup. There are trash cans throughout the park for your convenience.

Please note, all City of Raleigh ordinances and park rules apply at Dorothea Dix Park.

MASTER PLAN PROCESS

In 2017, the City will initiate the master planning process for Dix Park. The planning process will be progressive and ambitious so that the final master plan is visionary and iconic for the future of Dix Park and the City of Raleigh. It will be unique from any previous park planning effort and provide broad and equitable opportunities for the community to discover the park's history, beauty and potential.

In preparation for this planning process, the City has developed a general timeline and governance structure, established several committees and initiated the process to hire a consultant team.



“Make no little plans; they have no magic to stir men’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work.” - Daniel Burnham

MASTER PLAN EXECUTIVE COMMITTEE



Nancy McFarlane
Mayor, City of Raleigh
Committee Chair



Kay Crowder
Mayor Pro Tem
City of Raleigh



Ken Bowers
Director of Planning
City of Raleigh



Diane Sauer
Director of Parks,
Recreation and
Cultural Resources
City of Raleigh



Randy Woodson
Chancellor
NC State University



Jim Goodmon
President
Dix Park Conservancy



Orage Quarles
Board of Directors
Dix Park Conservancy



Carlton Midyette
Board of Directors
Dix Park Conservancy

The Master Plan Executive committee is charged with leading the planning process. The committee’s composition reflects the important relationship between the City, Dix Park Conservancy and North Carolina State University. The role of this group is to select the master plan consultant team, work with the Master Plan Advisory Committee and other leadership groups throughout the planning process and make final recommendations to City Council.

In September and October, members of the Master Plan Executive Committee, the Dix Park Conservancy and City staff traveled to New York City and St. Louis, Missouri to tour successful parks and learn from experts in the profession. The groups met with Conservancy leaders and park professionals to gain a greater understanding of the structure, processes, and management strategies required to develop and maintain a great urban park. Trips were sponsored by the Dix Park Conservancy.



MASTER PLAN ADVISORY COMMITTEE



The Master Plan Advisory Committee was created to advise the consultant team, make recommendations to the Master Plan Executive Committee, and be heavily involved in public outreach and engagement. Their role will be to advise, enrich, advocate, engage, and lead throughout the master plan process.

Three meetings were held in the fall of 2016 to introduce members to each other, begin discussions on how the committee will organize and function, and learn more about the master plan process. Continued training sessions and educational opportunities on park planning best practices will be held in early 2017.

415

applicants

45

members selected

MASTER PLAN WORKGROUPS

Members of the Master Plan Workgroups will enrich the planning process by providing topic-specific expertise. In addition, Workgroup members will be heavily involved in public outreach and engagement. Members are self-selected based on their specific areas of interest. Meetings of the Workgroups will commence in 2017.

12

workgroups

212

members



"I'm honored to be named to the Committee and look forward contributing my efforts and energy toward propelling Dix Park & the City of Raleigh into the national spotlight. It's been incredibly rewarding to help shape and mold the future of Raleigh. It means leaving a legacy filled with purpose, inspiration and impact for generations to come."

- Walter Cole



"As an arts advocate, I recognize the importance of public spaces where all of our diverse communities can share and connect. I am proud to be a part of this exciting project that will have such a positive impact on our future and the culturally rich communities of Raleigh."

- Carly Jones



"I couldn't be more thrilled to work on Dix Park with such an incredible team of creative people. I'm excited to create a space that will serve and celebrate our community's history and diversity."

- Jacquie Ayala



"I believe that the Dix project is one of the single most exciting opportunities we have to advance our community for years to come. This is an opportunity which can be a game changer for Raleigh and will be beneficial to residents and visitors alike for lifetimes."

- Joe Whiteside



CONSULTANT TEAM SELECTION PROCESS



123

interested firms/professionals

18

teams

6

interviews

4

finalists



The City of Raleigh, supported by the leadership and stewardship of the Dix Park Conservancy, seeks an ambitious master plan that outlines a bold vision for the future of Dix Park. To that end, the City invited teams to submit qualifications for consulting services for the development of a master plan on October 3, 2016. Eighteen teams responded to the RFQ. Members of the Master Plan Executive Committee reviewed each proposal and invited six firms to first-round interviews in December. Following the six interviews, four finalists were selected to move on to the next phase in the consultant selection process which includes another submittal and round of interviews. The Master Plan Executive Committee anticipates making a final decision in February. The City hopes to kick-off the planning process in the spring of 2017.

DIX PARK CONSERVANCY

The most successful parks across the United States include some form of public-private partnership and the City of Raleigh supports the value and importance of having these partners as an integral part of the planning and development of Dorothea Dix Park. As a result, the City of Raleigh is collaborating with the Dix Park Conservancy for the fundraising and development of a master plan for Dorothea Dix Park.

A Memorandum of Understanding was executed on April 29, 2016 between the City of Raleigh and the Dix Park Conservancy. The City recognizes that the Conservancy will serve as its sole private, nonprofit fundraising partner during the master plan process. To this end, the Conservancy has agreed to contribute \$2 million toward the master plan process. In addition, the City and Conservancy has agreed to work together through the planning process on a variety of topics including events and programs and communication and branding.

DIX PARK CONSERVANCY EXECUTIVE COMMITTEE

Officers:

Greg Poole, Jr., President Emeritus & Fundraising
Jim Goodman, President & Chair of the Board
Ann Goodnight, Vice-Chair of the Board
Bill McNeal, Secretary
Chuck Nealy, Treasurer

Committee Chairs:

Chuck Nealy, Operations & Finance
Orage Quarles, Nominating
Lucy Bode, Public Relations & Marketing
Carlton Midyette, City & Government Relations
Bill Padgett, Community Engagement & Outreach
Assad Meymandi, Dix Legacy

The full Board of Directors includes 40 dedicated supporters.





**City of Raleigh Parks, Recreation and Cultural Resources Department:
Dorothea Dix Park Staff**

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