Actual site of future Laura and Brad McWilliams Dog Park at Brays Bayou

McWilliams Dog Park
Named through a generous gift from Laura and D. Bradley McWilliams
A Project of Hermann Park Conservancy
Project Update as of December 2019

#HermannBark
#CampaignforHermannPark
As you may know, Hermann Park Conservancy is starting to implement its second twenty-year master plan for Hermann Park. **Play Your Park – The Campaign for Hermann Park** is launching soon and part of that effort is development of the #1 most-requested new feature – a **Dog Park**!

We have just kicked off the fundraising campaign for the Hermann Park Dog Park and are looking to spread the word. We have Lauren Griffith Associates engaged as architects and are busy permitting with the city in anticipation of a late 2020 / early 2021 opening. We are reaching out to you to ask for your help in identifying individuals within your network who are passionate dog owners and also may have an interest in helping to elevate Houston’s cultural landscape by contributing their time or money to the construction of the new dog park.

The attached pages provide a summary of the park and our objectives. We would be delighted to tell you more if you let us know when would be a good time to connect. Alternatively you can email the committee in charge of fundraising at [DogParkCommittee@hermannpark.org](mailto:DogParkCommittee@hermannpark.org) or visit the website at [hermannpark.org/dogpark](http://hermannpark.org/dogpark) to learn more.

As chairs of the Dog Park Committee, join us in helping the Conservancy continue its fine work to make Hermann Park a place for all Houstonians – including our four-footed friends.

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**Kevin Bonebrake**  
Committee Co-Chair

**Midas Bonebrake**  
Committee Co-Chair

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McWilliams Dog Park – Opening 2020!

LEGEND
- EXISTING OVERHEAD POWER LINES
- TRAIL LIGHTS
- FLOOD LIGHTS
- NATIVE BORDER GARDEN
- PLANTED SWALE

CLICK HERE TO DONATE  CLICK HERE TO SIGN UP FOR PROJECT UPDATES
McWilliams Dog Park – Comparison

One of the largest and most amenity-rich dog parks in Houston

<table>
<thead>
<tr>
<th>Relative Size</th>
<th>Johnny Steele Dog Park</th>
<th>McWilliams Dog Park</th>
<th>Ervan Chew Park</th>
<th>Market Square</th>
<th>Levy Park</th>
<th>Discovery Green</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>139,965 SF</td>
<td>63,989 SF</td>
<td>10,557 SF</td>
<td>7,142 SF</td>
<td>7,276 SF</td>
<td>3,787 SF</td>
</tr>
<tr>
<td>Water Play</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Outside of Flood Zone</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Wash Stations</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Seating Areas</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Night Lighting</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Natural Shade</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Agility Courses</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
McWilliams Dog Park – Amenities

Water Play Areas

Agility Features
McWilliams Dog Park – Amenities

Landscaping & Garden Zones

Seating, Fencing & Lighting
Strategically Located to Serve 20,000 Potential Park Users

- Over 20 neighboring high-rises and residential complexes near Hermann Park

Renowned Houston Architect Engaged and Permitting Work Underway

Lauren Griffith Associates
Landscape Architects – Selected Past Projects

- Discovery Green
- Hermann Park Trails
- Market Square
- McGovern Children’s Zoo

www.laureng riffithassociates.com
Off-Leash Dog Parks Are Growing Faster than Any Other Type of Park in America’s Largest Cities

- Dog ownership has risen by 29% in the past decade with half of those dog owners living in the 25 largest metro areas
  - The number of off-leash dog parks in the largest cities has grown by 40% since 2015

- The benefits of dog parks are many and varied
  - Dogs need to be walked regularly, so dog parks can help activate neighborhood parks at off-hours or in bad weather when usage by others is low
  - Provides a positive social setting for dog owners and dog lovers to meet and mingle, forming valuable community connections
  - Dog owners are often strong and vocal advocates for their parks and this influence spans beyond their fenced-off area

Houston is Under-Served Relative to Other Major Cities

<table>
<thead>
<tr>
<th>Dog Parks per 100,000 Residents</th>
<th>Houston (65)</th>
<th>San Francisco (8)</th>
<th>Seattle (22)</th>
<th>Washington, DC (25)</th>
<th>Minneapolis (26)</th>
<th>New York (28)</th>
<th>Austin (34)</th>
<th>San Antonio (53)</th>
<th>Dallas (91)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.7</td>
<td>3.7</td>
<td>2.0</td>
<td>1.8</td>
<td>1.7</td>
<td>1.6</td>
<td>1.3</td>
<td>0.8</td>
<td>0.3</td>
</tr>
</tbody>
</table>

Lead Giving Opportunities

Gifts can be made in single amounts or with payments split over 3 to 5 years. All lead contributors will be recognized on permanent panels along the Dog Park enclosure, with name listing or the opportunity to memorialize or celebrate their four-legged loved one.

Example: Janice and Randolph Mercer, In Memory of Hercules

Naming Opportunities

Large Dog Yard
1. Large Dog Yard
   $500,000
2. Water Play Area
   $250,000
3. Large Dog Agility Features
   $150,000
4. Seating Groves
   $50,000 each
   not shown; locations to be determined

Small Dog Yard
5. Small Dog Yard
   $250,000
6. Small Dog Agility Features
   $75,000
7. Water Play Area
   $50,000
8. Seating Grove
   $50,000
   not shown; location to be determined

General Areas
9. Native Border Garden
   $100,000
10. Entry Bioswale
    $100,000

Permanent Recognition
- Primary Listing – exclusive listing (panel not shared with other names)
  $25,000
- Secondary Listing – non-exclusive (panel shared with other names)
  $10,000

Gifts to the Dog Park automatically include a 25% reserve for ongoing operations, such as maintenance and gardening costs, as well as ongoing irrigation and plant replacement to keep the Park vibrant and healthy for visitors. Five percent (5%) of each project gift or grant is designated toward project management.
Other Giving Opportunities

Gifts of $5,000 or more can be made in single amounts or with payments split over 3 to 5 years.

**Dog Featured on Instagram Stories**

Gifts of $100 or more include an optional special feature with a post about your dog on the Conservancy's Instagram stories. Example at left.

**Digital Doggie Donor Wall on Conservancy Website**

Contributors of $500 or more can have their favorite pooch listed on the Dog Park’s Digital Doggie Donor Wall. Example at right.

SPECIAL THANKS TO OUR DONORS

- Lulu & Owner Doreen Stoller
- Betty & Owner Gregg Gebetsberger
- Weaverley & Owner Liz Gregory
- Louise & Owner Duncan Dickerson
- Midas & Owner Kevin Bonebrake
Dog Park Countdown – Timeline

**Sept-Dec 2019**
- Begin Fundraising
- Finalize Design

**Jan-June 2020**
- Launch Engagement
- Complete Fundraising
- Groundbreaking

**July-Dec 2020**
- Complete Construction
- Open Dog Park (late 2020)

Tell your Friends!

They can email DogPark2020@hermannpark.org and we’ll reach out to them promptly!
www.hermannpark.org/DogPark
#HermannBark | #CampaignforHermannPark
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Conservancy Leadership

Lulu Stoller
Doreen Stoller
President, Hermann Park Conservancy
doreen@hermannpark.org
Gifted to the City of Houston in 1914, Hermann Park is one of Houston’s oldest and most historically significant public parks. It provides a beautiful, safe environment that engenders community, allows urban dwellers varied recreational and relaxation opportunities, builds an appreciation of the natural world, and promotes active lifestyles to help mitigate health concerns.

Each year nearly six million people from throughout Houston freely visit Hermann Park and enjoy jogging and walking trails, the historic Hermann Park Railroad and pedal boats on McGovern Lake, contemplative public spaces like the Jones Reflection Pool, Japanese Garden, and the McGovern Centennial Gardens.

Demonstrated in the 2016 Rice University study, the estimated six million annual Park visitors reflect the rich diversity of Houston. Results showed visitor demographics closely match Houston’s overall demographics, making the park a microcosm of the larger city. One interesting finding reveals almost no difference in usage patterns among ethnic groups; one can conclude Hermann Park is a truly democratic, shared experience for all.
Hermann Park Conservancy

Founded in 1992 as Friends of Hermann Park, Hermann Park Conservancy is a nonprofit citizens’ organization dedicated to the stewardship and improvement of Hermann Park – today and for generations to come. Through a public-private partnership with the Houston Parks and Recreation Department, Hermann Park Conservancy raises funds each year to enhance and maintain the Park, while managing the design of improvement projects, and then sharing costs with the City of Houston. Thanks to the generous financial support of foundations, corporations, and individuals, the Conservancy has raised more than $125 million for improvement projects in Hermann Park. The Conservancy also oversees programs focused on visitor services, conservation and stewardship, tree care, volunteer programs, and operations and maintenance of McGovern Centennial Gardens.

The Master Plan

From tried and true Park users to prospective visitors from the Texas Medical Center, public engagement starting in 2015 yielded incredible information on how people currently utilize Hermann Park and what they would like to see improved. This endeavor presented an unprecedented opportunity for the Conservancy to craft a master plan that not only takes into account expert perspective on future Park planning but also directly respond to community priorities. In 2017, landscape architects Michael Van Valkenburgh Associates completed an ambitious continuation of the 1995 master plan for Hermann Park. This innovative new plan will make Hermann Park an even stronger community asset for Greater Houston in the 21st century. The Play Your Park campaign is the first step in realizing this master plan.

The Current Campaign

Improvements outlined in Hermann Park’s original master plan (1995) were completed in two major phases of work, the last of which is currently underway with the renovation of the Historic Golf Clubhouse (built 1933), soon to be renamed Lott Hall. The expanded master plan (2017) is divided into three distinct phases based on project scope. Maintaining continuity with the original master plan, the next slate of projects is considered phase three. While the three overarching priorities of play, nature, and access frame all Park improvements laid out in the updated master plan, “play” is the theme of the current campaign. Priced at $60 million, this phase three campaign includes:

- The Commons at Hermann Park ($40 million)
- Bike Trail Network ($9.5 million)
- Habitat Restoration & Storm Water Management ($3.5 million)
- Hermann Park Dog Park at Brays Bayou ($2 million)
- Public Art Initiative ($2 million)
- Public & Volunteer Programs ($2 million)
- Ongoing Reforestation and Stewardship ($1 million)