

# THE SHOPS AT RedBird

**EXPLORE**

**ENGAGE**

**EXPERIENCE**



EVENT GUIDELINES



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# ABOUT US



The Shops at RedBird is a growing development with the noteworthy vision of revitalizing quality amenities in southern Dallas. Previously known as Red Bird Mall, the mall opened in 1975, catering to both residents and travelers visiting Dallas. In the late '90s, the mall was rebranded as Southwest Center Mall.

Unfortunately, the property faced a significant decline in amenities and resources over the years. In 2015, Peter Brodsky, an experienced investor, acquired the property and spent 7 years transforming the old landmark into a place of quality living with the necessary resources and shops for the area.

While the transformation work is ongoing, the cause has garnered widespread support throughout Southern Dallas. The team of partners includes Terrence Maiden, CEO of Russell Glen and developer for RedBird, the City of Dallas, which provided \$22 million in economic development to further the mission, and numerous stakeholders supporting the area's growth to transform RedBird.

The businesses on the property are intended to foster connections and bring much-needed resources to the area in one convenient location. The property has hosted various events such as fashion shows, resource fairs, and more, and has been the starting point for many well-known organizations.

The mission is to strengthen Southern Dallas by providing new opportunities for residents and offering community gathering spaces to activate. The venue spaces are designed for organizations to engage in programming and large-scale celebrations. The property is working on adding special touches to venues such as The Nest (20,000 sq/ft court), The Lawn (1-acre green space), and The Bird House (8,000 sq/ft for organizational gatherings). Additionally, there are plans to create recurring programs for the community through events and partnerships, catering to the residents in the area.

Kobalt Management Services LLC manages the property, which 3662 W.Camp Wisdom LLC owns. All programming and events are organized by RedBird Tomorrow's Foundation, which raises funds to keep all community spaces affordable.

# ABOUT US

## EVENT LEGAL GUIDELINES

The Event Legal Guidelines, included within the Event Agreement, aim to provide essential information in a straightforward and accessible format. Please review all pertinent sections thoroughly. Note that prices and regulations are subject to change, and we update the information in this guide periodically. As each event is unique, with multiple indoor and outdoor locations, our policies, rules, and regulations cannot account for every possible scenario. The Shops at RedBird reserves the right to modify the guidelines as necessary, to ensure a successful event while prioritizing visitor safety and enhancing the overall experience. For significant events, we recommend submitting the Event Inquiry Form three to six months before the desired event date(s). For smaller events, we suggest submitting the Event Inquiry Form one to two months in advance. Fees cannot be estimated until the Events Department reviews the Inquiry form. As part of signing a rental agreement, event organizers (Clients) must provide a Certificate of Insurance.

## DO'S AND DON'TS

The Shops at RedBird is open from 11 AM - 7 PM. All events and visitors must comply with these hours otherwise permitted by the Events Department. Setup and breakdown for events are excluded from this requirement. Events hosted in public spaces must be free to the public.

- Affixing props or banners must be approved
- All signage must be approved prior to being placed around the property
- Certificate of Insurance is required for any event hosted on the property
- All events must have an associated floorplan for any venue

## INQUIRY FORM

The Event Inquiry form is to be completed to make our Events Department aware of your event. All communications contracts and forms will be sent out through Planning Pod, our event booking system. Dates and venues are not guaranteed until a contract has been signed and a deposit has been made.

### The Shops at RedBird Event Inquiry Form

## CONTACT INFORMATION

### MAILING ADDRESS

7220 S Westmoreland Rd, Suite 200,  
Dallas, TX 75237

### GOOGLE MAPS ADDRESS

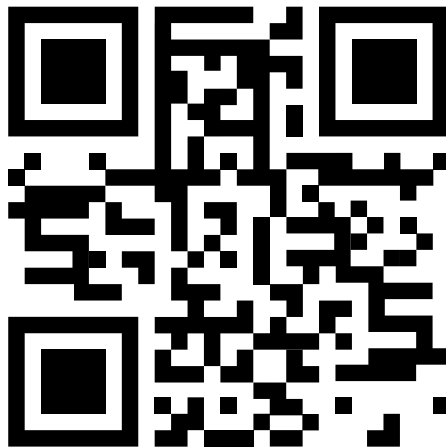
The Shops at RedBird  
3662 West Camp Wisdom Rd, Dallas TX 75237

### EMAIL

[events@shopsatredbird.com](mailto:events@shopsatredbird.com)

### PHONE NUMBER

469-790-0152



# SITE PLAN



## VENUE RENTALS

VENUES	WEEKDAY RENTAL RATES	WEEKEND EVENT RATES
THE BIRDHOUSE ( PRIVATE VENUE 8,000 SQ/FT )	\$750	\$950
THE NEST ( PUBLIC VENUE 20,000 SQ/FT )	SPECIAL APPROVAL	SPECIAL APPROVAL
THE LAWN ( PUBLIC VENUE 1 ACRE )	\$2,000	\$3,000
EAST WING LOUNGE ( PUBLIC )	\$150	\$300
PARKING LOT FIELDS ( SELECTED FIELDS ONLY )	SPECIAL APPROVAL	SPECIAL APPROVAL

NON-PROFITS ARE ELIGIBLE FOR A 10% PERCENT DISCOUNT

- Public venue rentals cannot be made private during regular business hours
- All rates are based on a 4-hour minimum hold
- Security and cleaning fees may incur an additional charge

Any videography or photography for commercial uses is subject to a \$3,000 fee for 5 hours to be shot on the property. Additional security rates are at \$30 an hour, per guard. Use of DPD is allowed under our preferred officers.

# EVENT PLANNING LOGISTICS

## ELECTRICAL

- Electrical site plans will be provided once an event agreement is executed.

## INTERNET/WIFI

- Internet capabilities are accessible in The Bird House.
- Temporary Wifi routing is permitted with permission from the Events Department.

## FOOD/CATERING

- All food and beverage services on the property must have a food handlers license and TABC Permit if applicable.
- Alcohol must only be served at a private event with a registered bartender. One DPD officer in attendance is required for events with 50 people or more serving alcohol.
- All food trucks must have a temporary permit or annual permit per the City of Dallas requirements. Placement of food trucks is reserved for The Lawn but exceptions MAY be allowed. Please check our preferred vendor list for any recommendations.

## WEATHER

- For any outdoor events that are affected by inclement weather, please give an alternative date on your Event Inquiry Form for rescheduling.
- All rescheduled indoor events must be given a 72-hour notice to check venue availability.
- Please provide three alternative preferred dates and times within the 72-hour notice.
- Event cancellations due to weather or other factors will have deposits refunded in full. Any other fees collected will NOT be refunded.

## MARKETING

- The Shops at RedBird can provide event marketing assistance on selected platforms.
- If the flyer is unavailable after completing the Event Inquiry Form, please send an email with the event information and the flyer to our Events Department once received. Failure to do so will not guarantee that your event will be promoted.
- Event promotion before the execution of an event agreement is prohibited.

## DELIVERIES

- The Shops at RedBird does not accept event deliveries to the property on behalf of any client.
- All deliveries and rental equipment must be delivered on the day of the event. The client must accept/coordinate with the vendor.
- For early drop-offs or late pickups approval from the Events Department is needed.

## DRONES

- Drones are not permitted on the property at this time.

## PARKING

- Self-parking is available around the property.
- No vehicle is permitted to remain unattended, or parked in the fire lanes. Ticketing will be enforced.



## EVENT PLAN

- For events requiring custom set-ups, a detailed floor plan must be submitted for approval to our Events Department three weeks before the event.
- Floor plans must include the following: name of event; event dates; legend. Please provide additional information if any of the following will be part of the event: cooking displays; live animals; inflatable or mechanical amusements; electrical needs; motor vehicles; and/or areas with a ceiling or covering, including fabric, tents, additional restrooms, canopies, or tarps.
- Any equipment or production elements to be placed on The Lawn must be approved by our Events Department.
- Floorplans must include all event activities; additional tents and vehicles; signage locations; entertainment elements; stages; game locations; table and chair locations; and queuing locations (if applicable).
- Vehicles are prohibited from driving or parking on The Lawn, even during set-up.

## SIGNAGE

- All signage locations must be approved by The Shops at RedBird. Signage plans must be submitted three weeks before the first contracted day of the event.
- If clings are to be used, all materials and placements must be approved by the Events Department.
- It is prohibited to affix equipment or event elements to any structures on the property.

## AMUSEMENT RIDES

- Carnival rides and bounce houses must have operator and ride insurance from the City of Dallas. These attractions are only allowed in The Nest and The Lawn.
- The use of inflatable and carnival-style elements, such as bounce houses, obstacle courses, and animals must be approved by the Events Department.

## SECURITY

- Clients Choice and DPD provide event security for The Shops at RedBird.
- The activity of vendors is restricted to areas identified by the Event Agreement. The Shops at RedBird security will maintain full control of property access (i.e. open/secure doors and loading docks) and reserves the right to deny entry to any persons who violate the rules and policies of The Shops At RedBird.
- All requests for enhanced security measures—including but not limited to armed guards, K-9 teams, bag searches, and metal detectors—must be coordinated through the Events Department. Requests for enhanced security measures must be made to Event Departments three weeks before the event move-in date.
- Public safety coverage begins on the first contracted move-in day and will remain in effect through move-out.

## CLEANING

- Our in-house team is the exclusive cleaning vendor for all events held at The Shops at RedBird.
- Additional staffing requirements will be based on event elements and expected attendance. Additional fees MAY apply.

## RESTROOMS

- Public restrooms are located inside the main building.
- Any event outside that has more than 100 guests is required to have portable restrooms.
- No event guests are allowed to use other storefronts' restrooms on the property.
- The Shops at RedBird reserves the right to require additional portable restroom facilities for specific events. Such determinations will be made three weeks before the event. The cost and coordination of additional restrooms is the responsibility of the Customer.
- Please consult with the Events Department regarding additional restroom needs and issues, such as choice of vendor, number of portable restrooms required, and restroom locations.

# REQUIREMENTS

## FLOORPLANS

All public events on the property require a floor plan of selected venue space, that will be provided to be completed. Chairs and table rentals must be used by our preferred partners or rented from the property.

## LIQUOR LICENSE

For events held during regular business hours on the property, alcohol is not permitted. After-hours or private events must have a certified bartender and a valid TABC license. Failure to comply will result in event cancellation and a fine. Our preferred bartender vendor can be found on our vendor list.

## INSURANCE REQUIREMENTS

Every event hosted on the property must have event insurance or COI with the property listed as a policy holder.

The Shops at RedBird Event Agreement requires all promoters to provide a current Certificate Liability Insurance before any performance at The Shops at Redbird to include the following:

Commercial General Liability policy in an amount equal to at least \$1,000,000 Per Occurrence with a Products/Completed Operations Aggregate limit of at least \$2,000,000.

Commercial General Liability policy must be on an "Occurrence" basis. The Shops at RedBird must be named as an "Additional Insured", "30-Day Notice of Cancellation" clause, and a "Waiver of Subrogation" in The Shops at RedBird's favor must be included on the policy.

All insurance carriers/companies must be rated A- V or better, as indicated in the most current A.M. Best Rating Guide. Please refer to [www.ambest.com](http://www.ambest.com).

The additional Insured must be listed as:

3662 W. Camp Wisdom, LLC

The Certificate Holder should be:

The Shops at RedBird

3662 West Camp Wisdom Road

Dallas, Texas 75237



# RULES AND REGULATIONS

## POLICIES

- Use of The Shops at RedBird logo is to be approved by the Events Department
- There is to be no smoking anywhere on the property
- Vendors for events must be cleared out within 2 hours of the breakdown window
- Amplified sound is not permitted on weekdays inside
- All signage that is to be hung must be approved by the Events Department
- Permitting may be required with outdoor rentals
- Setup and breakdown time for public venues can be done 2 hours before and have 2 hours to clear out

## PROHIBITED ITEMS

- Smoking
- Vaping
- Drugs
- Riding bikes, scooters, skateboards, etc., through property
- Illegal weapons
- Glass containers
- Fireworks
- Organized sports
- Camping
- Grilling
- Open flames
- Feeding birds
- Panhandling
- Interfering with an event
- Unattended packages
- Balloon releases

## PERMITS

All outdoor events NOT hosted on The Lawn require a permit. This includes tenant parking lots as well. Events scheduled on The Lawn are subject to review from our Events Department to determine if a permit is needed.

- Blockage of streets
- Any gathering of over 1,000 people
- Multiple reserved outdoor venues