



KALEIDOSCOPE
PARK

KALEIDOSCOPE PARK MEDIA KIT



WHO WE ARE

Kaleidoscope Park is a six-acre, public park offering inspiring programs including concerts, films, diverse musical and dance performances, and a variety of health and recreational activities. The Park will feature beautiful art, architecture, and gardens set among a children's play area, dog park, performance lawn, outdoor workspaces, and shaded promenades and plazas.

Website: <https://kaleidoscopepark.org/about/>

OUR PARTNERS

The development of Kaleidoscope Park was made possible through a public-private partnership among the City of Frisco, Communities Foundation of Texas, and Kaleidoscope Park Foundation.

Website: <https://kaleidoscopepark.org/about/our-partners/>



OUR MISSION

Kaleidoscope Park will embrace, reflect, honor, and elevate all North Texas communities by offering free and genuine public arts and cultural activities.

The Park is a nonprofit, charitable organization. All Park programs and operations will be made fully possible by generous and ongoing donations from individuals, corporations, and foundations.

OUR VISION

Kaleidoscope Park will serve the community by:

- Inspiring all who visit the Park
- Creating a platform to highlight the region's arts and cultural landscape
- Elevating arts and cultural appreciation and knowledge
- Enhancing North Texas's arts and cultural economy

OUR IMPACT

Kaleidoscope Park will:

- Welcome an anticipated 1 million annual citizens and visitors
- Host more than 100 annual free public programs, health & well-being, and recreational activities
- Add an estimated \$30 million in direct spending to the North Texas economy
- Provide individuals and families with a beautiful, safe, and welcoming public green space for play, gathering, and recreation

Website: <https://kaleidoscopepark.org/about/our-impact/>



OUR EQUITY STATEMENT

Kaleidoscope Park Foundation and Kaleidoscope Park are committed to advancing equity as a priority in fulfilling our mission in the communities we serve. Our vision is of a public, free, and open community space where every person can thrive. All those who visit the Park will:

- Be welcome, feel safe, and be accepted
- Be treated with respect and dignity
- Have equitable access to opportunities to learn, share, experience, and have fun for themselves and their families

We believe this commitment builds bonds with others, inspires growth and success in our work, and results in a healthier, fairer public space.

OUR LAND RECOGNITION STATEMENT

Kaleidoscope Park Foundation acknowledges the land of Kaleidoscope Park as the ancestral home to the Wichita, Tawakoni, Kickapoo, and Jumanos, as well as the Indigenous Peoples who roamed the Texas Blackland Prairie region including the Comanche, Kiowa, Apache, Cherokee, and Caddo. We strive to honor and respect those who stewarded this Native Land before our times.



FAST FACTS

Kaleidoscope Park:

- Is slated to open in 2024
- Is a six-acre public park located in Frisco, TX near the intersection of State Highway 121 and the Dallas North Tollway
- Is offering free public programming including concerts, diverse musical and dance performances, and a variety of health and recreational activities
- Features beautiful art, architecture, and gardens set among a children's play area, dog park, performance lawn, outdoor workspaces, and shaded promenades and plazas
- Is owned by the City of Frisco and operated, maintained, and activated by Kaleidoscope Park Foundation in a public-private partnership

OUR TEAM

- Shawn Jackson, Executive Director
Phone: (214) 346-5519 Email: sjackson@kaleidoscopepark.org
- Laura Madden, Director of Development & Relationships
Phone: (214) 346-5530 Email: lmadden@kaleidoscopepark.org
- Leah Pate, Coordinator of Communications & Fundraising
Phone: (214) 346-5501 Email: lpate@kaleidoscopepark.org

Website: <https://kaleidoscopepark.org/about/our-team/>

OUR BOARD

- Honorable Florence Shapiro, Chair
- David Scullin, Vice-Chair
- Elizabeth Bull, Treasurer
- Kymberley Scalia, Secretary
- Wes Pierson, Director & City of Frisco Representative
- Scott Boxer, Director
- Kim Butler, Director



KALEIDOSCOPE PARK QUOTES

"I am honored to be asked to lead and advocate for Kaleidoscope Park. This is an opportunity to bring to the North Texas community a park destination like no other we have seen in this region. It will be a beautiful and engaging expression of arts and culture encased in a welcoming, natural setting."

-Honorable Florence Shapiro
Chair, Kaleidoscope Park Foundation

"Kaleidoscope Park will serve as a cultural hub for North Texas and provide access and connection to an enriching environment for work, live and play."

-Craig Hall
Founder and Chair, HALL Group

"Open space, arts and culture are priorities for Frisco. Kaleidoscope Park will provide residents and visitors the opportunity to enjoy all of those offerings in one place as an immersive experience. We're looking forward to Kaleidoscope Park becoming a popular gathering place for our entire community."

-Wes Pierson
City Manager, City of Frisco
Director, Kaleidoscope Park Foundation

"Just as the kaleidoscope we played with as kids brings together distinct pieces to create a beautiful design, Kaleidoscope Park will thoughtfully engage the diverse and rapidly growing communities in North Texas to create fun, beauty, and inspiration in a free and open arts and culture centric public space."

-Scott Stewart, PhD
Executive Director, Kaleidoscope Park Foundation



OUR RECENT NEWS

MySweetCharity 5/16/2024

Arboretum's COO Shawn Jackson Named
Kaleidoscope Park Executive Director

[VIEW NEWS](#)

Local Profile 4/19/2024

Show Your Support For Frisco's Kaleidoscope Park

[VIEW NEWS](#)

Frisco STYLE 4/12/2024

Kaleidoscope Park Plans Summer Debut

[VIEW NEWS](#)

NBC DFW 11/29/2023

New Multi-Million Dollar Public Park to Open in
Frisco Next Summer

[VIEW NEWS](#)

Frisco Enterprise 10/26/2023

Kaleidoscope Park Board, Staff Launches Founder's
Circle Ahead of Summer 2024 Opening

[VIEW NEWS](#)

Frisco Enterprise 8/24/2023

Let's Get An Update on Kaleidoscope Park in Frisco,
Slated for a Spring 2024 Open

[VIEW NEWS](#)



OUR MEDIA ASSETS

Park Images

[VIEW ALL](#)

Park Logo Files

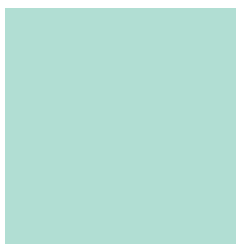
[VIEW ALL](#)

Park Colors



DARK GREEN

CMYK: 81 / 46 / 57 / 27
RGB: 48 / 94 / 92
HEX: #305E5C



TEAL

CMYK: 30 / 0 / 19 / 07
RGB: 177 / 222 / 211
HEX: #B1DED3



PINK

CMYK: 1 / 24 / 32 / 07
RGB: 248 / 200 / 169
HEX: #F8C8A9



ORANGE

CMYK: 0 / 25 / 99 / 07
RGB: 255 / 194 / 14
HEX: #FFC20E



BRIGHT GREEN

CMYK: 19 / 0 / 97 / 07
RGB: 217 / 224 / 39
HEX: #D9E027

SCAN TO VIEW
OUR LINKTREE



KALEIDOSCOPE PARK

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