

# Memorandum



CITY OF DALLAS

DATE February 16, 2018

Honorable Members of the Human and Social Needs Committee:  
TO Councilmember Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano (Vice Chair), Mayor Pro Tem Dwaine R. Caraway, Councilmember Omar Narvaez, Councilmember Mark Clayton, Councilmember B. Adam McGough

SUBJECT **Annual Dr. Martin Luther King, Jr. Celebration Weekend Responses**

On February 5, 2018, the Office of Community Care presented an overview of the 2018 Dr. Martin Luther King Jr. Celebration weekend. Below are responses to the questions posed by the Council committee during the briefing

**1. Provide more information about the event funding, revenue and participation.**

The 2018 Celebration weekend cost \$118,117 and generated \$134,770 in revenue. The financial table below shows revenue (tables sales, ticket sales, parade entries, and silent auction), sponsorships, city expenditures, total expenses, and balance. While there was an increase in the number of small business sponsorships, this year's event did show a decrease in the level of sponsorships from major corporations who typically participated at higher levels.

Additionally, revenues have nearly doubled at the 2018 event due to a change in direction to sale banquet tickets and significantly scale back on auxiliary expenses (event t-shirts, press conferences, refreshments, etc.). Reductions in this area eliminated the need for city support from the General Fund, covered negative balances from last year's event, and left a positive balance of approximately \$16,000.

*Financial Information*

<i>Year</i>	<i>Revenue</i>	<i>Sponsorships</i>	<i>City Expenditure</i>	<i>Total Expenses</i>	<i>Balance</i>
2018	\$35,270	\$99,500	\$0	\$118,117	\$16,653
2017	\$14,602	\$62,500	\$104,398	\$181,500	\$0
2016	\$17,726	\$58,600	\$30,400	\$165,342	\$0

Total participation was estimated to be 201,665, which includes 1,115 attendees at the Banquet and Celebration Fair, 550 attendees at the Candle Lighting Ceremony, and 200,000 parade participants, volunteers and spectators. Parade participation

DATE February 16, 2018

SUBJECT **Annual Dr. Martin Luther King, Jr. Celebration Weekend Responses**

estimates are provided by Parade Marshals and the DPD aerial helicopter. The participation table below is attendance information for 2018 and for the 3 years prior.

*Participation*

<i>Year</i>	<i>Candle Lighting</i>	<i>Banquet/Celebration Fair</i>	<i>Parade</i>
2018	550	1,115	200,000
2017	300	1,120	150,000
2016	300	1,270	125,000
2015	400	900	50,000

**2. Referring to the comment regarding decreased confidence in City of Dallas and its financial commitment to the Celebration Weekend, who had expressed these concerns?**

Multiple individuals expressed concerns about the City of Dallas's commitment to the Celebration Weekend. These included MLK Advisory Board members, MLK Celebration Committee members, and event sponsors and potential sponsors. Some concerns included but are not limited to community service give back, lack of support for community building events, addressing issues around poverty and education, and enhanced workforce development initiatives.

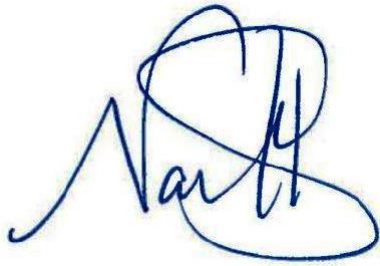
Going forward the planning committee for the 2019 event will consider these concerns and gather additional community input for the development of programs, events, and related initiatives.

**3. What vacancies exist on the Martin Luther King Jr. Center Advisory Board?**

As of February 14, 2018, The MLK Board has 5 total vacancies. These include representatives for Districts 4, 9, 11, and 12, as well as the Chair, which is to be appointed by the Mayor.

Please contact me or Jessica Galleshaw if you have any questions or need additional information.

DATE February 16, 2018  
SUBJECT **Annual Dr. Martin Luther King, Jr. Celebration Weekend Responses**



**Nadia Chandler Hardy**  
**Chief of Community Services**

- c: T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Billerae Johnson, City Secretary (Interim)  
Daniel F. Solis, Administrative Judge  
Kimberly Bizar Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager
- Jo M. (Jody) Puckett, Assistant City Manager (Interim)  
Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Raquel Favela, Chief of Economic Development & Neighborhood Services  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors