

Memorandum



DATE: September 9, 2016
TO: Honorable Mayor and Members of the City Council
SUBJECT: **Office of Emergency Management 2016 Preparedness Fair**

In celebration of September being National Preparedness Month, the City of Dallas Office of Emergency Management (OEM) is hosting our annual Emergency Preparedness Extravaganza on the Ronald Kirk Pedestrian Bridge on Saturday, September 24, 2016 from 11:00 A.M. to 3:00 P.M. The Fair will engage City of Dallas citizens, employees and visitors so they know what to do when emergency and disaster events occur.

At this fair, the Office of Emergency Management and public safety partners will help citizens make a plan for what to do in an emergency, build an emergency supply kit and learn more about the agencies that provide disaster relief in the community. Attendees will be able to visit varying booths and see emergency response equipment and vehicles. There will also be food trucks, music, games, celebrity appearances, and emergency preparedness prizes and give-a-ways.

We have had a very successful event for the past couple of years and are very excited about this one. We welcome and encourage you to attend as your schedule allows. You will find attached a "save the date" flyer – a full event flyer will be forthcoming.

We hope to see you at this fun-filled, family-friendly event focused on personal preparedness. Please feel free to contact OEM Director Rocky Vaz at (214) 670-4277 and/or by email at rocky.vaz@dallascityhall.com should you need further information.



Eric D. Campbell
Assistant City Manager

[Attachment]

cc: A.C. Gonzalez, City Manager
Christopher D. Bowers, (I) City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



THE TRINITY
DALLAS



**FREE
ADMISSION**

SEE Dallas Police and
Fire Response vehicles

LEARN more about the
agencies that provide disaster
relief in the community.

BUILD you very own preparedness kit.

PARTICIPATE in activities for a chance to
win prizes.

**Saturday,
September 24
11 a.m. - 3 p.m.**
Ronald Kirk Bridge and
Felix H. Lozada, Sr. Gateway

ARE YOU READY?

Proudly Sponsored by:



TARGET



MOTOROLA SOLUTIONS

For more information:
214-670-4275 or
oem@dallascityhall.com



Memorandum



DATE September 9, 2016

TO Honorable Members of the Arts, Culture & Libraries Committee: Monica R. Alonzo (Chair), Mark Clayton (Vice-Chair), Deputy Mayor Pro Tem Erik Wilson, Carolyn King Arnold, Jennifer S. Gates, Scott Griggs

SUBJECT **Draft Deal Points for AT&T Performing Arts Center Contract Amendment**

Attached is a current draft summary of the services to be included in the AT&T Performing Arts Center (ATTPAC) contract amendment. We look forward to any questions or suggestions you may have prior to the Arts, Culture & Libraries Committee meeting to be held on Monday, September 19, when this item will be briefed by ATTPAC and City staff.

To recap, the City of Dallas would increase its current contract for \$2.5m in services to \$4m annually for ten years. The Office of Cultural Affairs and the ATTPAC team have worked with smaller arts organizations to craft a list of benefits that will be useful and impactful for them. The incremental \$1.5M is for enhanced services for arts and community organizations which include performance space and a community stage for smaller organizations, e-ticketing and marketing services, community outreach and ticketing offers, and other support services.

The City Attorney's Office is currently working on the formal contract amendment with ATTPAC's counsel, and it will be scheduled for consideration with other cultural contracts in October 2016.

Please let me know if you have questions.

Joey Zapata
Assistant City Manager

cc: Honorable Mayor and City Council
A.C. Gonzalez, City Manager
Christopher C. Bowers, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
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Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager

AT&T
PERFORMING
ARTS
CENTER

*Enriching your life.
Enriching the community.*

DRAFT

**OPERATIONAL SUPPORT AND IN KIND SERVICES TO
OFFICE OF CULTURAL AFFAIRS, CITY OF DALLAS
SUPPORTED ORGANIZATIONS AND THE COMMUNITY**

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SERVICES: ESTIMATED ANNUAL VALUE

Item	Programs Benefit Value	+ 10% OCA Participation	+ 25% OCA Participation	+ 50% OCA Participation
Marketing Services - E-Blast - OCA Culture Calendar	\$26,693	\$140,683	\$351,708	\$703,416
Community Programs - Community Stage - Dallas Arts Month - Dallas Police Department - Artist Rush Tickets - Donated Tickets	\$272,729	n/a	n/a	n/a
Ticketing Services - E-Ticketing - Marketing	\$2,160	\$288,650	\$721,750	\$1,443,650
Parking Support	\$90,450	n/a	n/a	n/a
Operational Support - Patron Services Analysis - Patron Relations Training - Elevator Project	\$234,410	n/a	n/a	n/a
SUBTOTAL	\$626,442	\$429,333	\$1,073,458	\$2,147,066

ESTIMATED TOTAL VALUE = \$1,700,000 annually

(Programs + 25% participation by OCA supported groups for marketing and ticketing services)

CULTURAL IMPACT

Through the AT&T Performing Arts Center's efforts to provide support to the city's cultural community, more than **60 nonprofit arts and cultural organizations**, as well as hundreds of artists stand to benefit from these services.

OFFICE OF CULTURAL AFFAIRS SUPPORTED GROUPS:

Cultural Organizations Program (COP)

Tier 1

Anita N. Martinez Ballet Folklórico
Artreach Dallas
Cara Mía Theatre
Teatro Dallas
Writer's Garret

Tier 2

Bishop Arts Theater
Children's Chorus of Greater Dallas
Creative Arts Center
Dallas Wind Symphony
Dance Council
Fine Arts Chamber Players
Greater Dallas Youth Orchestra
Junior Players
Kitchen Dog Theater
Shakespeare Dallas
Texas Winds Musical Outreach
Turtle Creek Chorale
Undermain Theater
USA Film Festival

Tier 3

Big Thought
Dallas Children's Theater
The Dallas Opera
Theatre Three
TITAS Presents

Cultural Projects Program (CPP)

Asian Film Foundation of Dallas
Chamber Music International
Color Me Empowered
Contemporary Ballet Dallas
Dallas Asian American Youth Orchestra
Dallas Bach Society
Dallas Holocaust Museum
Dallas Institute of Humanities and Culture
Dallas Metroplex Musicians
DFW International
Echo Theatre
Greater Dallas Asian Chamber of Commerce
Indian Cultural Heritage Foundation
Jewish Community Center of Dallas
La Reunion
Lone Star Wind Orchestra
MAC, The Art Venues-Dallas
Metropolitan Winds
Museum of Geometric and MADI Art
Nasher Sculpture Center
New Arts Six
New Conservatory of Dallas
New Texas Symphony
Ollimpaxqui Ballet
Orpheus Chamber Singers Inc.
Pegasus Musical Society (Orchestra of New Spain)
Southwest Celtic Music Association
Texas Ballet Theater
Texas Chinese Performing Arts
The Women's Chorus of Dallas
Upstart Productions
Uptown Players
Video Association
Voces Intimae
Voices of Change
WordSpace

The Center will offer marketing support to Office of Cultural Affairs' Tier 1, Tier 2 and Tier 3 groups plus Cultural Projects Program (CPP) participants, which represents approximately 65 organizations. This support is to the Center's broad patron electronic database of 155,000 and growing.



- Inclusion in monthly “AT&T Performing Arts Center Recommends” OCA Event Calendar e-blast to the ATTPAC.org database of 155,000+
 - *Value: 155K e-mails per month @ \$10 per 1,000 e-mails CPM industry standard value**
- Creation of an OCA Culture Calendar on ATTPAC.org website
 - Center will create a custom calendar of the Dallas arts scene on its website to feature shows, programs and events of OCA organizations.
 - The calendar will include a direct link to the OCA Culture Calendar on the Center's homepage.
 - *Value: 552,250 average annual homepage visits @\$10.40 per 1,000 visits CPM industry standard value***
- To participate in these marketing programs, organizations will need to submit an online form that includes the name of presenter, show, date(s), time(s), ticket price, phone and website. Organizations will be able to upload one (1) small aspect ratio jpeg image (logo, show art, etc.).

Sources: Cost per Mille (CPM) denotes the cost per thousand impressions. * \$10 per 1,000 emails as assessed by Email Vendor Selection. ** \$10.40 per 1,000 premium displays as assessed by ZenithOptimadia.

E-BLAST: OCA Culture Calendar Example

VIEW IN BROWSER | SEE MORE EVENTS | PLAN YOUR VISIT | BECOME A MEMBER | SHARE @ f t

AT&T PERFORMING ARTS CENTER

SPECIAL MESSAGE FROM THE AT&T PERFORMING ARTS CENTER

AS A PATRON OF THE CENTER, we thought you might be interested in the following upcoming events:



CULTURE CALENDAR



EXPLORE THE DALLAS ARTS SCENE



Dance Council of North Texas Presents
DALLAS DANCE FEST
DALLAS CITY PERFORMANCE HALL
SEPTEMBER 2, 2016 [BUY TICKETS ▶](#)



Shakespeare Dallas Presents
THE TEMPEST
SAMUELL-GRAND AMPHITHEATRE
SEPT 21 - SEPT 25, 2016 [BUY TICKETS ▶](#)



Dallas Institute of Humanities and Culture Presents
WHAT MAKES A CITY? THE TRINITY: NATURE & PUBLIC SPACE
DALLAS CITY PERFORMANCE HALL
SEPTEMBER 23, 2016 [BUY TICKETS ▶](#)



Latino Cultural Center Presents
SENIOR LINE DANCING
LATINO CULTURAL CENTER
SEPTEMBER 29, 2016 [LEARN MORE ▶](#)

[SEE MORE OCA EVENTS](#) [VIEW CALENDAR ▶](#)

VIEW IN BROWSER | SEE MORE EVENTS | PLAN YOUR VISIT | BECOME A MEMBER | SHARE @ f t



AT&T PERFORMING ARTS CENTER *Enriching your life. Enriching the community.*

UNSUBSCRIBE
UPDATE YOUR PROFILE
CONTACT US

700 North Pearl Street, Suite N1900, Dallas, TX 75201

ATTPAC.ORG WEBSITE: OCA Culture Calendar Example

The screenshot displays the AT&T Performing Arts Center website's 'EDUCATE & ENRICH' section. The header includes navigation links: HOME, ON SALE, SERIES, YOUR VISIT, GIVE & GET, EDUCATE & ENRICH, RENTALS, ABOUT, NEWS. Below the header, the site title 'AT&T PERFORMING ARTS CENTER' is shown with the tagline 'Enriching your life. Enriching the community.' and a search bar.

The main content area is titled 'EDUCATE & ENRICH' and features a sidebar with links: OPEN STAGES/EDUCATION, COMMUNITY PARTNERS, FREE PROGRAMMING, and CULTURE CALENDAR. A prominent banner for the 'Office of Cultural Affairs CITY OF DALLAS' features the text 'CULTURE CALENDAR' and a calendar icon. Below this, a section titled 'DALLAS ARTS SCENE' lists events for 'TODAY AUG 16' and 'TOMORROW AUG 17'. Each day's events include a 'FREE - THROUGH AUG 30' tag, 'THE NATIONAL PARKS - SELECT IMAGES' (9:00AM), 'GALLERY TALKS' (DALLAS MUSEUM OF ART 12:15PM), 'ARTISAN CENTER THEATER CHEAPER BY THE DOZEN' (7:00PM), 'FASHION EVENTS RIFFTRAX LIVE: MOTHRA' (7:00PM), and 'POKEMON GO NIGHT' (6:00PM).

The footer contains a 'SIGN UP FOR EMAIL UPDATES' button, social media icons, and logos for AT&T PERFORMING ARTS CENTER, LEXUS, reliant, Coca-Cola, and ABSOLUT ELYX. Contact information for three offices is provided: BOX OFFICE (214.880.0202), MEMBERSHIP SERVICES (214.978.2888), and ADMINISTRATIVE SERVICES (214.954.9925). A 'Donate' section lists options for Concerts, Sponsorships, and Price Center. A 'Group Sales' section lists Rentals, Technical Arts, and Accessibility. A 'Privacy Policy' section lists Terms & Conditions, Site Map, and Contact Us. The copyright notice at the bottom reads '© 2016 AT&T Performing Arts Center'.

ATTPAC.ORG HOMEPAGE: Link Example

[HOME](#) [ON SALE](#) [SERIES](#) [YOUR VISIT](#) [GIVE & GET](#) [EDUCATE & ENRICH](#) [RENTALS](#) [ABOUT](#) [NEWS](#)

AT&T PERFORMING ARTS CENTER [CART](#) [LOG-IN](#) [SEARCH](#)

Enriching your life. Enriching the community.

[UPCOMING](#) [BROADWAY & THEATRE](#) [MUSIC](#) [DANCE](#) [DTC](#) [SERIES](#)



PRELUDE
a preview of **aurora 2017**
OCTOBER 21 - 22, 2016



MARY CHAPIN CARPENTER
THURSDAY, NOV 3, 2016 MAJESTIC THEATRE



FRANKIE VALLI & THE FOUR SEASONS
SUNDAY, DEC 18, 2016 WINSPEAR OPERA HOUSE

[VIEW MORE EVENTS ▶](#)

AUGUST 2016

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

[VIEW FULL CALENDAR ▶](#)

JUST ANNOUNCED



PRELUDE
a preview of **aurora 2017**

CENTER NEWS

STREET TEAM
News JOIN OUR STREET TEAM!

WE WANT YOUR PICS!
News WE WANT YOUR PICS!

DALLAS' HOTTEST NEW CAFE IS...
News DALLAS' HOTTEST NEW CAFE IS...

THREE MAJOR SHOWS ARE ABOUT TO GO ON SALE
News THREE MAJOR SHOWS ARE ABOUT TO GO ON SALE

[VIEW ALL ARTICLES ▶](#)

GET TICKETS & INFORMATION AT

214.880.0202

WANT THE **BEST SEATS?**

Join Center Circle today! ▶

HAVE A GROUP OF 10 OR MORE?

Click here and **SAVE!** ▶

EXPLORE THE **DALLAS ARTS SCENE**

Click here for OCA events ▶

EXPLORE THE CENTER'S RESIDENT COMPANIES

Anita N. Martinez
Ballet Folklorico

DALLAS BLACK DANCE THEATRE

the dallas opera

Dallas Theater Center

TEXAS BALLET THEATRE
NEW STEVEN MEYER, ARTISTIC DIRECTOR

[@ SIGN-UP FOR EMAIL UPDATES](#)

FOLLOW US

AT&T PERFORMING ARTS CENTER
Enriching your life. Enriching the community.



Official Mobile of the AT&T Performing Arts Center



Official Vehicle of the AT&T Performing Arts Center



Official Energy Provider of the AT&T Performing Arts Center




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BOX OFFICE **214.880.0202**

MEMBERSHIP SERVICES **214.978.2888**

ADMINISTRATIVE OFFICE **214.954.9925**

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WORKING DRAFT as of September 9, 2016 - Subject to Change

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Marketing Services Estimated Value Range:

E-Blasts

Based on an estimated percentage participation by the 60 organizations with one show in any given month during the year.

Percentage Participation %	Annual Listings (1 E-Blast Per Month + 2 Holiday Blasts)	Marketing Value Per E-Blast*	Annual Total
10% (6 groups)	84	\$1,550	\$130,200
25% (15 groups)	210	\$1,550	\$325,500
50% (30 groups)	420	\$1,550	\$651,000
ESTIMATED RANGE TOTAL			\$130,200 to \$651,000

OCA Culture Calendar

Estimated Value for Homepage Impressions:

552,250 annual ATTPAC.org homepage visits where OCA Culture Calendar ad and link will be placed. Average CPM of \$10.40**

\$5,743

Estimate Value for Calendar Visits

Projected average 14,000 annual visits. Once built, the valuation can be re-determined based average visits to calendar page. Average CPM of \$10.40**

Percentage Participation %	Annual Listings	Annual Total
10% (6 groups)	72	\$10,483
25% (15 groups)	180	\$26,208
50% (30 groups)	360	\$52,416
ESTIMATED RANGE TOTAL		\$10,483 to \$52,416

Sources: Cost per Mille (CPM) denotes the cost per thousand impressions. * \$10 per 1,000 emails as assessed by Email Vendor Selection. ** \$10.40 per 1,000 premium displays as assessed by ZenithOptimadia.

Calendar and E-Blast Development/Monitoring

Item	Value
OCA Culture Calendar Software Development & Maintenance	\$13,750 [^]
Web Consultant for 15 hrs. per month to upload/monitor calendar and 5 hrs. per month to create/distribute e-blasts, at \$30/hr. ^{^^}	\$7,200

Sources: [^] Estimate provided by Center's web firm, Made Media. ^{^^} Salary.com average hourly rate for Web Editor in Dallas, TX.

DRAFT

COMMUNITY PROGRAMS:

Community Stage

During the spring and fall semesters, the Center will curate an outdoor community stage, featuring the best of student performing ensembles from Dallas and beyond. The students will perform in front of the Winspear Opera House as audiences arrive for Broadway Series, TITAS Presents or Center Presents shows. The schools will include the best of middle school, high school, college and university performers from public, charter and private schools in North Texas, as well as youth groups of nonprofit arts organizations, with an emphasis on Dallas-based schools. When appropriate, the Center will offer show tickets for students and their families.



Fall 2016 Schedule for Rent

- September 21: Thomas Jefferson High School’s Modern Band
- September 22: Seagoville High School’s Modern Band
- September 28: Yvonne A. Ewell Townview Magnet Center’s Modern Band
- September 29: Molina High School’s Modern Band

Item	Costs Per Concert	Annual Total (8 Concerts)
Production	\$350 per concert	\$2,800
Creative Services	\$500 annual	\$500
Digital Marketing	\$50 per concert	\$400
Tickets for Distribution (est. 20 per group)	\$40 per ticket per show	\$6,400
Video/Photography	\$3,500 annual	\$3,500
Bar and Security	\$470 per concert	\$2,280
Education Staff (8 hrs. per week per Sr. Manager and Coordinator)	\$18,125 annual	\$18,125
Miscellaneous expenses	\$500 annual	\$500
Estimated Total Value		\$34,505

COMMUNITY PROGRAMS: Dallas Arts Month Support

The Center will assist the Mayor’s Office and Office of Cultural Affairs in working with arts organizations to coordinate and market Dallas Arts Month. This includes e-mail blasts, creating calendar of events, and providing ticketing for Creative Conversations and other speaker related events.



Item	Value	Total
Ticketing Services for Creative Conversations, estimated 3 free events with general admission through TicketDFW.org	GA E-Ticketing \$500 x 3 events	\$1,500
Special e-blasts to ATTPAC.org and TicketDFW.org databases (190,000+)*	\$1,900 per x 2 e-blasts	\$3,800
Creative Services for Calendar and E-blasts (which other organizations can utilize)	\$68 per hour** x 16 hours	\$1,088
PR Consultant Rates (8 hrs. per week at \$87/hr.)***	\$2,784/month x 8 planning months	\$22,272
Marketing Consultant Rate (4 hrs. per week at \$46/hr.)****	\$736/month X 4 planning months	\$2,944
Estimated Total Value		\$31,604

Sources: Cost per Mille (CPM) denotes the cost per thousand impressions. * \$10 per 1,000 emails as assessed by Email Vendor Selection. ** HOW Magazine 2014 survey, average \$68 per hour for designers in the south. ***Public Relations Society of America (PRSA) 2008 survey of independent practitioners, average \$87 per hour rate for nonprofit work. ****Salary.com average hourly rate for Marketing Manager in Dallas, TX.

COMMUNITY PROGRAMS: Dallas Police Department

The Dallas Police Department annually brings thousands of area youth from every part of the city to the Center’s campus for the **Let’s Talk** program. The Center will provide the venues and campus rent-free and cover up to \$10K in hard costs.

Item	Cost	Total
Facility Rental (12 hours) Winspear Opera House - McDermott Hall - Hamon Hall - Prothro Lobby Strauss Square Sammons Park	\$9,000 \$3,600 \$4,800 \$5,400 \$2,400	\$25,200
Labor Production Security Front of House	\$4,770 \$2,650 \$1,250	\$8,670
Custodial/Set-up	\$4,700	\$4,700
Parking	\$6 Daily Rate x 225 spots	\$1,350
Estimated Total Value:		\$39,920
The Center’s Contribution: Waived Rental Fee and \$10K Direct Costs		\$35,200 88% savings



"They're afraid of the police. They see police coming into the neighborhood as an occupying force. There's nothing to be afraid of here at the Winspear."

- Dallas Police Chief David Brown



COMMUNITY PROGRAMS: Artist Rush Tickets

To increase access to performances, Dallas area artists of any discipline – theatre, dance, music, visual – may register at ATTPAC.org for notices of Artist Rush Tickets. For select performances (subject to show approval) of Center Presents, Broadway Series and TITAS Presents, an e-mail alert will be sent day of show or day in advance.

All Artist Rush tickets will be available for purchase in person at the Box Office on the day of the show typically starting 1.5 hours prior to curtain. Artists pay no service fees and get the best available seating (with some restrictions). Estimated target price is \$25 per ticket, which represents a discount on tickets generally ranging in price anywhere from \$40 to \$150+. Limit two tickets per registered artist. Offer subject to availability, quantities may be limited.

Series	Est. Amount of Offered Shows	Tickets Purchased per Run of Show	Average Savings per Ticket	Total
Broadway	6	40	\$50	\$12,000
Center Presents	20	20	\$50	\$20,000
TITAS Presents	8	20	\$50	\$8,000
Estimated Value:				\$40,000



COMMUNITY PROGRAMS:

Donated Tickets

Through several programs, the Center provides tickets to Dallas area residents, students and agencies. Since for most shows the Center is the presenter, not producer, the Center usually must purchase the tickets from the touring production.

Community Partners

By working local service organizations, the Center makes the arts accessible to hundreds of people in underserved communities that might not otherwise be able to attend shows. New groups may be added.

- The Bridge
- The Family Place
- HopeKids North Texas
- Jonathan's Place
- Jubilee Park and Recreation Center
- Lumin Education
- Nexus Recovery
- The Resource Center
- Ronald McDonald House of Dallas
- Uplift Education - Peak Preparatory
- Vickery Meadow Youth Development Foundation
- Wesley-Rankin Community Center
- Wilkinson Center

Estimated Value: **1,363 tickets** at average \$40 each for 2016/2017 season = **\$54,520**

Open Stages

Through the Center's education program, Open Stages, thousands of students from Dallas ISD High Schools are able to attend Broadway Series and TITAS Presents performances.

Booker T. Washington High School for the Performing and Visual Arts and
Title I High Schools with Arts Career Pathways

- Carter High School
- Molina High School
- Sunset High School
- Thomas Jefferson High School
- Woodrow Wilson High School
- W.T. White High School

Estimated Value: **1,200 tickets** at average \$30 each for 2016/2017 season = **\$36,000**

Dallas Nonprofit and Service Agencies

The Center donates approximately 500 tickets annually to nonprofit organizations and charitable agencies that request tickets for their fundraising needs, such as silent auctions. In the past year, the Center has donated tickets and parking to performances of Broadway Series, Off Broadway On Flora, TITAS Presents, and Center Presents concerts and lectures to these Dallas-area organizations serving a variety of needs in the community:

AIDS Interfaith Network
AiRS Foundation
Ajile L Turner Foundation
Alcuin School
All Saints Catholic School
American Cancer Society
American Diabetes Association of North Texas
American Red Cross
Baylor School of Nursing
Big Brothers Big Sisters
Big D Roundup
Black Tie Dinner
Bryan's House
Callier Child Development
Capital for Kids
Children's Chorus of Greater Dallas
Children's Medical Center Foundation
Christian Works for Children
Communities in Schools of the Dallas Region
Congregation Shearith Israel
Coram Deo Academy
The Covenant School
CREW Dallas
Crystal Charity Ball
Dallas Bar Association
Dallas Cooperative Preschool
Dallas Film Society
Dallas Heritage Village Guild
Dallas Leadership Foundation
Dallas Lutheran School
Dallas On the Move, Multiple Sclerosis Society
Dallas Youth Repertory Project
Dance Council of North Texas
Dealey Montessori School
DIFFA Dallas
DPD Associations Assist the Officers Foundation
Epilepsy Foundation
Evergreen Life Services
The Family of DPD Sergeant Michael Smith
Foundation for C.H.O.I.C.E.
Friends of the Dallas Police
Gay & Lesbian Fund for Dallas
Genesis Women's Shelter
Good Shepard Episcopal School
HOPE International
Human Rights Initiative of North Texas
IAEDP Foundation DFW
Incarnation Academy
International Student Foundation
Jewish Family Services of Greater Dallas
Jewish Federation of Greater Dallas
Jim & Joanie Hatcher Charitable Trust
June Shelton School
Junior League of Dallas
Junior Players
Kitchen Dog Theater
Lakehill Preparatory School
Lakewood Early Childhood
LEAP Global Missions
The Learning Tree School Dallas
Lee Park & Arlington Hall
Leukemia & Lymphoma Society
Levine Academy
LIFT
Mata Montessori School
Mayor's Summer Reading Club
Meadowbrook School
MEED Center
Mi Escuelita Preschool
Mosaic Family Services
Muscular Dystrophy Association

Nexus Recovery Center
North Dallas Women's Club
North Texas Food Bank
Northwood Woman's Club
Orphan Angel
Parish Episcopal School
Prestonwood Elementary School
Promise of Peace Community Garden
Rainbow Days
The Real Estate Council Dallas
Resource Center Dallas
Retina Foundation
Ronald McDonald House of Dallas
Rosemont Early Childhood PTA
Saint James Episcopal School
Scottish Rite Hospital
Shakespeare Dallas
SMU Dedman School of Law
Southeast Dallas Chamber of Commerce
St. Jude

St. Matthew's Cathedral Arts
St. Thomas Aquinas Catholic School
Temple Emanu-El
Temple Shalom
Texas Health Resources Foundation
The Hockaday School
Trinity Chapter of The Links Incorporated
UNCF
Union Gospel Mission Dallas
Upbring Foster
Uptown Players
UT Southwestern
Wesley Prep
White Rock Montessori
The Wilkinson Center
The Winston School
The Women's Chorus of Dallas
YMCA Dallas
Young Texans Against Cancer Dallas Chapter

Estimated Value: 500 tickets @ \$75 each, 200 parking passes @ \$17 each = **\$40,900**

The Center will offer deeply discounted ticketing services for Office of Cultural Affairs’ Tier 1 and Tier 2 groups plus Cultural Projects Program (CPP) participants. These organizations’ ticketed events may be sold on TicketDFW.com, which is administered by the AT&T Performing Arts Center, and marketed to the TicketDFW database of 35,000 and growing.

**CUSTOMER/PATRON
DATA KEPT
CONFIDENTIAL**

At all times, the arts organization’s customer data and e-mail lists **remain confidential** and will not be used by the Center or any other group without the organization’s permission.

E-Ticket Services	Reduced Fee	Value
Free, General Admission or Reserved		
<i>GA Set-up Fee or Select-Your-Own Seat</i>	<i>\$0</i>	<i>\$500 GA or \$800 SYOS</i>
<i>“Print at Home” Patron PDF Tickets</i>	<i>Included</i>	<i>Included</i>
<i>Reporting and Analytics</i>	<i>Included</i>	<i>Included</i>
<i>Client Manager Support</i>	<i>Included</i>	<i>Included</i>
Paid, General Admission or Reserved		
<i>GA Set-up Fee or Select-Your-Own Seat</i>	<i>\$0</i>	<i>\$1,050</i>
<i>Consumer Fees (See Chart)</i>	<i>\$2 - \$8 per ticket</i>	<i>\$5 - \$16 per ticket</i>
<i>Credit Card Transaction Fee</i>	<i>Included</i>	<i>4% of all sales</i>
<i>“Print at Home” Patron PDF Tickets</i>	<i>Included</i>	<i>Included</i>
<i>Reporting and Analytics</i>	<i>Included</i>	<i>Included</i>
<i>Client Manager Support</i>	<i>Included</i>	<i>Included</i>

Paid Ticketing Customer Fees

A discounted, scaled fee will be added to the cost of each ticket price to cover expenses of credit card transaction fees and direct costs such as ticketing software program set-up, building the event webpage, and ticketing and web support and monitoring of event up until the performance.

This fee is paid by the customer at time of ticket purchase. This reduced fee represents a sustainable savings to the public, and makes the arts organization's events more accessible to the community.

Paid, General Admission or Reserved Seating	Regular Handling Fee	Discounted Handling Fee	Discount %
Up to \$25.00	\$5	\$2	60%
\$25.01- \$45.00	\$8	\$4	50%
\$45.01 - \$75.00	\$10	\$5	50%
\$75.01 - \$99.00	\$12	\$6	50%
\$99.01 - \$150.00	\$14	\$7	50%
\$150.01+	\$16	\$8	50%

Optional Add-On Services

A fully manned box office at performances, telephone ticketing option for patrons, promo code set-up, and ticket/ mailing printing services are available for the following fees.

Service	Fee	Paid By
Onsite Manned Box Office Fee (2 agents)	\$100 per performance (City-owned facility) \$150 per performance (non City-owned facility) \$50 per additional agent	Organization
Promo Code Set-up Fee	\$25 per show (50% discount)	Organization
Telephone Handling Fee	Additional \$1 per ticket	Passed to Customer
Ticket Printing Fee (Mail & Will Call)	Additional \$1 per ticket	Passed to Customer

DRAFT

Venues with Reserved Seating Mapped in Center's Ticketing Platform

Annette Strauss Square
Bass Performance Hall (Fort Worth)
Dallas City Performance Hall
Dee and Charles Wyly Theatre
Kalita Humphreys Theater
Majestic Theater
Margot and Bill Winspear Opera House
Meyerson Symphony Center
Music Hall at Fair Park
Rosewood Center for Family Arts
W. E. Scott Theatre (Fort Worth)

In addition to above, General Seating is also available for these venues:

Bath House Cultural Center
Dallas Black Dance Theatre Studio
Latino Cultural Center
Sammons Center for the Arts

Marketing Support

As an added benefit of utilizing TicketDFW, participants will receive:

- Top-level customer analytics and reporting
 - Daily or weekly sales reports including summary of sold tickets, sold dollar amount, number of comp tickets and capacity.
 - Comprehensive patron list with all event ticket purchasers' information, including their address, phone number, e-mail address and seating assignment (if applicable).

- Promotion and marketing of the event
 - Inclusion in twice monthly e-blast to the TicketDFW.com database
*Value: 35K e-mails twice per month @ \$10 per 1,000 e-mails CPM industry standard value**
 - Presence on the TicketDFW.com website, including home page rotator
*Value: 21,100 average annual homepage visits @\$10.40 per 1,000 visits CPM industry standard value***



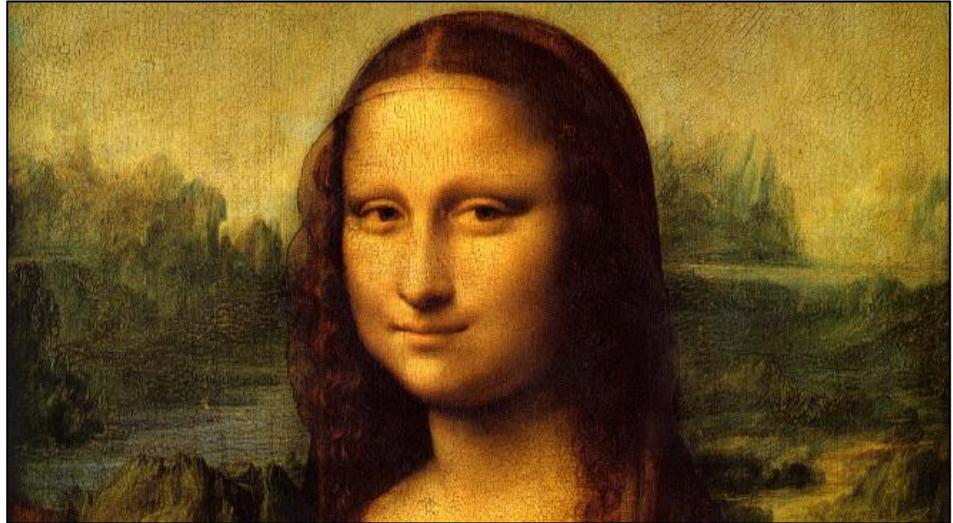
Sources: Cost per Mille (CPM) denotes the price of 1,000 advertisement impressions. * \$10 per 1,000 emails as assessed by Email Vendor Selection. ** \$10.40 per 1,000 premium displays as assessed by ZenithOptimadia.

IMAGE SPECS & GUIDELINES

Event Page Header

660 x 365 High Res JPEG

It is recommended to use a production image rather than a title treatment. There is no need to include the date, venue or event title as these details will be listed immediately below the image.



of the image.

Home Page Rotator

960 x 425 High Res JPEG

It is recommended to use a production image rather than a title treatment. In a thick and large font, include only event title, a truncated date and venue. Due to the left and right rotator arrows, keep text out of the extreme sides

Custom Feature Box

572 x 219 High Res JPEG

Feature Boxes can be used to highlight additional information requiring a separate webpage such as organizational information or auxiliary events. These appear on the event webpage below the Ticket Booking widget.

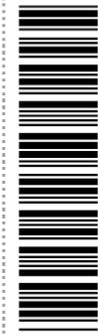


E-TICKET TEMPLATE



PRINT AT HOME TICKET

<p>Dance Council of North Texas presents DALLAS DANCEFEST</p> <p>Friday, September 02, 2016 8:00 PM</p> <p>Dallas City Performance Hall 2520 Flora Street, Dallas TX 75201</p>	<p>PORTAL/AISLE SECTION/LEVEL ORCC ROW L SEAT 25</p> <p>PATRON I.D. 80548987 ORDER NUMBER 6933186</p> <p>PRICE 0.00 includes a facility fee of 0.00</p> <p style="text-align: right;">Exempt from Texas Sales and</p>
--	--



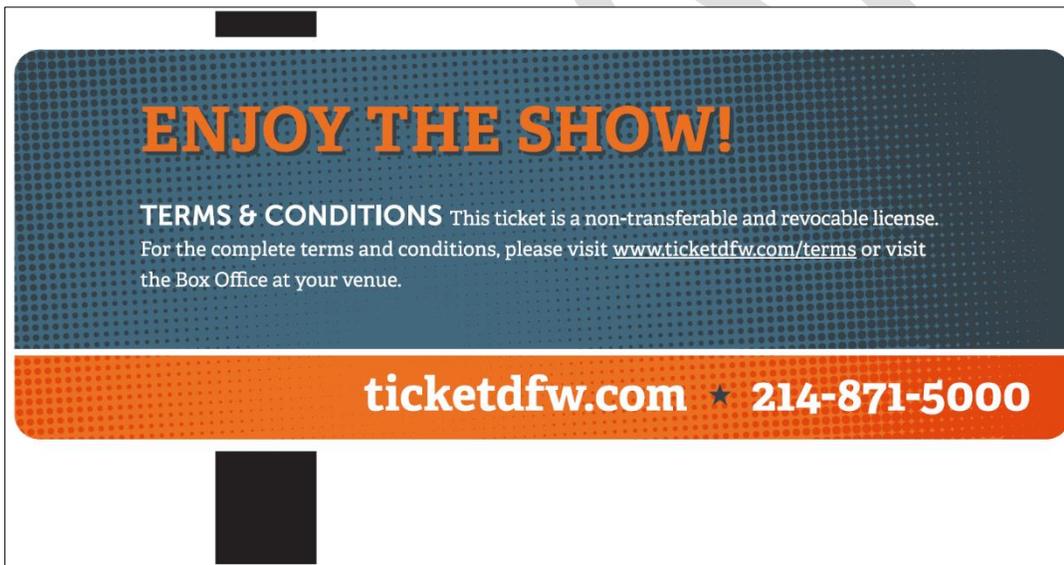
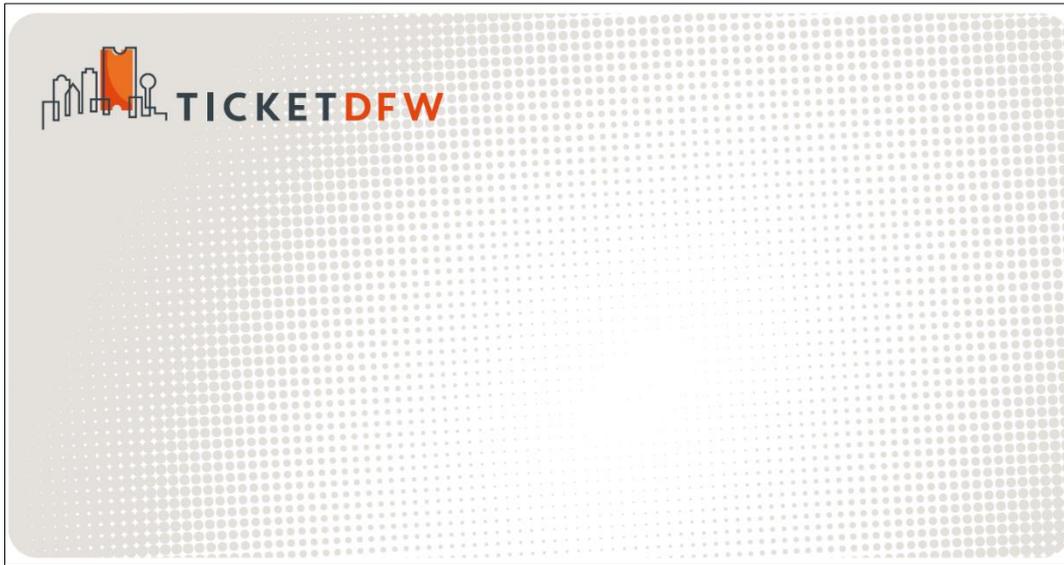
6921329

TERMS & CONDITIONS This ticket is a non-transferable and revocable license. For the complete terms and conditions, please visit www.ticketdfw.com/terms or visit the Box Office at your venue.

GET DIRECTIONS, PARKING OPTIONS, VENUE INFORMATION AND MORE AT **ticketdfw.com** ★ **214-871-5000**

DRAFT

PRINTED TICKET STOCK (for an additional fee)



CUSTOMER REPORTING AND ANALYTICS EXAMPLES

Performance Revenue			
Price Type Category/ Price Type		Sales	
		Count	Amount
Comp		71	-
Comp		71	-
Discount		206	6,143.41
15% off		17	672.01
20% Off		77	2,399.40
Group Sales 10+		112	3,072.00
Single		213	7,664.50
TKTS Adult		213	7,664.50
Subscription		14	446.26
Subscription		14	446.26
Summary	Tkt %	504	14,254.17
Comp	9.48%	71	
Paid	57.81%	433	
Capacity		749	

**CUSTOMER/PATRON
DATA KEPT
CONFIDENTIAL**

Customer Orders											
Last Name	First Name	Address 1	City	State	Zip Code	Location	Section	Row	Seat	Price	Price Type
Anderson	Carolyn	1234 Winding Woods Trl	Dallas	TX	752272814	Orchestra Center	ORCC	K	10	37.2	20% Off Promo
Anderson	Carolyn	1234 Winding Woods Trl	Dallas	TX	752272814	Orchestra Center	ORCC	K	9	37.2	20% Off Promo
Arky	Kathy	4444 Angel Fire Dr	Garland	TX	750446702	Balcony Center	BAC	BB	29	21.2	20% Off Promo
Arky	Kathy	4444 Angel Fire Dr	Garland	TX	750446702	Balcony Center	BAC	BB	28	21.2	20% Off Promo
Bach	Barbara	1111 Van Pelt Dr	Dallas	TX	752285951	Orchestra Center	ORCC	E	17	41.85	Subscription
Bach	Barbara	1111 Van Pelt Dr	Dallas	TX	752285951	Orchestra Center	ORCC	E	16	41.85	Subscription
Blaylock	Suzy	3333 Del Norte Ln	Dallas	TX	752252524	Orchestra Center	ORCC	J	21	37.2	20% Off Promo
Blaylock	Suzy	3333 Del Norte Ln	Dallas	TX	752252524	Orchestra Center	ORCC	J	20	37.2	20% Off Promo
Bogue	Buffie	888 San Mateo Blvd	Dallas	TX	752231123	Orchestra Right	ORCR	L	28	33.2	20% Off Promo
Bogue	Buffie	888 San Mateo Blvd	Dallas	TX	752231123	Orchestra Right	ORCR	L	27	33.2	20% Off Promo
Bogue	Buffie	888 San Mateo Blvd	Dallas	TX	752231123	Orchestra Right	ORCR	L	26	33.2	20% Off Promo
Boyd	Tallmadge	222 High Summit Dr	Dallas	TX	752446625	Orchestra Center	ORCC	N	16	36.5	TKTS Adult
Boyd DeSmeth	Laura	777 Woodcrest Ln	Dallas	TX	752142339	Orchestra Center	ORCC	A	23	46.5	TKTS Adult
Boyd DeSmeth	Laura	777 Woodcrest Ln	Dallas	TX	752142339	Orchestra Center	ORCC	A	22	46.5	TKTS Adult
Boyd DeSmeth	Laura	777 Woodcrest Ln	Dallas	TX	752142339	Orchestra Center	ORCC	A	21	46.5	TKTS Adult
Bozarth	Deborah	55 Lakeshore Dr	Dallas	TX	752143553	Balcony Center	BAC	EE	17	21.2	20% Off Promo
Bozarth	Deborah	55 Lakeshore Dr	Dallas	TX	752143553	Balcony Center	BAC	EE	16	21.2	20% Off Promo
Brown	Guy	6666 Forest Hollow Park	Dallas	TX	752287826	Orchestra Center	ORCC	C	14	46.5	TKTS Adult
Brown	Guy	6666 Forest Hollow Park	Dallas	TX	752287826	Orchestra Center	ORCC	C	13	46.5	TKTS Adult
Brown	Guy	6666 Forest Hollow Park	Dallas	TX	752287826	Orchestra Center	ORCC	C	12	46.5	TKTS Adult
Brown	Guy	6666 Forest Hollow Park	Dallas	TX	752287826	Orchestra Center	ORCC	C	19	46.5	TKTS Adult
Brown	Guy	6666 Forest Hollow Park	Dallas	TX	752287826	Orchestra Center	ORCC	C	18	46.5	TKTS Adult
Brown	Guy	6666 Forest Hollow Park	Dallas	TX	752287826	Orchestra Center	ORCC	C	17	46.5	TKTS Adult
Burton	Chris	1000 Highland Rd Apt 222	Dallas	TX	752286224	Orchestra Right	ORCR	Q	27	25.2	20% Off Promo
Burton	Chris	1000 Highland Rd Apt 222	Dallas	TX	752286224	Orchestra Right	ORCR	Q	26	25.2	20% Off Promo
Chambers	Bridgette	99 Silver Lute Pl	Spring	TX	773814380	Orchestra Center	ORCC	G	16	46.5	TKTS Adult
Chambers	Bridgette	99 Silver Lute Pl	Spring	TX	773814380	Orchestra Center	ORCC	G	15	46.5	TKTS Adult
Chandler	MJ	PO Box 1000	Red Oak	TX	751541119	Orchestra Center	ORCC	K	24	37.2	20% Off Promo
Chandler	MJ	PO Box 1000	Red Oak	TX	751541119	Orchestra Center	ORCC	K	23	37.2	20% Off Promo
Clark	Liz	12345 Blakely Ln	Sanger	TX	762663966	Orchestra Center	ORCC	J	13	37.2	20% Off Promo
Clark	Liz	12345 Blakely Ln	Sanger	TX	762663966	Orchestra Center	ORCC	J	12	37.2	20% Off Promo

Ticketing Services Estimated Value Ranges:

OCA Tier 1, Tier 2 and CPP groups represent approximately 60 organizations with an annual estimated attendance of 627,000 at 9,500 provided services. Of these, it is estimated based their websites that there are approximately 300 ticketed events or productions annually, encompassing about 1,200 of the provided services.

For the purposes of estimating value, it is predicted 10% of 300 events are free and of those, one-third will utilize the Select-Your-Own Seat function for reserved seating. Optional add-on services *are not* reflected in the totals below.

Percentage Participation %	E-Ticket Services	Twice Monthly E-Blast Marketing Value	Calendar Marketing Value	Annual Total
10% (30 events)	Free, GA or Reserved \$ 1,000 + \$800	\$350 per e-blast = \$252,000	\$220 per homepage listing = \$6,500	\$288,650
	Paid \$28,350			
25% (75 events)	Free, GA + Reserved \$2,500 + \$2,400	\$350 per e-blast = \$630,000	\$220 per homepage listing = \$16,500	\$721,750
	Paid \$70,350			
50% (150 events)	Free, GA + Reserved \$5,000 + \$4,000	\$350 per e-blast = \$1,260,000	\$220 per homepage listing = \$ 32,900	\$1,443,650
	Paid \$141,750			
Web Consultant at 6 hrs. per month to create/distribute TicketDFW.com e-blasts, at \$30/hr.*				\$2,160
ESTIMATED RANGE TOTAL				\$290,810 to \$1,445,810

* Source: Salary.com average hourly rate for Web Editor in Dallas, TX.

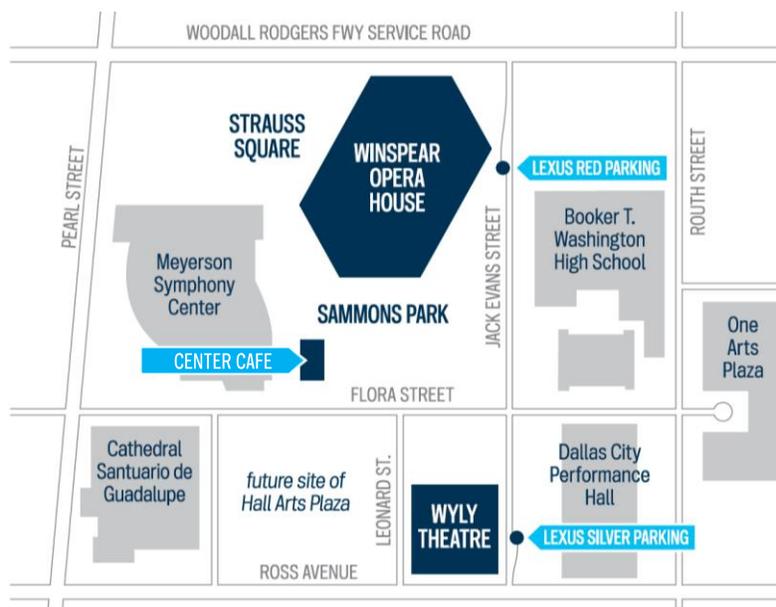
PARKING SUPPORT

The Center will provide additional free parking support to Dallas City Performance Hall in the following capacities:

Purpose	Parking Facility	Quantity	Cost	Total
Additional parking for nonprofit arts organizations renting DCPH**	Lexus Silver	10 passes @ 365 days	\$180/monthly rate (\$6 daily x 30 days) + \$17/event rate x estimated 255 events	\$64,950
Complimentary parking for official City of Dallas events at DCPH	Lexus Silver	Up to 6 events @ 250 spaces	\$17/event rate	\$25,500
PARKING SUPPORT EST. RANGE TOTAL:				\$90,450

Parking is available on a first-come, first-served basis. Note that during the school year, Booker T. Washington High School uses the facility from 7 a.m. to 5 p.m. Monday through Friday.

** Each year, a set of 10 laminated, reusable placards will be provided to Dallas City Performance Hall. DCPH Staff will be responsible for administrating and retrieving the placards from their renters.



OPERATIONAL SUPPORT

Patron Services Analysis

At the request of Office of Cultural Affairs, the Center will examine and analyze the patron services systems for Dallas City Performance Hall, Meyerson Symphony Center and Majestic Theater. The Center will provide recommendations to raise the quality and/or opportunities to reduce costs and help develop plans to restructure, rebuild, maintain front of house, usher and/or volunteer staffing.



Preliminary scope of work:

- Secret shopper pertaining to all patron touch points such as ticketing, parking, ingress/egress, concession service
- Review systems, policies and procedures and align to national best practices
- Analysis policies and procedures to conform with state and national regulations (NFPA Life Safety 101, OSHA, ADA 2010, TABC etc.)
- Recommend a system of achievable metrics for long-term success including training components
- Deliver a detailed report of findings and a system that achieves an appropriate level of customer safety and service.

Project	Cost	Quantity	Total
Secret shop, review and analyze	\$300 team rate/hour*	55 team hours**	\$16,500
Crafting deliverables and creating systems documentation	\$300 team rate/hour*	35 team hours**	\$10,500
Estimated Value: <i>(One-time analysis for DCPH, Meyerson and Majestic. Could be extended to other venues in subsequent years)</i>			\$27,000

Sources: *Consultant rate of \$75 an hour, 4-member Team Hour = \$300. Theatre Projects Consulting minimum hourly charge is \$95/hour; Arts Consulting Group minimum hourly charge is \$82/hour. ** Recommended hours from Theatre Projects Consultants and Arts Consulting Group

Patron Relations Training

Participation in AT&T Performing Arts Center Patron Relations Training

- Training consist of five courses; Customer Service, Trained Crowd Manager, TEAM (Alcohol Awareness), Safety and Security procedures, and CPR/AED training. This training is refreshed on a rotating two-year basis.
- Customer Service will give staff skills to deal with patron interaction, patron expectations, confrontation de-escalation.
- The Trained Crowd Manager Course was developed to improve public safety and provide venue operators a means to meet their obligations under the NFPA Life Safety Code. NFPA Life Safety Code requires 1 trained crowd manager per 250 attendees. The Trained Crowd Manager Course will give staff the skills to identify hazards, report problems and help protect themselves and others during an emergency. This is a two-phase course, phase one is a classroom course covering crowd dynamics and risks. Phase two covers venue specific topics.
- TEAM (Techniques for Effective Alcohol Management) is a training program that meets the Texas Alcoholic Beverage Commission's requirement for alcohol awareness training and is specifically geared to the entertainment industry.
- Safety and Security procedures is the Center's program to train staff in the multiple facets of the venues programs and procedures; examples include severe weather, situation awareness, protest procedures, active aggressor situations.
- CPR/AED training covers up to date cardiopulmonary resuscitation procedures (CPR) and participants learn to operate an automated external defibrillator (AED).

Cost breakdown: Estimated cost per trainee = \$302.50

- Training materials per trainee \$62.50
 - TEAM Training guide and test \$15.00
 - TEAM student documentation fee \$12.00
 - TCM phase one license fee \$15.00
 - CPR books and test \$20.50

- Instruction per trainee \$240.00
 - Two instructors wage of \$75 per class hour (\$150 total)
 - Five different classes
 - Customer Service = 4 hours
 - Safety & Security = 4 hours
 - TEAM = 5 hours
 - Trained Crowd Manager phase one = 4 hours, phase two = 4 hours
 - CPR/AED = 6 hours
 - 10 total administration hours for class set-up and database registration
 - Total staff hour cost \$4,800, average class size of 20

OCA reports 56 staff currently with DCPH, Majestic and Meyerson.

Training would be provided on a 2-year rotating basis. For estimation purposes, training for half the staff is calculated per annual value.

Estimated Value:

\$8,470

ELEVATOR PROJECT

Reduced Rental Fees for Performance Spaces

There is a strong demand in the Dallas Arts District for black box and performance space for smaller audiences. The Center is committed to working with its resident companies to provide available performance space on the Center’s campus for small and emerging groups at a reduced rental rate through its collaborative program, **Elevator Project**. The program is curated by the Center, its resident companies and TITAS Presents, with input from the Office of Cultural Affairs. The annual scope of the program is contingent on calendar availability and fundraising to cover additional costs.

OCA arts organizations participating in Elevator Project would be charged a reduced weekly rental rate at a significant discount to the normal rate. The new rates have not yet been set. In addition, the Center would contribute operational and marketing costs. The organizations should expect to participate in fundraising to support their program.

Item	Total
Facility Rental Discount (based on \$300 a week rent in 2014, discounted from standard \$7,000 rate/week) x estimated 20 weeks*	\$134,000
Operational Costs including labor, security, custodial, etc.	\$27,590
Promotion and Publicity	\$10,000
Staff Support (10% of time for 3 programming staff, 1 marketing and 1 development)	\$27,350
Estimated Total Value (* based on estimated 20 weeks availability)	\$198,940

** Due to calendar availability, the amount of weeks/dates cannot be guaranteed from year to year. Rental rates subject to change.*



APPENDIX

Source Links

E-Mail CPM

<http://www.emailvendorselection.com/cost-per-mille-cpm/>

Website Premium Display CPM

<http://adexchanger.com/agencies/2014-forecasts-global-ad-dollars-surge-driven-by-mobile-social/>

Consultant Rates

Web Editor

<http://swz.salary.com/salarywizard/Editor-Web-Hourly-Salary-Details-Dallas-TX.aspx>

PR

<http://soloprpro.com/setting-rates-a-field-guide/>

[http://www.prsa.org/SearchResults/view/2D-0011/O/Solo Practitioner Survey Results 2008#.V8Wg763QOuA](http://www.prsa.org/SearchResults/view/2D-0011/O/Solo+Practitioner+Survey+Results+2008#.V8Wg763QOuA)

Marketing

<http://swz.salary.com/salarywizard/Marketing-Communication-Manager-Hourly-Salary-Details-Dallas-TX.aspx>

Creative Services

<http://www.howdesign.com/design-business/pricing/hourly-rates/>

Patron Services

<http://theatreprojects.com/en/>

<http://artsconsulting.com/>

Memorandum



DATE September 9, 2016

CITY OF DALLAS

TO Members of the Budget, Finance, & Audit Committee: Jennifer S. Gates (Chair), Philip T. Kingston (Vice Chair), Erik Wilson, Rickey D. Callahan, Scott Griggs, Lee M. Kleinman

SUBJECT Response to the Question from the Briefing of Annual Investment Policy Review and Recommendations for Local Government Investment Pools

On September 6, 2016, we briefed the Budget, Finance, & Audit Committee on the Annual Investment Policy Review and Recommendations for Local Government Investment Pools. We are providing the following in response to a request for more information regarding the Trinity Parkway Escrow Fund.

- The City of Dallas and North Texas Tollway Authority (NTTA) established the original Trinity Parkway Escrow Agreement with Bank One, Texas, N.A. on October 26, 1999.
- The City of Dallas and NTTA established the current Escrow Agreement with Bank of New York Trust Company, N.A. (Bank of New York) on August 1, 2005.
- Bank of New York administers the escrow account subject to an interlocal agreement between the City of Dallas, NTTA, and TxDOT to share costs for the studies and design efforts related to the Trinity Parkway project.
- Bank of New York reinvests all interest earned and includes the amount in the principal of the escrow account. Total interest earnings since November 1999 are \$548,176.93.
- The escrow account had a balance of \$548,163.06 as of August 31, 2016. The most recent withdrawal from the account occurred in fiscal year 2014 on October 29, 2013.

Please find attached a chart of the transaction activity in the Trinity Parkway Escrow Fund.

Please let me know if you need additional information.

A handwritten signature in blue ink that reads "M. Elizabeth Reich".

M. Elizabeth Reich
Chief Financial Officer

Attachment

c: Honorable Mayor and Members of City Council
A.C. Gonzalez, City Manager
Christopher D. Bowers, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge

Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Attachment

**Trinity Parkway Escrow Fund
Transaction Activity Summary
(FY2000 to FY2016)**

Fiscal Year End September 30,	Deposits	Withdrawals	Interest Earned & Reinvested	Balance
2000 (1)	\$5,000,000.00	(\$1,929,536.68)	\$183,139.66	\$3,253,602.98
2001	-	(\$1,195,866.17)	\$136,167.76	\$2,193,904.57
2002	-	(\$282,148.41)	\$35,527.13	\$1,947,283.29
2003	-	(\$230,141.36)	\$15,838.66	\$1,732,980.59
2004	-	(\$811,415.62)	\$8,657.63	\$930,222.60
2005	-	(\$538,304.30)	\$12,755.03	\$404,673.33
2006	2,000,000.00	(\$750,802.22)	\$64,348.95	\$1,718,220.06
2007	-	(\$819,408.91)	\$61,541.53	\$960,352.68
2008	3,000,000.00	(\$2,092,654.42)	\$21,788.67	\$1,889,486.93
2009	4,500,000.00	(\$2,637,759.09)	\$626.32	\$3,752,354.16
2010		(\$1,734,585.71)	\$3,711.68	\$2,021,480.13
2011		(\$549,326.78)	\$1,737.70	\$1,473,891.05
2012		(\$862,407.10)	\$395.99	\$611,879.94
2013	1,310,630.00	(\$1,319,942.53)	\$115.48	\$602,682.89
2014	143,946.96	(\$200,291.53)	\$61.93	\$546,400.25
2015			\$233.33	\$546,633.58
2016 (2)			\$1,529.48	\$548,163.06
Total	\$15,954,576.96	(\$15,954,590.83)	\$548,176.93	\$548,163.06

Notes:

- (1) Beginning 11/16/1999
- (2) Eleven months ended 8/31/2016

Memorandum



DATE: September 9, 2016
TO: Honorable Mayor and Members of the City Council
SUBJECT: **City License Applications**

Attached is a list of the most recent Dance Hall and/or Sexual Oriented Business applications received for the week of August 29 – September 2, 2016 by the Investigations Bureau Licensing Squad of the Dallas Police Department.

Please have your staff contact Sergeant Lisette Rivera, #7947 at (214) 670-4811 and/or by email at lissette.rivera@dpd.ci.dallas.tx.us should you need further information.

Eric D. Campbell
Assistant City Manager

[Attachment]

cc: A.C. Gonzalez, City Manager
Christopher D. Bowers, (I) City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Soils, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Weekly License Application Report

August 29, 2016 - September 02, 2016

<i>BEAT</i>	<i>DIST.</i>	<i>NAME OF BUSINESS</i>	<i>ADDRESS</i>	<i>LICENSE</i>	<i>STATUS</i>	<i>LATE HOUR</i>	<i>DATE</i>	<i>APPLICANT</i>
516	2	039 NIGHTCLUB	1820 W. MOCKINGBIRD #34	DH-CLASS A	RENEWAL	YES	9/1/2016	MENDOZA, PEDRO
512	6	ODYSSEY ADULT VIDEO MEGA	910 W. MOCKINGBIRD LANE	SOB-BOOKSTORE	NEW	NO	9/1/2016	BHATT, NIVA
555	6	KALUA DISCOTEQUE	2435 W NORTHWEST HWY #101	DH-CLASS A	RENEWAL	YES	9/1/2016	CARDONA, SAUL
533	6	BUCK'S CABARET	2150 CALIFORNIA CROSSING	SOB-CABARET	RENEWAL	NO	9/1/2016	MOHNEY, JASON C.H.

License Definitions: ***DH - Class "A" -Dance Hall - Dancing Permitted 3 Days Or More A Week***
DH - Class "B" Dance Hall - Dancing Permitted Less Than Three Days a Week
DH - Class "C" Dance Hall - Dancing Scheduled One Day At A Time
DH - Class "E" Dance Hall - Dancing Permitted Seven Days A Week for Persons Age 14 through Age 18 Only
LH - Late Hours Permit - Can Operate A Dance Hall Until 4:00
BH - Billiard Hall - Billiards Are Played
SOB - Sexually Oriented Business - Adult Arcade / Adult Book/Video Store / Adult Cabaret / Adult Adult Theater / Escort Agency / Nude Model Studio

Memorandum



DATE September 9, 2016

TO Honorable Mayor and Members of the City Council

SUBJECT September 14, 2016 Agenda Item #33 – Correction Memo

Please note the following corrections to the September 14, 2016 Agenda Item #33, Agenda Information Sheet:

COUNCIL DISTRICT(S): 42, 14

MAPSCO: 44 ZY; ~~45 EF JKLPSTW~~; ~~54 BCDFGH~~ 45 FKLNPQ

FISCAL INFORMATION

\$400,000.00 - Convention and Event Services Current Funds (subject to annual appropriations)

<u>Council District</u>	<u>Amount</u>
1	\$172,000
2	\$ 64,000 171,429
14	\$164,000 <u>228,571</u>
Total	\$400,000

A revised map was also added.

A handwritten signature in blue ink, appearing to read 'Alan E. Sims'.

Alan E. Sims
Chief of Neighborhood Plus

A.C. Gonzalez, City Manager
Christopher D. Bowers, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Relch, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

KEY FOCUS AREA: Economic Vibrancy

AGENDA DATE: September 14, 2016

COUNCIL DISTRICT(S): 4, 2, 14

DEPARTMENT: Planning and Urban Design
Convention and Event Services

CMO: Alan Sims, Chief of Neighborhood Plus, 670-1611
Ryan S. Evans, 671-9837

MAPSCO: 44 Z Y; 45 E F J K L N P Q S T W; 54 B C D F G H

SUBJECT

Authorize a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for a one-year extension of the D-Link, downtown shuttle service operation - Not to exceed \$400,000 - Financing: Convention and Event Services Current Funds (subject to annual appropriations)

BACKGROUND

The downtown shuttle service operation commenced on November 4, 2013, as a two-year demonstration project to respond to the demand for a tourist focused downtown bus circulator service as well as plan the most appropriate shuttle to meet the needs of tourists, downtown residents, employees, and visitors. Dallas Area Rapid Transit (DART) collaborated with the City of Dallas and Downtown Dallas Inc. (DDI) and created Route 722, also referred to as the D-Link. The D-Link provides shuttle services to the Omni Convention Center Hotel, Klyde Warren Park, and the Perot Museum of Nature and Science along with other Central Business District and North Oak Cliff major destinations such as the Bishop Arts District.

An evaluation of the D-Link shuttle service operation has determined through the ridership numbers that it was well received by visitors, businesses and residents. Daily ridership exceeds initial projections, is consistent and peaks during major conventions and summer months. The route currently operates between Downtown Dallas and North Oak Cliff and also serves the Cedars Station in the evening hours. The operating schedule is Monday through Saturday every 15 minutes from 11:00 a.m. to 11:30 p.m. and there is no fee to utilize the service.

BACKGROUND (Continued)

The annual operating cost of this service is \$1.8 million. The City of Dallas (City) will contribute \$400,000 per year, Downtown Dallas, Inc. will contribute \$306,849 per year and the DART Board agreed to provide the remaining funds to operate the service. The City will make 12 monthly payments of \$33,333.33.

This action will authorize a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for a one-year extension of the downtown shuttle service operation with a financial contribution of \$400,000 annually.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

Information about this item was briefed to the Transportation and Trinity River Project Committee on August 22, 2016.

FISCAL INFORMATION

\$400,000.00 - Convention and Event Services Current Funds (subject to annual appropriations)

<u>Council District</u>	<u>Amount</u>
4	\$172,000
2	\$ 64,000 171,429
14	\$ 164,000 228,571
Total	\$400,000

MAP

Attached

September 14, 2016

WHEREAS, the increase in the Dallas convention business, downtown residential housings, growing employment base, and completed parks and attractions, Downtown Dallas, Inc. (DDI) has identified a specific need for bus circulator service to major destinations in and around the Central Business District; and,

WHEREAS, the City of Dallas, DDI, and Dallas Area Rapid Transit (DART) have collaborated to evaluate the demand for a tourist focused downtown bus service as well as plan the most appropriate shuttle to meet that need; and,

WHEREAS, DART proposes to conduct a two-year demonstration project of the Downtown Bus Circulator for approximately \$1,800,000 per year with annual contributions from the City of Dallas of \$400,000 and DDI in the amount of \$306,849; and,

WHEREAS, the City of Dallas, DART and DDI desire to enter into an agreement outlining the establishment of Route 722, detailing the proposed stops and hours of operation for the demonstration project; and,

WHEREAS, this agreement is intended to define the financial commitment and responsibilities of the Parties; and,

WHEREAS, it is now desirable to authorize a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for a one-year extension of the downtown shuttle service operation also known as the D-Link in an amount not to exceed \$400,000.00.

Now, Therefore,

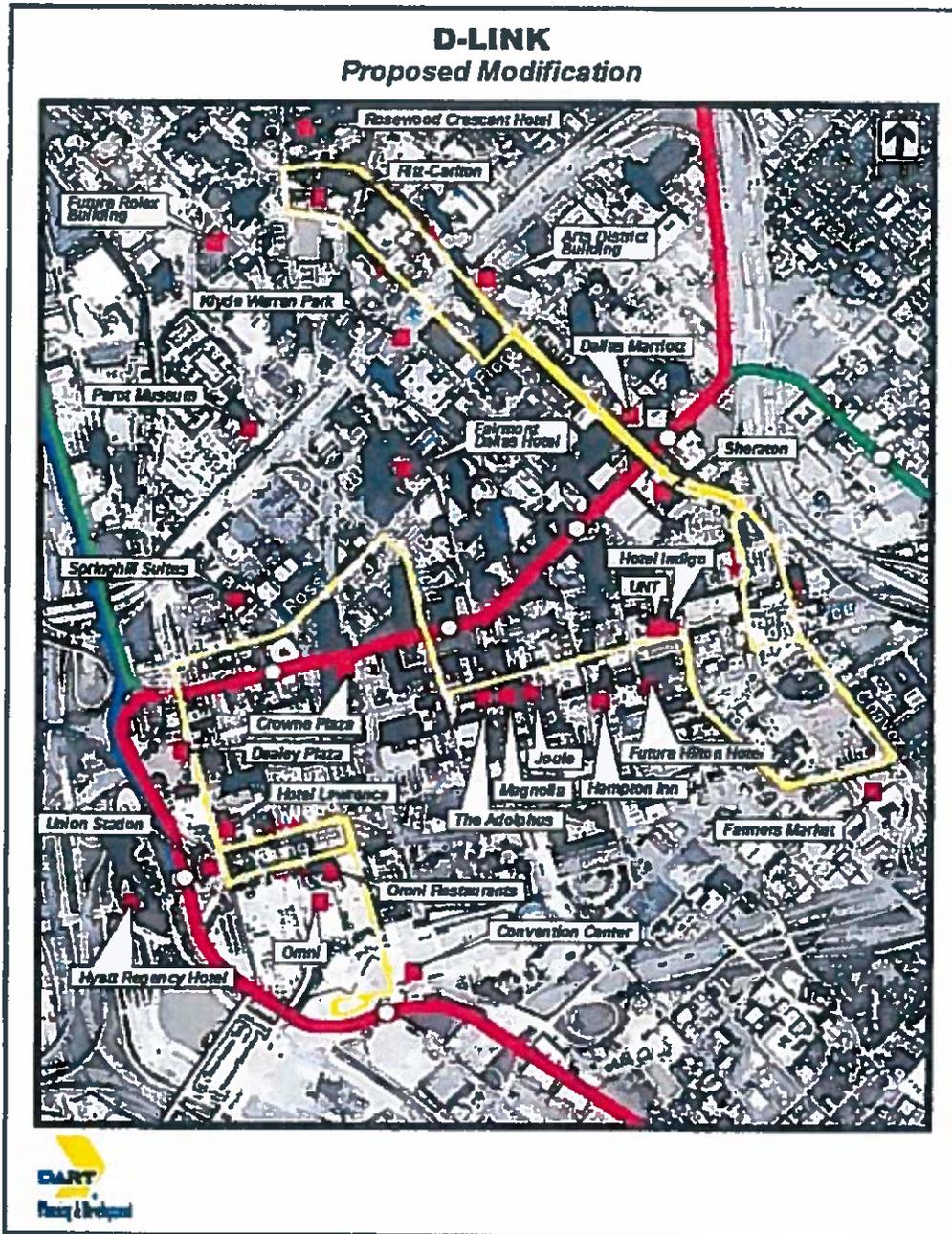
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

Section 1. That the City Manager is hereby authorized to execute a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for a one-year extension of the D-Link, downtown shuttle service operation in an amount not to exceed \$400,000.00.

Section 2. That the Chief Financial Officer is hereby authorized to disburse funds in accordance with the terms and conditions of the agreement from Convention Center Operating Fund 0080, Dept. CCT, Unit 7840, Obj. 3099, Vendor No. 232802, in an amount not to exceed \$400,000.00 (subject to annual appropriations).

Section 3. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

MAP 1- 722 SHUTTLE SERVICE (Effective August 29, 2016)



Route 722 Service Schedule (Effective August 29, 2016)

Route 722 will operate every 15-minutes from 11AM until 11:30PM Monday thru Saturday.