

Memorandum



CITY OF DALLAS

DATE June 18, 2021

TO Honorable Mayor and Members of the City Council

SUBJECT **Update on 2022 Dr. Martin Luther King, Jr. Day Parade**

This memo is to provide an update on planning for the 2022 Dr. Martin Luther King, Jr. Day Parade. In order to improve efficiency and align with the approaches taken by similarly-sized cities, the City is moving forward with a planned solicitation to outsource planning and production of the annual Dr. Martin Luther King, Jr. Parade.

A 2019 audit of the City's community centers recommended that the City review the planning process for the annual Dr. Martin Luther King, Jr. Celebration Week events and that staff conduct a cost-benefit analysis of outsourcing event planning for presentation to the City Manager. This analysis found that multiple staff spend an average of 30% of their time over a multi-month period annually on planning and event production for the week-long event. Based on this analysis and with consideration of the historical involvement of external partners in parade planning, the City Manager supports outsourcing planning and production of the parade.

OVERVIEW

The City of Dallas Office of Community Care (OCC), through the Martin Luther King, Jr. Community Center, is in the preparation phase for the 40th Annual Dr. Martin Luther King, Jr. Celebration. The event has a tradition of bringing together the community and promoting engagement and goodwill to over 150,000 annual attendees. The parade is a reflection of Dr. King's legacy and should be implemented with careful consideration of local tradition and community insight.

The City will seek a contractor to plan, produce, coordinate, and manage all aspects of the City of Dallas' Annual Dr. Martin Luther King Jr., Parade on Monday, January 18, 2021. The parade should be held along MLK Blvd and traditionally has a route of approximately one mile, starting at Holmes Street and ending at Fair Park. Parade line up has been on MLK Blvd between Botham Jean Blvd and Holmes St. Parade entry fees should be kept at or below the rates of comparable events to avoid creation of barriers to participation. There should be no costs to spectators to view the parade along the route.

The solicitation will be posted in Bonfire during the week of June 20th and proposals will be accepted for a minimum of three weeks. The City has outlined a specific scope and set of activities that will be required for the selected contractor to ensure successful event execution. Additionally, the City has established certain special considerations that will be considered in the evaluation of the applications.

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Scope – The contractor will be responsible for planning, permit requirements, participant registration, staffing plan, set up and breakdown, procurement of all required items and equipment, safety planning, parking plans, parade production plan and parade production.

Capacity, Experience and Special Requirements – The City will seek organizations that have at least 12 months of relevant experience implementing events of a similar scope, size and scale. The proposers will be required to demonstrate experience and prior success that demonstrates their organizational capacity to manage an event within the required timeframes, including information on prior permits issued by the City of Dallas. Additionally, the City requests that the proposers provide information on special requirements related to experience with fundraising/revenue goals, experience with comparable events, subcontractor management, and historical utilization of MWBE subcontractors.

Community Connections and Cultural Competency – Proposers should demonstrate cultural competency relevant to the significance of Dr. Martin Luther King, Jr. Day and knowledge of historical local implementation of MLK Day Parade events or other activities.

Metrics – The selected contractor will be required to provide monthly reports inclusive of, at minimum, the below metrics.

1. Participant entries/ticket sales
2. Event Check-In (number of attendees)
3. Total Registrations
4. Participant satisfaction
5. Number of participating community members/groups
6. Type, quantity and quality of advertisement and community outreach to the community
7. Social media mentions (hashtag within their comment/tweet) and engagement (like, share, or retweet).
8. Sponsorship page engagement
9. Sponsorship satisfaction
10. Summary data for community engagement activities in alignment with outline engagement plan
11. Participation in meetings with stakeholders as requested by City, such as MLK Week Planning Committee and/or Dr. Martin Luther King, Jr. Community Center Advisory Board

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Staff will communicate results of the solicitation with City Council upon completion of the selection process and will keep City Council abreast of planning and event milestones. If you have any questions or need additional information at this time, please contact me or Office of Community Care Director, Jessica Gallesshaw.



Kimberly Bizer Tolbert
Chief of Staff

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
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Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors