

Memorandum



CITY OF DALLAS

DATE September 25, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Kay Bailey Hutchison Convention Center Dallas (KBHCCD) Reopening**

After a nearly seven-month closure due to COVID-19, the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) is prepared to reopen in mid-October for two events designed to test and evaluate the safety protocols outlined in its Global BioRisk Advisory Council (GBAC) accreditation received earlier this month.

Dallas was the first city to commit to the GBAC process which evaluates facilities in 20 key areas. The process to receive accreditation was exhaustive and required Spectra Venue Management (Spectra) and Convention and Event Services (CES) to develop a comprehensive plan aligned with these 20 GBAC requirements and to certify that the KBHCCD has the proper systems and protocols in place to safely reopen. CES, Spectra and VisitDallas will use the results of these two October events to refine the KBHCCD reopening plan and GBAC accredited protocols before hosting a more diverse selection of larger, publicly attended events.

The Mecum Auto Auction event was restructured and is scheduled for October 15-17 for approximately 2,000 registered attendees over three days. The Together Again Forum is scheduled for October 23rd and is a GBAC accredited event specifically designed to assist major convention centers with the reopening process by allowing them to host a controlled hybrid event. The event brings together approximately 750 show management, facility management and service providers to discuss and demonstrate health and safety related products and protocols. Mecum Auto Auction representatives will be invited to the Forum to discuss their experiences in the KBHCCD.

As the host of the Forum, Dallas will be presented as a city that has put in the hard work necessary to safely welcome back general public events using protocols that respond to the current COVID-19 environment, and incorporate adaptive processes that respond to the ever-changing environment as we move forward. Dallas is only the second city to host this event, making us well-positioned to develop post-event marketing that increases Dallas' competitiveness post-pandemic.

At this time, there are five additional events scheduled between November and December, with 58 other events scheduled for the remainder of FY21. This falls short of the average 100 events hosted in a typical KBHCCD year, but CES continues to receive inquiries regarding future bookings. As the public health and safety of Dallas citizens and KBHCCD visitors will always prevail, changes in the KBHCCD schedule may be made if data shows that COVID-19 numbers are increasing.

If you have additional questions, or require further information, please contact me or Rosa Fleming, Director of CES.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

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c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

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