

# Memorandum



CITY OF DALLAS

DATE February 1, 2018

TO Honorable Members of the Human and Social Needs Committee:  
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**

## Summary

On February 5, 2018, the Human and Social Needs Committee will hear a briefing titled "Annual Dr. Martin Luther King, Jr. Celebration Weekend". The attached briefing documents provide an overview of the purpose, background/history, operational concerns and impact, the roles and responsibility of the MLK Advisory Board, proposed 2019 MLK Celebration Week, proposed action and staff recommendations.

## Background

For more than 36 years the Annual Dr. Martin Luther King, Jr. Celebration Weekend has made a positive impact on the community. It has been a collaboration of City staff, the Advisory Board, the community, sponsors/partners and volunteers in efforts to keep the events reflective of the life and legacy of Dr. King.

## Proposed 2019 MLK Celebration Week

Staff propose to change the MLK Celebration Weekend to a week-long event that will be inclusive of the Dallas Community, empower the voice of our most vulnerable, foster discussions on race equality, equity in service delivery and social justice.

Please contact me if you have any questions or require any additional information.

Nadia Chandler Hardy  
Chief of Community Services

c: Honorable Mayor and Members of the City Council  
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  
Theresa O'Donnell, Chief of Resilience  
Raquel Favela, Chief of Economic Development & Neighborhood Services  
Directors and Assistant Directors

# **Annual Dr. Martin Luther King, Jr. Celebration Weekend**

**Human and Social Needs Committee  
February 5, 2018**

**Pamela Jones, Division Manager  
Office of Community Care  
City of Dallas**

**Jessica Galleshaw, Managing Director  
Office of Community Care  
City of Dallas**



# Presentation Overview

- Background/History
- Purpose
- MLK Advisory Board Overview
- Operational Challenges
- Operational Impact
- Proposed 2019 MLK Celebration Week



# Background/History

- Celebration Fair (Friday)
  - Civil Rights Museum Expo
  - Candle Lighting Ceremony
- Awards Banquet (Saturday)
- March/Parade (Monday)



# Purpose

- Promote racial harmony through the awareness of oneness and common values
- Ensure all programming and social events reflect the life and legacy of Dr. King
- Emphasize multicultural diversity through community events
- Raise awareness of commonalities by unifying the community to racial justice and equality
- Commemorate Dr. King's great dream of a vibrant, multiracial nation united in justice, peace and reconciliation

# MLK Advisory Board

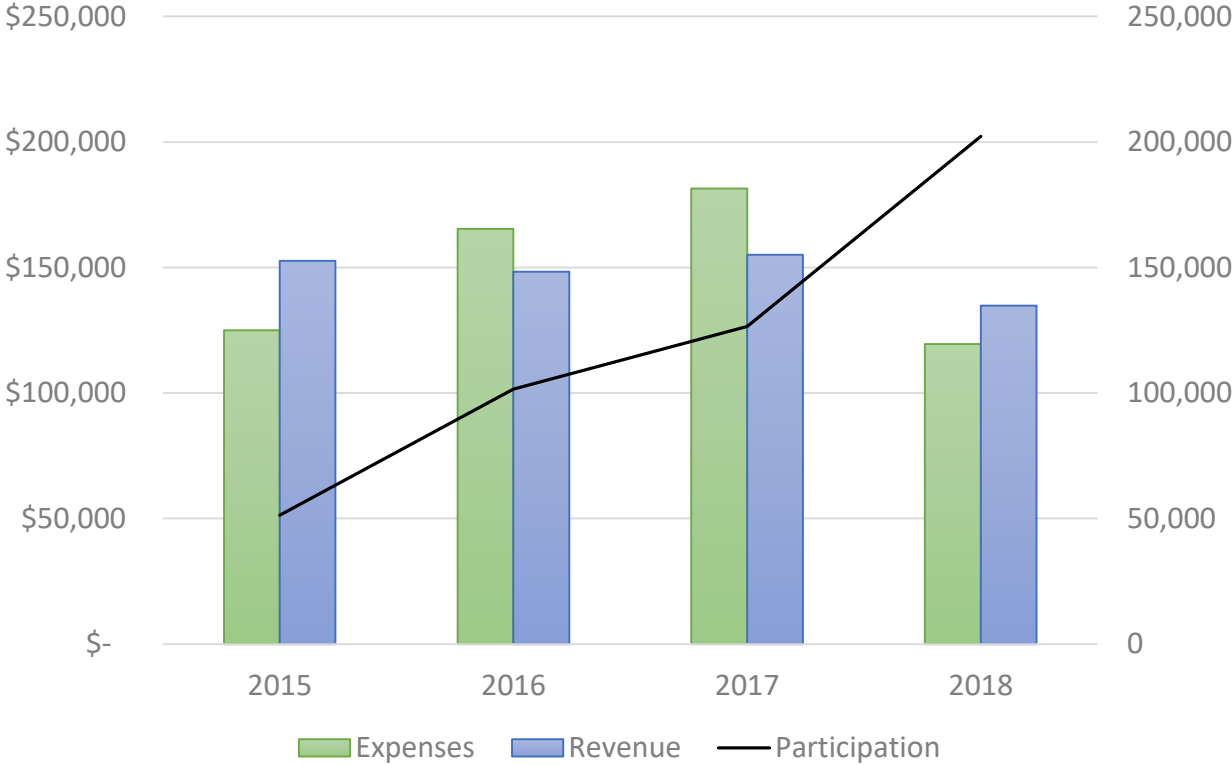
- 15- member advisory board
  - 1- Mayoral representative (Board Chair)
  - 14- Councilperson representatives
- 8 seats are filled
- 7 are vacant including the Chair

# MLK Advisory Board cont.

- Board members are expected to contribute to the MLK, Jr. Community Center
  - Fundraise to support programming and celebration events
  - Plan and volunteer at events
  - Attend events and Board meetings
  - Engage with the community and encourage others to participate
  - Serve as ambassadors for the MLK, Jr. Community Center



# Cost and Participation Trends





# 2018 Celebration Weekend Highlights cont.



## Celebration Fair

- Friday, January 12, 2018
- 475 attendees
- 20 Education Vendors
- 16 Employment Vendors
- 16 Health Vendors

# 2018 Celebration Weekend Highlights

## Candle Lighting Ceremony

- Friday, January 12, 2018 at 7:00pm
- Keynote speaker: Dr. Frederick Haynes
- 550 attendees
- MLK Essay Contest Winners highlighted



# 2018 Celebration Weekend Highlights cont.



## Awards Banquet

- Saturday, January 13, 2018 at 6:30pm at the Hyatt Regency Dallas Hotel
- Keynote: Reverend Dr. William J. Barber II
- 640 attendees

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# 2018 Celebration Weekend Highlights cont.

## MLK Day Parade

- Monday, January 15, 2018
- 6,500 parade participants
- 200,000 attendees
- Deemed by Fox 4 News as the largest MLK parade celebration in the nation



# Operational Impact

- No allocated COD budget for Celebration
  - Donation driven
- Fewer sponsorship dollars
- Decrease weekend/annual events
- Decrease community confidence in COD



# Proposed 2019 MLK Celebration Week

- January 15-21, 2019
- Celebration, remembrance and civic engagement
- Cultural, economic and politically inclusive
- Promote education, dialogue and change
- Build awareness through social media and dedicated microsite
- Thematic expressions such as:
  - Culinary and theatrical arts
  - Technology and innovation
  - Equity in service delivery
  - Environment and social justice

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City of Dallas

# Proposed Celebration Week Topics

- Healthy Living
- Financial empowerment & literacy
- Race & Pedagogy program
- Pre-K -12 curriculum integration
- Urban development and community progress
- Intergenerational activities

# Next Steps

February - June 2019

- Establish planning committee
- Draft calendar of events
- Launch fundraising campaign
- Propose budget adjustments as appropriate



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