

Memorandum



CITY OF DALLAS

DATE April 12, 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 **MayFair 2018**

Summary

On April 16, 2018, the Human and Social Needs Committee will hear a briefing titled “MayFair 2018”. The attached briefing provides information about the history of MayFair, the need to address social isolation among seniors, an update on plans for the upcoming MayFair celebration, and information about Older Americans Month events taking place throughout the region. MayFair 2018 will take place from 10:00am to 3:00pm on May 25, 2018 at the Hyatt Regency Hotel.

Background

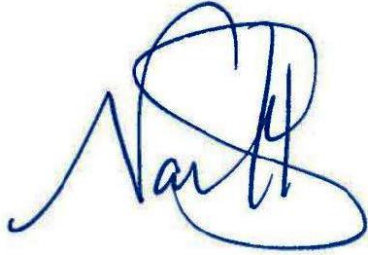
MayFair is an annual event celebrating the contributions of senior citizens in our community, currently in its 27th year. Historically, the event has featured a luncheon, dance, entertainment and a vendor expo. The theme of this year’s event is “Engage at Every Age” and the event will integrate learning opportunities about mental health and the importance of socialization among older adults. Social isolation can contribute to depression, decreased longevity, adult failure to thrive and decreased quality of life. MayFair provides an opportunity for older adults to connect with one another, and with programs and services in the community through a vendor expo. Approximately 1,000 senior adults are expected to attend this year’s event and tickets are nearly sold out.

Older Americans Month

May is Older American’s Month. Each year, multiple events take place to raise awareness of senior issues and provide opportunities for older adults to connect with programs and services. Senior Affairs staff is a collaborative partner with several events during May, in addition to planning and hosting MayFair, the culminative event for the month. Moving forward, staff hopes to strengthen the alignment between these events and to engage more organization-level partnerships in support of MayFair activities and to reimagine MayFair as a citywide learning and engagement opportunity, while finding ways to reach disconnected older adults.

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Please contact me if you have any additional 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 Bizer 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

MayFair 2018

**Human and Social Needs
Committee**

April 16, 2018

**Cobbie Ransom, III
Manager III, Senior Affairs
Office of Community Care**



City of Dallas

Presentation Overview

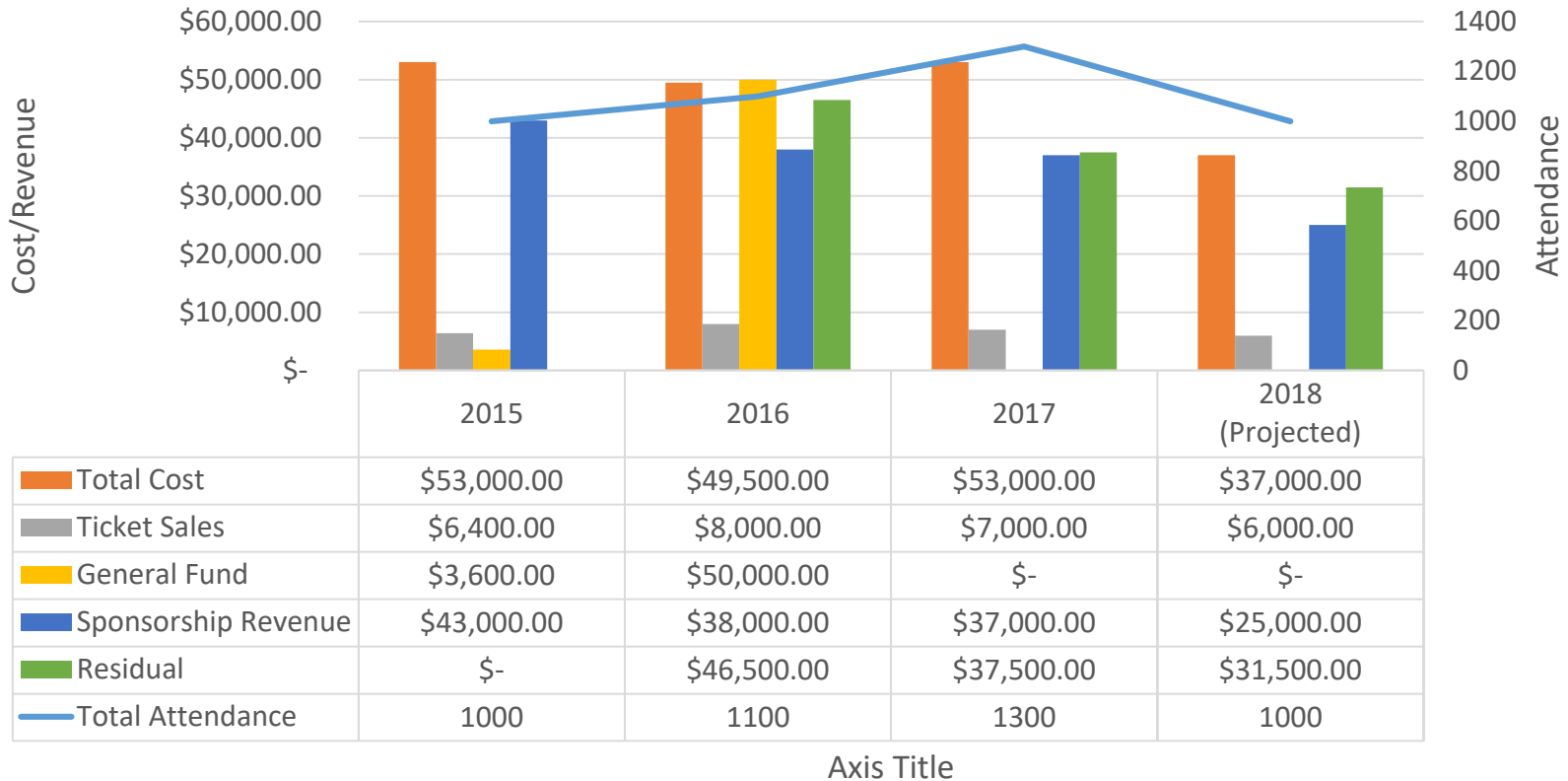
- History
- Social Isolation
- MayFair 2018
- Planning Update
- Looking Ahead
- Older Americans Month



History of MayFair

- Senior Expo, Luncheon and Dance
- Socialization event for Active Seniors since 1992
- Recognition of contributions of older adults in the City of Dallas
- Vendor expo showcasing community resources and programming
- Supported by the Senior Affairs Commission Socialization Committee

Participation, Revenue and Expenses



■ Total Cost
 ■ Ticket Sales
 ■ General Fund
 ■ Sponsorship Revenue
 ■ Residual
 — Total Attendance

Addressing Social Isolation



- Social Isolation:
- Can lead to adult failure to thrive
- Contributes to depression
- Can decrease longevity
- Decreases quality of life

MayFair 2018 Celebration: “Engage at Every Age”

- Planning committee chaired by Senior Affairs Commissioner Mary Ann Sparks
- Education Sessions
 - Preserving Mental Health
 - Benefits of Socialization
- 25 vendors showcasing community programs/services
- Luncheon for 1,000 seniors with dancing
- Entertainment from local senior performing groups
- Recognition of Senior Community Leaders

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Community Recognition

- Honorees selected by MayFair Committee
- Nominations open to public, close April 26, 2018
- Submit nominations at:
<https://www.surveymonkey.com/r/MayFair2018>

2017 Honorees



The Event Details

Date: Friday, May 25, 2018
10:00am – 3:00pm

Place: Hyatt Regency Hotel-Dallas
300 Reunion Blvd., Dallas, TX 75207

Cost: \$10 per person

Next Year's Planning

- Explore new locations
- Integrate additional education opportunities and evaluation
- Strengthen alignment with other Older Americans Month events
- Reimagine MayFair as a citywide learning and engagement opportunity
- Find ways to reach disconnected seniors

Older Americans Month

Event	Date	Lead, OCC Role	Offering
USA Film Festival – “Little Women” Screening	April 28, 2018	USA Film Festival	Free tickets for senior services provider partners
Fort Worth Synergy Senior Expo	May 4, 2018		Free entry
DART Older American’s Month Celebration	May 11, 2018	DART	Transportation information
Annual Mother’s Day Luncheon	May 12, 2018	Parks and Recreation	Discounts for seniors to attend MayFair
Senior Safety Seminar	May 17, 2018	DPD Community Affairs	Safety information
MayFair “Engage at Every Age”	May 25, 2018	Office of Community Care	Learning opportunities and celebratory luncheon



MayFair 2018

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