

QUALITY OF LIFE, ARTS & CULTURE COMMITTEE
DALLAS CITY COUNCIL COMMITTEE AGENDA

RECEIVED

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CITY SECRETARY
DALLAS, TEXAS

MONDAY, MARCH 26, 2018
CITY HALL
COUNCIL BRIEFING ROOM, 6ES
1500 MARILLA STREET
DALLAS, TEXAS 75201
9:00 A.M. – 11:00 A.M.

Chair, Councilmember Sandy Greyson
Vice-Chair, Councilmember Mark Clayton
Councilmember Rickey D. Callahan
Councilmember Jennifer S. Gates
Councilmember Scott Griggs
Councilmember B. Adam McGough
Councilmember Omar Narvaez

Call to Order

1. Approval of February 26, 2018 Minutes

BRIEFINGS

2. Heart of Dallas Bowl
Willis Winters
Director, Park and Recreation
3. Dallas Tourism Public Improvement District
Phillip Jones
President/CEO, Visit Dallas

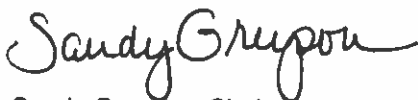
Monica Paul
Executive Director, Dallas Sports Commission

Fred Euler
GM, Hyatt Regency Dallas and Chairman, Dallas Tourism Public Improvement Dist.
4. Office of Special Events
John Johnson
Assistant Director, Convention and Event Services
5. **Upcoming Agenda Items**

March 28, 2018

- A. Agenda Item #19 - Authorize (1) the acceptance of grants from the Texas Commission on the Arts (Grant Nos. 18-42139, 18-42384, 18-42394, 18-42382) in the amount of \$32,000 to provide cultural services for the period September 1, 2017 through August 31, 2018; (2) a local 1:1 match in the amount of \$32,000; (3) receipt and deposit of funds in an amount not to exceed \$32,000 in the Texas Commission on the Arts-Arts Create Grant 17-18 Fund; (4) establishment of appropriations in an amount not to exceed \$32,000 in the Texas Commission on the Arts-Arts Create Grant 17-18 Fund; and (5) execution of the grant agreements - Total not to exceed \$64,000 - Financing: Texas Commission on the Arts Grant Funds (\$32,000) and General Funds (\$32,000)
 - B. Agenda Item #21 - Authorize the Third Amendment to the Lease Agreement with Sammons Center for the Arts for the Sammons Center for the Arts facility to memorialize the City's contributions for operations and utility costs of the facility, previously authorized on an annual basis, in the amount of \$76,000 per year for the period October 1, 2017 through June 30, 2034 - Not to exceed \$1,292,000 - Financing: General Funds (subject to annual appropriations)
 - C. Agenda Item #23 - Authorize a resolution of support for a Municipal Setting Designation application to the Texas Commission on Environmental Quality, provided by Univar USA, Inc. and approved by the City of Farmers Branch, that prohibits the use of groundwater as potable water beneath property owned by Univar USA, Inc., Bell & McCoy Companies, Inc., SEELCCO Street Partners, Ltd., SEELCCO Partners II, Ltd., Scott A. Hawkins Separate Property TR II LLC, Surinder Mittal, and Calandro Development, Inc., located near the intersection of Welch Road and Alpha Road in Farmers Branch, Texas - Financing: No cost consideration to the City
 - D. Agenda Item #26 - Authorize a three-year service contract for purchasing, labeling, and cataloging of best-selling books and access to vendors online catalog to view the latest best-seller list, search, check availability, and order for the Dallas Public Library - Ingram Library Services LLC, lowest responsible bidder of three - Not to exceed \$914,600 - Financing: General Funds (subject to annual appropriations)
 - E. Agenda Item #27 - Authorize a three-year concession contract for the operation of a watercraft rental service at White Rock Lake - Ask Ace, LLC dba White Rock Paddle Co., most advantageous proposer of two - Estimated Annual Net Revenue: \$59,800
 - F. Agenda Item #35 - Authorize a professional services contract with M.E.P. Consulting Engineers, Inc. for lighting design and engineering services for the Music Hall Exterior Lighting Improvements Project at the Music Hall in Fair Park located at 909 First Avenue - Not to exceed \$92,485 - Financing: General Funds (subject to appropriations)
6. **INFORMATIONAL MEMORANDUM**
Upcoming Park and Recreation Department City Council Agenda Items

Adjourn



Sandy Greyson, Chair
Quality of Life, Arts & Culture Committee

HANDGUN PROHIBITION NOTICE FOR MEETINGS OF GOVERNMENTAL ENTITIES

Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

EXECUTIVE SESSION NOTICE

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex. Govt. Code §551.089]

Quality of Life, Arts & Culture Committee Meeting Record

Meeting Date: February 26, 2018 Convened: 9:11 AM Adjourned: 11:00 AM

Members Present:

Sandy Greyson (Chair)
Mark Clayton (Vice-Chair)
Rickey D. Callahan
Scott Griggs
B. Adam McGough
Omar Narvaez

Members Absent:

Jennifer S. Gates

Council Members Present:

Lee M. Kleinman

Briefing Presenters

Kelly High
Director, Sanitation Services

David Cossum
Director, Sustainable Development & Construction

Staff Present:

Majed Al-Ghafry, Casey Burgess, Genesis Cruz, Neva Dean, Louise Elam, Juan Garcia, Clifton Gillespie, Adelia Gonzalez, Daniel Huerta, Barbara McAninch, James McGuire, Ryan O'Connor, Jody Puckett, Jennifer Scripps, Kris Sweckard, Bert Vandenberg, Natalie Wilson, Willis Winters, Joey Zapata

Guests:

AGENDA:

1. **Approval of the February 12, 2018 Minutes**

Information Only:

Action Taken/Committee Recommendation(s): A motion was made to approve the minutes of February 12, 2018.

The chair requested additional detail in for substantive discussions in future Committee minutes.

Motion made by: Rickey D. Callahan

Motion seconded by: Scott Griggs

Item passed unanimously:

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

2. **Bulk and Brush Program - Update**

Presenter(s): Kelly High, Director, Sanitation Services

Information Only:

The Committee was briefed on the Bulk and Brush Program - Update.

Action Taken/Committee Recommendation(s):

Committee requested additional information on the following issues and topics:

Availability and access to compostable bags.

How to educate residents including how to measure the amount of trash if limits are added.

Allowing residents to still dispose of big trees and storm debris.

Options for enforcement.

What savings would come out of these options.

Issues with streets being too small for trucks.

Update on the app usage.

CM Greyson acknowledged Committee members agreeing on separating bulk/brush, same week collection, the option to call 311 can be looked at and for staff to come back with 4-6 times a year pick-up options in 60 days.

Motion made by:

Item passed unanimously:

Item failed unanimously:

Motion seconded by:

Item passed on a divided vote:

Item failed on a divided vote:

3. Amendments to Article X Landscape and Tree Preservation Regulation

Presenter(s): Davis Cossum, Director, Sustainable Development and Construction

Information Only:

The Committee was briefed on the Amendments to Article X Landscape and Tree Preservation Regulation.

Action Taken/Committee Recommendation(s):

CM Clayton made a motion to move forward to full Council with no exemption for planned development districts.

CM Greyson asked the Committee to direct staff to bring forward a Neighborhood Forest Overlay (NFO) in three months.

Motion made by: Mark Clayton

Motion seconded by: Omar Narvaez

Item passed unanimously:

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

Motion opposed by: Rickey D. Callahan and B. Adam McGough

4. Upcoming Agenda Items

Presenter(s):

Information Only:

Information about the upcoming items was included in the briefing materials.

Action Taken/Committee Recommendation(s):

CM Griggs asked staff to provide additional information regarding Agenda Items #54 (ESPN Productions Contract for Heart of Dallas Bowl) and #57 (Sharrock-Niblo Park contract for the historic barn).

CM Greyson made a request for staff and Visit Dallas to brief the Committee on a broader discussion about Agenda Item #54. CM Griggs made a motion for the Committee to defer Agenda Item #54 after Councilmembers Callahan and Narvaez also expressed concerns.

The rest of the items were moved forward to full council for consideration.

Motion made by:

Item passed unanimously:

Item failed unanimously:

Motion seconded by:

Item passed on a divided vote:

Item failed on a divided vote:

Councilmember Sandy Greyson
Chair

Memorandum



CITY OF DALLAS

DATE March 22, 2018

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT Heart of Dallas Bowl

On Monday, March 26, 2018, you will be briefed on the Heart of Dallas Bowl. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

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

Joey Zapata
Assistant City Manager

c: Honorable Mayor and Members of City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billierae 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, P.E., Assistant City Manager (Interim)
Jon Fortune, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Heart of Dallas Bowl

Quality of Life Arts and
Culture Committee

March 26, 2018

Willis Winters
Director
Park and Recreation
Department



City of Dallas

Background

- History of the Cotton Bowl, 1930 - 1994
- Competitive Improvements
- Major Sporting Events
- Bowl Game Contract
- Next Steps

History

- Fair Park Stadium was constructed in 1930 during the height of the Great Depression
- Seating capacity: 46,200 (largest stadium in the South)



History

- In 1936 the stadium was incorporated into the general layout of the Texas Centennial Exposition
- The stadium was officially renamed the “Cotton Bowl” in 1936



History

- In the first Cotton Bowl game, held on January 1, 1937, TCU defeated Marquette, 16-6
- With the exception of the Rose Bowl, the Cotton Bowl Stadium has hosted more bowl games than any other stadium in the United States



History

- Upper decks were added in 1948 and 1949 when the Cotton Bowl served as the home venue to the SMU Mustangs
- Seating capacity increased to 72,000



History

- In 1952, the Cotton Bowl was home to Dallas' first NFL team, the Dallas Texans (Baltimore Colts)
- In 1960, the stadium served as the home field to two professional football teams:
 - Dallas Cowboys (NFL)
 - Dallas Texans (AFL – Kansas City Chiefs)
- In 1968, the stadium was renovated when the bleachers were replaced by chair-back seats, reducing the capacity to 68,250



History

- In 1993 the City of Dallas invested \$14 million in bond funds to renovate the Cotton Bowl for World Cup soccer
 - Press box, restrooms and concessions expansion
 - New natural turf field (considered one of the top five soccer pitches in the world)
 - Movable bleachers increased football seating capacity to 72,000
- The stadium hosted six international soccer games during the 1994 World Cup tournament



Competitive Improvements

- Since the stadium was built in 1930, there has been a long history of investment by the City in the stadium
- With no home team or tenant, the City has sought to keep the stadium as a competitive venue for college football games and international soccer
- Major improvements, advancements in technology, maintenance and services enhancements (e.g. additional suites, marketing and box office services), require funding to increase competitiveness with other major venues
- Changes in market demands require periodic updates to retain the annual TX-OU game and to stay competitive for attracting major international soccer events
- Recent changes in the competitive landscape include the opening of the new stadium in Arlington (2009) and shifting of the bowl game from January 1 to December 26 in 2014⁹

Competitive Improvement Projects

- With the expectation to ramp up capacity for the TX/OU game, in 2004 the State Fair of Texas (SFT) funded bleacher seating in each end zone, increasing the stadium's capacity by 4,000 seats to 76,000



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Competitive Improvement Projects

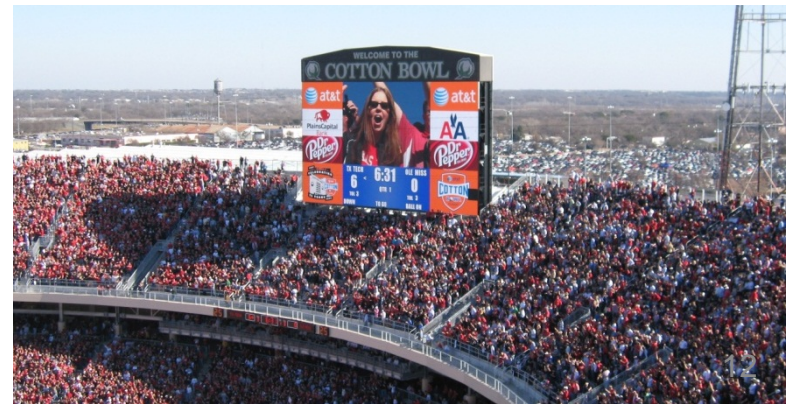
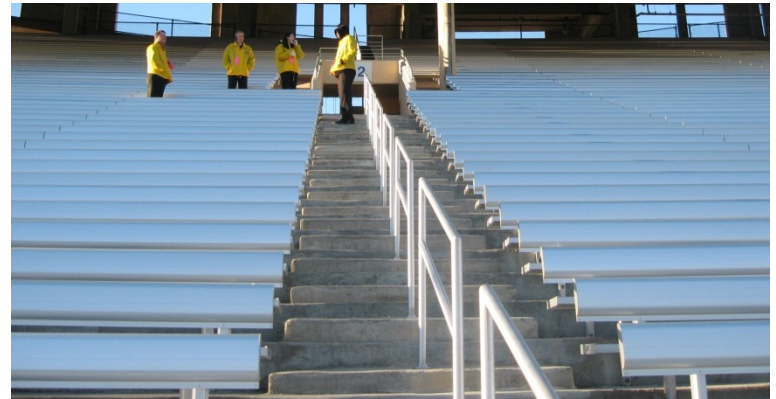
- A 2007 study for the Cotton Bowl Stadium was prepared outlining needs and cost estimates to make the stadium more competitive for collegiate football and international soccer
- 2006 Capital Bonds and State Fair of Texas funding provided for renovation and expansion
 - Improvements were performed by the Design-Build delivery method
 - Project cost: \$58 million



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Competitive Improvements

- Phase 1: January 15 – September 15, 2007
 - Replacement of flip seats with new bench seats
 - Concrete repairs and waterproofing in bowl area
 - Video scoreboard – second largest board in Texas at the time
 - Sound system



Competitive Improvement Projects

- Phase 2: January 15 –September 15, 2008
 - Increased the seating capacity to 92,000 with the addition of 16,000 new seats in the end zone upper decks – 9th largest stadium in US
 - Addition of new rest rooms and concessions



Competitive Improvement Projects

- Phase 2: January 15 –September 15, 2008 (continued)
 - Locker room renovation and expansion
 - Addition of new media and conference center



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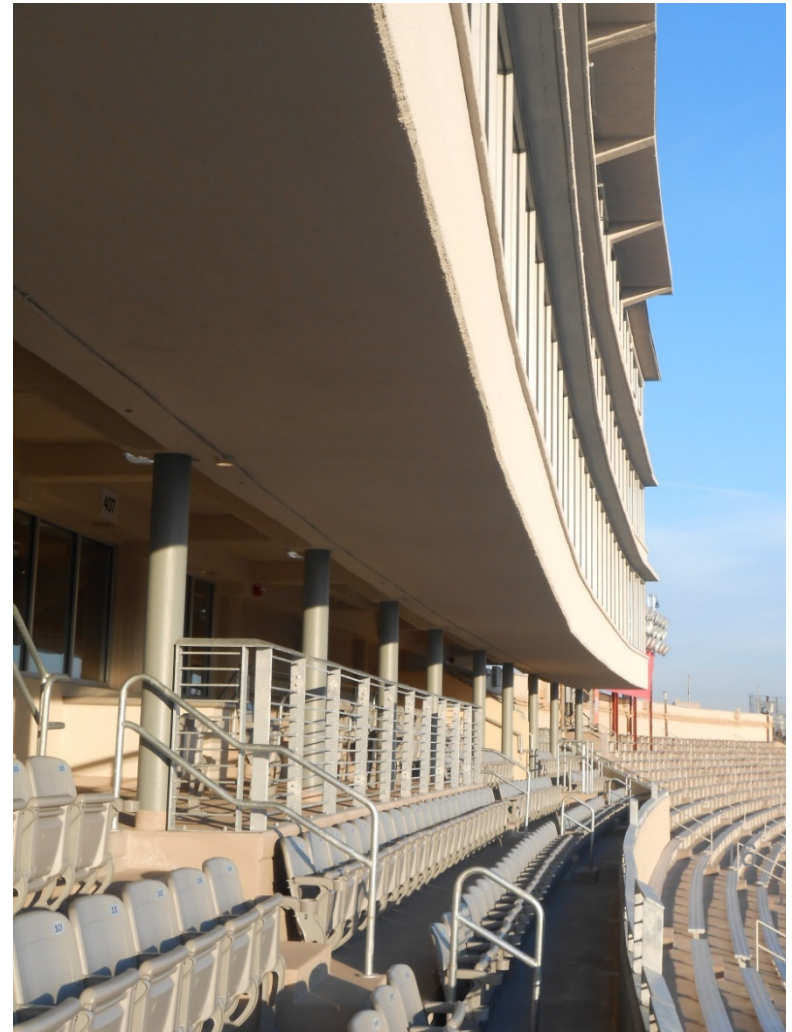
Competitive Improvement Projects

- 2013 improvements to improve the visitor experience included:
 - Renovation of existing concourses (east and west)
 - Improvements to concessions (east and west)
- Funding: \$25M in Certificates of Obligation



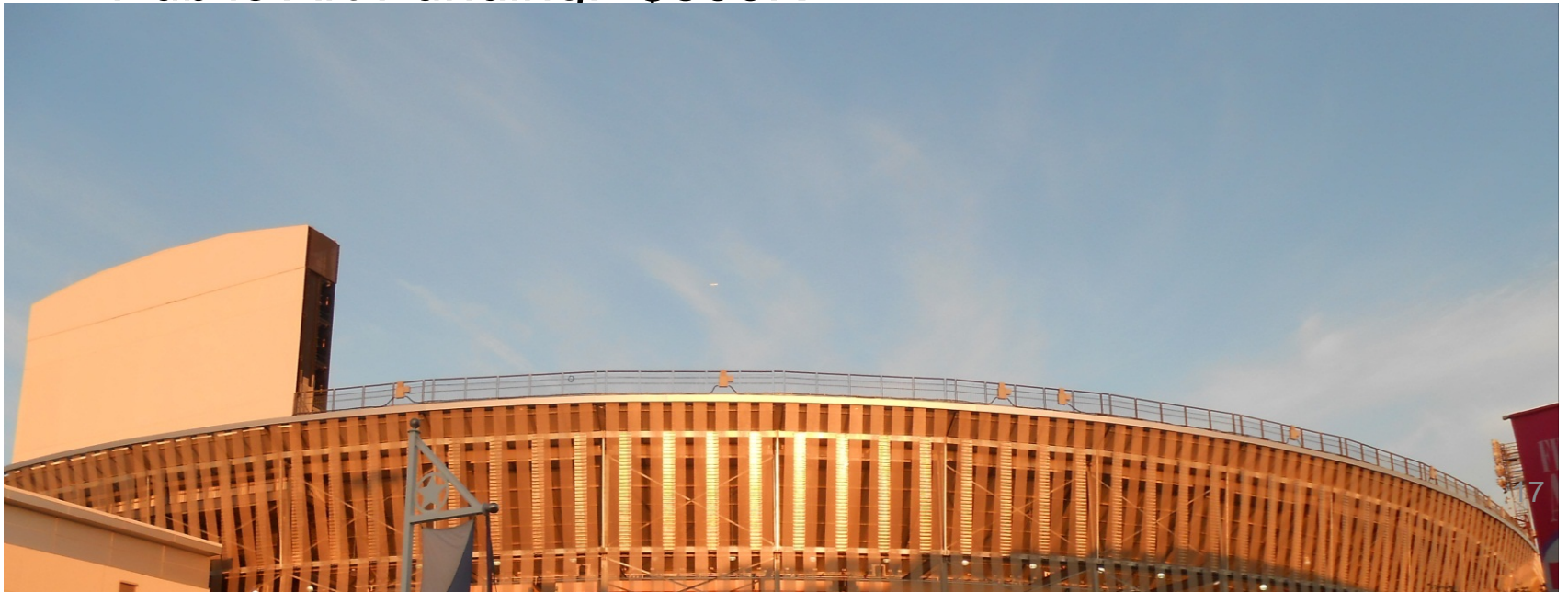
Competitive Improvement Projects

- Finish-out levels 3M and 4 of press box for VIP hospitality areas
- 320 Club seats - west side



Competitive Improvement Projects

- The 2013 improvements also included a new facade around each end zone (Public Art Project) from 2006 Capital Bond
 - Public Art Funding: \$600K



Major Sporting Events

MATCH UP	PARTICIPATING TEAMS	TERM	CITY GRANT/STIPEND	ATTENDANCE – 4 YEAR AVERAGE	DALLAS SPORTS - ECONOMIC IMPACT ESTIMATE – 4 YEAR AVERAGE
AT&T Red River Showdown	University of Texas Oklahoma University	2025	\$1,000,000 Split	93,500	\$34,156,873
State Fair Classic	Grambling State Prairie View A&M	2025	\$150,000 Split	46,741	\$10,935,050
Heart of Dallas Bowl Game	Big 12, Big Ten and Conference USA	N/A	\$400,000 Split	27,787	\$8,992,548
Dr. Pepper Dallas Cup	224 teams and 45 countries represented 7 day tournament	N/A	N/A	28,757	\$18,358,306

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AT&T Cotton Bowl Classic	#2 Big 12 and #2 Southeastern Conference	Left in 2010	\$700,000 Split	74,222	\$25,072,988 (2006)
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Bowl Game Contract

- On November 14, 2012, the City of Dallas and the Heart of Dallas, a Texas non-profit corporation, entered into a Chapter 380 Grant Agreement utilizing Park and Recreation Department General Fund dollars ending June 30, 2018
 - Under the authority of Chapter 380 of the Texas Local Government Code, the City of Dallas has made grants of public money to:
 - Promote local economic development
 - Stimulate business and commercial activity in the City of Dallas, and more particularly within the South Dallas/Fair Park area
- The City of Dallas desired to provide an economic incentive to the Heart of Dallas to bring teams in from the Big Ten, Big 12 or Conference USA to play in an annual bowl game at the Cotton Bowl Stadium in order to promote within the City of Dallas, and in particularly South Dallas/Fair Park area that would promote:
 - Development and diversification of the economy
 - Elimination of unemployment and underemployment
 - Development and expansion of commerce

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Bowl Game Contract

- The Heart of Dallas expressed a commitment to contract with the City of Dallas to host bowl games in the stadium with specified NCAA football conferences, beginning in 2013 and ending in 2018 and to organize and manage advertising, broadcasting, news media, promotional activities and other such related functions
- In consideration for the completion and compliance of said functions, the City of Dallas committed to make an economic development grant to the Heart of Dallas in an amount of \$400,000
 - Renewed annually at the sole discretion of the Dallas City Council for up to five (5) additional 12-month periods
 - Subject to approval and appropriation in the City's annual General Fund by the Dallas City Council
 - Continued statutory authorization of this incentive under the Act
 - Heart of Dallas to host the annual Heart of Dallas Bowl at the Cotton Bowl Stadium through 2018

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Bowl Game Contract

- In 2013, ESPN Productions, Inc. took over management and operation of the Heart of Dallas Bowl with the Heart of Dallas Foundation as the beneficiary and a focus on honoring first responders
- The December 26, 2017 bowl game was the final one under the Chapter 380 Economic Development Grant Agreement



Bowl Game Contract

- Proposed two year agreement would align with current ESPN Productions, Inc. - conference agreements
 - Under a separate agreement, ESPN Productions, Inc. is in a six-year partnership with the Big 12 for the seventh selection, Big Ten for the ninth selection and Conference USA for bowl eligible teams
 - Big 12 Conference and Conference USA are based in Dallas
 - Two remaining years in the Heart of Dallas Bowl six-year partnership with the conferences will feature teams from:
 - Conference USA versus Big Ten (2018)
 - Conference USA versus Big 12 (2019)



BIG

XII

CUSA



Heart of Dallas Bowl

DATE	WINNING TEAM		OPPONENT		ATTENDANCE	TOTAL ECONOMIC IMPACT - VISIT DALLAS	TELEVISION VIEWERSHIP
01/01/11	Texas Tech	45	Northwestern	38	40,121	\$11,001,359	N/A
01/02/12	Houston	30	Penn State	14	46,817	\$9,596,207	N/A
01/01/13	Oklahoma State	58	Purdue	14	48,313	\$17,629,998	943,000
01/01/14	North Texas	36	UNLV	14	38,380	\$9,929,348	332,000
12/26/14	Louisiana Tech	35	Illinois	18	31,297	\$14,890,630	2,340,000
12/26/15	Washington	44	Southern Miss	31	20,229	\$8,151,430	2,617,000
12/27/16	Army	38	North Texas	31	39,117	\$5,903,619	1,615,000 ²⁴
12/26/17	Utah	30	West Virginia	14	20,507	\$7,024,513	2,204,000
AVERAGE					35,597		

Value Of The Bowl Game

- Televised game giving Fair Park, Cotton Bowl Stadium and Dallas exposure on a national scale
- Average television viewers over the past four years is 2.2 million
- Average attendance of 27,787 for the past four years
- Average annual economic impact of \$8.9M over the past four years
- Stimulates local business and commercial activity within the City of Dallas

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Next Steps

- Request Quality of Life Arts and Culture Committee recommendation for Council consideration and approval of funding on April 11, 2018

Heart of Dallas Bowl

Quality of Life Arts and
Culture Committee

March 26, 2018

Willis Winters
Director
Park and Recreation
Department



City of Dallas

Appendices

Visit Dallas Efforts for Fair Park

- World Food Championships
- Groove National Dance
- Socio MX Tour
- Cotton Bowl Prep Showcase
- COPA America Centenario
- Red Bull Rally Cross
- USA Wrestling Cotton Bowl Nationals
- FIFA World Cup 2026 Bid
- X Games Bid
- USA Rugby International Match Bid
- PBR/WCRA Rodeo Event Bid
- FISE World Series Bid



Dallas Sports Commission - Leads for Fair Park

DATE	EVENT	ATTENDANCE	DALLAS SPORTS – ESTIMATED ECONOMIC IMPACT
October 2013	2013 TX v. OU Youth Cotton Bowl Classic	1,500	\$954,426.30
January 2014	Heart of Dallas Bowl Game	38,380	\$9,929,348.41
February 2014	2014 Hot Chocolate 5/15K	9,178	\$401,473.80
July 2014	Professional Soccer Match	17,937	\$3,423,759.37
July 2014	International Champions Cup	57,842	\$20,452,899.58
September 2014	2014 Copa De Centro Americana	19,000	\$3,278,661.04
December 2014	Heart of Dallas Bowl	31,297	\$14,890,630.29
February 2015	2015 Hot Chocolate 5/15K	11,782	\$738,199.71
July 2015	SocioMX Tour 2015	21,500	\$2,650,382.65
July 2015	2015 Big State Flava Jam	4,075	\$1,059,075.21
December 2015	Heart of Dallas Bowl	20,229	\$8,151,430.06

Dallas Sports Commission - Leads for Fair Park

DATE	EVENT	ATTENDANCE	DALLAS SPORTS – ESTIMATED ECONOMIC IMPACT
January 2016	Cotton Bowl Nationals	3,400	\$1,707,857.55
June 2016	Red Bull Global Rallycross	16,142	\$1,952,725.12
July 2016	SocioMX Tour 2016	14,184	\$1,375,330.29
October 2016	Air Force v. New Mexico	18,756	\$5,691,939.19
November 2016	Elite Rodeo Association World Championships	14,080	\$16,562,994.25
December 2016	Heart of Dallas Bowl	39,117	\$5,903,619.29
March 2017	Groove National Dance Competition	600	\$96,580.91
July 2017	SocioMX Tour	22,885	\$3,383,913.84
December 2017	Zaxby's Heart of Dallas Bowl	21,219	\$7,024,513.32
October 2018	State Fair Showdown	TBD	\$5,194,036.79
		TOTAL	\$114,823,796.97

College Football Bowl Tie-Ins

- Top four teams ranked by the College Football Playoff selection committee automatically go into the national championship games
 - Two semi-final games
 - National Championship Game
- College football playoff semi-final games rotate between the Sugar Bowl, Rose Bowl, Orange Bowl, Cotton Bowl Classic, Peach Bowl and Fiesta Bowl
- All remaining teams fall into the slots in each conference as long as they have won six-games to make them bowl eligible
 - For example, if Texas finishes in the top four nationally they automatically would go into the playoff pool for the national championship and the #2 team in the Big 12 would now become the #1 team for the Big 12 for bowl game commitments

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2018-19 Big Ten Bowl Game Tie-Ins

BIG TEN CONFERENCE FINISH POSITION	BOWL GAME	OPPONENT	PAYOUT (Sponsorships, ticket revenue, stipends, etc)
1.	Rose Bowl Los Angeles, California	Southeastern Conference	\$8,000,000
2.	Orange Bowl Miami, Florida OR Overton's Citrus Bowl Orlando, Florida	Atlantic Coast Conference	\$6,000,000 \$8,500,000
3.	Outback Bowl Tampa, Florida	Southeastern Conference	\$6,308,560
4.	San Diego County Credit Union Holiday Bowl San Diego, California	Pacific Atlantic Conference	\$5,930,000
5.	TaxSlayer Bowl Jacksonville, Florida OR Music City Bowl Nashville, Tennessee	Southeastern Conference	\$3,116,429 \$5,787,500
6.	New Era Pinstripe Bowl New York City, New York	American Athletic Conference	\$4,200,000
7.	Foster Farms Bowl Santa Clara, California	Pacific Atlantic Conference	\$3,600,000
8.	Quick Lane Bowl Detroit, Michigan	Atlantic Coast Conference	\$1,800,000
9.	Heart of Dallas Bowl Dallas, Texas	Conference USA	\$1,667,000

2018-19 Big 12 Bowl Game Tie-Ins

BIG 12 CONFERENCE FINISH POSITION	BOWL GAME	OPPONENT	PAYOUT (Sponsorships, ticket revenue, stipends, etc)
1.	Allstate Sugar Bowl New Orleans, Louisiana	Southeastern Conference	\$8,000,000
2.	Valero Alamo Bowl San Antonio, Texas	Pacific Atlantic Conference	\$7,750,000
3.	Camping World Bowl Orlando, Florida	Atlantic Coast Conference	\$5,800,000
4.	Texas Bowl Houston, Texas	Southeastern Conference	\$6,200,000
5.	AutoZone Liberty Bowl Memphis, Tennessee	Southeastern Conference	\$4,800,000
6.	Cactus Bowl Tucson, Arizona	Pacific Atlantic Conference	\$1,750,000
7.	Armed Forces Bowl Ft. Worth, Texas	American Athletic Conference	\$1,557,500

2018-19 Conference USA Bowl Game Tie-Ins

CONFERENCE USA FINISH POSITION	BOWL GAME	VERSUS	PAYOUT (Sponsorships, ticket revenue, stipends, etc)
N/A	Heart of Dallas Bowl Dallas, Texas	Big Ten Conference	\$1,667,000
N/A	Bad Boy Mowers Bowl St. Petersburg, Florida	American Athletic Conference	\$850,000
N/A	Gildan New Mexico Bowl Albuquerque, New Mexico	Mountain West Conference	\$1,050,000
N/A	Hawaii Bowl Honolulu, Hawaii	Mountain West Conference	\$1,200,000
N/A	R&L Carriers New Orleans Bowl New Orleans, Louisiana	Sun Belt Conference	\$925,000
N/A	Walk-On's Independence Bowl Shreveport, Louisiana <small>*Conditional if ACC or SEC cannot fill a spot</small>	Atlantic Coast Conference or Southeastern Conference	\$1,486,200
N/A	Bahamas Bowl Nassau, Bahamas	American Athletic Conference	\$225,000
N/A	Cheribundi Tart Cherry Bowl Boca Raton, Florida	Mid-American Conference	\$850,000
N/A	DXL Frisco Bowl Frisco, Texas <small>* Conditional if AAC or MAC cannot fill a spot</small>	American Athletic Conference or Mid-American Conference	\$200,000

2017-18 Bowl Game Summary

BOWL GAME	2017-2018 ATTENDANCE	2016-2017 ATTENDANCE	2015-2016 ATTENDANCE	STADIUM CAPACITY	CAPACITY %	VENUE	CITY/STATE	DATE	TOTAL PAYOUTS
National Championship	77,430	74,512	75,765	75,000	100	Mercedes-Benz Stadium	Atlanta, GA		\$ -
Sugar Bowl	72,360	54,077	72,117	76,468	94.6	Mercedes-Benz Superdome	New Orleans, LA	1-Jan	\$ 8,000,000
Rose Bowl	92,844	92,128	94,268	90,888	102	Rose Bowl Stadium	Pasadena, CA	1-Jan	\$ 8,000,000
Citrus Bowl	57,726	46,063	63,113	70,000	82	Camping World Stadium	Orlando, FL	1-Jan	\$ 8,500,000
Peach Bowl	71,109	75,996	71,007	75,000	95	Mercedes-Benz Stadium	Atlanta, GA	1-Jan	\$ 8,000,000
Outback Bowl	45,687	51,119	53,202	65,890	69.3	Raymond James Stadium	Tampa, FL	1-Jan	\$ 6,308,560
Orange Bowl	65,032	67,432	67,615	65,326	99.5	Hard Rock Stadium	Miami Gardens, FL	30-Dec	\$ 55,000,000
Fiesta Bowl	61,842	71,279	71,123	72,200	85.9	University of Phoenix Stadium	Glendale, AZ	30-Dec	\$ 8,000,000
Liberty Bowl	57,266	51,087	61,136	61,008	93.9	Liberty Bowl Memorial Stadium	Memphis, TN	30-Dec	\$ 4,800,000
Taxslayer Bowl	41,310	43,102	58,212	67,246	61	EverBank Field	Jacksonville, FL	30-Dec	\$ 3,116,429
Cotton Bowl Classic	67,510	59,615	82,812	100,000	67.5	AT&T Stadium	Arlington, TX	29-Dec	\$ 12,000,000
Arizona Bowl	39,132	33,868	20,425	55,675	70.3	Arizona Stadium	Tucson, AZ	29-Dec	\$ 278,420
MusicCity Bowl	48,675	68,496	50,478	69,143	70.4	Nissan Stadium	Nashville, TN	29-Dec	\$ 5,787,500
Sun Bowl	39,897	42,166	41,180	51,500	77	Sun Bowl	El Paso, TX	29-Dec	\$ 3,447,568
Belk Bowl	32,784	46,902	46,423	73,778	44.4	Bank of America Stadium	Charlotte, NC	29-Dec	\$ 4,623,123
Holiday Bowl	47,092	48,704	48,329	70,561	66.7	SDCCU Stadium	San Diego, CA	28-Dec	\$ 5,930,000
Alamo Bowl	57,653	59,815	64,569	65,000	88.7	Alamodome	San Antonio, TX	28-Dec	\$ 7,775,000
Camping World Bowl	39,610	48,625	40,418	70,000	57	Camping World Stadium	Orlando, FL	28-Dec	\$ 5,800,000
Military Bowl	35,921	26,656	36,352	34,000	105.7	Nvy-Marine Corps Memorial Stadium	Annapolis, MD	28-Dec	\$ 2,066,990
Texas Bowl*	67,820	68,412	71,307	71,795	94.5	NRG Stadium	Houston, TX	27-Dec	\$ 6,200,000

2017-18 Bowl Game Summary (page 2)

BOWL GAME	2017-2018 ATTENDANCE	2016-2017 ATTENDANCE	2015-2016 ATTENDANCE	STADIUM CAPACITY	CAPACITY %	VENUE	CITY/STATE	DATE	TOTAL PAYOUTS
Foster Farms Bowl	28,436	27,608	33,517	68,500	41.5	Levi's Stadium	Santa Clara, CA	27-Dec	\$ 3,600,000
Pinstripe Bowl	37,667	37,918	37,218	54,251	69.4	Yankee Stadium	New York, NY	27-Dec	\$ 4,200,000
Independence Bowl	33,601	28,995	31,289	49,565	65	Independence Stadium	Shreveport, LA	27-Dec	\$ 1,486,200
Cactus Bowl	32,859	33,328	39,321	48,686	67.5	Chase Field	Phoenix, AZ	26-Dec	\$ 1,750,000
Quick Lane Bowl	20,211	19,177	34,217	65,000	31	Ford Field	Detroit, MI	26-Dec	\$ 1,800,000
Heart of Dallas Bowl*	20,507	39,117	20,229	92,100	22	Cotton Bowl Stadium	Dallas, TX	26-Dec	\$ 1,667,000
Hawaii Bowl*	20,546	23,175	22,793	50,000	41	Aloha Stadium	Honolulu, HI	24-Dec	\$ 1,200,000
Dollar General Bowl	28,706	32,377	28,656	40,646	70.6	Ladd-Peebles Stadium	Mobile, AL	23-Dec	\$ 1,500,000
Armed Forces Bowl*	35,986	40,542	38,915	45,000	80	Amon Carter Stadium	Fort Worth, TX	23-Dec	\$ 1,557,500
Birmingham Bowl*	28,623	31,229	59,430	71,594	40	Legion Field	Birmingham, AL	23-Dec	\$ 2,050,000
Famous Idaho Potato Bowl*	16,512	24,975	18,876	36,387	45.4	Albertsons Stadium	Boise, ID	22-Dec	\$ 1,050,000
Bahamas Bowl*	13,585	13,422	13,123	15,023	90.4	Thomas Robinson Stadium	Nassau, Bahamas	22-Dec	\$ 225,000
Gasparilla Bowl*	16,363	15,717	14,652	31,043	52.7	Tropicana Field	St. Petersburg, FL	21-Dec	\$ 1,000,000
Frisco Bowl*	14,419			20,500	70.3	Toyota Stadium	Frisco, TX	20-Dec	\$ 200,000
Boca Raton Bowl*	25,912	24,726	25,908	29,419	88	FAU Stadium	Boca Raton, FL	19-Dec	\$ 85,000
Camellia Bowl*	20,612	20,300	21,395	21,000	98.1	Cramton Bowl	Montgomery, AL	16-Dec	\$ 250,000
New Mexico Bowl*	26,087	29,688	30,289	39,224	66.5	Dreamstyle Stadium	Albuquerque, NM	16-Dec	\$ 1,050,000
Las Vegas Bowl*	36,432	29,286	42,214	40,000	91	Sam Boyd Stadium	Las Vegas, NV	16-Dec	\$ 2,800,000
Cure Bowl	19,585	27,213	18,546	70,000	28	Camping World Stadium	Orlando, FL	16-Dec	\$ 802,000
New Orleans Bowl	24,904	35,061	32,847	76,468	32.6	Mercedes-Benz Superdome	New Orleans, LA	16-Dec	\$ 925,000
Average	40,506	42,664	44,956	58,622					

Source: <https://www.newsday.com/sports/college/college-football/college-football-bowl-game-attendance-2017-18-1.12784796>

* ESPN Productions, Inc. Bowl Game

2017 Stadium Events

DATE	EVENT	ATTENDANCE
January 6	Commercial Film Shoot	150
March 25	Socio MX Soccer Matches	14,689
March 27	Commercial Film Shoot	48
April 16	Dallas Cup Soccer Tournament Opening Ceremonies	18,637
April 16	Dallas Cup Soccer Matches (4)	9,855
April 17	Dallas Cup Soccer Matches (3)	3,215
April 17	Commercial Film Shoot	103
April 30	Annual Dog Bowl	2,500
May 6	Legends from Club America & Chivas Soccer	5,006
May 17	Commercial Film Shoot	111
June 10	Crabtree Foundation Football Camp	455

2017 Stadium Events (page 2)

DATE	EVENT	ATTENDANCE
June 23	Olympic Games for Kids	382
July 2	Chivas Tecate Summer Tour Soccer	28,544
July 4	Fair Park Fourth	44,321
July 8	Socio MX Soccer Matches	14,689
August 13	Blondes v. Brunettes	4,830
September 8	Cotton Bowl Stadium Prep Showcase Lakeview Centennial v. North Mesquite Rockwall v. Rowlett	10,004
September 9	Cotton Bowl Stadium Prep Showcase Plano East v. Jesuit Mesquite Horn v. Dallas Skyline	7,352
October 7	State Fair Classic Grambling v. Prairie View A&M	54,218

2017 Stadium Events (page 2)

DATE	EVENT	ATTENDANCE
October 14	AT&T Red River Showdown Texas v. Oklahoma	93,500
November 4	Diwali Mela Festival	22,792
November 11	International Soccer Copa El Rancho	9,284
November 18	Commercial Film Shoot	163
November 25	Guns and Hoses	618
December 20	Commercial Film Shoot	250
December 26	Heart of Dallas Bowl	20,507
	2017 TOTAL	366,223

2018 Stadium Events

DATE	EVENT	PROJECTED ATTENDANCE
March 25	Dallas Cup Soccer Tournament Opening Ceremonies	18,000
March 25	Dallas Cup Soccer Tournament Matches (4)	10,000
March 28	Dallas Cup Soccer Tournament Matches (3)	3,000
May – June	Turf Field Replacement	N/A
April 29	Annual Dog Bowl	2,000
July 2	Soccer Match (TBD)	22,000
July 4	Fair Park Fourth	42,000
July 29	Soccer Match (TBD)	80,000
August 11	Blondes v. Brunettes	5,000

2018 Stadium Events (Page 2)

DATE	EVENT	PROJECTED ATTENDANCE
September 7	High School Prep Showcase Mansfield Lake Ridge v. Waco Midway Cedar Hill v. Denton Guyer	12,000
September 8	High School Prep Showcase Lake Highlands v. Plano East Sachse v. Trinity	15,000
September 29	State Fair Classic Grambling v. Prairie View A&M	55,000
October 6	at&t Red River Showdown Texas v. OU	93,500
October 20	State Fair Football Showdown Texas Southern v. Southern	40,000
November 3	Diwali Mela Festival	25,000
December 26	Heart of Dallas Bowl	25,000

Memorandum



CITY OF DALLAS

DATE March 22, 2018

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT Dallas Tourism Public Improvement District

On Monday, March 26, 2018, you will be briefed on the Dallas Tourism Public Improvement District. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

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

Joey Zapata
Assistant City Manager

c: Honorable Mayor and Members of City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billierae Johnson, City Secretary (Interim)
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M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Quality of Life, Arts and Culture Committee

March 26, 2018

DALLASTM

Tourism Public Improvement District

WWW.DTPID.COM

District Background

- The Dallas Tourism Public Improvement District is modeled after similar successful initiatives around the country, but the first in Texas.
- It is designed to significantly increase the funding available to market and provide incentives to enhance Dallas' performance as a convention and tourism destination.

District Background

- The District is funded through hotel properties in Dallas city limits with 100 or more rooms by a 2% assessment on occupied rooms.
- The District is managed by a ten (10) member board of directors, made up of participating hoteliers.
 - 3 from properties with 1000+ rooms
 - 3 from properties with 301-999 rooms
 - 4 from properties with 100-300 rooms

District Background

- Collections for the DTPID began in August 2012.
- Initially established for 5 years.
- It was renewed for an additional 13 years (through 10/31/2029).
- Budgets are approved annually by the City of Dallas.
- Funds are administered by VisitDallas through a contract with the DTPID Board of Directors.

District Plan(s) Approvals



District Service Plan



DTPID Consideration Process



Program Process

- VisitDallas identifies target meetings, groups, and events (not currently booked):
- New - incentive to attract new business
- Retention - incentive to retain or grow existing business
- Forecast potential room lodging revenue:
room block x room rate
- The DTPID program is subject to a minimum of 10-to-1 return on investment (hotel room night revenue generated)

HISTORY OF DTPID INCENTIVES

BEGAN AUGUST 2012

Hotel Assessments used to Generate Tourism and More Hotel Activity

Generating Taxes that Help Entire City of Dallas

CITY WIDES BOOKED

47 **104**

CONSUMED COMMITTED

APPROVED INCENTIVES

\$9.6M **\$31M**

CONSUMED COMMITTED

LODGING REVENUES

\$135M **\$387M**

CONSUMED COMMITTED

DIRECT SPEND

\$520M **\$1.2B**

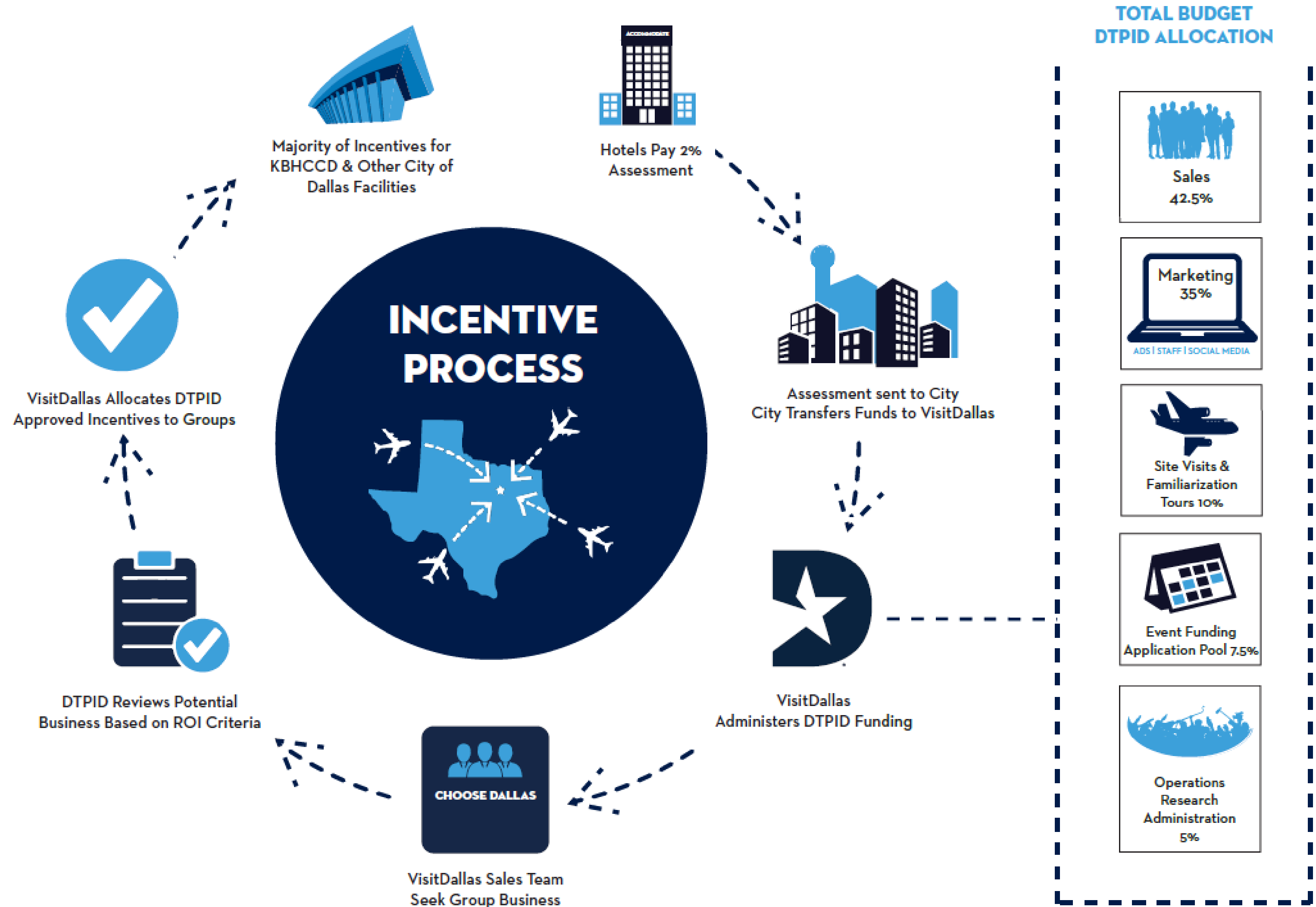
CONSUMED COMMITTED

TOTAL ECONOMIC IMPACT

\$925M **\$2.1B**

CONSUMED COMMITTED

ALLOCATION OF DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT (DTPID)



Program Funding Consumed

Year	Bookings	Attendees	Room Nights	Lodging Revenues	Approved Incentives
2012-13	7	42,100	56,422	\$11,543,371	\$500,000
2013-14	7	121,500	91,500	\$10,491,500	\$751,300
2014-15	10	183,532	175,261	\$50,141,497	\$2,800,117
2015-16	11	184,050	172,065	\$30,013,149	\$2,737,030
2016-17	<u>12</u>	<u>166,927</u>	<u>195,064</u>	<u>\$32,944,672</u>	<u>\$2,906,321</u>
CONSUMED	47	698,109	690,312	\$135,134,189	\$9,694,768

Approved incentives represent the maximum amount approved by the DTPID board to secure the business. Actual incentives could be less or offset. The incentives approved here for consumed and committed business represent a 1,282% return on investment based on expected hotel lodging revenues only.

Program Funding Committed

Year	Bookings	Attendees	Room Nights	Lodging Revenues	Approved Incentives
2017-18	22	363,765	340,833	\$68,579,815	\$4,730,358
2018-19	12	175,030	261,580	\$41,689,651	\$2,939,741
2019-20	14	227,385	247,597	\$51,898,744	\$4,294,982
2020-21	11	91,026	180,241	\$39,014,514	\$3,816,803
2021-22	9	100,000	152,187	\$39,927,862	\$3,992,814
2022-23	10	115,250	180,237	\$42,598,900	\$4,092,467
2023-24	6	67,500	80,123	\$26,546,925	\$2,327,972
2024-25	9	82,500	108,224	\$28,799,540	\$1,973,397
2025-26	8	66,575	93,797	\$24,148,014	\$1,288,753
2026-27	<u>3</u>	<u>36,300</u>	<u>61,275</u>	<u>\$24,012,723</u>	<u>\$1,589,936</u>
COMMITTED	104	1,325,331	1,706,094	\$387,219,688	\$31,047,223

Approved incentives represent the maximum amount approved by the DTPID board to secure the business. Actual incentives could be less or offset. The incentives approved here for consumed and committed business represent a 1,282% return on investment based on expected hotel lodging revenues only.

Total Hotel Occupancy Tax (HOT tax)

2012 HOT tax
\$38M*

2017 HOT tax
\$54M*

% Change
42.2%

** Estimated*

2012 - 2017 Progress

	2012 Occupancy Rate	2017 Occupancy Rate	% Change
Dallas	60.6%	69.4%	14.5%
Texas	61.5%	65.0%	5.6%
U.S.	61.3%	65.9%	7.6%

	2012 Avg. Daily Rate	2017 Avg. Daily Rate	% Change
Dallas	\$99.18	\$122.16	23.2%
Texas	\$89.83	\$102.41	14.0%
U.S.	\$106.25	\$126.72	19.3%

	2012 Revenue	2017 Revenue	% Change
Dallas	\$661M	\$972M	47.1%
Texas	\$8.3B	\$11B	34.4%
U.S.	\$115B	\$156B	35.4%

Leveraging District Resources



Leveraging Resources

- DTPID expends resources to drive more hotel traffic
- VisitDallas expends additional resources on similar activities
- DTPID expenses are within approved plans and budget (\$15mm)
- VisitDallas expenses extend or are outside those plans (\$25mm)

Heart of Dallas Bowl



Heart of Dallas Bowl

- Since 2011, VisitDallas has supported the Heart of Dallas Bowl with an average host fee of \$250K per year from the State Event Trust Fund
- Social media marketing and promotional support
- Team, band and hotel assistance
- Volunteer support

DTPID Consideration

- Heart of Dallas Bowl does not meet DTPID criteria:
 - * Citywide event (2,500 contracted room nights on peak)
- Eligible for DTPID Event Application Program



Questions?

Quality of Life, Arts and Culture Committee

March 26, 2018

DALLASTM

Tourism Public Improvement District

WWW.DTPID.COM

Memorandum



CITY OF DALLAS

DATE March 22, 2018

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT Office of Special Events

On Monday, March 26, 2018, you will be briefed on the Office of Special Events. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

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

Joey Zapata
Assistant City Manager

c: Honorable Mayor and Members of City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
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Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Office of Special Events

Quality of Life, Arts & Culture
Committee
March 26, 2018

John Johnson, Assistant Director
Convention and Event Services
City of Dallas



Briefing Overview

1. Purpose
2. Background
3. Permitting process overview
4. Potential operational improvements
5. Potential process enhancements
6. Next steps
7. Requested action



Purpose

- To initiate an update of special event permitting by reviewing the existing process, potential changes, and a plan for public input



Background

Mission

Facilitate the promotion of events and activities within the city, especially the Central Business District that:

1. create a more positive image of the city and stimulate significant economic growth;
2. encourage and give high priority to established special events that historically benefit the city; and
3. promote commercial film development within the city.



CITY OF
DALLAS

**OFFICE OF
SPECIAL EVENTS**

4



Background

Permit Types



Special Event

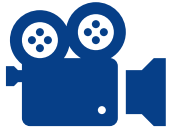
Temporary gathering, on public and/or private property, exceeds 75 spectators, and includes any of the following:

- 1) a street closure;
- 2) restriction of public property;
- 3) sale of food/merchandise;
- 4) erection of a tent;
- 5) stage/band shell, amplified sound;
- 6) portable toilets;
- 7) and/or temporary road signage.



Neighborhood Farmers Markets

Temporary outdoor marketplace on private property where produce, merchandise, food or other products are distributed, offered for sale or sold directly to consumers by the persons that have raised, grown, made, crafted; estimated number of vendors and attendees does not exceed 1,000



Commercial Filming

Filming or still photography and any related activities on real property, buildings, public space.



Street Pole Banner

Banners associated with an approved special event activity or special event permit authorized under Chapter 42A of the Dallas City Code.

Background

Permitting Authority



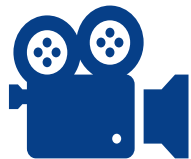
- **Dallas City Code, Chapter 42A – Special Events**
 - Established by Ordinance on May 15, 1985
 - *“Facilitate the promotion of events and activities within the city...”*



- **Dallas City Code, Chapter 29A – Neighborhood Farmers Markets**
 - Established by Ordinance on April 29, 2013
 - *“Facilitate the promotion of neighborhood farmers markets within the city...”*



- **Dallas City Code, Chapter 51A – Sign Regulations**
 - Ordinance amended on November 10, 2008
 - *“Special event signs: special event signs are governed by the special event permit...”*



- **City of Dallas Administrative Directive (AD) – Commercial Filming Policy**
 - Established by Administrative Directive: 2-46 on December 1, 2003
 - *“Streamline requests for commercial filming in order to promote Dallas as “film-friendly...”*

Background

Exemptions

Special Event exemptions granted by City Code to:

- neighborhood “*Block Parties*;”
- events conducted solely on property under the control of:
 - Dallas Parks and Recreation,
 - Convention Center;
- First Amendment Activities/Demonstrations;*
- funeral processions; and
- house moving activities.

Commercial Filming permit exemptions for:

- filming from public sidewalks,
- spontaneous news media, and
- filming on private property.

*Excluding First Amendment Activity which triggers a Special Event Permit

7

Background

OSE – At A Glance



8 Staff Positions



**Police, Fire, Risk,
Sanitation, and
Transportation**



**\$659k Budgeted
Annual Expenses**



**1,119 Applications
Processed FY16-17**



**\$127k Estimated
Annual Revenue**



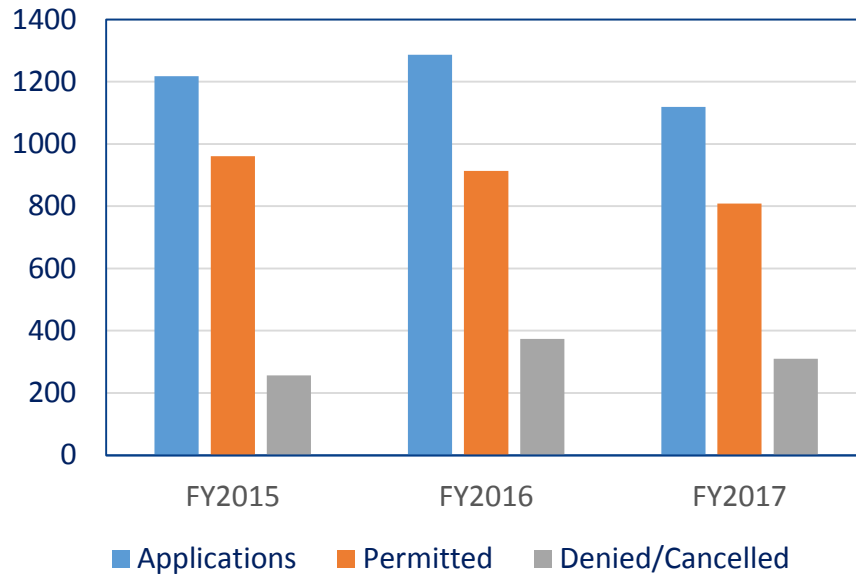
**809 Various Permits
Issued FY16-17**

8

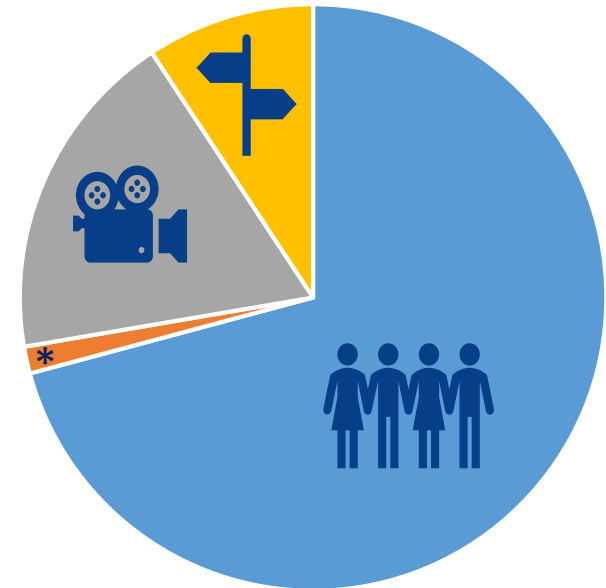
Background

Permit Processing

Application and Permit Processing
(FY2015-17)



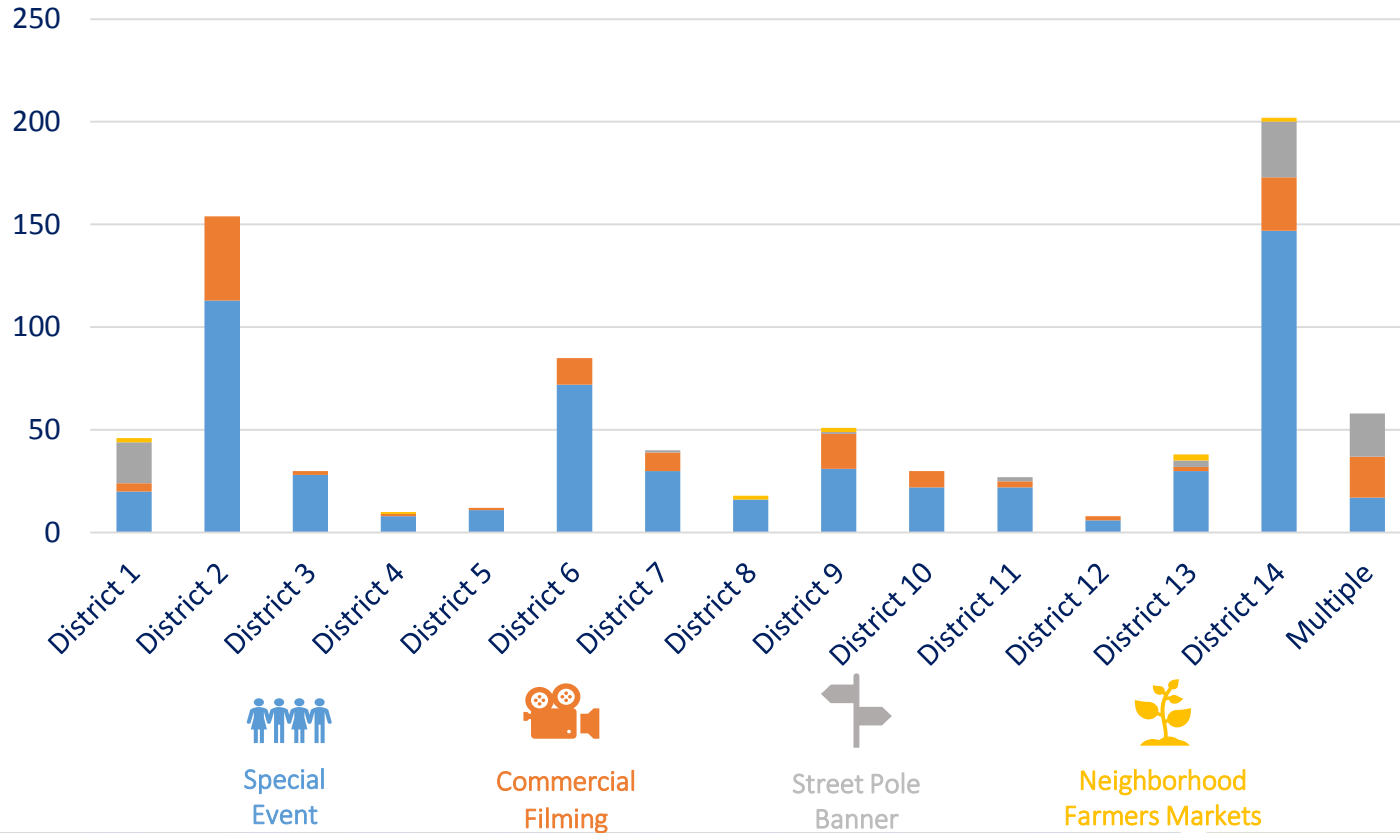
Permits By Type (FY2017)



Background

Permits Issued by Council District

FY2017



Special Event



Commercial Filming



Street Pole Banner



Neighborhood Farmers Markets

Background

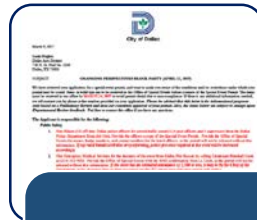
Permitting Process Overview



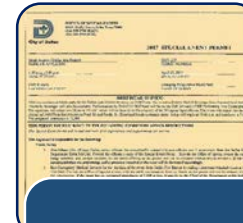
Application
Submission



Departmental
Review



Preliminary
Letter



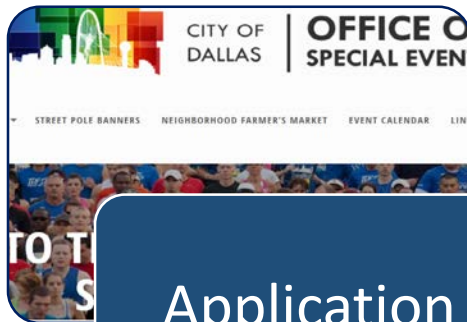
Permit
Issuance



Post-Event
Process

Permitting Process Overview

Application Submission



Application Submission

- Applications submitted via OSE website
- Applicants must submit application no less than 45 days prior to the event
 - Commercial Filming: 2-5 business days prior
 - Neighborhood Farmers Market: 30 days prior
- Incomplete applications are not processed
- Applications submitted under the 45-day requirement may be denied
 - If accepted, subject to applicable fees
- No changes to the application accepted within 15 business days of the event

Permitting Process Overview

Departmental Review Process



Departmental Review

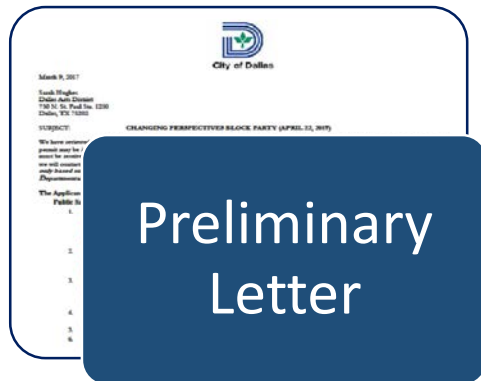
1. Initial application review by OSE staff
 1. Is a permit required? Complete?
2. If public safety review is required, info sent to:
 1. Dallas Police – minimum of 10 days per Code to review
3. Following Public Safety input, info sent to:
 1. Various City of Dallas Departments & External Organizations
 1. Minimum of 10 days period per Code to review and provide specific requirements
4. Information compiled into the Preliminary Informational Letter



Permitting Process Overview

Preliminary Letter Issued

This letter identifies the City of Dallas' expectations and event requirements. It also provides important contact information for the event.

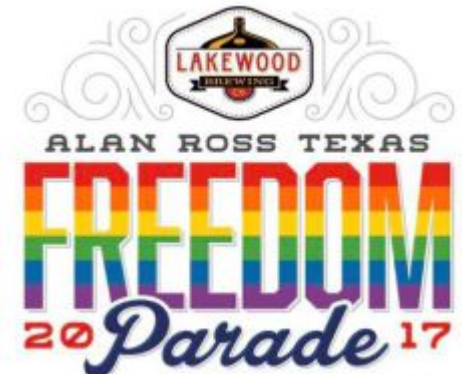
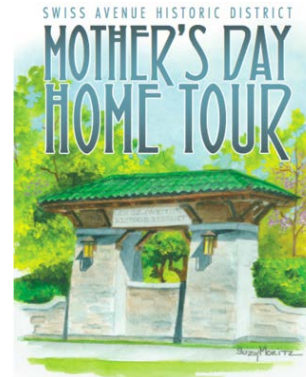


Requirements generally detailed in the **Preliminary Letter** may include:

1. Public safety requirements
2. General event requirements and/or restrictions
3. Insurance limits/coverage
4. Quality of life requirements
5. Alcohol sales regulation information
6. Additional permits and licenses required

On average OSE provides the Preliminary Letter:

- 173 days after an event application is received for large scale events which require extensive public-safety review, or
- 28 days after an event application is received for smaller scale events.



Run For The Blue





↑ Street Pole Banners ↓



↑ Special Event / Commercial Filming ↓



↑ Neighborhood Farmers Markets ↓



Permitting Process Overview

Post-Event Process



Post Event Process

Following an event, OSE staff reviews each permitted event to document and address any:

- Permit violations
- Enforcement action taken
- Complaints received by staff
- DPD Post Event Report findings

If necessary, OSE will request a post event meeting to address and formally document:

- Violation(s) or enforcement activity taken
- Concerns or complaints received by City staff
- Ingress/egress challenges
- Future permit requirements

Permitting Process Overview

Complaint Resolution



Upon receipt of complaint:

1. OSE researches the complaint, reviews reports, speaks with any staff and/or event organizer
2. With key partners, OSE identifies if a violation occurred and citation is warranted
3. OSE responds to complainant
4. OSE may request a post-event meeting with event organizer

Any violations identified result in written notification to event organizers; violations/complaints are noted in file for future events

Top Five Complaints

1. Failure to notify surrounding businesses and/or residents
2. Inadequate parking and signage to parking locations
3. Inconveniences by road closures
4. Litter post-event
5. Excessive noise during events

Potential Operational Improvements

- **Enhanced notification requirements**
 - Provide better guidelines for event notifications to businesses and residents affected by event and event logistics
- **Complete a fee study**
 - Determine actual cost of permitting services and ensure appropriate fees and staffing structures are in place
- **Improved data collection efforts**
 - Expand data points that are collected and tracked for OSE analytics and research
- **Improved violation and/or citation structure**
 - Research and implement a tiered enforcement structure to better address violations
- **Update and consolidate City Code**
 - Update Chapter 42A to provide a robust Ordinance to better address events today, and consolidate OSE permitting requirements from other City Code sections



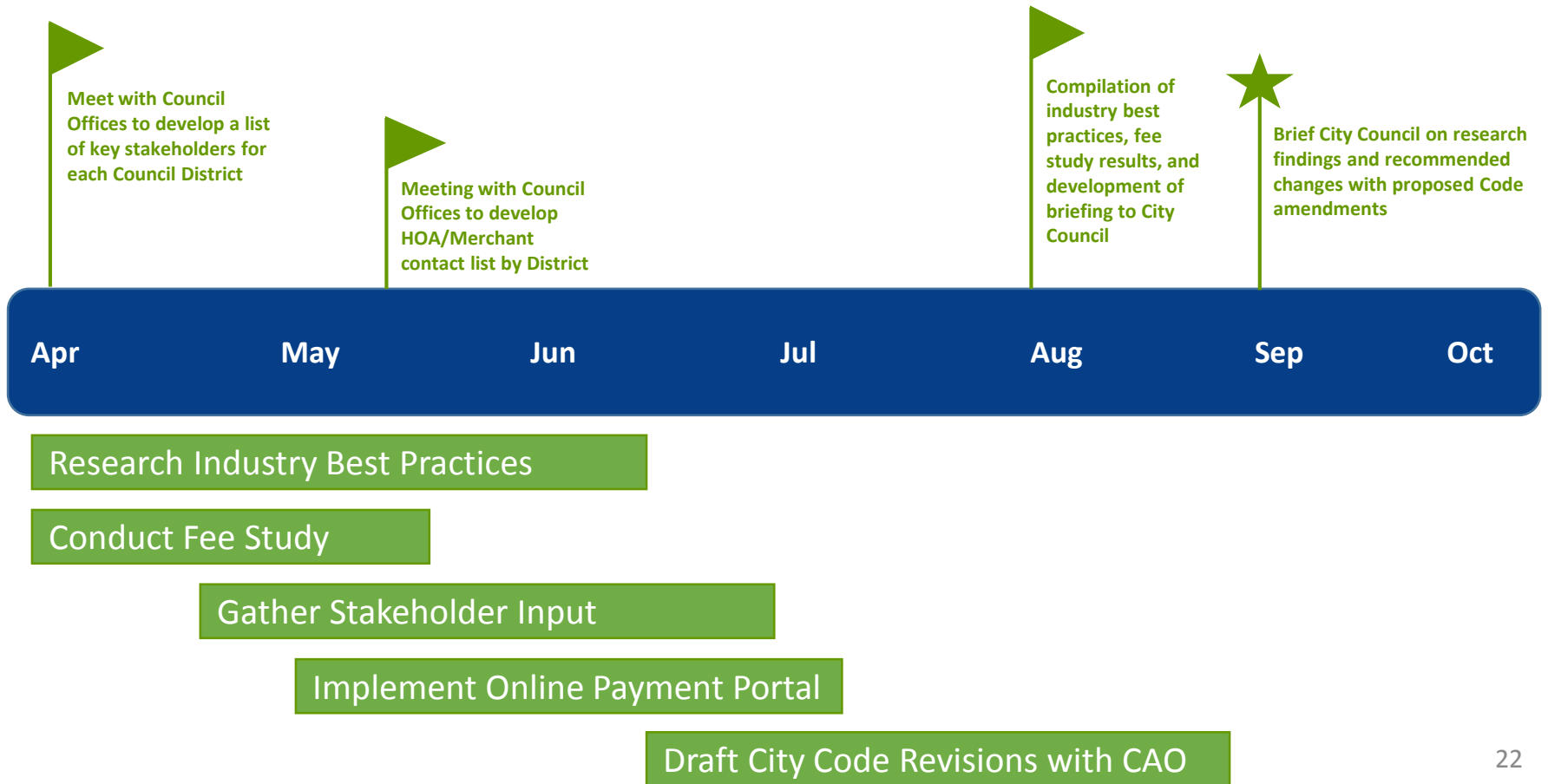
Potential Process Enhancements

- **Gather Stakeholder Input**
 - Development of specialized surveys for:
 - Event organizers
 - Citizens
 - Home Owners Associations and/or Merchants Associations
 - Other Council-identified individuals or organizations
 - Collaborative meetings for City Departments and partner agencies
- **Implement online payment portal**
 - Allowing for an easier and more efficient payment process for applicants
- **Business/Merchant Association Involvement**
 - Research industry and contemporary cities for best practices. Specifically looking for ways to provide the City with a mechanism to minimize negative impact on businesses and merchants
- **Enhanced Notification Channels**
 - Development of special event specific Home Owners Associations and/or Merchants Associations distribution lists, per Council District
 - Verified with City Council offices biannually for accuracy

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Next Steps



Requested Action

- Seek committee feedback on potential changes and public input process



Office of Special Events

Quality of Life, Arts & Culture
Committee
March 26, 2018

John Johnson, Assistant Director
Convention and Event Services
City of Dallas



Appendix

- Current Fee Schedule



SPECIAL EVENTS	FEE
Permit Application Processing Fee: 0-200 people	\$ 30
Permit Application Processing Fee: 201-400 people	\$ 50
Permit Application Processing Fee: 401-800 people	\$ 75
Permit Application Processing Fee: 801-1000 people	\$ 100
Permit Application Processing Fee: 1001-20,000 people	\$ 250
Permit Application Processing Fee: 20,000+ people	\$500
Late Submission Fee	\$ 40
Change Fee	\$ 40



NEIGHBORHOOD FARMER'S MARKET	Fee
Permit Application Fee: 0-35 Vendors	\$ 250
Permit Application Fee: 36-70 Vendors	\$ 350
Dallas Farmers Market	\$ 400
Late Submission Fee	\$ 40
Application Change Fee	\$ 40

Current Fee Structure



STREET POLE BANNER	FEES
Permit Application Processing Fee	\$ 30
Per Pole Fee <i>(with an approved permitted event)</i>	\$ 10
Per Pole Fee <i>(with an approved non-permitted event)</i>	\$ 20
Late Application Processing Fee	\$ 40
Application Change Fee	\$ 40



COMMERCIAL FILMING	FEE
Permit Application Processing Fee: for a maximum of two locations	\$ 50
Permit Application Fee for applications which involve extensive planning such as: multiple street/lane closures; intermittent traffic control; impact DART route(s); complex scenes; special effects.	\$ 250
Application Change Fee	\$ 40

STRATEGIC PRIORITY: Quality of Life

AGENDA DATE: March 28, 2018

COUNCIL DISTRICT(S): All

DEPARTMENT: Office of Cultural Affairs

CMO: Joey Zapata, 670-1204

MAPSCO: N/A

SUBJECT

Authorize **(1)** the acceptance of grants from the Texas Commission on the Arts (Grant Nos. 18-42139, 18-42384, 18-42394, 18-42382) in the amount of \$32,000 to provide cultural services for the period September 1, 2017 through August 31, 2018; **(2)** a local 1:1 match in the amount of \$32,000; **(3)** receipt and deposit of funds in an amount not to exceed \$32,000 in the Texas Commission on the Arts-Arts Create Grant 17-18 Fund; **(4)** establishment of appropriations in an amount not to exceed \$32,000 in the Texas Commission on the Arts-Arts Create Grant 17-18 Fund; and **(5)** execution of the grant agreements - Total not to exceed \$64,000 - Financing: Texas Commission on the Arts Grant Funds (\$32,000) and General Funds (\$32,000)

BACKGROUND

The Office of Cultural Affairs applied for Texas Commission on the Arts (TCA) funding for Fiscal Year 2017-18 through the Arts Create program for administrative, operational and/or program support for presentation, promotion or production of artistic disciplines. TCA has notified the City of Dallas Office of Cultural Affairs (OCA) that the following grant awards have been recommended for funding:

- \$6,000 through the Arts Create program for the Bath House Cultural Center programs and artist services.
- \$5,000 through the Arts Create program for the Latino Cultural Center programs and artist services.
- \$8,000 through the Arts Create program for the South Dallas Cultural Center programs and artist services.
- \$13,000 through the Arts Create / Core Support Programs for the Office of Cultural Affairs programs and artist services.

BACKGROUND (continued)

The TCA grants require a 1:1 match for which no new funds will be required. OCA will meet the TCA's requirements for the match with its General Fund appropriation in the approved FY 2017-18 budget.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

Information about this item will be provided to the Quality of Life, Arts and Culture Committee on March 26, 2018.

FISCAL INFORMATION

Texas Commission on the Arts Grant Funds - \$32,000
General Funds - \$32,000

March 28, 2018

WHEREAS, the Texas Commission on the Arts provides matching grants, through various programs under its purview, to public bodies to assist them in the development of culturally-oriented programs; and

WHEREAS, the City of Dallas therein has the opportunity to increase the amount of funds available to support the activities of the Office of Cultural Affairs in FY 2017-18; and

WHEREAS, the Texas Commission on the Arts has notified the City of Dallas Office of Cultural Affairs that it is recommending \$32,000 in grant funding to the Office of Cultural Affairs under the Arts Create programs to support arts and cultural services in the City of Dallas.

Now, Therefore,

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

SECTION 1. That the City Manager is hereby authorized to accept the grants from the Texas Commission on the Arts in the amount of \$32,000 (Grant Nos. 18-42139, 18-42384, 18-42394, 18-42382) to provide cultural services for the period September 1, 2017 through August 31, 2018; provide a local 1:1 match in the amount of \$32,000; and sign the grant agreements, approved as to form by the City Attorney.

SECTION 2. That the Chief Financial Officer is hereby authorized to receive and deposit grant funds in an amount not to exceed \$32,000 in the Texas Commission on the Arts-Arts Create Grant 17-18 Fund, Fund S323, Department OCA, Units 3589, 3604, 3606 and 3607, Revenue Code 6516.

SECTION 3. That the City Manager is hereby authorized to establish appropriations in an amount not to exceed \$32,000 as follows:

<u>Fund</u>	<u>Department</u>	<u>Unit</u>	<u>Object</u>	<u>Amount</u>
S323	OCA	3589	3089	\$ 6,000
S323	OCA	3604	3089	\$ 5,000
S323	OCA	3606	3089	\$ 8,000
S323	OCA	3607	3089	\$13,000

March 28, 2018

SECTION 4. That the Chief Financial Officer is hereby authorized to disburse grant funds in an amount not to exceed \$32,000 from the following:

<u>Fund</u>	<u>Department</u>	<u>Unit</u>	<u>Object</u>	<u>Amount</u>
S323	OCA	3589	3089	\$ 6,000
S323	OCA	3604	3089	\$ 5,000
S323	OCA	3606	3089	\$ 8,000
S323	OCA	3607	3089	\$13,000

SECTION 5. That the Chief Financial Officer is hereby authorized to provide the required matching funds in an amount not to exceed \$32,000 in accordance with the terms and conditions of the grant agreements from the following:

<u>Fund</u>	<u>Department</u>	<u>Unit</u>	<u>Object</u>	<u>Amount</u>
0001	OCA	4833	3089	\$ 6,000
0001	OCA	4805	3089	\$ 5,000
0001	OCA	4832	3089	\$ 8,000
0001	OCA	4880	3089	\$13,000

SECTION 6. That the City Manager is hereby authorized to reimburse to the Texas Commission on the Arts, any expenditures identified as ineligible. The City Manager shall notify the appropriate City Council Committee of expenditures identified as ineligible not later than 30 days after the reimbursement.

SECTION 7. That the City Manager shall keep the appropriate City Council Committee informed of all final Texas Commission on the Arts monitoring reports not later than 30 days after the receipt of the report.

SECTION 8. That the contract for the Arts Create program for the Bath House Cultural Center project is designated as Contract No. OCA-2018-00005718.

SECTION 9. That the contract for the Arts Create program for the Latino Cultural Center project is designated as Contract No. OCA-2018-00005719.

SECTION 10. That the contract for the Arts Create program for the South Dallas Cultural Center project is designated as Contract No. OCA-2018-00005720.

SECTION 11. That the contract for the Arts Create/Core Support Programs for the Office of Cultural Affairs is designated as Contract No. OCA-2018-00005721.

SECTION 12. 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.

STRATEGIC PRIORITY: Quality of Life

AGENDA DATE: March 28, 2018

COUNCIL DISTRICT(S): 2

DEPARTMENT: Office of Cultural Affairs

CMO: Joey Zapata, 670-1204

MAPSCO: 45-A

SUBJECT

Authorize the Third Amendment to the Lease Agreement with Sammons Center for the Arts for the Sammons Center for the Arts facility to memorialize the City's contributions for operations and utility costs of the facility, previously authorized on an annual basis, in the amount of \$76,000 per year for the period October 1, 2017 through June 30, 2034 - Not to exceed \$1,292,000 - Financing: General Funds (subject to annual appropriations)

BACKGROUND

On July 1, 1981, City Council authorized a Lease Agreement with Sammons Center for the Arts (formerly known as Turtle Creek Center for the Arts) for the Sammons Center for the Arts facility, located at 3630 Harry Hines Boulevard by Resolution No. 81-1895.

On November 14, 1990, City Council authorized the First Amendment to the Lease Agreement which revised the property description to include an additional parking area by Resolution No. 90-3593.

On January 14, 1998, City Council authorized the Second Amendment to the Lease Agreement which extended the term of the lease for an additional thirteen years, amended the annual rent, provided additional provisions and condition to the parking area, and provided additional provisions and conditions to the insurance coverage by Resolution No. 98-0122.

In FY 2014-15, the Dallas City Council authorized the annual Cultural Organizations Program (COP) contract with Sammons Center for the Arts, inclusive of an appropriation for operations and utility reimbursements up to \$31,000 for operation of the Sammons Center for the Arts facility. That increase was continued in FY 2015-16 and increased to \$76,000 in FY 2016-17. The Office of Cultural Affairs is working with the individual business partners and the City Attorney's Office to align each agreement with current expense reimbursement practices.

BACKGROUND (continued)

This action seeks to memorialize the operation and utility reimbursement into the lease agreement.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On July 1, 1981, City Council authorized a Lease Agreement with Turtle Creek Center for the Arts (now known as Sammons Center for the Arts) by Resolution No. 81-1995.

On November 14, 1990, City Council authorized the First Amendment to the Lease Agreement with Sammons Center for the Arts by Resolution No. 90-3593.

On January 14, 1998, City Council authorized the Second Amendment to the Lease Agreement with Sammons Center for the Arts by Resolution No. 98-0122.

On October 22, 2014, City Council authorized a Cultural Organizations Program Service Contract with Sammons Center for the Arts inclusive of an appropriation for operations and utility reimbursements for operations of the Sammons Center for the Arts facility by Resolution No. 14-1795.

On October 28, 2015, City Council authorized a Cultural Organizations Program Service Contract with Sammons Center for the Arts inclusive of an appropriation for operations and utility reimbursements for operations of the Sammons Center for the Arts facility by Resolution No. 15-1949.

On October 26, 2016, City Council authorized a Cultural Organizations Program Service Contract with Sammons Center for the Arts inclusive of an appropriation for operations and utility reimbursements for operations of the Sammons Center for the Arts facility by Resolution No. 16-1749.

On October 25, 2017, City Council authorized a Cultural Organizations Program Service Contract with Sammons Center for the Arts inclusive of an appropriation for operations and utility reimbursements for operations of the Sammons Center for the Arts facility by Resolution No. 17-1658.

Information about this item will be provided to the Quality of Life, Arts & Culture Committee on March 26, 2018.

FISCAL INFORMATION

General Funds - \$1,292,000 (\$76,000 per year for 17 years) (subject to annual appropriations)

March 28, 2018

WHEREAS, on July 1, 1981, City Council authorized a Lease Agreement with Sammons Center for the Arts for use of the Sammons Center for the Arts facility located at 3630 Harry Hines Boulevard by Resolution No. 81-1895; and

WHEREAS, on November 14, 1990, City Council authorized the First Amendment to the Lease Agreement to amend the property description to include an additional parking area by Resolution No. 90-3593; and

WHEREAS, on January 14, 1998, City Council authorized the Second Amendment to the Lease Agreement to (1) extend the term of the lease an additional thirteen years; (2) amend the annual rental fee; (3) include additional provisions and conditions to the parking area and additional provisions and conditions to the insurance coverage; and (4) add additional language in accordance with Section 2-1.1 of the Dallas City Code by Resolution No. 98-0122; and

WHEREAS, beginning in Fiscal Year 2014-15, the Dallas City Council authorized the annual Cultural Organizations Program (COP) contract with Sammons Center for the Arts inclusive of an appropriation for operations and utility reimbursements up to \$31,000 for operation of the Sammons Center for the Arts facility by Resolution No. 14-1795; and

WHEREAS, in Fiscal Year 2016-17, the Dallas City Council authorized an increase for operations and utility reimbursements of \$45,000 (total reimbursement \$76,000) for operation of the Sammons Center for the Arts facility by Resolution No. 16-1749; and

WHEREAS, the City desires to enter into the Third Amendment to the Lease Agreement to memorialize the City's contribution for operations and utility costs of the Sammons Center for the Arts facility.

Now, Therefore,

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

SECTION 1. That the City Manager is hereby authorized to sign the Third Amendment to the Lease Agreement with Sammons Center for the Arts for the Sammons Center for the Arts facility, approved as to form by the City Attorney, to memorialize the City's contributions for operations and utility costs of the facility, up to \$76,000 per year for the period October 1, 2017 through June 30, 2034, and for related revisions.

SECTION 2. That the Chief Financial Officer is hereby authorized to disburse funds in an amount not to exceed \$1,292,000 (subject to annual appropriations), in periodic payments, to the Sammons Center for the Arts from Fund 0001, Department OCA, Unit 4845, Object 3099, Encumbrance/Contract No. MASC OCA-2018-00005509, Vendor 265704.

March 28, 2018

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.

STRATEGIC PRIORITY: Quality of Life

AGENDA DATE: March 28, 2018

COUNCIL DISTRICT(S): Outside City Limits

DEPARTMENT: Office Of Environmental Quality

CMO: Majed Al-Ghafry, 670-3302

MAPSCO: 14L

SUBJECT

Authorize a resolution of support for a Municipal Setting Designation application to the Texas Commission on Environmental Quality, provided by Univar USA, Inc. and approved by the City of Farmers Branch, that prohibits the use of groundwater as potable water beneath property owned by Univar USA, Inc., Bell & McCoy Companies, Inc., SEELCCO Street Partners, Ltd., SEELCCO Partners II, Ltd., Scott A. Hawkins Separate Property TR II LLC, Surinder Mittal, and Calandro Development, Inc., located near the intersection of Welch Road and Alpha Road in Farmers Branch, Texas - Financing: No cost consideration to the City

Recommendation of Staff: Approval

BACKGROUND

On September 26, 2017, the City of Farmers Branch approved Ordinance No. 3467 for a proposed Municipal Setting Designation (MSD) submitted by the applicant, Univar USA, Inc. The ordinance from the City of Farmers Branch authorizes support of the issuance of an MSD certification to Univar USA, Inc. by the Texas Commission on Environmental Quality (TCEQ) and to prohibit the use of groundwater beneath the referenced property as potable water. The issuance of an MSD to Univar USA, Inc. by the TCEQ will supplement closure under the TCEQ Corrective Action Program and will ensure protection of human health and the environment.

In October 2017, Univar USA, Inc. requested a resolution of support from the City of Dallas for its application to the TCEQ for an MSD certification in accordance with the Texas Health & Safety Code (Section 361.8065(a)(1)(A)), which states that the applicant must provide documentation that the MSD is supported by a resolution adopted by the city council of each municipality with a boundary located not more than 0.5 miles from the MSD designated property.

BACKGROUND (continued)

The designated property is located in the City of Farmers Branch in an area zoned for light industrial use and is located within a 0.5 mile radius from the City of Dallas city limits. City of Dallas Council Districts 11 and 13 have property within a 0.5 mile radius of the designated property in Farmers Branch.

Based on information provided by the applicant, the designated property is underlain by a perched shallow aquifer that is encountered at approximately 5 - 12 feet below ground surface (bgs) and extends to the top of the underlying Austin Chalk Formation. The anticipated direction of groundwater flow beneath the designated property is to the northeast, away from the City of Dallas city limits. A portion of this shallow groundwater has been affected by trichloroethene (TCE), tetrachloroethene (PCE), 1,1-dichloroethylene (1,1-DCE), cis-1,2-dichloroethylene (cis-1,2-DCE), 1,1,2-trichloroethane (1,1,2-TCA), 1,2-dichloroethane (1,2-DCA), methylene chloride (MC), benzene, and vinyl chloride (VC) at concentrations above groundwater ingestion standards. Potential onsite sources identified at the designated property include the former facility used for packing, blending, and distribution of chemical products that was located at 4707 Alpha Road. The property was historically developed and operated by Van Waters & Rogers in 1968, which became Univar USA, Inc. in approximately 1974 and operated the facility until 1986. The facility was decommissioned by early 1987 and investigations were initiated and determined that chemicals of concern have impacted groundwater. Multiple remediation activities have been conducted to address the soil and groundwater impact. No City of Dallas property is expected to be impacted by the release of chemicals at the MSD designated property in Farmers Branch.

The applicant's current plan is to obtain closure under the Corrective Action Program supported by an MSD. The designated property is currently occupied by multiple commercial businesses which include lighting and building control products, furniture and design showroom, office and warehouse space, import and wholesale of gemstones, manufacturer of sporting goods, and parking and storage for the retailer Tuesday Morning. The anticipated future use of the designated property will remain the same with future redevelopment plans for mixed commercial/residential use.

This item is a resolution supporting the MSD application to the TCEQ by the applicant, Univar USA, Inc., for designated property located near the intersection of Welch Road and Alpha Road in Farmers Branch and within 0.5 miles from the City of Dallas Council Districts 11 and 13. This resolution fulfills a regulatory requirement of the Texas Health and Safety Code for the applicant.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

Information about this item will be provided to the Quality of Life, Arts & Culture Committee on March 26, 2018.

FISCAL INFORMATION

No cost consideration to the City.

OWNERS

Univar USA, Inc.

Stephen Landsman, Vice President

Bell & McCoy Companies, Inc.

Chris Coursey, President

SEELCCO Street Partners, Ltd.

Attyoc Investments, L.C., General Partner
Henry Seeligson, President

SEELCCO Partners II, Ltd.

Attyoc Investments, L.C., General Partner
Henry Seeligson, President

Scott A. Hawkins Separate Property TR II LLC

Scott Hawkins, President

Surinder Mittal

Calandro Development, Inc.

Christopher J Calandro, President

MAP

Attached

March 28, 2018

WHEREAS, Chapter 361, Subchapter W, of the Texas Solid Waste Disposal Act authorizes the Texas Commission on Environmental Quality (TCEQ) to certify Municipal Setting Designations (MSDs) for properties that have been the subject of contamination but that, due to the availability of other sources of potable water and because of restrictions on the use of ground water at and near the affected property, do not pose a threat to the public health, safety, and welfare; and

WHEREAS, an application to the TCEQ for an MSD requires the applicant to document that the application is supported by: (1) the city council of the city in which the site is located, (2) the city council of each municipality with a boundary located not more than one-half mile from the site, (3) the city council of each municipality that owns or operates a groundwater supply well located not more than five miles from the site, and (4) the governing body of each municipal or retail public entity, as defined by Section 13.002, Texas Water Code, that owns or operates a groundwater supply well located not more than five miles from the site; and

WHEREAS, on September 26, 2017, the City of Farmers Branch issued an ordinance establishing an MSD for property generally located near the intersection of Welch Road and Alpha Road on property described in Exhibit A, which is attached to and made a part of this resolution (the Designated Property); and

WHEREAS, the City of Dallas is a municipality with a boundary located less than one-half mile from the Designated Property; and

WHEREAS, following the issuance of resolutions of support from each additional municipality and retail public utility for which approval is required, the applicant will submit to the TCEQ an application for certification of the ordinance for the Designated Property pursuant to Texas Health and Safety Code, Chapter 361, Subchapter W.

Now, Therefore,

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

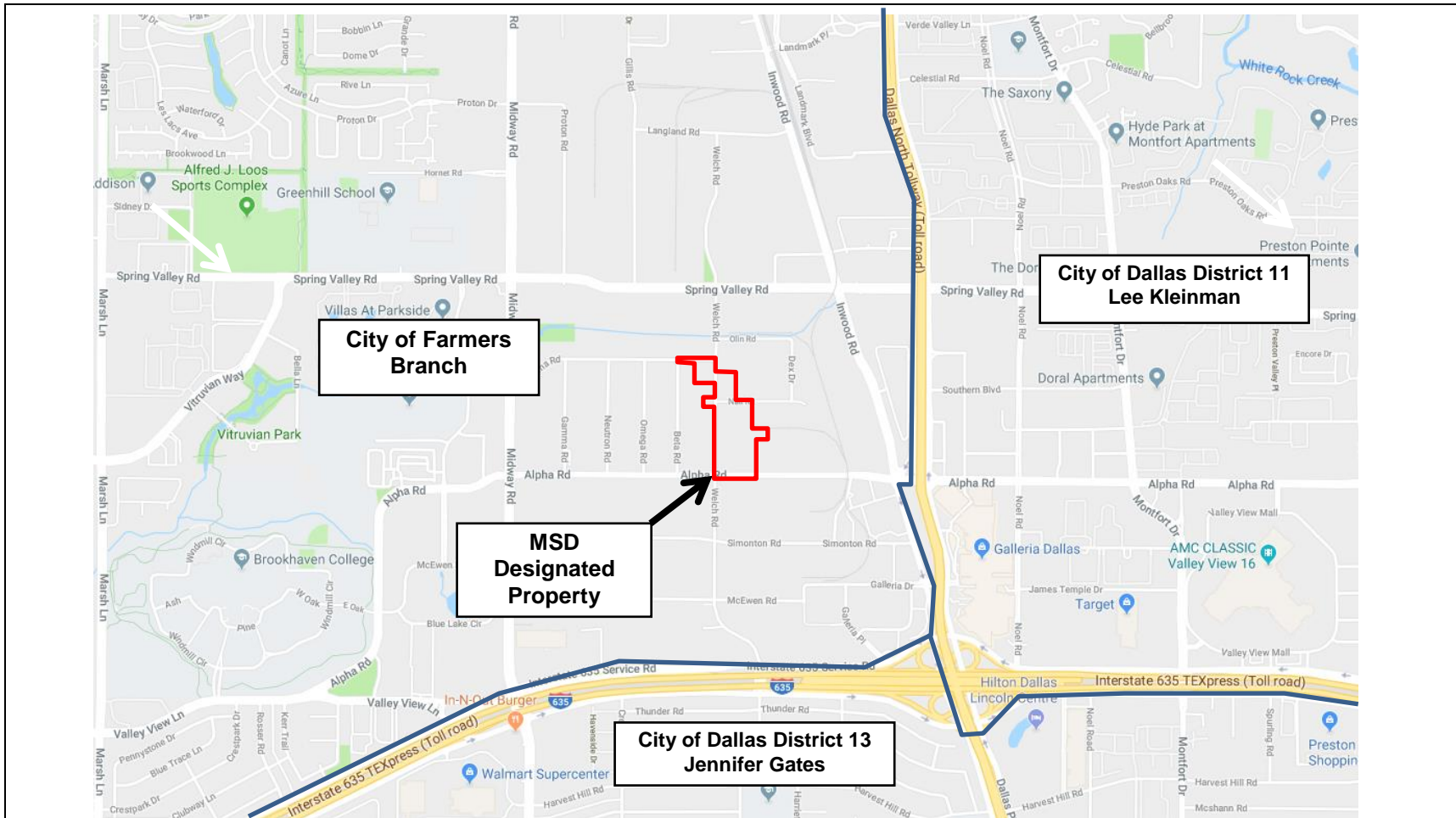
SECTION 1. That City of Dallas supports the application of the applicant to the TCEQ for certification of a Municipal Setting Designation for the Designated Property.

March 28, 2018

SECTION 2. 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.

APPROVED AS TO FORM:
LARRY E. CASTO, City Attorney

BY: _____
Assistant City Attorney



City of Dallas



Municipal Setting Designation Resolution of Support
Figure Farmers Branch Area Map
 MSD Designated Property - Univar USA, Inc.
 Generally located at the intersection of Welch Road and Alpha Road
 Farmers Branch, Texas

STRATEGIC PRIORITY: Quality of Life

AGENDA DATE: March 28, 2018

COUNCIL DISTRICT(S): All

DEPARTMENT: Office of Procurement Services
Library

CMO: Elizabeth Reich, 670-7804
Joey Zapata, 670-1204

MAPSCO: N/A

SUBJECT

Authorize a three-year service contract for purchasing, labeling, and cataloging of best-selling books and access to vendors online catalog to view the latest best-seller list, search, check availability, and order for the Dallas Public Library - Ingram Library Services LLC, lowest responsible bidder of three - Not to exceed \$914,600 - Financing: General Funds (subject to annual appropriations)

BACKGROUND

This action does not encumber funds; the purpose of a service contract is to establish firm pricing for service, for a specific term, which are ordered on an as needed basis.

This service contract will enable the Library to:

- Purchase best-selling and high demand books for all 28 branch library locations and the J. Erik Jonsson Central Library
- Ship City selected best-selling books through the vendors online catalog to the Library in time to coincide with their release to the general public through commercial booksellers
- Allow library customers to request and check-out best-selling books on the same "street" date that they are available from commercial booksellers
- Label and catalog all books by the vendor so that they arrive shelf-ready for immediate use by library patrons

In the last five years, more than 3,000 new titles and over 46,000 copies of best-seller books have been ordered based on demand and made available to an annual average of 7 million customers for check out at any branch library within the Dallas Public Library system.

BACKGROUND (continued)

In this solicitation, the Office of Procurement Services required bidders to submit a response using discounts from manufacturer’s price list. This bid resulted in a 43.60 percent discount compared to an 34.50 percent discount for the bid awarded in 2013.

As part of the solicitation process and in an effort to increase competition, the Office of Procurement Services used its procurement system to send out 103 email bid notifications to vendors registered under respective commodities. To further increase competition, the Office of Procurement Services uses historical solicitation information, the internet, and vendor contact information obtained from user departments to contact additional vendors by phone. Additionally, in an effort to secure more bids, the Office of Business Diversity sent notifications to 25 chambers of commerce and advocacy groups to ensure maximum vendor outreach.

On November 10, 2015, City Council authorized the wage floor rate of \$10.94, by Resolution No. 15-2141; the selected vendor meets this requirement.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On May 22, 2013, City Council authorized a two-year master agreement for best-selling books for the Dallas Public Library by Resolution No. 13-0803.

Information about this item will be provided to the Quality of Life, Arts and Culture Committee on March 26, 2018.

FISCAL INFORMATION

General Funds - \$914,600.00 (subject to annual appropriations)

M/WBE INFORMATION

In accordance with the City's Business Inclusion and Development Plan adopted on October 22, 2008, by Resolution No. 08-2826, as amended, the M/WBE participation on this contract is as follows:

<u>Contract Amount</u>	<u>Category</u>	<u>M/WBE Goal</u>	<u>M/WBE%</u>	<u>M/WBE \$</u>
\$914,600.00	Other Services	23.80%	0.00%	\$0.00

- This contract does not meet the M/WBE goal of 23.80%, but complies with good faith efforts

BID INFORMATION

The Office of Procurement Services received the following bids from solicitation number BT1804. We opened them on December 22, 2017. We recommend the City Council award this service contract in its entirety to the lowest responsive and responsible bidder.

*Denotes successful bidder

<u>Bidders</u>	<u>Address</u>	<u>Amount</u>
*Ingram Library Services LLC	One Ingram Blvd. La Vergne, TN 37086	\$914,600.00
Baker & Taylor, Inc.	2550 West Tyvola Rd. Suite 300 Charlotte, NC 28217	\$917,000.00
Brodart Co.	500 Arch St. Williamsport, PA 17701	\$916,000.00

OWNER

Ingram Library Services LLC

Shawn R. Everson, President
Daniel S. Sheehan, Vice President
Eleanor G. McDonald, Secretary
Jeffrey K. Belser, Treasurer

March 28, 2018

WHEREAS, on May 22, 2013, City Council authorized a two-year master agreement for best-selling books for the Dallas Public Library by Resolution No. 13-0803.

Now, Therefore,

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

SECTION 1. That the City Manager is hereby authorized to sign a service contract with Ingram Library Services LLC (502317), approved as to form by the City Attorney, for purchasing, labeling, and cataloging of best-selling books and access to vendors online catalog to view the latest best-seller list, search, check availability, and order for the Dallas Public Library for a term of three years, in an amount not to exceed \$914,600. If the service was bid or proposed on an as needed, unit price basis for performance of specified tasks, payment to Ingram Library Services LLC shall be based only on the amount of the services directed to be performed by the City and properly performed by Ingram Library Services LLC under the contract.

SECTION 2. That the Chief Financial Officer is hereby authorized to disburse funds in an amount not to exceed \$914,600 (subject to annual appropriations) to Ingram Library Services LLC from Service Contract No. LIB-2018-00005264.

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.

STRATEGIC PRIORITY: Quality of Life

AGENDA DATE: March 28, 2018

COUNCIL DISTRICT(S): 9

DEPARTMENT: Office of Procurement Services
Park & Recreation Department

CMO: Elizabeth Reich, 670-7804
Willis Winters, 670-4071

MAPSCO: 37 Q

SUBJECT

Authorize a three-year concession contract for the operation of a watercraft rental service at White Rock Lake - Ask Ace, LLC dba White Rock Paddle Co., most advantageous proposer of two - Estimated Annual Net Revenue: \$59,800

BACKGROUND

This concession contract will provide for the operation of a watercraft rental service at White Rock Lake. Services included will require the concessionaire to make available through rental fees: kayaks, canoes, and/or stand-up paddle boards with life vests to lake visitors on a daily basis. Additionally, the concessionaire will be responsible for furnishing, maintenance, and storage of all equipment under this contract. The concessionaire will also provide major capital improvements totaling a minimum of 1.5% of gross revenues; such as, repairs to existing boat ramp and fishing piers, and installing electricity.

Additionally the concessionaire agrees to provide the following:

- All concessionaire's employees and volunteers are required to have appropriate water safety certifications
- Utilize a lightning tracker App
- On-site Automated External Defibrillator
- A motor powered rescue boat to ensure the safety of clients

BACKGROUND (continued)

A six member committee from the following departments reviewed and evaluated the qualifications:

- Park & Recreation Department (2)
- Department of Equipment and Building Services (1)
- Water Utilities Department (1)
- Office of Cultural Affairs (1)
- Office of Procurement Services (1)*

*The Office of Procurement Services only evaluated revenue structure.

The committee selected the successful respondent on the basis of demonstrated competence and qualifications under the following criteria:

- Revenue 35%
- Overall approach 40%
- Capability and experience 25%

As part of the solicitation process and in an effort to increase competition, the Office of Procurement Services used its procurement system to send out 1,747 email bid notifications to vendors registered under respective commodities. To further increase competition, the Office of Procurement Services uses historical solicitation information, the internet, and vendor contact information obtained from user departments to contact additional vendors by phone. Additionally, in an effort to secure more bids, the Office of Business Diversity sent notifications to 25 chambers of commerce and advocacy groups to ensure maximum vendor outreach.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On February 15, 2018, the Park and Recreation Board authorized a three-year concession contract with Ask Ace, LLC dba White Rock Paddle Co.

Information about this item will be provided to the Quality of Life, Arts and Culture Committee on March 26, 2018.

FISCAL INFORMATION

Estimated Annual Net Revenue - \$59,800.00

M/WBE INFORMATION

In accordance with the City's Business Inclusion and Development Plan adopted on October 22, 2008, by Resolution No. 08-2826, as amended, the M/WBE participation on this contract is as follows:

<u>Contract Amount</u>	<u>Category</u>	<u>M/WBE Goal</u>	<u>M/WBE %</u>	<u>M/WBE \$</u>
\$59,800.00	Revenue	N/A	N/A	N/A

- The Business Inclusion and Development Plan does not apply to Revenue contracts, however, the prime contractor is a certified M/WBE

PROPOSAL INFORMATION

The Office of Procurement Services received the following proposals from solicitation number BQZ1710. We opened them on March 17, 2017. We recommend the City Council award this concession contract in its entirety to the most advantageous proposer.

*Denotes successful proposer

<u>Proposers</u>	<u>Address</u>	<u>Score</u>
*Ask Ace, LLC dba White Rock Paddle Co.	7154 Walling Lane Dallas, TX 75231	89.00%
LeLe Books	20005 Liedecke Road Suite 11103 San Antonio, TX 78264	58.20%

OWNER

Ask Ace, LLC dba White Rock Paddle Co.

Amy Ebert, President
Angeline Koh, Vice President

March 28, 2018**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:**

SECTION 1. That the City Manager is hereby authorized to sign a concession contract with Ask Ace, LLC dba White Rock Paddle Co. (VC0000009815), approved as to form by the City Attorney, for the operation of a watercraft rental service at White Rock Lake for a term of three years, in an estimated annual net revenue amount of \$59,800. If the service was bid or proposed on an as needed, unit price basis for performance of specified tasks, payment to Ask Ace, LLC dba White Rock Paddle Co. shall be based only on the amount of the services directed to be performed by the City and properly performed by Ask Ace, LLC dba White Rock Paddle Co. under the contract.

SECTION 2. That the Chief Financial Officer is hereby authorized to receive and deposit all revenues received from Ask Ace, LLC dba White Rock Paddle Co. from Contract No. PKR-2018-00005248, as follows:

<u>Fund</u>	<u>Department</u>	<u>Unit</u>	<u>Revenue Code</u>	<u>Amount</u>
0001	PKR	6868	7212	\$32,890
0469	PKR	6868	7212	\$26,910

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.

STRATEGIC PRIORITY: Quality of Life

AGENDA DATE: March 28, 2018

COUNCIL DISTRICT(S): 7

DEPARTMENT: Park & Recreation Department

CMO: Willis Winters, 670-4071

MAPSCO: 46K, P

SUBJECT

Authorize a professional services contract with M.E.P. Consulting Engineers, Inc. for lighting design and engineering services for the Music Hall Exterior Lighting Improvements Project at the Music Hall in Fair Park located at 909 First Avenue - Not to exceed \$92,485 - Financing: General Funds (subject to appropriations)

BACKGROUND

This engineering services contract will address the need for improved lighting for a safer night-time environment at the pedestrian areas around the Music Hall building. The contract will also address the need for improved lighting to highlight the unique architecture of the Music Hall building.

ESTIMATED SCHEDULE OF PROJECT

Begin Design	April 2018
Complete Design	July 2018
Begin Construction	November 2018
Complete Construction	January 2019

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On February 15, 2018, the Park and Recreation Board authorized an engineering services contract with M.E.P. Consulting Engineers, Inc.

Information about this item will be provided to the Quality of Life, Arts and Culture Committee on March 26, 2018.

FISCAL INFORMATION

General Funds - \$92,485.00 (subject to appropriations)

M/WBE INFORMATION

In accordance with the City's Business Inclusion and Development Plan adopted on October 22, 2008, by Resolution No. 08-2826, as amended, the M/WBE participation on this contract is as follows:

<u>Contract Amount</u>	<u>Category</u>	<u>M/WBE Goal</u>	<u>M/WBE %</u>	<u>M/WBE \$</u>
\$92,485.00	Architecture & Engineering	25.66%	100.00%	\$92,485.00

- This contract exceeds the M/WBE goal of 25.66%

OWNER

M.E.P. Consulting Engineers, Inc.

Sheila Nemati, P.E., President

MAP

Attached

March 28, 2018

WHEREAS, the existing outdoor lights at the Music Hall located at 909 First Avenue are not illuminating certain pedestrian areas to the levels recommended by the Illumination Engineering Society; and

WHEREAS, on November 29, 2017, a solicitation for consulting services for the design of the Exterior Lighting Improvements at the Music Hall was developed and publicly advertised by the Park and Recreation Department; and

WHEREAS, on December 15, 2017, three statements of qualifications were received; and

WHEREAS, on December 22, 2017, a proposal request was issued to two firms; and

WHEREAS, on January 11, 2018, two proposals were received; and

WHEREAS, on January 17, 2018, M.E.P. Consulting Engineers, Inc. received the highest ranking, making them the most qualified proposer of the two respondents as the result of a qualifications-based selection process in accordance with City of Dallas Administrative Directive 4-5; and

WHEREAS, it is now desirable and in the best interest of the City of Dallas to authorize a professional services contract with M.E.P. Consulting Engineers, Inc. for lighting design and engineering services for design, design development, construction documents, bidding and negotiation, and construction administration for the Music Hall Exterior Lighting Improvements Project.

Now, Therefore,

BE IT RESOLVED BY THE PARK AND RECREATION BOARD AND THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the President of the Park and Recreation Board and the City Manager are hereby authorized to sign a professional services contract with M.E.P. Consulting Engineers, Inc., approved as to form by the City Attorney, to provide lighting design and engineering services for Music Hall Exterior Lighting Improvements Project, in an amount not to exceed \$92,485.

SECTION 2. That the Chief Financial Officer is hereby authorized to disburse funds in an amount not to exceed \$92,485 (subject to appropriations) to M.E.P. Consulting Engineers, Inc. from General Fund, Fund 0001, Department PKR, Unit 5207, Object 4111, Activity FPRK, Program PKFPMHEL, Encumbrance/Contract No. PKR-2018-00005406, Commodity 92500, Vendor 515088.

March 28, 2018

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.



Music Hall Exterior Lighting Improvements Project

Mapsc0 46 K, P
Council District 7

Memorandum



CITY OF DALLAS

DATE March 22, 2018

Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson
TO (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott
Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **Upcoming Park and Recreation Department City Council Agenda Items**

The Park and Recreation Board has recently approved the following items that will be considered by the Quality of Life, Arts and Culture Committee at a future meeting:

- Authorize a ten-year agreement with Texas Trees Foundation for fundraising and other support activities related to the Dallas Independent School District and City of Dallas shared campus projects - Financing: This action has no cost consideration to the City
- Authorize a construction contract for the installation of park identification signs at 70 park sites, refurbishment of 30 existing park identification signs and replacement of 100 medallions with Artografx, Inc., sole bidder - Not to exceed \$637,970 - Financing: 2006 Bond Funds
- Authorize a contract for the construction of the Flagpole Hill Playground at Flagpole Hill Park located at 8015 Doran Circle - Henneberger Construction Inc., lowest responsible bidder of two - Not to exceed \$406,709 - Financing: 2017 Bond Funds
- Authorize an increase in the construction services contract with The Fain Group, Inc. to add site furnishings at three regional family aquatic centers at Crawford Memorial Park located at 375 South Prairie Creek Road, Fretz Park located at 14730 Hillcrest Road, Samuell Grand Park located at 3003 Samuell Boulevard - Not to exceed \$198,527, from \$20,913,964 to \$21,112,491 - Financing: Elgin B. Robertson Land Sale Funds
- Authorize a service agreement with Ryan Sanders Sports Services for the replacement and installation of field turf at the Cotton Bowl Stadium in an amount not to exceed \$247,230 – Financing: Current Funds

Please feel free to contact me if you have any questions or concerns regarding these forthcoming agenda items.

A handwritten signature in black ink, appearing to read 'Willis Winters'.

Willis C. Winters, FAIA, Director
Park and Recreation Department

DATE

SUBJECT

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, P.E., Assistant City Manager (Interim)

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors