

# Memorandum



CITY OF DALLAS

DATE January 20, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Convention and Event Services – Office of Special Events New Initiatives Updates**

Convention and Event Services' Office of Special Events (CES-OSE) has undertaken several new initiatives over the last fiscal year. In June 2022, CES-OSE launched the new online permitting platform Eproval to provide a mobile-friendly online portal for permitting applicants. In the same month, City Council approved Ordinance 22-1005 which added Chapter 38A, "Promoters" to the Dallas City Code, to provide a commercial promoter registration program. The new program is managed by CES-OSE in collaboration with the Dallas Police Department, Code Compliance, Dallas Fire & Rescue, and the City Attorney's Office. To support the commercial promoter registration program and other nighttime economy enterprises, a Nighttime Economy team was approved as part of the FY22-23 budget. Updates on each of these initiatives are provided below.

## **Eproval Permitting Solution**

To streamline and automate the special events permitting process, Eproval – an online system customized for municipal event offices was implemented. Two application types were launched in June 2022 to accommodate special event permits and commercial promoter registrations. To date, the department utilizing Eproval, has received over 250 special event permit applications and 70 commercial promoter registrations.

Staff held twelve trainings for clients and internal stakeholders to ease the transition to the new system. After a record-breaking post-pandemic fall event season, feedback from event clients and departmental reviewers were incorporated into a revised application that launched January 13, 2023. Other application permit types such as, street light pole banner, neighborhood market, and commercial film are being developed. Additional training opportunities will be offered virtually throughout the spring. For exact dates and details, please visit [www.dallasspecialevents.com](http://www.dallasspecialevents.com).

## **Nighttime Economy Team**

Convention and Event Services (CES), Code Compliance, Dallas Fire & Rescue, Development Services, and the Dallas Police Department entertainment teams have collaborated with the Nighttime Economy Team for the City of Dallas. The multi-department team model is based on the nationally recognized sociable cities model of combining a multi-disciplined team to balance safety, quality of life and vibrancy within the nighttime marketplace.

City representatives attended the Sociable City Summit in Spring of 2022, and have developed workflows and processes in partnership with 24-Hour Dallas. As a result, CES

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added three positions in the FY22-23 approved budget to the OSE unit--one manager and two coordinators. Position descriptions for this unit are currently with Human Resources undergoing a position analysis to ensure alignment with the overall job market.

Once filled, this new team will provide direct customer service and information to current business owners that operate within the nighttime economy, guide new hospitality businesses through understanding the regulations and requirements of the City, and administer the new Promoter Registration program.

### **Commercial Promoter Registration Program**

Venues and individual promoters have begun utilizing the Eproval online system to apply for their registrations. CES-OSE and all partner departments will continue to guide venue promoters seeking assistance in obtaining Certificate of Occupancy or Special Use Permits to Development Services. Since Chapter 38A was codified, CES-OSE has offered fourteen trainings to industry partners, hoteliers, and community members to educate them about the program, answer questions, and receive feedback. As trainings are offered and the program continues the team will continue to refine the registration process to ensure the best results for the City and its partners.

Should you have any questions, please contact Rosa Fleming, Director – Convention and Event Services, at 214.939.2755 or by email at [rosa.fleming@dallas.gov](mailto:rosa.fleming@dallas.gov).



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