

Memorandum



CITY OF DALLAS

DATE November 30, 2018

Honorable Mayor and Members of the City Council:

TO Mayor Pro Tem Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano (Vice Chair), Councilmember Omar Narvaez, Councilmember Mark Clayton, Councilmember B. Adam McGough

SUBJECT **MLK 2019**

Summary

On December 3, 2018, staff will brief the Human and Social Needs Committee on the planned events for the 2019 Dr. Martin Luther King, Jr. Celebration Week and will provide additional information on past celebrations. Staff is requesting that City Council authorize the City Manager to support the Annual Dr. Martin Luther King Jr. Celebration Week events, including the Gala, and parade for the public purpose of unifying the Dallas community and raising awareness to racial justice and equality by commemorating Dr. King's great dream of a vibrant, multiracial nation united in justice, peace and reconciliation.

Background

For more than three decades, the City of Dallas' Martin Luther King, Jr. Community Center has hosted an annual banquet and parade to honor Dr. King's legacy. The 2018 Celebration included the Celebration Fair (Job and Education Fair), Candle Lighting Ceremony, Annual MLK Banquet and Annual MLK March/Parade over the course of one weekend. This model has been implemented in recent years, and information on revenue, sponsorships, expenses and participation is included below.

Financial and Participation Trends

Year	Revenue	Sponsorships	Total Expenses	Attendance/Participation
2018	\$35,270	\$99,500	\$118,117	201,665
2017	\$14,602	\$62,500	\$181,500	151,420
2016	\$17,726	\$58,600	\$165,342	126,570

The MLK Celebration has long been intended as a fundraiser for the Martin Luther King, Jr. Community Center. In recent years and for various reasons, the City has struggled to raise sufficient funding for the events. Financial and participation data is incomplete in prior years due to issues with sub-contractors and non-profit partners.

Operational Issues

Several operational issues have been identified related to prior year's events execution. These include inconsistent procurement practices, insufficient contracts and oversight,

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and missing documentation. Additionally, in during a February 2018 briefing, staff informed City Council that members of the community had expressed concern regarding the City's commitment to the MLK events.

In response to these issues, the City Manager appointed additional members to the MLK Celebration Planning Committee, the body of MLK Advisory Board members, community members and staff that supports the planning and execution of the MLK Celebration. Additionally, there has been an increase in staff support provided to the Planning Committee, including representatives from departments with responsibilities and expertise related to the planning and execution of the events. The Office of Community Care is coordinating with the Mayor's Office, City Manager's Office, Office of Business Diversity, Office of Equity and Human Rights, Office of Welcoming Communities and Immigrant Affairs, Office of Strategic Partnerships, Office of Public Affairs, Office of Special Events, Transportation Department, Building Services Department and Code Compliance Department. Staff has also worked to improve documentation of activities related to Celebration planning and has worked to ensure that proper procurement and contracting practices are being followed.

2019 Planning and Goals

The Planning Committee has selected *Reconciliation: Moving the Dream Forward* as the theme for the year. Goals for 2019 include maintaining traditions from the City's long history of annual Dr. Martin Luther King, Jr. Celebrations, including the continued implementation of the banquet/gala, parade/march, Celebration Fair, and Candle Lighting Ceremony. Staff will work with Planning Committee members to ensure that traditions are maintained and to increase reach and impact of the Celebration. Additionally, staff and Planning Committee members will work to increase coordination with local partner organizations that are holding MLK events and to establish a City-wide calendar of events.

The MLK Celebration Planning Committee is a committee of individuals that are working together to support the planning and execution of the 2019 Dr. Martin Luther King, Jr. Celebration Week. The Planning Committee began meeting to plan for 2019 events shortly after the completion of the 2018 Celebration Week. The Planning Committee met monthly beginning in March 2018.

In August 2018, City Manager T.C. Broadnax appointed additional members to the Planning Committee to support the expanded goals and increased number of events for the 2019 Celebration and increased the frequency of Planning Committees via a memo dated August 24, 2018. These additional appointments serve provide increased support and diversity to support efforts to align the events of the MLK Celebration with strategic

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priorities identified by City Council, including 1) Human and Social Needs as a Strategic Priority, 2) the City's "Dallas Resilience" report 3) Mayor Rawlings Poverty Taskforce Report, and, 4) the establishment of the City's Welcoming Communities and Immigrant Affairs and the Office of Equity and Human Rights.

Recommendation

Staff recommends that the Human and Social Needs Committee forward to City Council with support the request to authorize the City Manager to support the Annual Dr. Martin Luther King, Jr. Celebration week events, including the Gala, and parade for the public purpose of unifying the Dallas community and raising awareness to racial justice and equality by commemorating Dr. King's great dream of a vibrant, multiracial nation united in justice, peace and reconciliation.

Additionally, staff recommends that Human and Social Needs provide guidance on how to manage planning for the 2020 event and beyond, including consideration of models for nonprofit partnerships that may support fundraising and event execution and reduce fundraising burden on staff and consideration of the role of the Martin Luther King, Jr. Community Center Board.

Should you have any questions or concerns, please contact myself or Jessica Galleshaw, Director of Office of Community Care.



Nadia Chandler- Hardy
Assistant City Manager and Chief Resilience Officer

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney Interim
Carol A. Smith, City Auditor Interim
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Directors and Assistant Directors

MLK 2019

Human & Social Needs Committee **December 3, 2018**

Jessica Galleshaw, Director
Office of Community Care

Pamela Jones, Manager III
Office of Community Care



Overview

- Background
- Historical data (recent past years)
- 2019 Planning and Goals
- MLK Week 2019
 - Planning Committee
 - Overview of Events
- Recommendation

Background

37th annual Dr. Martin Luther King, Jr. Celebration hosted by City of Dallas to:

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

2018 Overview

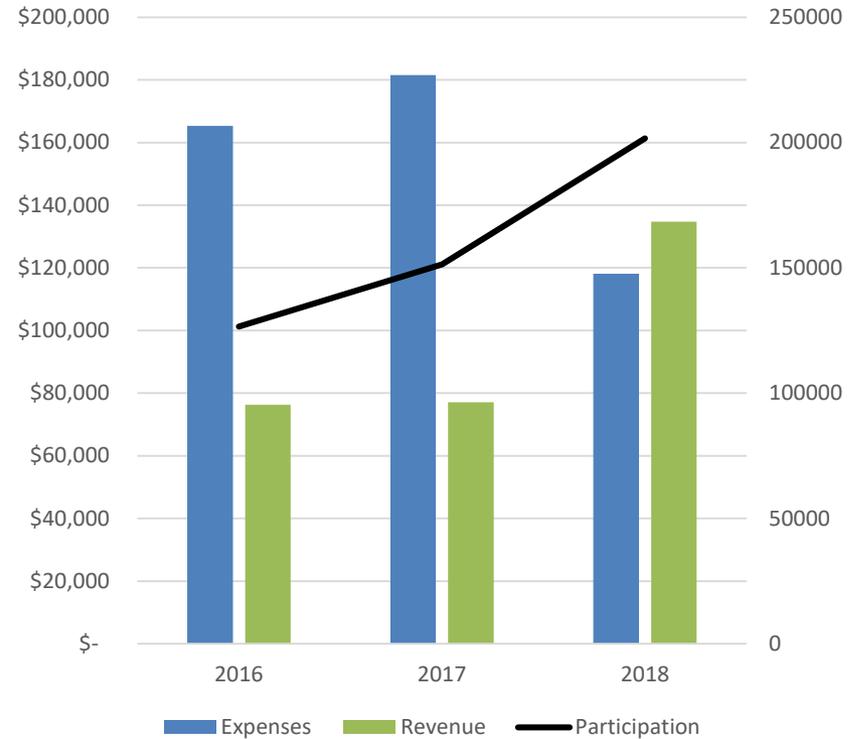
- Celebration Fair (Friday) – continue and enhance for 2019
 - Civil Rights Museum Expo
- Candle Lighting Ceremony – continue for 2019
- Awards Banquet (Saturday) – continue for 2019
- March/Parade (Monday) – continue for 2019



Expenses, Revenue and Participation



Updated as of February 5, 2018
(presentation)



Updated as of February 16, 2018
(response memo)

Revenue includes sponsorships, ticket sales, parade entry fees, and silent auction revenue.
Expenses only includes expenditures, excludes expenses that were offset by in-kind contributions.



Operational Concerns

Issues:

- Inconsistent tracking of expenses and revenue
- Incomplete information/documentation from prior years
- Non-profit partners
 - Lack of proper contracts
 - Inconsistent procurement procedures
- Issues with sub-contractors

Response:

- Increase staff support for planning and execution
- Improve documentation
- Leadership review of contracts
- Focus on relationship management with donors and partners

2019 Goals

- Theme – Reconciliation: Moving the Dream Forward
- Ensure alignment of all components with legacy of Dr. King
- Maintain traditions – banquet/gala, parade/march, Candle Lighting, Commemoration
- Expand reach and impact
 - Opportunities across the City
 - Engaging more community members
 - Promoting civic engagement
- Support with grants, donations and ticket sales/parade revenue
- Enhance coordination with partners that are holding MLK-themed events to partner and
- Establish a City-wide calendar of events

Planning Process

- Planning committee – MLK advisory board members, community members, staff (open to all)
 - Monthly meetings from April through August (except July)
 - Bimonthly meetings beginning in September
- Sub-Committees for critical areas and planning for events
 - Fundraising, Marketing, Education/Youth, Celebration Fair, Millennial Outreach, Welcoming Communities, Health Fair
- City of Dallas support/staff liaisons

MLK Week 2019 Signature Events

- **MLK Celebration Gala**

- Date: January 19, 2019
- Location: Hyatt Regency Dallas, 300 Reunion Blvd, Dallas, Texas 75207
- Description: The 37th Annual celebration event featuring keynote speaker Dr. Michael Eric Dyson, an invocation by Most Reverend Edward J. Burns, awards presentations, and performances.

- **MLK March/Parade**

- Date & Time: Monday, January 21, 2019 at 10am
- Location: Martin Luther King Blvd from Holmes to Fair Park
- Description: Floats, marching bands, dance troops, and vehicles participate in a march/parade down MLK Blvd for 200,000 spectators.

MLK Week 2019 Events

- **Wreath Laying Ceremony & Council Resolution**
 - Date: January 9, 2019
 - Time: 12:00pm
- **Youth Summit**
 - Date: January 12, 2019
 - Location: TBD
- **MLK Library Showcase**
 - Date: January 16, 2019
 - Location: Dallas Public Libraries (city-wide)
- **From Entry-Level to Executive: A Millennial Networking Event**
 - Date: January 16, 2019
 - Location: Dallas Executive Airport, 5303 Challenger Dr., Dallas, Texas 75237
- **Workforce and Educational Opportunity Fair**
 - Date: January 17, 2019
 - Location: State Fair of Texas or J Erik Jonsson Central Library
- **Millennial Action Day**
 - Date: Saturday, January 19, 2019
 - Location: South Dallas neighborhoods

MLK 2019 Partner Events

- **Faith Forward Dallas Interfaith Prayer Service**
 - Host: Faith Forward
 - Date: January 14, 2019
 - Location: TBD
- **Candle Lighting Ceremony**
 - Host: The Alpha Sigma Lambda Chapter of Alpha Phi Alpha, Inc.
 - Date: January 18, 2019
 - Location: MLK Community Center
- **Annual Emmy Award-Winner Black Music and the Civil Rights Movement Concert/ Black Academy of Arts and Letters**
 - Host: The Black Academy of Arts and Letters
 - Date: January 20, 2019
 - Location: Myerson Symphony Hall, 2301 Flora St., Dallas, Texas 75201
- **Realizing the Dream: Healthy Living Expo**
 - Host: Texas Metro News
 - Date: January 21, 2019
 - Location: African American Museum of Dallas, 3526 Grand Ave., Dallas, Texas 75210

MLK 2019 Partner Events (cont'd)

- **Screening of *Selma***
 - Host: Dallas Holocaust Museum
 - Date & Time: January 20, 2019 at 4pm
 - Location: Texas Theater, 321 W. Jefferson Blvd, Dallas, Texas
- **2019 Martin Luther King, Jr. Symposium: Pursuing Racial Justice in 21st Century America**
 - Host: The Dallas Institute of Humanities and Culture
 - Date: January 21, 2019
 - Location: Moody Performance Hall, 2520 Flora St., Dallas, Texas 75201
- **City-wide Worship Service**
 - Date and Time: Monday, January 21, 2019 at 11am
 - Location: Friendship West Baptist Church, 2020 W. Wheatland Rd., Dallas 75232
- **Dallas Dinner Table**
 - Host: Dallas Dinner Table
 - Date: January 21, 2019
 - Location: Throughout Dallas area
- **National Day of Racial Healing**
 - Host: Dallas Truth, Racial Healing and Transformation
 - Date: January 22, 2019
 - Location: Nationwide

Recommendation

- Staff recommends that the Human and Social Needs Committee advance resolution with support to full City Council for authorization
- Future Planning:
 - Staff recommends that Human and Social Needs Committee provide guidance on how to move forward with planning and execution for 2020, including consideration of:
 - Role of Martin Luther King Jr. Community Center Advisory Board in Celebration
 - Reducing fundraising burden on staff
 - Establishing or identifying a nonprofit partner for fundraising and event execution
 - Staff recommends that Human and Social Needs review and consider updating the description of the MLK Jr. Community Center Advisory Board
 - Staff recommends that Human and Social Needs Committee advocate for filling of vacant positions on the MLK Jr. Community Center Advisory Board

MLK 2019

Human & Social Needs Committee December 3, 2018

**Jessica Galleshaw, Director
Office of Community Care**

**Pamela Jones, Manager III
Office of Community Care**

