

# Memorandum



CITY OF DALLAS

DATE March 6, 2020

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Carolyn King Arnold (Chair), Jennifer S. Gates (Vice Chair), Tennell Atkins, Omar Narvaez, Chad West

SUBJECT **Office of Special Events Ordinance - Chapter 42A and High Impact Areas Implementation Update**

On December 3, 2019, Convention and Event Services (CES) Office of Special Events (OSE) staff briefed the Quality of Life, Arts and Culture Committee (QOLAC) regarding the implementation of the revised Chapter 42A - Office of Special Events permitting ordinance, and a status on the High Impact Areas (HIA) implementation.

On December 20, 2019, a follow-up memo was sent to Council Committee members with responses for requested material and clarifications, including information about HIA designations, stakeholder survey results, insurance requirements, pole banner vendor notifications and security costs related to events.

In addition to the information and clarification outlined above, committee members had specific requests that were not yet implemented or researched at the time of the memo. CES staff agreed to provide an update, on these additional items at the end of February.

**1. Research the viability of requiring notifications to be distributed in both English and Spanish**

Events that stage at Trinity Groves, Felix Lozada H. Sr. Gateway or the Ronald Kirk Pedestrian Bridge are required to hand deliver or mail a notification to each residence within the La Bajada neighborhood. As requested, event planners must now provide notifications in both English and Spanish. Additionally, events are required to provide event details/notifications in both English and Spanish for inclusion in the community newsletter as well as attending a La Bajada Neighborhood community meeting to answer questions related to their event.

**2. Implementing permit requirements to limit loading/unloading vehicles on and around the Margaret Hunt Hill Bridge**

The following requirement has been implemented for all events taking place on Ronald Kirk Pedestrian Bridge, Felix H. Lozada Sr. Gateway and Trinity River Floodway: the loading and unloading from the designated shoulder (westbound hash-marked area only) on the west end of Margaret Hunt Hill Bridge at Singleton Boulevard is not allowable during rush hour. Further, vehicles will not be allowed to stage in this area during events.

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### **3. HIA Community Advisory Committee (CAC) and Surveys**

- a. Develop an HIA Community Advisory Committee (CAC) structure and procedures
- b. Create a process whereby the HIA Committee will review the HIA designations annually based on survey results, CAC feedback, City Council input and overall recent event experience
- c. Distribute annual client and event producer surveys

A proposed CAC structure is attached for your review. The CAC will convene in August. OSE will administer both a citizen and an event producer focused survey mid-April through May. Results will be shared with the CAC and the HIA Committee and will be posted to the OSE website by September 2020. Feedback from the CAC will be presented at the HIA Committee meeting in September for consideration. During this meeting the HIA committee will also take into consideration City Council input and feedback from OSE and other members of the HIA Committee.

### **4. Explore the viability of requiring recycling for events**

Staff in special events, environmental quality, code, water and sanitation are developing a pilot program based on best-practices for green special events. We will identify an upcoming event with organizers that are willing to partner with the City to pilot recycling and other environmentally sustainable practices. We will report the status of our efforts to the Committee no later than the end of June 2020.

If you have additional questions, or require further information, please contact me or Rosa Fleming, director of CES.



Joey Zapata  
Assistant City Manager

#### Attachment

T.C. Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Mark Swann, City Auditor  
Billerae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer  
Michael Mendoza, Chief of Economic Development and Neighborhood Services  
M. Elizabeth Reich, Chief Financial Officer  
Laila Alequresh, Chief Innovation Officer  
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors

Attachment - 1 Office of Special Events Ordinance - Chapter 42A and High Impact Areas		
High Impact Area	Number of Representatives	Recommendation
Bishop Arts District	1	
		President of BADMA
Central Business District (CBD)	5	
		DDI representative Executive Director, Dallas Arts District Business/merchant representative recommended by DDI Hotelier representative from Hyatt, Joule or Fairmont One manager of multi-family residence or individual resident recommended by Council Member (Neighborhood Assoc. leader)
Dallas Design District	1	
		One manager of multi-family residence or one business community representative recommended by Council Member
Deep Ellum	2	
		One manager of multi-family residence or individual resident recommended by Council (Neighborhood Assoc. leader) One business / merchant representative recommended by Council Member
Fair Park Area	1	
		One resident recommended by Council Member (Neighborhood Assoc. leader)
Katy Trail	1	
		One resident recommended by Council Member (Neighborhood Assoc. leader)
Lower Greenville Avenue	1	
		One resident recommended by Council Member (Neighborhood Assoc. leader)
Oak Lawn/Turtle Creek Area	1	
		One resident recommended by Council Member (Neighborhood Assoc. leader)
Swiss Avenue ('Big Swiss')	1	
		One manager of multi-family residence or individual resident recommended by Council Member (Neighborhood Assoc. leader)
Texas Horse Park	1	
		One resident recommended by Council Member (Neighborhood Assoc. leader)
Uptown	2	
		One business / merchant representative recommended by Council Member One Manager of multi-family residence or individual resident recommended by Council Member (Neighborhood Assoc. leader)
Victory Park	1	
		One Manager of multi-family residence or individual resident recommended by Council Member (Neighborhood Assoc. leader)
West Dallas (Ronald Kirk Pedestrian	2	
		President of La Bajada Neighborhood Association Member (Neighborhood Assoc. leader) or representative from Trinity Groves
<b>TOTAL MEMBERS</b>	<b>20</b>	