

# Memorandum



CITY OF DALLAS

DATE May 13, 2024

TO Honorable Chair and Members of the Workforce, Education, and Equity Committee

SUBJECT **Upcoming Office of Procurement Services and Office of Community Care  
Agenda Item-Martin Luther King Parade Planning and Coordination**

On May 22, 2024, City Council will consider the following Office of Procurement Services agenda item:

Item 23-1508: Authorize a one-year service contract, with one, one-year renewal option, for planning and production of the annual Dr. Martin Luther King Jr. Parade for the Office of Community Care - Sons of Solomon dba Hope Encourage Love Protect, most advantageous proposer of two - Not to exceed \$200,000 - Financing: General Fund (subject to annual appropriations)

## **BACKGROUND**

The Office of Community Care worked with the Office of Procurement Services to solicit a community-based organization to lead the planning and production of the annual parade. This item will authorize a contract with Hope Encourage Love Protect (H.E.L.P.) to serve as the managing partner for parade planning and production. H.E.L.P. was selected through a competitive procurement process and was one of two proposers. H.E.L.P. has been a partner in parade planning for the last several years, initially as an organization of volunteers that provided significant support to City staff and worked as parade marshals.

The parade managing partner is responsible for all aspects of planning and production of the event. This includes planning activities such as community outreach, fundraising and sponsor-seeking, parade entries, volunteer recruitment, safety meetings, securing necessary items like port-a-lets, barricades and signage, arranging street closures, arranging and planning for parking and transportation, parade line up order development, and generally ensuring all permitting requirements are met. Additionally, the parade managing partner is responsible for day-of implementation, including set up, parade line up, providing food and snacks for volunteers, transporting participants as needed, securing or serving as parade marshals, event break down and clean up, and all other items needed to ensure a successful event. Critically, the contract with the parade managing partner serves to provide funding to support parade planning and production, but is not sufficient to cover the entire cost of the event and requires the partner to solicit funding to cover the remainder of these costs. For 2025, H.E.L.P. anticipates the total costs to plan and produce the parade to exceed \$285,000, which will be covered through a combination of City funds (this contract), sponsorships, and parade entry fees, and partially offset through in-kind donations.

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For 2025 H.E.L.P. has outlines a project timeline and established multiple performance indicators, several of which are included below:

- 250 parade entries
- Comply with all City regulations
- Adhere to permit requirements
- Monthly Check Ins with Office of Community Care – Beginning no later than September 2024
- Release sponsorship Packet – September 2024
- An open and welcoming application process for parade participation, opening in November 2024
- Secure various items and services for event – November/December 2025
- Safety Meeting for participants – January 16, 2025

### **Recent History**

The Dr. Martin Luther King, Jr. Parade is a longstanding community institution and is held annually each January on MLK Day. In 2017, the City having long been a key partner in the annual parade events, began managing the parade on MLK Day. This was a significant undertaking, primarily administered by the staff of the Dr. Martin Luther King, Jr. Community Center within the Office of Community Care. In 2019, at the direction of City leadership, OCC began planning to solicit a managing partner for the 2021 parade. Ultimately, however, this process was delayed due to the pandemic. The 2021 event was cancelled, replaced with a virtual version that aggregated footage and photographs from past years events and shared online and staff began planning to solicit a parade planning partner for 2022.

### ***MLK Day Parade 2023***

H.E.L.P. was selected through a competitive process to serve as the managing partner for the planning and production of the 2022 MLK Day Parade. In the fall of 2021, the City made the determination to cancel the 2022 parade well due to ongoing pandemic concerns, and the City and H.E.L.P. elected to apply the contract and work completed to date towards the 2023 MLK Day Parade instead.

- 154,520 estimated attendance
- 159 parade entries, \$5,250 in revenue from entry fees
- Approximately 50 participating community groups
- Outreach:
  - Promo commercial produced
  - Social media engagement
  - Sponsorship page engagement
  - 99% satisfaction from sponsors
- Engagement:
  - Two weekends of cascading activities to engage with homeowners associations, schools, churches and businesses in the lead up to the event, including block-walking

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- Over 1,500 parade notices distributed
- Attendance at numerous community meetings, including presentation to MLK Advisory Board

### *MLK Day Parade 2024*

H.E.L.P. served as the managing partner for the 2024 MLK Day parade, selected through a competitive procurement process. This year's parade presented several unique challenges to overcome, including the need to develop an advertise a new parade route due to TXDOT construction on 1-45 impacting the parade route, and the rescheduling of the parade, in consult with Convention and Events Services and Office of Emergency Management, from the traditional MLK Day Monday to the following weekend due to extreme cold and an ice and snowstorm. However, even the new date presented very cold temperatures, especially during the morning at set up and line up time. This rescheduling and the temperatures on the day of the event had a significant impact on the number of attendees present, while the route change presented a challenge to properly communicate the change in the final weeks of planning and an opportunity to test an alternative route, as the route has been largely unchanged for many years.

- 20,000 estimated attendees
- 196 parade entries, \$6,120 in revenue from entry fees
- Approximately 40 participating community groups
- Outreach:
  - Promo commercial produced
  - Social media engagement
  - Sponsorship page engagement
  - 99% satisfaction from sponsors
- Engagement:
  - Two weekends of cascading activities to engage with homeowners associations, schools, churches and businesses in the lead up to the event, including block-walking
  - Over 2,500 parade notices distributed
  - Attendance at numerous community meetings, including presentation to MLK Advisory Board

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Should you have any questions or need any additional information, please contact myself or Jessica Galleshaw, Director of Community Care, at (214) 670-5113 or [jessica.galleshaw@dallas.gov](mailto:jessica.galleshaw@dallas.gov).



**M. Elizabeth (Liz) Cedillo-Pereira J.D.  
Assistant City Manager**

c: Kimberly Bizer Tolbert, City Manager (I)  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
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