

Memorandum



CITY OF DALLAS

DATE February 19, 2021

TO Honorable Members of the Quality of Life, Arts & Culture Committee

SUBJECT **Fair Park Multimedia Center Update**

The purpose of this memo is to update the Committee on Fair Park Multimedia Center (FPMC).

Recent Activity

Since our last briefing on September 17, 2020, several projects were completed with the aid of FPMC's facilities, including:

- 1) MLK Jr. Celebration Week Awards & Scholarship Gala
- 2) Bilingual (Spanish) voiceover recording for internal employee training videos
- 3) *Conversations 2020* miniseries with Office of Community Police Oversight & Community Police Oversight Board
- 4) *Stay on Guard, Dallas* COVID-19 PSAs in both English and Spanish
- 5) Fire-safety messages from Dallas Fire-Rescue's Chief Artis
- 6) Virtual dedication of Office of Arts & Culture's Kiest Park public art installation honoring Stevie Ray & Jimmie Vaughan

Communications, Outreach and Marketing (COM) also tentatively has an Office of Arts & Culture (OAC)-funded performing arts organization which is housed in and performs at City-owned facilities scheduled to pilot use of the FPMC for content recording in mid-March.

The FPMC has shared generator power with WRR throughout the February 2021 emergency weather conditions to maintain the facility without incident.

The Dallas Apprenticeship Program with two apprentices from the Dallas College PTECH program (seniors at Dallas ISD's Thomas Jefferson High School) delayed its launch to the week of Feb. 22, weather permitting. The paid apprentices will begin their program of study virtually but will also have hands-on production experience using FPMC equipment.

Plans are also currently underway to use the FPMC to record performances for the broadcast of the City Council Inauguration on June 14.

Update on Equipment Buildout RFCSP

Proposals for the capital acquisition and integration of equipment to fully outfit FPMC were due on February 5. Four proposals were submitted by Beck TV, Digital Resources Inc., TM Television, and Puro Pintor LLC. Evaluation of the submitted proposals is currently in-progress and will be completed after proposer presentations, which are tentatively scheduled for the week of

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February, 22. COM still anticipates the FPMC to be complete, open, and fully operational for the creation and broadcast of original content by the end of fiscal year 2021.

Metrics

Content produced at FPMC has been viewed over 8,500 times for a total of 226.4 hours.

Figure 1 – *OCPO & CPOB Conversations 2020*



Figure 2 – *Demond Fernandez & Tashara Parker, MCs for MLK Jr. Community Center Scholarship & Awards Gala*



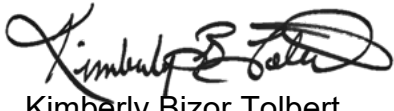
Figure 3 – *Dallas Fire-Rescue Chief Dominique Artis on Holiday Fire Safety*



Figure 4 – *Dallas Mavericks CEO Cynt Marshall delivering her keynote for the MLK Jr. Community Center Scholarship & Awards Gala*



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Kimberly Bizzor Tolbert
Chief of Staff to the City Manager

c: T.C. Broadnax, City Manager
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Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
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