

# Possible Major Sports Celebration Event Plan



*Honoring  
the Dallas Stars  
and  
Dallas Mavericks*



Public Safety Committee

April 3, 2006

# *Background*

- On December 8, 1993, Dallas City Council passed Resolution #93-4570, “A Policy Statement for Major Sports Celebrations” which required in part the City Council to:
  - Pass a resolution authorizing the initial planning of a major sports celebration should any major team (Dallas Cowboys, Dallas Stars, and/or Dallas Mavericks) win their respective championship (this resolution unanimously passed on December 14, 2005).
  - The Office of Special Events began planning for the major sports celebration, including the creation of two committees and establishing and verifying participation from each team.
  - Pass a second resolution authorizing the major sports celebration plan for both the Dallas Stars and Dallas Mavericks no later than April 26, 2006.

The Dallas Cowboys were eliminated in the regular season and no celebration occurred.

## *Proposed Planning Criteria*

- Given the timing of the playoffs for both teams and celebration requirements that are date sensitive, staff have already begun planning for these possible celebrations.
- Each year the previous years' plan is reviewed and improvements are made for the next possible celebration.
- Establish public safety as the first priority as determined by the Chief of Police and Fire;
- For these celebration parades, require metal interlocking barricades for crowd control along route;
- No ticket tape or confetti on parade route;
- Obtain Fire Chief approval of all parade vehicles, including floats;

## *Proposed Planning Criteria (cont).*

- Establish two committees: Strategic Planning Committee and Event Operations Committee.
- No public dollars are being allocated- each of these events are privately funded;
- Conduct the celebration only if the sports teams win their respective championship title;
- Conduct the celebration no earlier than 48 hours after the championship win and each event will occur on a weekday;\*
- No alcohol sale or consumption along the parade route;
- Cancel each event if severe weather (i.e. heavy rain, tornado, etc...) adversely affects driving conditions, public transportation and/or event attendance.

\* If both the Dallas Stars and Dallas Mavericks play in their respective league's championship series, the timeline for the celebrations will be affected in that the celebration may occur on day 4 or 5 after the actual championship game- please see Event Plan Timeline section.

# *Event Operations Plan*

- Both the Dallas Stars and Dallas Mavericks celebration will consist of a parade that will occur at 11am during the weekday.
- The parade will begin at the corner of Young and Griffin, proceed west on Young Street, north on Houston Street, and end at Houston and Olive (immediately to the south of the American Airlines Center). Parade route is slightly longer than one (1) mile.
- No public static event will occur for either team.
- All City departments and DART will be notified no later than 45 days from first possible celebration date, a special event permit application will be filed on behalf of both teams.
- Each City department and DART will respond with appropriate changes specific to area of concern for event plan.
- The earliest possible celebration date will be:
  - » The Dallas Stars: no earlier than June 16, 2006
  - » The Dallas Mavericks: no earlier than June 20, 2006

## *Event Operations Plan (cont.)*

- Street Services will begin cleaning street/sidewalks and placing interlocking barricades along route the day before each event is scheduled to occur.
- There will be no less than 3 EMS/First Aid Stations dispersed throughout the parade route. These stations will be open beginning at 10:30am and will close at approximately 1:30pm.
- There will be no less than 100 portable restrooms and trash receptacles available along parade route.
- All police officers will be stationed along route no later than 9am and affected streets will begin to close no earlier than 9:30am, after morning rush hour.
- The Dallas Fire Rescue Department will be inspecting all parade vehicles prior to the beginning of each parade.

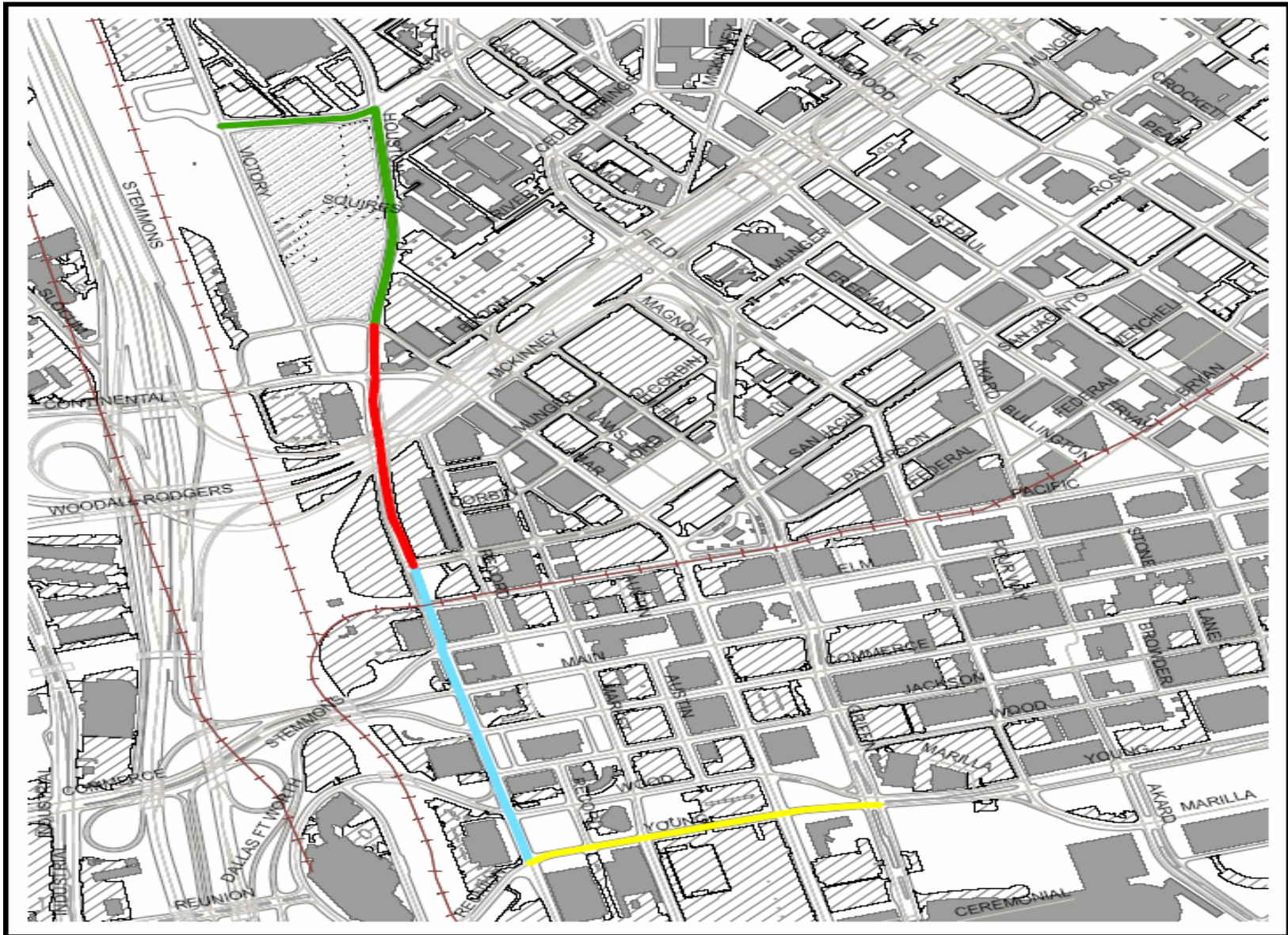
## *Event Operations Plan (cont).*

- General Advertisements will be placed in the Dallas Morning News, on team radio stations and other public broadcast means detailing the actual parade route, when spectators may arrive and wait, available parking areas, DART transportation, and/other information specific to each team celebration. These ads will run at least 48 hours prior to the actual celebration.

## *Event Plan Timeline*

<b>Action</b>	<b>Dallas Stars</b>	<b>Dallas Mavericks</b>
Public Safety Committee Briefing- Initial Planning	November 7, 2005	November 7, 2005
First City Council Resolution-initial planning	December 14, 2005	December 14, 2005
Public Safety Committee Briefing- authorize plan	April 3, 2006	April 3, 2006
Appoint Strategic Planning Committee Chair/Confirm Team participation in Celebration (both teams)	April 3, 2006	April 3, 2006
First Round Playoffs	April 21, 2006	April 22, 2006
Second City Council Resolution-Authorize Plan for each Team	April 26, 2006	April 26, 2006
Extend Invitations to Potential Strategic Planning Committees- both teams	May 2, 2006	May 2, 2006
Event Operations Planning Committee Meeting	May 17, 2006	May 17, 2006
Strategic Planning Committee Meeting	June 4, 2006	June 4, 2006
Championship Series	June 5-19, 2006	June 8-22, 2006
Obtain Insurance/Secure private funding/final review by public safety representatives	June 9, 2006	June 9, 2006
Game # 4 Finals	June 12, 2006	June 16, 2006
Earliest Possible Celebration Date	June 16, 2006	June 20, 2006
Game # 5 Finals	June 14, 2006 (June 19, 2006)	June 18, 2006 (June 21, 2006)
Game # 6 Finals	June 17, 2006 (June 21, 2006)	June 20, 2006 (June 23, 2006)
Game # 7 Finals	June 19, 2006 (June 23, 2006)	June 22, 2006 (June 27, 2006)
Latest Possible Celebration Date	June 23, 2006	June 27, 2006

# Major Sports Celebration Parade Route



## *Final Steps*

Pending Public Safety Committee recommendation, place a resolution on the April 26, 2006 agenda requesting City Council to authorize the plan for a major sports celebration honoring both the Dallas Stars and Dallas Mavericks should each win their respective championship.

# *Additional Information for Consideration in the Future*

- The Office of Special Events has researched the teams that have won the championship games for their respective leagues (as seen below). With one exception all of these teams not only paid for their celebrations, but the host cities were not involved except through the normal permitting process available in these cities.

NFL	NBA	NHL
'05 Pittsburgh Steelers (team)	'05 San Antonio Spurs (city)	'04 Tampa Bay Lightning (team)
'04 New England Patriots (team)	'04 Detroit Pistons (team)	'03 New Jersey Devils (team)
'03 New England Patriots (team)	'03 San Antonio Spurs (city)	'02 Detroit Red Wings (team)

- Due to the changing times and the additional requirements imposed by Homeland Security serious consideration should be made to either revising or deleting 'Policy Statement for Major Sports Celebrations (Resolution #93-4570). These events are privately funded, exactly like all other special events in the City.
  - The Strategic Planning Committee roster should be eliminated and the Chairman of event should be chosen by the Team.
  - All reviews and approvals of this event as well as all other events occurring in the City are prescribed in Chapter 42A, Special Events.
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