

Memorandum



CITY OF DALLAS

DATE November 5, 2021

TO Honorable Mayor and Members of the City Council

SUBJECT **Fair Park Multimedia Center Progress Report**

Honorable Mayor and Members of the City Council,

Since our last briefing for your action in April, the Fair Park Multimedia Center (FPMC) has had its soft opening, bolstering resilience through increased communications capacity. The purpose of this memo is to provide you an update on accomplishment of several strategic goals.

Recent Activity

Content created at the FPMC won the City of Dallas' first-ever Government Programming Awards (GPAs) from NATOA (the National Association of Telecommunications Officers and Advisors). Dallas earned an "Award of Distinction" for COVID-19 response and an "Award of Honor" for Overall Excellence among U.S. cities with an operating budget over \$1 Million. Dallas work produced at the FPMC was also honored at the 2021 conference of TATO, the Texas state chapter of NATOA, including an Honorable Mention for the FY2020 Budget Video and 3rd place awards for the Spanish language video on "Programa Para Reducir La Brecha Digita" (Closing the Digital Divide); the CARES Act Recap; and the 2021 Virtual MLK Awards Gala.

Dallas' NATOA GPA-winning videos were created in part by apprentices in COM's Dallas Apprenticeship Program (DAP) launched during FY21 with partners including Dallas College PTECH, Dallas ISD, and Paul Quinn College. The DAP supported the City Manager's 2021 goal of using the FPMC to provide apprenticeships for local students and bolster resilience through additional communications capacity. COM's DAP also supports the City's 2020 BHAG (Big Hairy Audacious Goal) to create a national model for youth development, outreach and mentorship programs.

Since COM's last briefing memo shared for your action on April 28, new content and programs completed at the FPMC include:

- 1) *One Dallas Update*, new weekly news bulletin marketing City of Dallas programs and services to residents
- 2) *Conversations*, a new series for communication, outreach and marketing of City of Dallas' programs and services starting with an in-depth look at the Kay Bailey Hutchison Convention Center Master Planning process with OSE Director Rosa Fleming
- 3) Launching the Office of Homeless Solutions' communications and outreach strategy focusing on five pillars:
 1. Dallas Real Time Rapid Rehousing (DRTRR);
 2. Panhandling Diversion;
 3. Street Charity education
 4. Encampment Resolution; and
 5. emergency Inclement Weather Sheltering
- 4) Partner content highlighting initiatives of City department-funded programs and services for Dallas residents including OAC grant recipient Dallas Winds
- 5) Planning for OCC's second virtual Martin Luther King, Jr. Day week of festivities in 2022

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Metrics

The FPMC was also key to COM exceeding several of its FY21 performance metrics. During the 2021 Fiscal Year ending Sept. 30, content produced at the FPMC was viewed over 3,234 times for a total of 83.3 hours. Coupled with the launch of COM's virtual Language Access Center in FY2021, the percentage of original multicultural and multilingual content on public, educational, and government channels increased 57%, establishing the City as a trusted primary source for information and ensuring residents with limited English proficiency have access to programs and services as One Dallas.

Construction Update

While the FPMC is in-service, finishing touches have been delayed by COVID-19 while we remain in Phase 3 of the City's return to work plans. Global supply chain issues postponing shipments were compounded by an outbreak of the coronavirus among crew members performing construction and installation work, which forced a total work stoppage during the State Fair of Texas (when access was already challenging due to event traffic). Following guidance from the CDC and our contract health authority, Dallas County, we are cautiously optimistic grand opening festivities may be held in Q2 of FY22.

Thanks for your support of this transformational investment, and I welcome any questions you may have.

Respectfully submitted,



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Communications, Outreach & Marketing Director

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