

June 17, 2022

Dallas City Hall  
1500 Marilla Street  
Dallas, Texas 75201

Dear Mayor Johnson, Chair McGough, and Council:

City of Dallas staff and City Council are considering the adoption of a proposed Commercial Promoter Ordinance. If passed in its current form, this ordinance would adversely impact Dallas' economic and cultural vibrancy in ways we cannot currently calculate due to its ambiguity. As event promoters, producers, organizers, creators, and advocates, we are writing to ask that consideration of this ordinance be postponed to a later date to allow for additional community engagement and revisions.

While we can appreciate the efforts made by City staff to collect input in the last two weeks, the simple fact of the matter is that this ordinance was not presented publicly until May 7<sup>th</sup>. For any ordinance to go from public proposal without prior community engagement to Council adoption in less than two months is virtually unheard of. For example, the five hybrid and virtual public meetings crammed in between June 1 and June 10 averaged less than 4 outside guests and featured minimal discussion as a result. Moreover, passing this ordinance in such a short time frame is inequitable and unfair to the hundreds of curators like us and would-be curators who would undoubtedly be blindsided by this ordinance during one of live event production's busiest seasons in recent years.

Further, we understand the City's desire to rein in any number of events operating without a special event permit that could otherwise benefit from obtaining one, which is exactly why more awareness-building is needed. This ordinance represents an overly reactive action that duplicates efforts, drains staff resources, fails to consider the existing tools and enforcement mechanisms in Chapter 42A the City can access regulating events through Dallas Police, Fire-Rescue, Code Compliance, and Community Prosecution departments working in tandem, and places an undue burden on private operators when internal policies, procedures, and trainings should be improved first. We implore you to utilize some restraint to protect our industry, an industry that was significantly and disproportionately impacted over the past two years, allow us more time to offer amendments, and limit any unintended consequences.

We are committed to collaborating with the City on achieving its economic, cultural, and public safety-related goals. We thank you for your consideration and service to the City of Dallas. If you need any additional information, please do not hesitate to contact us before the next City Council meeting scheduled for June 22<sup>nd</sup>.

Sincerely,

J. Damany Daniel The Event Nerd	Krista Nightengale Better Block Foundation	Keith Foster 24HourDallas	Corey Mobley Greater Dallas Restaurant Association
Allen Falkner The Nines	Hyacinth Belcher Onstage Systems	Julie McCullough Harkensback	Sparky Sparks Sparks Agency
Jason Roberts & Amy Cowan Cowan Roberts		Erica Felicella Independent Producer + Curator	

Cc: *T.C. Broadnax, City Manager*  
*Eddie Garcia, Chief of Police, Dallas Police Department*  
*Teena Schultz, Deputy Chief of Police, Dallas Police Department*  
*Michael Igo, Assistant Chief, Dallas Police Department*  
*Rosa Fleming, Director, Convention and Event Services*