

Janice M. Winfrey
City Clerk

City of Detroit
OFFICE OF THE CITY CLERK

Andre P. Gilbert II
Deputy City Clerk

DEPARTMENT PETITION REFERENCE COMMUNICATION

To: The Department or Commission Listed Below

From: Janice M Winfrey, Detroit City Clerk

The following petition is herewith referred to you for report and recommendation to the City Council.

In accordance with that body's directive, kindly return the same with your report in duplicate within four (4) weeks.

Petition No.	2024-123
Name of Petitioner	Eastern Market Partnership
Description of Petition	Please see request to hold "57 th Annual Flower Day" Submitted by Eastern Market Partnership, located at the Eastern Market Sheds, Russell St. between Fisher Service Dr and Wilkins St. on May 19 th , from 7:00 AM to 5:00 PM. Set-up to begin May 19 th , 4:00AM complete by 7:00AM with tear-down to begin May 19 th at 5:00PM complete by 7:00PM.
Type of Petition	Special Event
Submission Date	4/10/2024
Concerned Departments	Media Services, Buildings & Safety Engineering, Police Department, Fire Department, Municipal Parking Department, Transportation Department, Health Department; General Services Department,
Petitioner Contact	Jim Sutherland Eastern Market Partnership 313-833-9300 jsutherland@easternmarket.org

City of Detroit Special Events Application Authorizations

AUTHORIZATION & AFFIDAVIT OF APPLICANT

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief that I have read, understood and agreed to abide by the rules and regulations governing the proposed special event, and I understand that this application is made subject to the rules and regulations established by the Mayor or the Mayor's designee. Applicant agrees to comply with all other requirements of the City, County, State, and Federal Government and any other applicable entity, which may pertain to special events. I further agree to abide by these rules, and further certify that I agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the event to the City of Detroit.

Applicant Signature: Daniel S. Carmody

Date: 3/21/24

NOTE: Completion of this form does not constitute approval of your event. Pending review by the Special Events Management Team, you will be notified of any requirements, fees, and/or restrictions pertaining to your event.

HOLD HARMLESS AND INDEMNIFICATION

The Applicant agrees to indemnify and hold the City of Detroit (which includes its agencies, officers, elected officials, appointed officials and employees) harmless from and against injury, loss, damage or liability (or any claims in respect of the foregoing including claims for personal injury and death, damage to property, and reasonable outside attorney's fees) arising from activities associated with this permit, except to the extent attributable to the gross negligence or intentional act or omission of the City.

Applicant affirms that Applicant has read and understands the Hold Harmless and Indemnification provision and agrees to the terms expressed therein.

Event Name: Eastern Market Flower Day

Event Date: 5/19/24

Event Organizer: Eastern Market Partnership

Applicant Signature: Daniel S. Carmody

Date: 3/21/24



Communication and Community Impact – Flower Day 2024

Flower Day is a widely attended event that brings large numbers of shoppers to the city owned public market and surrounding private businesses. The main pedestrian flow is in the sheds, on the closed to traffic Russell St, and along sidewalks between the large parking lots and market core. Primary impact on the district is increased sales, higher visibility to stores and businesses, and improved visitation to this city neighborhood the rest of the year.

Additionally, the next scheduled district business community meeting on March 27, will address Flower Day, its impacts, and how to participate as well. That meeting is part of our regularly scheduled monthly meeting within the district.

Also, multiple notices go out as a reminder to the district of the date and time of Flower Day in the weeks leading up to May 19, 2024. These notices are sent by our marketing staff through email, Facebook, Instagram, and X to the approximate 400,000 followers of our social media accounts.

We have already sent the following notice of the event and the invitation to participate to all district businesses.

We are pleased to announce; Sunday May 19, 2024, the Metropolitan Detroit Flower Growers Association (MDFGA) will host their 56th Annual Flower Day at Eastern Market. Eastern Market Partnership (EMP) will assist with coordinating food concessions, craft vendors, entertainment, street closures, and obtaining all required city licenses for Eastern Market business owners and vendors for this event.

Flower Day hours are 7:00 am – 5:00 pm. Russell St between Wilkins and the Service Drive will be closed on Sunday @ 4:00 am.

The following outlines the procedures and fees for district businesses to participate in Flower Day.

- 1. Eastern Market businesses that remain inside their licensed establishment may participate without the payment of any fees.*
- 2. Eastern Market businesses that set up on the right-of-way outside of their business and only sell nonfood related products, or any other activities or events, are required to purchase a City of Detroit Special Events Vendor License. The City fee is \$115.00 and the administrative and promotion fee to participate during Flower Day weekend is \$85.00, for a total fee of \$200.00. Your exterior sales area includes the front of your licensed establishment and cannot exceed 10 feet into the street. Your license only allows you to sell products that are regularly sold in your business.*

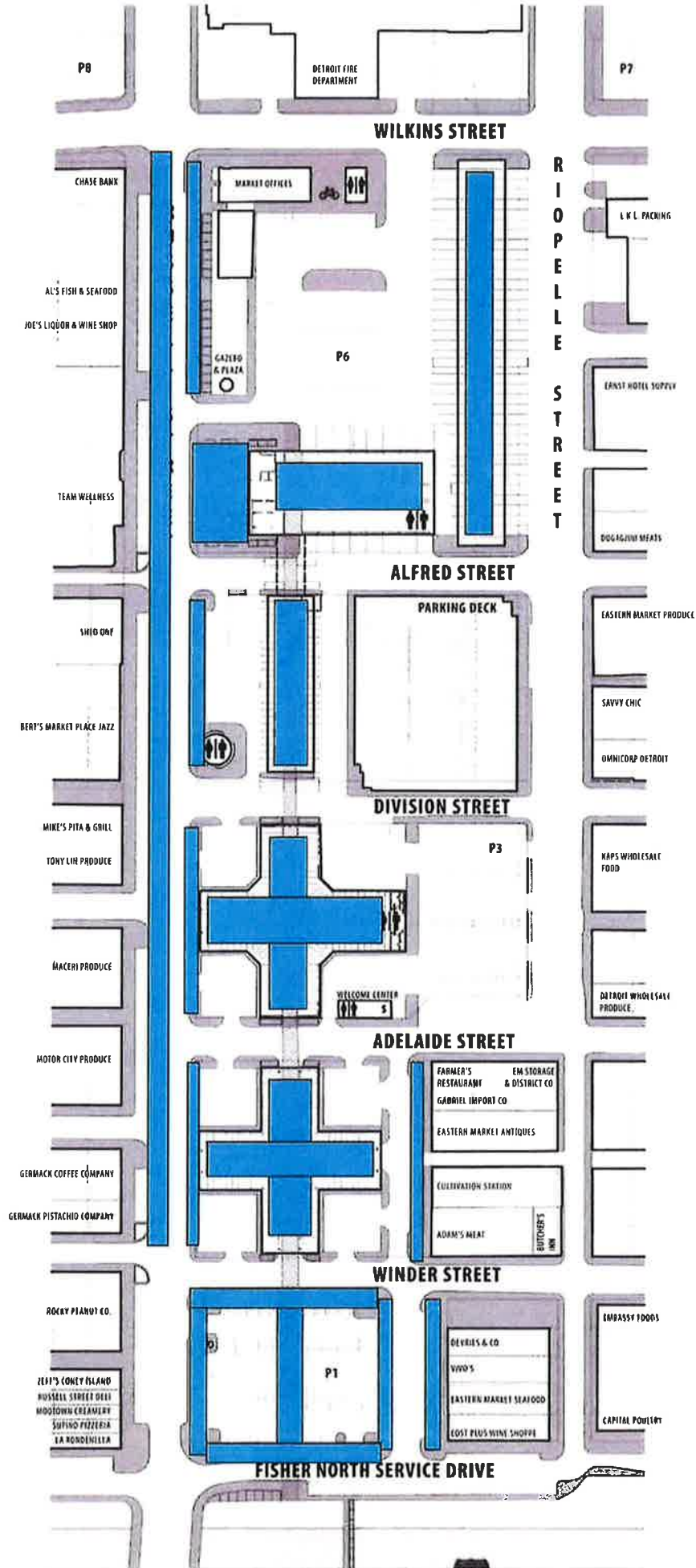
3. *Restaurant owners, to serve food outside your licensed establishment, are required to have a City of Detroit Café License. The City fee is \$115.00 and the administrative and promotion fee to participate during Flower Day weekend is \$85.00, for a total fee of \$200.00. You may only cook food items outside that are part of your normal business practice and you are licensed through the BSEED and the Detroit Health Department. Please note that the City of Detroit will check to ensure that you are up to date on all licenses and permits.*

PLEASE CLICK ON THE LINK FOR THE OFFICIAL EASTERN MARKET/MDFGA 2024 FLOWER DAY APPLICATION

<https://form.jotform.com/240795487358170>

Any merchant with additional questions or that would like to participate in Flower Day, please contact events@easternmarket.org or the Eastern Market office at 313.833.9300.

Eastern Market Flower Day 2024
Trash Can Location and Clean Up Zones



Flower Day
Sunday, May 19,
2024

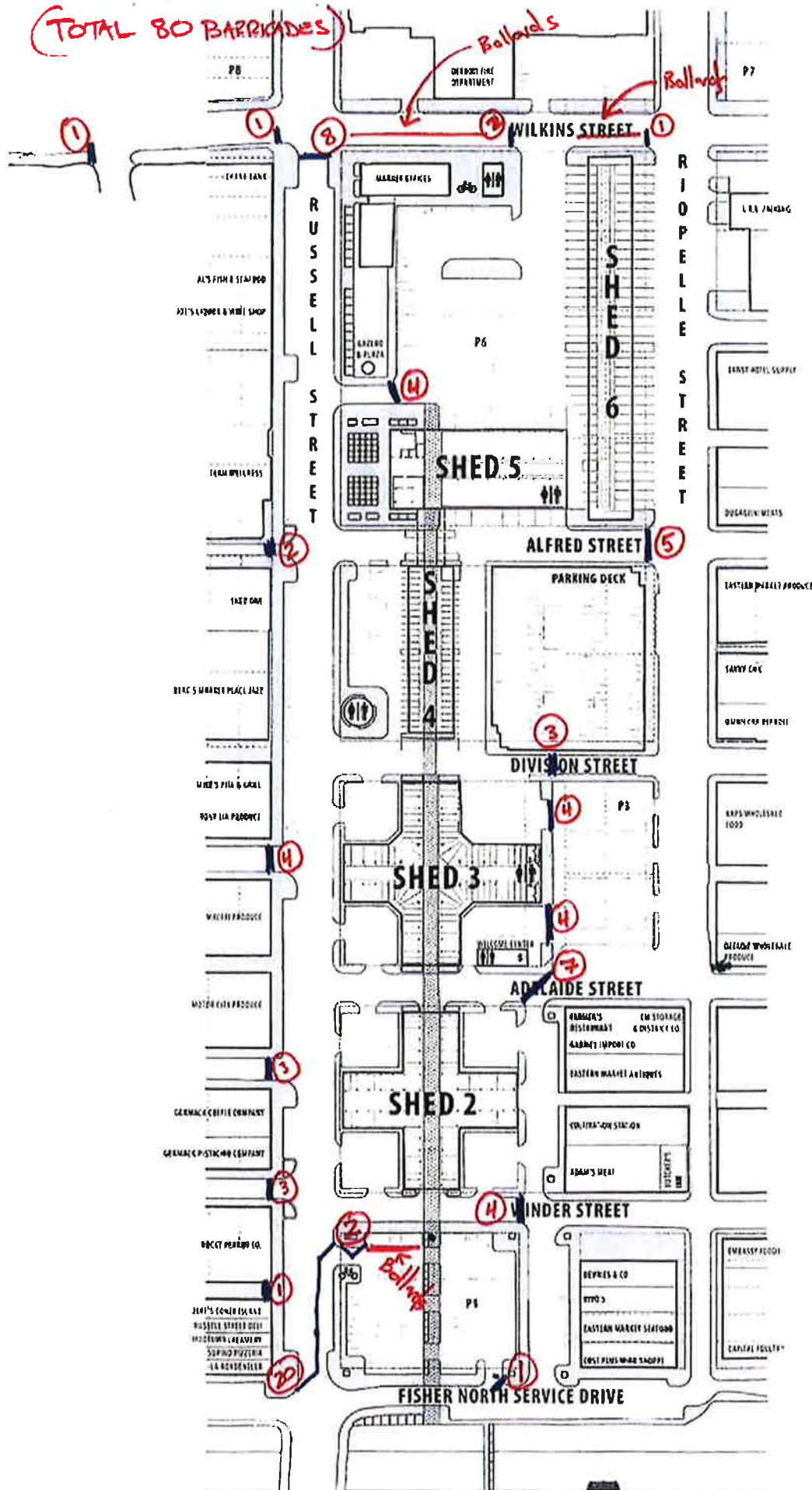
(TOTAL 80 BARRICADES)

Rollbacks

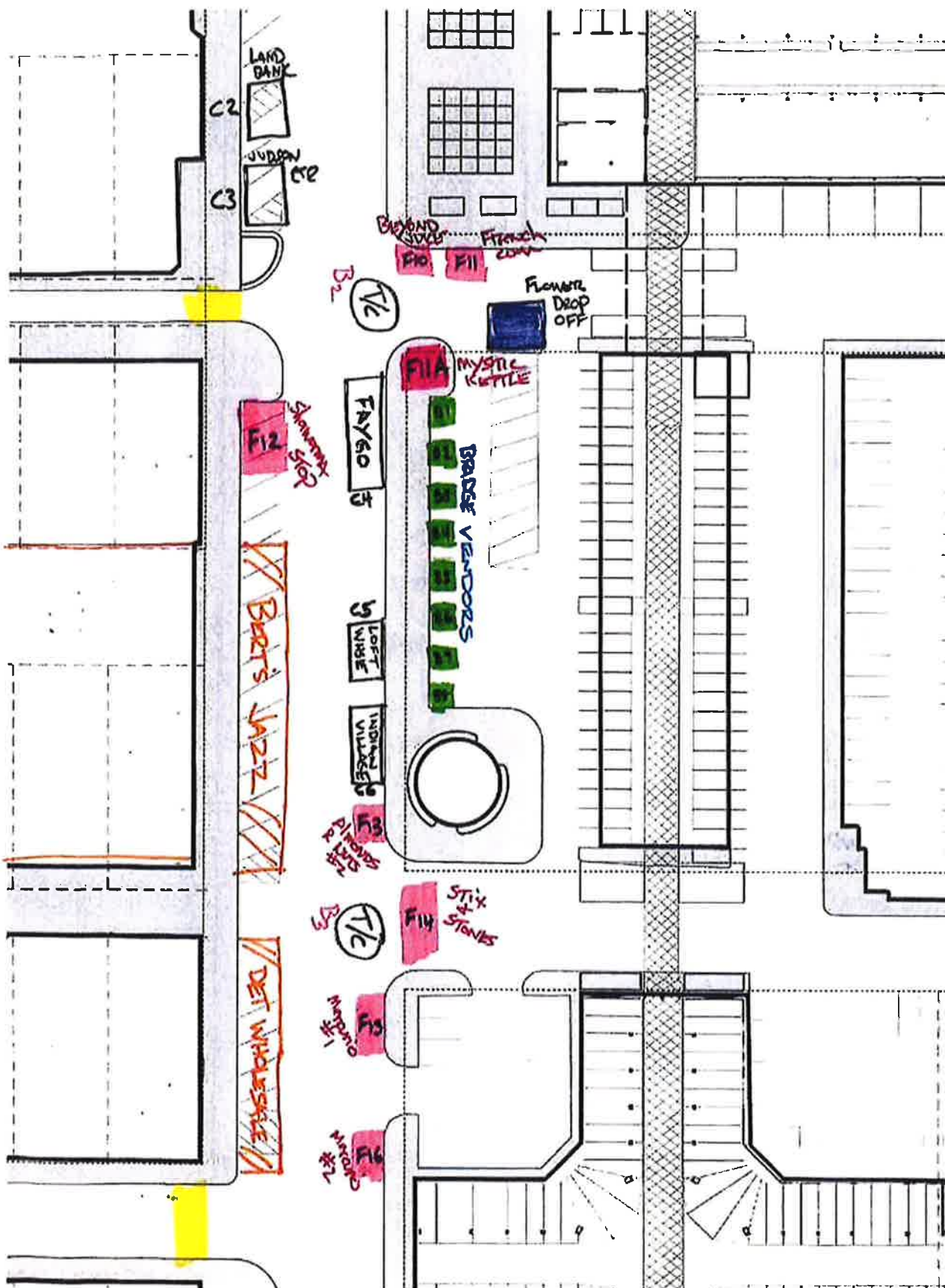
Rollbacks

BARRICADE
LOCATIONS

① NUMBER OF
BARRICADES



Eastern Market Flower Day Sunday, May 19, 2024



Bazilikons

MATERIAL VANDER

Eastern Market Flower Day Sunday, May 19, 2024

Flower
Pick up

APRIL
NET RETURN

VENDORS
CHECK IN
HERE

BUS PARKING

BUS PARKING

ROCK CITY
FRANKS

MARKET
OFFICE

TOILETS

MARKET
OFFICE

WDIV
C1

Pappas
Pierogi F2

JACKSON
5 STAR F3

LOST IN
SOUND

AMAZING
APPAREL

INC
Detroit

TOUCH
BODY

JBL
WOOD

Pure
Shen

Artisan
Creations

NAIN
Design

RAVE
Fashions

Twisted
willow

Det-Sr
Apparel

Det-Sr
Apparel

Det-Sr
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J+I
CONCESSIONS

TERRY'S TASTY
FRANKS

MI
Butterfly
Farm

NUDOLI

MAC
SHACK

EL
GIRO

BIGNESS

F10
Beyond
JUICE

F11
FRANCH
CON

BARBQADES

FOOD VENDOR

MATERIAL VENDOR

BUSKETS

SHED 6

SHED 5

STAFFING 2023 FLOWER DAY

Eastern Market Flower Day 2024 Staffing / Security / Trash

LOT 7
Shield

LOT 8
Shield

1 Shield
Remaining

SETUP STAFF

BARRICADE @ WILKINS
• Melissa
• WILL

ZONE 1

• LONNI

ZONE 2

• RYAN
• Dietrich

ZONE 3

• JOHN JR

ZONE 4

• ERIN
• KATY

WELCOME CENTER

7A-1P 1) RAYTON
2) JEREMY

10A-1P 1) OLIVIA
2)

11A-4P 1) ELI
2) BROCK

BARRICADES

• JIM
• BRANDON
• HEIDES
• TORONALD

* TORONALD & WILL ROAM *
AND RELIEF FOR BREAKS

RESTROOMS

SHANAVIA: LOT 1
W.C.
Shed 3

GRETTA: RH
Shed 5
ANNEX
LOT 7/8

ANDREW: LOT 1
W.C.
Shed 3
R.H.

CHRIS: SHED 5
ANNEX
LOT 7/8

RUSSELL ST
CLEAN UP

COOLEY: ALL TABLES
+ CHAIRS
Help w/
R.R.

TEAM HEIDE

• 2 GOLF CARTS
TO PICK UP
TRASH BAGS
• SET AM BARRICADES

KEY

— BARRICADES

RJ PORTA JOHNS

RESTROOMS

Shield CONTRACT SECURITY

BBB Block By Block
• empty trash
• pin & broom
10A-7P

CSS STAFF BY NAME

MAINT STAFF BY



CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

SPECIAL EVENTS PETITION

Petition No: 2024-123

Event Name: 57th Annual Flower Day

Event Status: In Review- Clerk's Office (Step 2 of 6)

Petitioner Name / Organization: Eastern Market Partnership

Event Location: Eastern Market Sheds, Russell St between Fisher Service Dr and Wilkins St

Event Date(s) and Time(s): 05/19/24 7:00 AM to 05/19/24 5:00 PM

Type of Event: Other

Applicant Contact:	Submission Date: 03/21/24 2
Jim Sutherland	Date of Clerk's Office Referral: 04/10/24
jsutherland@easternmarket.org	Date of City Departments Sign Off: 04/10/24
+1 (313) 833-9300	Date Referred to Council: 4/5/24

Department Approvals

DPD	DFD	EMS	GSD	DDOT	MPD	DPW	DHD
DPD Reviewed- Ready for Council	DFD Reviewed- Ready for Council	EMS Reviewed- Ready for Council	GSD Approval Not Required	DDOT Reviewed- Ready for Council	MPD Approval Not Required	DPW Reviewed- Ready for Council	DHD Reviewed- Ready for Council

BSEED

BSEED
Reviewed-
Ready for
Council

Mayor's Office Special Events Signature: Gaksima Fife Special Events

Date: April 12, 2024

General Event Information

Has this event been hosted before? Yes

Has the applicant (individual or organization) ever applied for a Special Event with the City of Detroit before? Yes

Is this an annual event? Yes

Event Website: www.easternmarket.org

Which spaces will be used? Street, Sidewalk, Private Facility

Will this event include the use or sale of marijuana? No

Event Description

Brief Event Purpose & Description:

This the 57th year for flower day at Eastern Market sponsored by the Eastern Market Partnership and the Metro Detroit Flower Growers Assn. The event brings more than 80,000 shoppers to the neighborhood to shop for plants, flowers, gifts, and to eat and play at the district businesses.

Flower Day garners major media coverage, is beloved by people throughout the region and state, and acts as a catalyst for economic development in the district.

Estimated Peak Attendance: 10000

Estimated Total Attendance: 80,000.00

Is this a public event? Yes

Will there be ticket sales or admission charged? No

Does this event use Hart Plaza? No

Will there be merchandise sold? Yes

Will you be taking donations? No

Is this a charity event? No

Does this event involve campers, tents and/or RVs? No

Will this event involve a petting zoo or tattoo art (not including temporary tattoos)? No

Contact Information

Organization / Petitioner Name: Eastern Market Partnership

Mailing Address: Russell St

Detroit MI 48207

Primary Contact:	Secondary Contact:
Jim Sutherland	Doshia Strong
jsutherland@easternmarket.org	dstrong@easternmarket.org
	+1 (313) 833-9300

Organization Type: Nonprofit

Organization Website: www.easternmarket.org

Event Setup & Breakdown

Begin Setup: 05/19/24 4:00 AM

Complete Setup: 05/19/24 7:00 AM

Setup Location(s): Eastern Market Sheds, Russell St

Event Start: 05/19/24 7:00 AM

Event End: 05/19/24 5:00 PM

Begin Tear Down: 05/19/24 5:00 PM

Complete Tear Down: 05/19/24 7:00 PM

Number of Trash Containers: 100 Number of Recycling Containers: 10

Cleaning Service Vendor: Eastern Market Staff, Block by Block

Other Waste Elements: N/A

Street Closures & Parking

How many streets will be closed: 1

Will you be closing any part of Woodward Avenue? No

Street Closures (if there are 1-4 closed streets):

1. Russell St 05/19/24

from Fisher Service Dr north to Wilkins St 4:00 AM 6:00 PM

2. _____

3. _____

4. _____

Will you charge attendees for parking? No

Valet parking or blocking metered parking spaces? Neither

Describe the parking plan to accommodate anticipated attendance:

Parking is available in the Eastern Market garage, large surface lots along Wilkins St, Lots along Market St and adjacent to Shed 2, Shed 3, Shed 5. Also street parking through out the district and adjacent area.

Food & Beverage

Will food be served? Yes

Will food be prepared on site? Yes

Number of food trucks: 16 Number of non-truck food vendors: 8

Food & Beverage (cont.)

Will any type of alcohol be served (including beer)? No

Will there be sales, service and/or consumption of alcohol in public at the event? _____

What type(s) of alcohol will be served? _____

Day(s) and time(s) alcohol will be served: _____

Will ice be used in any served beverages? No

Stages, Tents, & Structures

Is a stage being built? No

How many stages will be used? _____

Do any of the stages have a canopy? _____

Number of tents 10' x 10' and smaller: 24

Number of tents larger than 10' x 10': 0

Tent Contractor: All tents are brought by the participating vendors

What other structures will your event include? N/A

Will your event use any grills? No

What kind of grills? _____

Utilities & Portable Restrooms

Event Utilities that will be used: Generators, Utility Power

How will generators be fueled? gas

Generator contractor: Generators are small personal size and located on the food trucks so that they are self c

Will additional wiring be installed? No

Does the event require access to a hydrant? No

Will there be amplified sound? No

Will a sound system be used? _____

Will you be providing Port-a-johns? Yes

Security & Emergency Plans

Will the event have a security contractor? Yes

Security Contractor: Shield Security Services

Number of private personnel per shift: 20

Which of these apply to the private security personnel? Licensed

Will you contract emergency medical services? Yes

Name of emergency medical services contractor: Superior Ambulance Services

Does this event include fireworks? No

Day(s) and time(s) of fireworks: _____

Fireworks vendor: _____

Attachments

<input checked="" type="checkbox"/>	Applicant Signature Page (required)
<input checked="" type="checkbox"/>	Event Clean Up Plan (required)
<input type="checkbox"/>	Security Plan (500 or less attendees)
<input type="checkbox"/>	Emergency Response Plan & Medical Procedures (500+ attendees)
<input checked="" type="checkbox"/>	Communication and Community Impact Plan (500+ attendees)
<input type="checkbox"/>	Maintaining of Traffic Plan (1000+ attendees or if closing a street)
<input checked="" type="checkbox"/>	Build and Breakdown Schedule (if you are erecting any structures)
<input checked="" type="checkbox"/>	Site Map Plan (if event involves any temporary elements including tents)
<input type="checkbox"/>	Emergency Medical Contractor Agreement (if applicable)
<input type="checkbox"/>	Barricades Provider Agreement (if applicable)
<input type="checkbox"/>	Security Contractor Agreement (if applicable)
<input type="checkbox"/>	Port-a-john Contractor Agreement (if applicable)
<input type="checkbox"/>	Sanitation Contractor Agreement (if applicable)

City Council Member: _____

Resolved, The Mayor's Office is hereby authorized and directed to issue permits to Eastern Market Partnership to host "57th Annual Flower Day" (2024-123) on May 19th from 7:00 AM – 5:00 PM at Eastern Market Sheds, Russell St. between Fisher Service Dr and Wilkins St.

PROVIDED, that there will be DPD Assisted Event; Contracted with Private Security and be it further

PROVIDED, that there will be DFD Pending Inspections; Contracted with Private EMS to Provide Services; and be it further

PROVIDED, that there will be DPW Barricades & Road Closure Signage Required; and be it further

PROVIDED, that there will be a Health License required; and be it further

PROVIDED, that there will be BSEED Permits Required for Tents and Generators; and be it further

PROVIDED, that there will be a Business License Required obtained following City Council approval; and be it further

PROVIDED, that all necessary permits must be obtained prior to the event. If permits are not obtained, departments can enforce closure of event.