

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. June

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

Petition No.	2024-196
Name of Petitioner	Avenue Community Services; University Commonwealth
Description of Petition	Petition of Avenue Community Services; University Commonwealth (#2024-196), request to hold "Jazz on the Ave" at Livernois Avenue- 8 mile to W McNichols on August 3 rd , from 12:00 PM to 8:00 PM. Set- up to begin August 3 rd , 9:00 AM and completed by 12:00 PM with tear-down to begin August 3 rd at 8:00 PM and completed by 10:00 PM.
Type of Petition	Special Event
Submission Date	6/20/24
Concerned Departments	Buildings, Safety Engineering, and Environmental Department (BRSEED), Department of Public Works (DPW) Detroit Department of Transportation (DDOT), Detroit Fire Department (DFD), General Services Department (GSD), Media Services Department, Municipal Parking Department, Police Department (DPD)
Petitioner Contact	Collette Williams Avenue Community Services; University Commonwealth (313) 529-2324 motown5404@gmail.com

2 Woodward Ave. Coleman A. Young Municipal Center Rm. 200, Detroit, MI 48226

(313) 224 - 3260 | Fax: (313) 224 - 1466

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:



Date:

6/11/2024

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:

JAZZ ON THE AVE

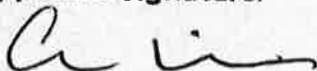
Event Date:

8/3/2024

Event Organizer:

AVENUE COMMUNITY SERVICE

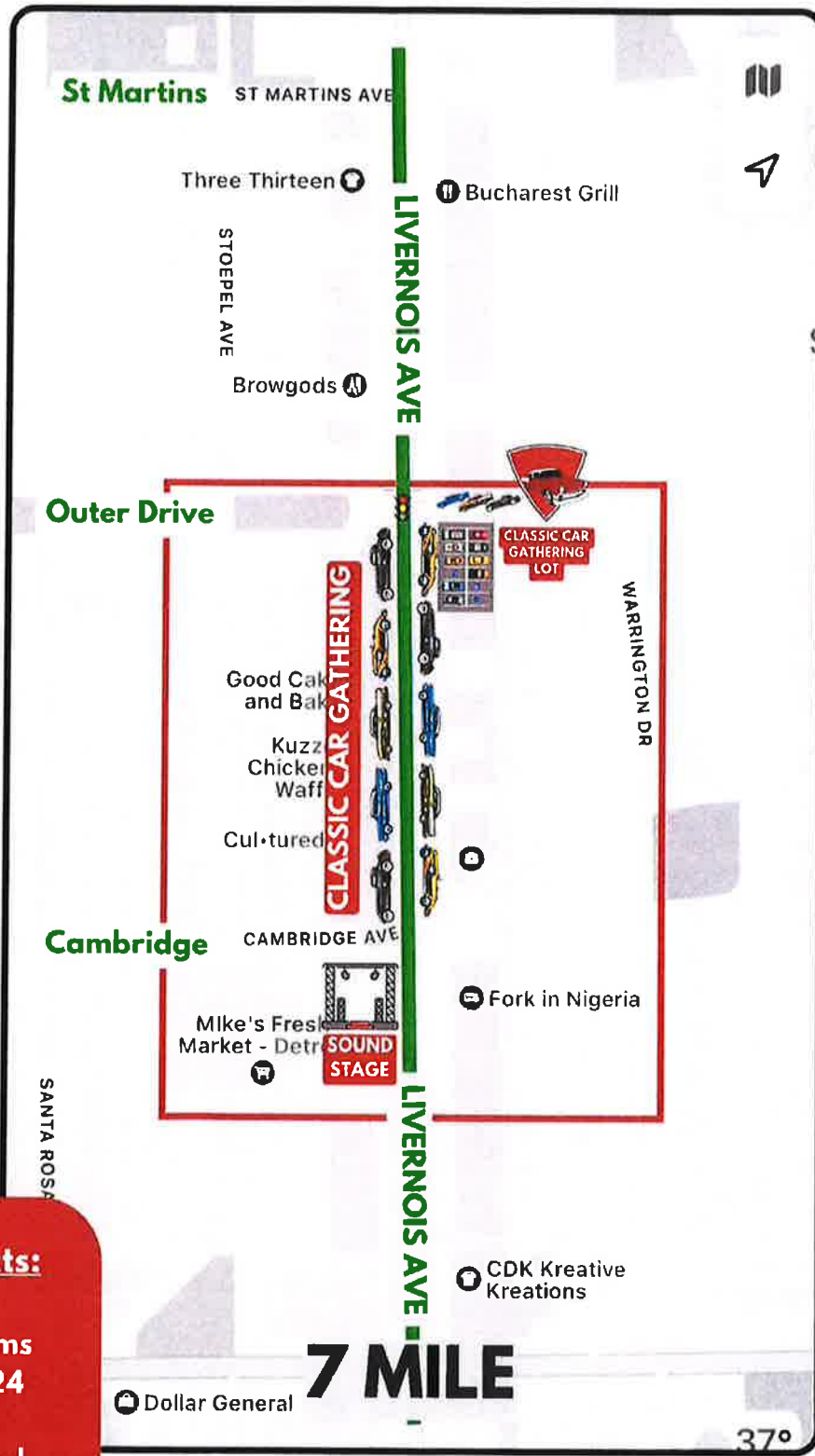
Applicant Signature:



Date:

6/11/2024

Site Plan | Jazz on the Ave | Aug. 3, 2024



Event Contacts:

Collette Williams
(313) 529-2324

Dolphin Michael
(313) 492-8693

BOBS SANITATION SERVICE, INC
 27940 WICK RD.
 SCOTTYS POTTIES
 ROMULUS, MI, 48174
 (734) 421-1400

emailus@scottyspotties.net

Billing Address	Customer # DOLPHINMIC
DOLPHIN MICHAEL 18450 GREENLAWN DETROIT, MI, 48221	

Phone: 3134928693
 Email: AVEOFASHION@GMAIL.COM

Contact: DOLPHIN MICHAEL

Service Address	Site # 36440
DOLPHIN MICHAEL 19376 LIVERNOIS DETROIT, MI, 48221	

Phone: 3134928693

Email: AVEOFASHION@GMAIL.COM

Contact: DOLPHIN MICHAEL

DELIVERY TICKET - WORK ORDER #184612

Route# _____ Driver# _____ Stop# _____ Truck# _____

Site #	Cust #	Sched Date	Day	Clerk	Route	P.O #	Sales Source	Market Segment	Requested Time
36440	DOLPHINMIC	Aug 2, 24	Fri	CJ				SOB	

#	Service Type	Asset Type	Serial No.	Pricing Template Name	Quantity
1	Delivery	SPECIAL EVENT UNIT	39, 40	Event	2

Latitude: 42.43477600000000

Longitude: -83.14130500000000

Map



Driver Notes

Job Note: EAST OFF LIVERNOIS NORTH OF 7 MILE RD.

Route Note: DELIVER ON FRIDAY 8/2/24 & PICKUP ON OR AFTER MONDAY 8/5/24 [PLACE NEXT TO THE BUILDING]

Billing Note: PAID BY CREDIT CARD

Operational Message:

Billing Note: PAID BY CREDIT CARD

COD: \$0.00

Customer Signature: _____ Print Name: _____ Driver: _____ Date: _____

NOWELL SECURITY AGENCY SERVICE AGREEMENT

THIS SERVICE AGREEMENT (the "Agreement") is dated this 18th day of June, 2024.

CLIENT

Jazz on the Avenue
Livernois, Detroit, MI, USA
(the "Client")

CONTRACTOR

Nowell Security Agency
19100 W 10 Mile Rd, Southfield, MI 48075, USA
(the "Contractor")

A. BACKGROUND

- A. The Client is of the opinion that the Contractor has the necessary qualifications, experience and abilities to provide services to the Client.
- B. The Contractor is agreeable to providing such services to the Client on the terms and conditions set out in this Agreement.

IN CONSIDERATION OF the matters described above and of the mutual benefits and obligations set forth in this Agreement, the receipt and sufficiency of which consideration is hereby acknowledged, the Client and the Contractor (individually the "Party" and collectively the "Parties" to this Agreement) agree as follows:

1. SERVICES PROVIDED

1. The Client hereby agrees to engage the Contractor to provide the Client with the following services (the "Services"):
 - o Secure premises and personnel by patrolling area, prevention of illegal entry. Prevent losses and damage by reporting irregularities of policy and procedure which may include suspicious behavior and security breaches. Redirect trespassers. Crowd control. Foot Patrol.
2. The Services will also include any other tasks which the Parties may agree on. The Contractor hereby agrees to provide such Services to the Client.

3. TERM OF AGREEMENT

3. The term of this Agreement (the "Term") will begin on the date of this Agreement and will remain in full force and effect until August 3, 2024, subject to earlier termination as provided in this Agreement. The Term may be extended with the written consent of the Parties.

4. PERFORMANCE

4. The Parties agree to do everything necessary to ensure that the terms of this Agreement take effect.

5. CURRENCY

5. Except as otherwise provided in this Agreement, all monetary amounts referred to in this Agreement are in USD (US Dollars).

6. COMPENSATION

6. The Contractor will charge the Client for the Services at the rate of \$25.00 per hour (the "Compensation").
7. The Contractor will invoice the Client when the Services are complete.
8. Invoices submitted by the Contractor to the Client are due upon receipt.
9. The above Compensation includes all applicable sales tax and duties as required by law.
10. The Contractor will not be reimbursed for any expenses incurred in connection with providing the Services of this Agreement.

11. CONFIDENTIALITY

11. Confidential information (the "Confidential Information") refers to any data or information relating to the business of the Client which would reasonably be considered to be proprietary to the Client including, but not limited to, accounting records, business processes, and client records and that is not generally known in the industry of the Client and where the release of that Confidential Information could reasonably be expected to cause harm to the Client.
12. The Contractor agrees that they will not disclose, divulge, reveal, report or use, for any purpose, any Confidential Information which the Contractor has obtained, except as authorized by the Client or as required by law. The

obligations of confidentiality will apply during the Term and will survive indefinitely upon termination of this Agreement.

13. All written and oral information and material disclosed or provided by the Client to the Contractor under this Agreement is Confidential Information regardless of whether it was provided before or after the date of this Agreement or how it was provided to the Contractor.

14. OWNERSHIP OF INTELLECTUAL PROPERTY

14. All intellectual property and related material, including any trade secrets, moral rights, goodwill, relevant registrations or applications for registration, and rights in any patent, copyright, trademark, trade dress, industrial design and trade name (the "Intellectual Property") that is developed or produced under this Agreement, is a "work made for hire" and will be the sole property of the Client. The use of the Intellectual Property by the Client will not be restricted in any manner.
15. The Contractor may not use the Intellectual Property for any purpose other than that contracted for in this Agreement except with the written consent of the Client. The Contractor will be responsible for any and all damages resulting from the unauthorized use of the Intellectual Property.

16. RETURN OF PROPERTY

16. Upon the expiration or termination of this Agreement, the Contractor will return to the Client any property, documentation, records, or Confidential Information which is the property of the Client.

17. CAPACITY/INDEPENDENT CONTRACTOR

17. In providing the Services under this Agreement it is expressly agreed that the Contractor is acting as an independent contractor and not as an employee. The Contractor and the Client acknowledge that this Agreement does not create a partnership or joint venture between them and is exclusively a contract for service. The Client is not required to pay, or make any contributions to, any social security, local, state or federal tax, unemployment compensation, workers' compensation, insurance premium, profit-sharing, pension or any other employee benefit for the Contractor during the Term. The Contractor is responsible for paying, and complying with reporting requirements for, all local, state and federal taxes related to payments made to the Contractor under this Agreement.

18. RIGHT OF SUBSTITUTION

18. Except as otherwise provided in this Agreement, the Contractor may, at the Contractor's absolute discretion, engage a third-party sub-contractor to perform some or all of the obligations of the Contractor under this Agreement and the Client will not hire or engage any third parties to assist with the provision of the Services.

19. In the event that the Contractor hires a sub-contractor:

- o the Contractor will pay the sub-contractor for its services and the Compensation will remain payable by the Client to the Contractor.
- o for the purposes of the indemnification clause of this Agreement, the sub-contractor is an agent of the Contractor.

20. AUTONOMY

20. Except as otherwise provided in this Agreement, the Contractor will have full control over working time, methods, and decision making in relation to provision of the Services in accordance with the Agreement. The Contractor will work autonomously and not at the direction of the Client. However, the Contractor will be responsive to the reasonable needs and concerns of the Client.

21. EQUIPMENT

21. Except as otherwise provided in this Agreement, the Contractor will provide at the Contractor's own expense, any and all tools, machinery, equipment, raw materials, supplies, workwear and any other items or parts necessary to deliver the Services in accordance with the Agreement.

22. NO EXCLUSIVITY

22. The Parties acknowledge that this Agreement is non-exclusive and that either Party will be free, during and after the Term, to engage or contract with third parties for the provision of services similar to the Services.

23. NOTICE

23. All notices, requests, demands or other communications required or permitted by the terms of this Agreement will be given in writing and delivered to the Parties at the following addresses:

- o Jazz on the Avenue
Livernois, Detroit, MI, USA

- o Nowell Security Agency
19100 W 10 Mile Rd, Southfield, MI 48075, USA

or to such other address as either Party may from time to time notify the other and will be deemed to be properly delivered (a) immediately upon being served personally, (b) two days after being deposited with the postal service if served by registered mail, or (c) the following day after being deposited with an overnight courier.

24. INDEMNIFICATION

24. Except to the extent paid in settlement from any applicable insurance policies, and to the extent permitted by applicable law, each Party agrees to indemnify and hold harmless the other Party, and its respective directors, shareholders, affiliates, officers, agents, employees, and permitted successors and assigns against any and all claims, losses, damages, liabilities, penalties, punitive damages, expenses, reasonable legal fees and costs of any kind or amount whatsoever, which result from or arise out of any act or omission of the indemnifying party, its respective directors, shareholders, affiliates, officers, agents, employees, and permitted successors and assigns that occurs in connection with this Agreement. This indemnification will survive the termination of this Agreement.

25. MODIFICATION OF AGREEMENT

25. Any amendment or modification of this Agreement or additional obligation assumed by either Party in connection with this Agreement will only be binding if evidenced in writing signed by each Party or an authorized representative of each Party.

26. TIME OF THE ESSENCE

26. Time is of the essence in this Agreement. No extension or variation of this Agreement will operate as a waiver of this provision.

27. ASSIGNMENT

27. The Contractor will not voluntarily, or by operation of law, assign or otherwise transfer its obligations under this Agreement without the prior written consent of the Client.

28. ENTIRE AGREEMENT

28. It is agreed that there is no representation, warranty, collateral agreement or condition affecting this Agreement except as expressly provided in this Agreement.

29. TITLES/HEADINGS

30. Headings are inserted for the convenience of the Parties only and are not to be considered when interpreting this Agreement.

31. GOVERNING LAW

32. This Agreement will be governed by and construed in accordance with the laws of the State of Michigan.

33. SEVERABILITY

33. In the event that any of the provisions of this Agreement are held to be invalid or unenforceable in whole or in part, all other provisions will nevertheless continue to be valid and enforceable with the invalid or unenforceable parts severed from the remainder of this Agreement.

34. WAIVER

34. The waiver by either Party of a breach, default, delay or omission of any of the provisions of this Agreement by the other Party will not be construed as a waiver of any subsequent breach of the same or other provisions.

IN WITNESS WHEREOF the Parties have duly affixed their signatures under hand and seal on this DAY day of JUNE 18, 2024.

TUESDAY

Jazz on the Avenue

Client Name: _____

Per: _____

Officer's Name: Lamar N. Nowell, Jr.

Nowell Security Agency

Per: _____

Re: [EXTERNAL] Re: [Jazz on the Ave] 8/3 - Additional Information Requested

Collette Williams <motown5404@gmail.com>

Tue 6/11/2024 5:59 PM

To: Keiaron Randle <Keiaron.Randle@detroitmi.gov>

Good evening Randle Keiaron,

Below is the information you requested on the security company for Jazz on the Ave.

Nowell Security agency

19100 W. 10 mile rd

Suite 204

Southfield, Mi 48075

Tel. 248.996.9710

9:30a to 5p

Aug 3rd

11:00-7:00pm

Jazz on the Ave

On Livernois

Between

Clarita & Pembroke

5 unarmed SG

1 at Outer Drive

1 at Mikes Market

1 at Church parking lot between St Martin and Pembroke

2 patrolling


Collette Williams

(313) 529-2324

Avenue Community Services | President

Avenue Investment LLC | President

On Tue, Jun 11, 2024, 12:50 PM Keiaron Randle <Keiaron.Randle@detroitmi.gov> wrote:

 like **Keiaron Randle** reacted to your message:

From: Collette Williams <motown5404@gmail.com>

Sent: Tuesday, June 11, 2024 4:27:49 PM

To: Keiaron Randle <Keiaron.Randle@detroitmi.gov>

Subject: Re: [EXTERNAL] Re: [Jazz on the Ave] 8/3 - Additional Information Requested

Good afternoon, Randle Keiaron,

I am resending the authorization affidavit application as I inadvertently overlooked signing the top portion. The document, now fully signed, is attached to this email.

Jazz on the Ave - August 3, 2024
Avenue Community Services & University Commonwealth

Emergency Response Plan

To prepare for the upcoming 2024 Livernois Jazz on the Ave festival, which is an annual event, Avenue Community Services & University Commonwealth will notify the 12th Precinct located a few blocks away. The 12th Precinct normally will assign at least one police car to patrol the area during the day and evening. We will also try to have a nurse and a first aid kit available for emergencies.

Cleanup Plan

Avenue Community Services & University Commonwealth will strategically place eight 55-gallon containers with bags in them for trash. Event volunteers will empty the containers, as needed, throughout the course of the event to prevent trash overflow and littering.

Communication and Community Impact Plan

Avenue Community Services & University Commonwealth will create flyers and postcards that will be distributed to local businesses and residents. Closer to the event date, we will also re-activate the Jazz on the Ave website and use social media to reach people virtually. We will also notify the media and press. Prior to the event date, we will conduct outreach to various neighborhood associations surrounding the event area to notify them of the event and note any concerns. There is minimal impact to the residential area and we have received no concerns in the past during this event.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

01/30/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER James Ralph Agency 17515 W Nine Mile Rd Suite 430 Southfield MI 48075		CONTACT NAME: James Ralph PHONE (A/C, No, Ext): (248) 559-9079 E-MAIL ADDRESS: jralph@jamesralphagency.com		FAX (A/C, No):
INSURED Avenue Community Services 19353 Livemore Detroit MI 48221		INSURER(S) AFFORDING COVERAGE		NAIC #
		INSURER A: Zurich		
		INSURER B:		
		INSURER C:		
		INSURER D:		
		INSURER E:		
		INSURER F:		

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

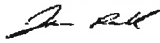
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	X		681147	8/03/2024	08/04/2024	EACH OCCURRENCE \$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE						EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Certificate holder is named as additional insured.

CERTIFICATE HOLDER**CANCELLATION**

City of Detroit 1 Woodward Detroit MI 48226	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
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2024
JAZZ ON THE AVE
EVENT
PROPOSAL

SATURDAY, AUGUST 3, 2024

11 AM TO 7 PM

www.jazzontheave2024.com

Prepared for:

COLLETTE WILLIAMS

PRESIDENT | AVENUE COMMUNITY SERVICES

info@avenuecommunityservices.org |

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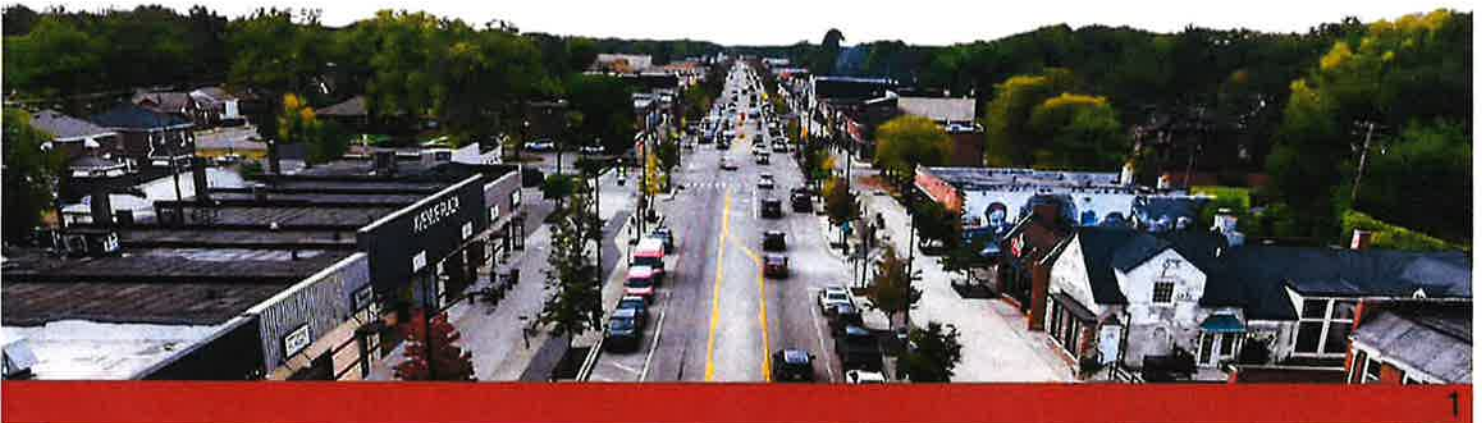
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FOREWORD

The Historic Livernois Avenue of Fashion, known as the Largest Black Business District in the nation, is a pillar of the Detroit community as a reflection of the city's unique cultural heritage. The commercial corridor is surrounded by historic neighborhoods such as Palmer Woods, Sherwood Forest, the University District, Bagley, and Green Acres, to name a few, and is a neighbor to major points of interest, including Marvin Gaye's former home, Palmer Park, Marygrove Conservancy, U of D Mercy, and Baker's Keyboard Lounge, the oldest Jazz club in the world. Exploring the Avenue of Fashion corridor is an experience that is punctuated by extraordinary and unique businesses that equally reflect the creative and entrepreneurial talents of their owners and the heart of the community surrounding them. It is rare to find business owners as invested in the prosperity of a commercial corridor as those who have made the Avenue of Fashion their frontier. Livernois business owners regularly collaborate to host events in appreciation of their patrons and the greater community such as the Juneteenth Jubilee, Light Up Livernois, Jazz on the Ave, Customer Appreciation Day, and the Fall Harvest. These events are important drivers of community engagement and attract new customers and traffic to the corridor.

Unfortunately, Livernois businesses, many of which have existed in the corridor for over 20 years, have been regularly confronted with adversities that have spiraled to a place beyond their ability to persevere. The Avenue of Fashion has been a recipient of two much-needed major streetscape improvement projects including the installation of traffic islands in the middle of the road and, most recently, the removal of the traffic islands and construction of 24-foot sidewalks which, in addition to enhancing the area to make the corridor more competitive, unfortunately, halted traffic to businesses from 2019 to 2020. On the tail end of the completion of the latest streetscape improvement was the COVID-19 Pandemic which mandated business closures and restrictions. Tack on to that, Detroit's high property tax millage, aging infrastructure, and recent rises in the rates of inflation, and it is not hard to imagine why both existing and new businesses are being forced to close shop or endure compounding circumstances that they cannot mount alone.

Fortunately, business owners who have been able to successfully weather the storm, in partnership with organizations such as Avenue Community Services, believe in the unending legacy of the Historic Avenue of Fashion and what it represents as the nation's Largest Black Business District. The Avenue of Fashion has great potential to make waves by exemplifying economic success in a predominately Black community and affecting change for Black businesses and entrepreneurs nationwide.



EVENT BACKGROUND

Jazz on the Ave is an annual event held on the Avenue of Fashion which uses the historic corridor as a stage to celebrate and uplift Black and local businesses, entrepreneurs, and artists that speak to the cultural legacy of the city of Detroit. Visitors stroll along the 2-mile stretch of Livernois Avenue between 8 Mile and W McNichols roads enjoying live music and entertainment, food and artisan vendors, classic cars, fashion shows, family activities, and perusing the many storefronts. This year's event will be held between 11 AM and 7 PM and will culminate in a parade featuring local school marching bands, Greek organizations, and classic cars.

ABOUT ACS

Avenue Community Services (ACS), under the leadership of long-time Avenue of Fashion business and property owner, Collette Williams, is a 501(c)3 organization that leverages its resources to curate programming for the Avenue of Fashion corridor that advocates for the longevity of the existing businesses, attracts new business and development, increases and retains foot traffic, and engages the surrounding community. Among its pillars are Advocacy, Development, and Charity, and the organization is responsible for curating the Customer Appreciation Day BBQ and Award Ceremony, the Livernois Classic Car Gathering and Cruise. This year marks the first year that Avenue Community Services will take the lead in hosting Jazz on the Ave.

A V E N U E
C O M M U N I T Y S E R V I C E S



EVENT OBJECTIVE

Avenue Community Services has identified 3 major objectives for the 2024 Jazz on the Ave festival: Boost Engagement, Maximize Opportunity, and Raise Awareness.

To achieve these objectives for the 2024 Jazz on the Ave festival, Avenue Community Services will implement a series of strategic initiatives. To boost engagement, we plan to introduce interactive activities that will encourage active participation from attendees of all ages. These activities will entertain, educate, and create memorable experiences for everyone involved.

In order to maximize economic opportunities, we will collaborate with local businesses and vendors to showcase their products and services during the festival. This will not only support the local economy but also create a vibrant marketplace for attendees to explore and enjoy.

To raise awareness of the Avenue of Fashion, we will organize fashion shows featuring local designers and boutiques, highlighting the unique style and creativity of the community. Additionally, we will incorporate educational sessions and panel discussions to shed light on the history and significance of the Avenue of Fashion, fostering a deeper appreciation among festival-goers.

By focusing on these objectives, Avenue Community Services aims to make the 2024 Jazz on the Ave festival a truly immersive and enriching experience for all, celebrating not just music but also the rich cultural heritage and economic vitality of the community.



Boost

Engagement

Boost foot traffic, enhance consumer engagement, and improve consumer retention and loyalty by revitalizing the historic corridor.



Maximize

Opportunity

Generate additional revenue and economic opportunities for small Black-owned businesses located near activation sites.



Raise

Awareness

Bring awareness to the history of the Livernois Avenue of Fashion and the state of Black business in the city of Detroit, and uplift local talent.



Live Music Performances

The event will feature at least one music activation per block. Musicians will be representative of local school bands and choirs and semi-professional and professional jazz bands from organizations across Detroit and Metro Detroit.



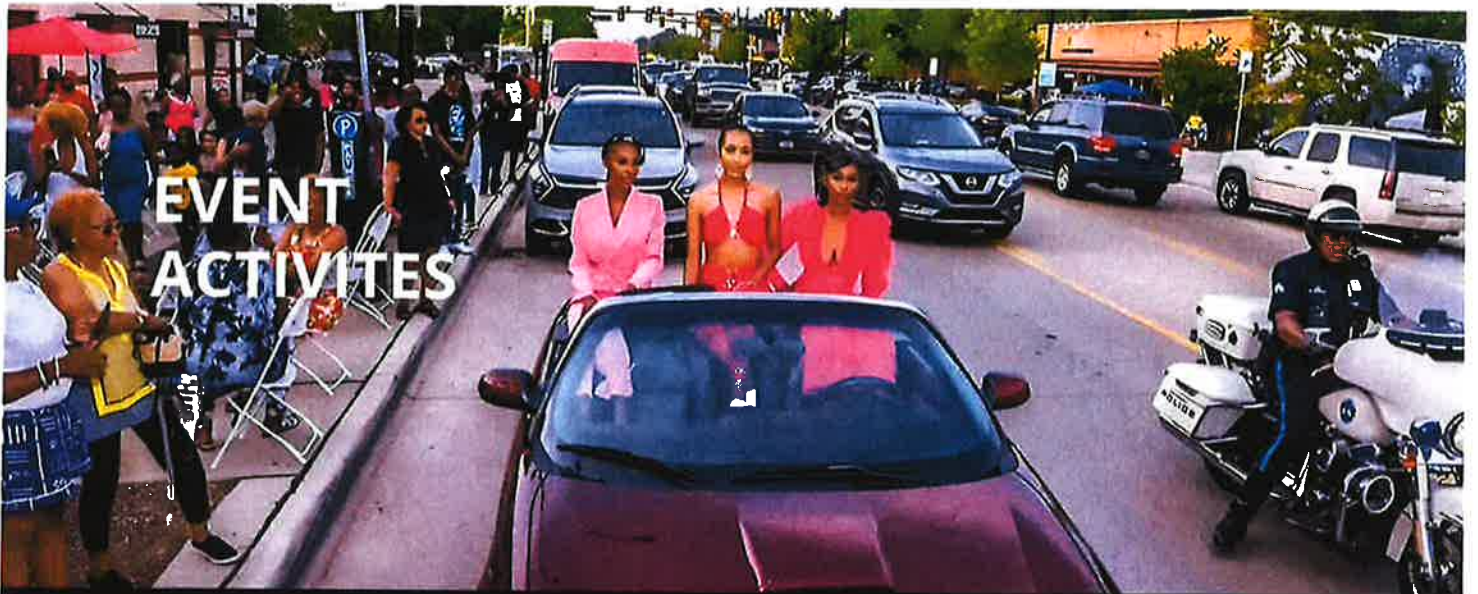
Fashion Shows

Boasting the well-earned title as the Avenue of Fashion, during Jazz on the Ave businesses from every participating block will collaborate to showcase their fashions. To garner excitement and crowd engagement with the designers and boutique owners on Livernois, Avenue Community Services will partner with experienced individuals to M.C. each fashion show.

Local Art Displays & Pop-up Museums

The City of Detroit has a robust history that has been captured through the arts and cultural works and artifacts created by artists who reanimate and maintain Black cultural legacies and traditions. Avenue Community Services leverages these talents to activate the Avenue of Fashion by inviting local artists and established Detroit museums to directly showcase these traditions for the community.





Class Car Gathering

Detroit's famous reputation as the Motor City appropriately sets the stage for the Classic Car Gathering. Classic car owners from around the city, and even out of state, join Avenue Community Services in celebrating one of the dearest legacies of the D.



Vendors & Food Trucks

The event offers a blend of culinary arts and musical arts specifically selected to create an unforgettable experience for all of the senses. Vendors and food trucks will range from well-known businesses down to the mom-and-pop restaurants on the Avenue of Fashion.

Jazz on the Ave Parade

As a culmination of the various activations and events that make up Jazz on the Ave, Avenue Community Services will facilitate a parade from 8 Mile to McNichols with School Marching Bands, Greek organizations, elected officials and classic cars.



MARKETING PLAN

Jazz on the Ave endeavors to create an inclusive space that celebrates diversity, welcoming individuals of all races, genders, and ethnicities from Detroit and Metro Detroit communities. Our focus is on fostering participation from local neighborhoods, passionate jazz aficionados, and supporting the vibrant cultural fabric of our city.

ENGAGING STAKEHOLDERS

REGULAR EVENT MEETINGS

Organize regular meetings with stakeholders, including local businesses, community organizations, and residents, to gather input, share updates, and coordinate efforts for Jazz on the Ave. These meetings will ensure that everyone is informed and involved in the planning process.

BUSINESS MIXER

Host a mixer or networking event specifically for local businesses to attend and learn more about how they can participate in Jazz on the Ave. Provide opportunities for businesses to sign up to participate as vendors, sponsors, or partners, fostering collaboration and support within the community.

ENGAGEMENT WITH SURROUNDING NEIGHBORHOODS

Reach out to community groups and residents in the surrounding neighborhoods to notify them about Jazz on the Ave and involve them in the event. This could include distributing flyers, attending neighborhood meetings, and collaborating with local leaders to spread the word and encourage participation.

CITYWIDE ORGANIZATIONS

Enlist the participation of organizations citywide to support and promote Jazz on the Ave. Partnering with citywide organizations can help expand outreach and increase visibility for the event across different communities and demographics.



MARKETING & PROMOTION

“SAVE THE DATE” POSTCARDS Design and distribute visually appealing "Save the Date" postcards to announce the upcoming Jazz on the Ave event. These postcards include key details such as the date, location, and highlights of the event to generate excitement and anticipation.

SOCIAL MEDIA CAMPAIGN Launch a robust social media campaign across platforms like Facebook and Instagram to promote Jazz on the Ave. Share engaging content, behind-the-scenes glimpses, artist spotlights, and event updates to build anticipation and encourage attendance.

CROSS PROMOTION Collaborate with local businesses for cross-promotion opportunities. This could include sharing each other's social media posts, displaying event flyers or posters in business establishments, and offering special promotions or discounts for Jazz on the Ave attendees.

LOCAL PARTNERSHIPS AND MEDIA COVERAGE Forge partnerships with local media outlets, influencers, and community organizations to secure media coverage and promotional opportunities for Jazz on the Ave. This could include interviews, features, and event listings in newspapers, magazines, blogs, and online platforms.

DISTRIBUTION OF FLYERS AND POSTERS Distribute flyers and posters in key community locations, such as local businesses, libraries, community centers, and coffee shops, to raise awareness and attract attendees to Jazz on the Ave.

BRAND KIT FOR PARTICIPANTS Provide a brand kit for participating organizations, vendors, and artists, including logos, graphics, and promotional materials they can use to promote their involvement in Jazz on the Ave consistently across various channels.

BROCHURES WITH VENUE ACTIVATIONS Create brochures that highlight the various venue activations and attractions attendees can experience to help attendees plan their visit and make the most of their Jazz on the Ave experience.

EVENT WEBSITE The Jazz on the Ave event page is a straightforward platform featuring essential details, a map, schedule, and FAQs, offering attendees easy access to event information for planning their visit to this celebration of music and culture on Detroit's historic Avenue of Fashion.

By implementing these strategies, you can effectively engage local businesses, stakeholders, and community members in Jazz on the Ave, while also maximizing marketing efforts to promote the event and increase attendance.

PARTNERSHIPS

Partnerships are at the heart of Jazz on the Ave's success, as we collaborate with a diverse range of stakeholders to create an event that enriches the community and celebrates its cultural heritage. We foster partnerships with local businesses, community organizations, government agencies, educational institutions, and cultural institutions to leverage resources, expertise, and networks that amplify the event's impact. These partnerships enable us to access venues, secure sponsorships, promote the event and engage with the community in meaningful ways. By working together, we create a synergistic environment where each partner contributes unique strengths and perspectives, resulting in a vibrant and inclusive celebration of music, culture, and community on Detroit's historic Avenue of Fashion. Through these partnerships, we build lasting relationships, foster collaboration, and strengthen the fabric of our community, ensuring that Jazz on the Ave continues to thrive and make a positive impact for years to come.

FUNDING

Jazz on the Ave relies on grants, donations, and sponsorships to bring the event to life each year. Grant funding supports artist performances, educational programs, and community outreach, while donations from individuals and organizations contribute to event costs and community development initiatives. Sponsorship packages offer various benefits like marketing exposure, media coverage, activation space at the event, VIP experiences, and customized opportunities. Sponsorship letters detail these packages, emphasizing the alignment of sponsors' brands with the event's mission. It's important to note that a significant portion of the funding also comes from the pockets of business owners, highlighting their commitment to the event and the community's cultural vibrancy. Sponsors showcase their commitment to community engagement and cultural diversity while gaining visibility and recognition.



OPERATIONS

SET UP/TEAR DOWN

Set-up will commence at 8 am on the event date, ensuring all preparations are meticulously completed. Tear-down will promptly begin at 7 pm post-event, focusing on swift and thorough dismantling to restore the avenue to its original condition. Our team is committed to executing both phases efficiently, minimizing disruption while delivering a memorable event experience. Businesses and vendors will be tasked with cleaning up their respective areas and merchandise, with volunteers available to assist as needed.

SECURITY

Up to 5 trained security personnel will be hired to bolster on-site security measures. They will be strategically deployed to monitor high-traffic areas, oversee crowd control, and swiftly respond to incidents. The Detroit Police Department will also be notified of the event in advance.

Additionally, first aid kits will be strategically placed throughout the event venue, and trained medical personnel will be on standby to provide immediate assistance as needed. Security personnel will be trained in emergency protocols and will coordinate closely with emergency responders to ensure a coordinated and effective response to any incidents that may arise.

CLEAN-UP

A team of at least ten dedicated volunteers will assist with clean-up efforts during and after the event. They will patrol the event grounds, collect litter and debris, and ensure that trash receptacles are emptied and maintained throughout the event. Adequate trash receptacles will be strategically placed throughout the event venue to encourage proper waste disposal. Vendors and exhibitors will be briefed on their responsibilities for maintaining cleanliness at their respective booths and areas. They will be encouraged to minimize waste and assist with clean-up efforts following the event.

FACILITIES

Portable restroom facilities will be provided at multiple locations throughout the event venue to accommodate attendees' needs. These facilities will be regularly serviced and maintained to ensure cleanliness and hygiene throughout the event. All facility locations will be highlighted on the event map.

The City of Detroit-leased lot between St. Martins and Pembroke on the east side of Livernois will be used as a meeting space for event participants and performers, with an emphasis on reserved space for parade participants.

ROAD CLOSURES

To accommodate the Classic Car Gathering element of the event, road closures on Livernois on Chesterfield across from W Outer Drive is necessary. Additionally, the event will require a medium- to large parking lot for the Classic Car Gathering. The event coordinators are requesting use of the City of Detroit-owned lot at the corner of Livernois and W Outer Drive and the reservation of metered parking spaces on both sides of the street of Livernois between W Outer Drive and Cambridge. These closures will be coordinated with the Detroit Police Department for barricades and traffic control as well as an escort for the parade.

CONCLUSION

Our mission for Jazz on the Ave extends beyond mere entertainment; it's about community empowerment and economic vitality. With a three-pronged approach, we aim to boost engagement and traffic, maximize economic opportunity, and raise awareness of the Largest Black Business District in the nation.

Firstly, through engaging programming and immersive experiences, we seek to draw in diverse audiences from near and far, fostering a sense of connection and excitement within the community. By curating an enticing lineup of performances, workshops, and interactive activities, we aim to captivate attendees and encourage repeat visits, thus driving foot traffic to local businesses and establishments along the historic Avenue of Fashion.

Secondly, we recognize the immense economic potential inherent in showcasing the talents and offerings of local entrepreneurs and business owners. By providing a platform for these enterprises to shine, we aim to stimulate economic activity, create job opportunities, and catalyze growth within the community. Through strategic partnerships, promotional campaigns, and networking opportunities, we endeavor to maximize the economic impact of Jazz on the Ave, enriching the livelihoods of those who call this vibrant district home.

Lastly, as stewards of cultural heritage and champions of diversity, we are committed to raising awareness of the historic Avenue of Fashion as the Largest Black Business District in America. By highlighting its rich history, vibrant culture, and entrepreneurial spirit, we aim to celebrate the resilience and ingenuity of the local community while inviting visitors to explore and support its businesses. Through targeted marketing initiatives, storytelling campaigns, and community outreach efforts, we seek to elevate the profile of this iconic district, ensuring its continued growth and prosperity for generations to come.

In summary, our objectives for Jazz on the Ave are not only to entertain but to empower, enrich, and elevate. By prioritizing engagement, economic opportunity, and awareness-building, we aspire to create a lasting impact that extends far beyond the confines of our event, leaving a legacy of vibrancy, inclusivity, and prosperity in its wake.

Contact

Phone (313) 355-3785

E-mail info@avenuecommunityservices.org
jazzontheave2024@gmail.com

Website www.jazzontheave2024.com

CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

SPECIAL EVENTS PETITION

Petition No: _____

Event Name: Jazz on the Ave

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

Petitioner Name / Organization: Avenue Community Services; University Commonwealth

Event Location: Livernois Avenue - 8 Mile to W McNichols

Event Date(s) and Time(s): 08/03/24 12:00 PM to 08/03/24 8:00 PM

Type of Event: Other

Applicant Contact:
Collette Williams
motown5404@gmail.com
3135292324

Submission Date:	02/07/24 4
Date of Clerk's Office Referral:	6/18/24
Date of City Departments Sign Off:	6/18/24
Date Referred to Council:	6/20/24

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 Approval Not Required

BSEED
BSEED
Reviewed-
Ready for
Council

Mayor's Office Special Events Signature: *Gakeima Fife*

Date: June 20, 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: N/A

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

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

Event Description

Brief Event Purpose & Description:

Jazz on the Ave is an annual event held on the Avenue of Fashion which uses the historic corridor as a stage to celebrate and uplift Black and local businesses, entrepreneurs, and artists that speak to the cultural legacy of the city of Detroit. Visitors stroll along the 2-mile stretch of Livernois Avenue between 8 Mile and W McNichols roads enjoying live music and entertainment, food and artisan vendors, classic cars, fashion shows, family activities, and perusing the many storefronts. This year's event will be held between 11 AM and 7 PM and will culminate in a parade featuring local school marching bands, Greek organizations, and classic cars.

Estimated Peak Attendance: 200

Estimated Total Attendance: 475

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? No

Will you be taking donations? Yes

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: Avenue Community Services; University Commonwealth

Mailing Address: 19353 Livernois Avenue; 19480 Livernois Avenue

Detroit MI 48221

Primary Contact:	Secondary Contact:
Collette Williams	
motown5404@gmail.com	jazzontheave2024@gmail.com

Organization Type: Nonprofit

Organization Website: N/A

Event Setup & Breakdown

Begin Setup: 08/03/24 9:00 AM

Complete Setup: 08/03/24 12:00 PM

Setup Location(s): Mike's Market (19195 Livernois Avenue); City-owned parking lot on Ch

Event Start: 08/03/24 12:00 PM

Event End: 08/03/24 8:00 PM

Begin Tear Down: 08/03/24 8:00 PM

Complete Tear Down: 08/03/24 10:00 PM

Number of Trash Containers: 8 Number of Recycling Containers: 0

Cleaning Service Vendor: N/A

Other Waste Elements: _____

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. Chesterfield Road (W Outer Drive on the east side of Livernois) 08/03/24

Chesterfield Road (The small portion to be closed is a dead end) 8:00 AM 8:00 PM

2. _____

3. _____

4. _____

Will you charge attendees for parking? No

Valet parking or blocking metered parking spaces? Blocking metered parking spaces

Describe the parking plan to accommodate anticipated attendance:

There is public street parking as well as a city-owned lot on Livernois between Pembroke and Chippewa.

Food & Beverage

Will food be served? No

Will food be prepared on site? _____

Number of food trucks: _____ Number of non-truck food vendors: _____

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: 0

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

Tent Contractor: _____

What other structures will your event include? _____

Will your event use any grills? No

What kind of grills? _____

Utilities & Portable Restrooms

Event Utilities that will be used: Neither

How will generators be fueled? _____

Generator contractor: _____

Will additional wiring be installed? No

Does the event require access to a hydrant? No

Will there be amplified sound? Yes

Will a sound system be used? Yes

Will you be providing Port-a-johns? Yes

Security & Emergency Plans

Will the event have a security contractor? Yes

Security Contractor: _____

Number of private personnel per shift: _____

Which of these apply to the private security personnel? _____

Will you contract emergency medical services? No

Name of emergency medical services contractor: _____

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 checked="" 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 checked="" type="checkbox"/>	Security Contractor Agreement (if applicable)
<input type="checkbox"/>	Port-a-john Contractor Agreement (if applicable)
<input checked="" type="checkbox"/>	Sanitation Contractor Agreement (if applicable)

City Council Member: _____

Resolved, The Mayor's Office is hereby authorized and directed to issue permits to Avenue Community Services; University Commonwealth to host "Jazz on the Ave" (#2024-196) on August 3rd from 12:00 PM to 8:00 PM at Livernois Avenue – 8 mile to W McNichols.

PROVIDED, that there will be DPD Assisted Event; Contracted with private security and be it further

PROVIDED, that there will be DFD Pending Inspections; and be it further

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

PROVIDED, that there will be BSEED Permits Required; 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.