

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. | 2024-279 |
| Name of Petitioner | Detroit Auto Show Hagerty |
| Description of Petition | Petition of Detroit Auto Show Hagerty (#2024-279), request to hold "Community & Cars MotorCity Radweekend at NewLab & Roosevelt Park" at Roosevelt Park & Michigan Central, on September 13th, from 2:00 PM to 10:00 PM. Set-up to begin September 13 th , 6:00 AM and completed by 8:00 AM with tear-down to begin September 13 th , at 8:00 PM completed by 10:00 PM. |
| Type of Petition | Special Event |
| Submission Date | 8/9/2024 |
| Concerned Departments | Buildings, Safety Engineering, and Environmental Department (BSEED), 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 | Detroit Auto Show Hagerty Phillip Talbert/ Andrea Trudeau (313) 529-6600 prtalbert@totalaccessinc.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: Phillip Talbert / Andrea

Date: 08/06/24

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: Community & Cars MotorCit

Event Date: 09/13/24

Event Organizer: Detroit Auto Show

Applicant Signature: Phillip Talbert

Date: 08/06/24



SEPT 13: MOTORCITY RADWEEKEND at NEWLAB & ROOSEVELT PARK

NEWLAB

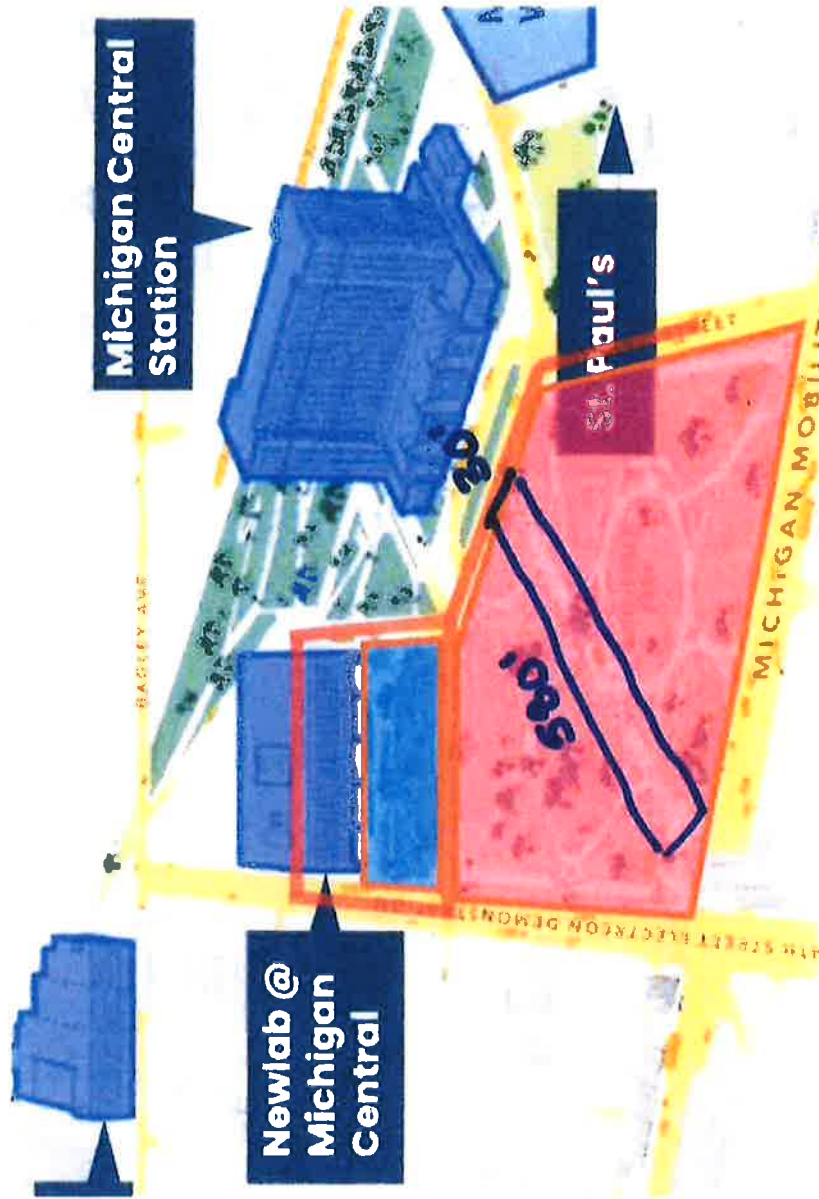
- 3:00p - 4:15p Media/Partner briefings @ Newlab
 - Ford/Lincoln (TBA)
 - Chrysler (Halcyon)
 - Toyota
- 4:15p - 5:00p Newlab innovation tour
- 5:00p - 9:00p RAD exotics & Charity Benefit Cocktail Reception + Strolling Dinner (ticket req.)
 - Presented by (TBC: Flagstar/LaFontaine)
 - Main Hallway inside Newlab, plus outside front lawn (inside secure footprint)
 - Rooftop afterglow
- 6:30p - 6:45p News Announcement (ticket req.)
 - Hagerty in partnership with MCS+Newlab announce 2025 event vision & dates

ROOSEVELT PARK (PERIMETER)

- 4:00p - 8:00p Community & Cars
 - Newlab VIP + Cars inside and outside
- Roosevelt Park (Cars, OEM displays, local owners, 20 RW Rivalry Cars)
- OEM Partner Ride & Drives (re: BMW, Alfa, Polestar, etc.)
- Music: 80s-90s (Beasley Radio - VIK)
- Saturday RW ticket sales

STREET CLOSURES

- 14th Street (Michigan to Marquette)
- Marquette (between 14th and 15th)
- Datzelle (between 14th and 15th)
- 16th Street (MCS entrance to Cork & Gabel)



80-100 (space for 75) Cars

Emergency Plan for "Community and Cars" Event

Event Details:

- **Date:** September 13
- **Time:** 3 PM - 8 PM
- **Location:** Roosevelt Park and Michigan Central Train Station
- **Organized by:** Detroit Auto Show and Hagerty

Objective: Ensure the safety and well-being of all attendees, staff, and volunteers through a well-structured emergency plan.

1. Preparation and Coordination:

Emergency Response Team:

- **Form an emergency response team** consisting of key event staff, security personnel, and medical professionals.
- Designate an **Incident Commander** who will oversee all emergency operations.

Coordination with Authorities:

- **Coordinate with local emergency services** including police, fire department, and medical services.
- Ensure they are aware of the event details and have access to the site.

Communication Plan:

- Establish **clear communication channels** for the emergency response team.
- Use **radios, mobile phones, and PA systems** for effective communication.

2. Risk Assessment and Mitigation:

Identify Potential Risks:

- **Assess potential risks** such as severe weather, medical emergencies, fire, crowd control issues, and security threats.
- Develop **mitigation strategies** for each identified risk.

Site Layout and Safety:

- **Map out the event site** highlighting emergency exits, first aid stations, fire extinguishers, and assembly points.
- Ensure **all areas are accessible** to emergency services.

3. On-Site Emergency Procedures:

Emergency Evacuation Plan:

- Establish **clear evacuation routes** and assembly points.
- Train staff and volunteers on **evacuation procedures**.
- **Announce evacuation routes** to attendees at the start of the event.

Medical Emergencies:

- Set up **first aid stations** staffed with qualified medical personnel.
- Have an **ambulance on standby** at the event site.
- Ensure all staff know the **location of first aid stations** and how to contact medical personnel.

Fire Safety:

- Equip the site with **fire extinguishers** and train staff on their use.
- Identify and eliminate potential **fire hazards** before the event.

Security Incidents:

- Hire **professional security personnel** to monitor the event.
- Establish a **security command center** to coordinate responses to incidents.
- Implement **bag checks and security screenings** at entry points.

4. Emergency Communication:

Emergency Announcements:

- Use the **PA system** to make clear and calm emergency announcements.
- Provide **instructions** on what to do and where to go in case of an emergency.

Information Hub:

- Set up an **information hub** where attendees can get updates and assistance.
- Ensure the hub is staffed with **knowledgeable personnel**.

Contact Information:

- Display **emergency contact numbers** prominently throughout the event site.
- Include contacts for **police, fire, medical services**, and event security.

5. Post-Emergency Actions:

Incident Reporting:

- Document all incidents and emergencies that occur.
- Complete **incident reports** with detailed information on the response and outcome.

Debriefing:

- Conduct a **debriefing session** with the emergency response team to review the incident and response effectiveness.
- Identify **areas for improvement** in the emergency plan.

Support Services:

- Provide **support services** such as counseling for attendees, staff, or volunteers affected by the emergency.
- Ensure ongoing **communication with emergency services** as needed.

6. Training and Drills:

Staff Training:

- Conduct **emergency response training** for all staff and volunteers.
- Include **evacuation drills, medical response training, and fire safety training.**

Regular Drills:

- Schedule **regular emergency drills** leading up to the event.
- Evaluate and improve procedures based on drill outcomes.

Clean-Up Plan for "Community and Cars" Event

Event Details:

- **Date:** September 13
- **Time:** 3 PM - 8 PM
- **Location:** Roosevelt Park and Michigan Central Train Station
- **Organized by:** Detroit Auto Show and Hagerty

Objective: Ensure the event site is thoroughly cleaned and restored to its original condition following the "Community and Cars" event.

1. Pre-Event Preparation:

Assign Clean-Up Team:

- **Form a dedicated clean-up team** consisting of volunteers and staff.
- Designate **team leaders** responsible for different areas of the event site.

Supplies and Equipment:

- **Obtain cleaning supplies** such as trash bags, recycling bins, gloves, brooms, dustpans, and cleaning solutions.
- **Ensure availability of necessary equipment** like trash grabbers and wheeled trash cans.

Plan Waste Disposal:

- Coordinate with local waste management services for **trash and recycling pick-up**.
- Arrange for **additional dumpsters or waste bins** if needed.

2. During the Event:

Waste Stations:

- Set up **clearly marked waste stations** with separate bins for trash, recyclables, and compostables.
- Place waste stations **strategically around the event area** to encourage proper disposal.

Monitor and Maintain:

- **Assign team members** to regularly monitor and empty waste bins throughout the event.
- **Promptly address any spills or litter** to maintain cleanliness.

3. Post-Event Clean-Up:

Immediate Actions:

- **Begin clean-up** immediately after the event ends at 8 PM.
- **Team leaders coordinate** their groups to focus on specific areas.

Trash and Recycling Collection:

- Collect all **trash and recycling bags** from waste stations.
- Ensure **proper sorting** of recyclables and compostables.

Area Sweeping and Inspection:

- **Sweep and clean** all areas, including the main event site, surrounding paths, and parking lots.
- **Inspect for any remaining litter** and ensure it is picked up.

Equipment and Supplies:

- Gather and **properly store all cleaning equipment and supplies.**
- **Return any rented or borrowed equipment.**

4. Final Steps:

Waste Removal:

- Coordinate with waste management for the **removal of all collected trash and recyclables.**
- Ensure dumpsters and waste bins are **emptied and removed** from the site.

Site Inspection:

- **Conduct a final walk-through** of the event site to ensure it is clean and restored.
- **Document any damages** or issues to be addressed.

Volunteer Appreciation:

- **Thank all volunteers and staff** for their hard work.

- Offer **refreshments and a small token of appreciation** as a gesture of gratitude.

5. Sustainability and Continuous Improvement:

Feedback and Evaluation:

- **Collect feedback** from the clean-up team and attendees on the effectiveness of the clean-up efforts.
- **Evaluate the clean-up process** and identify areas for improvement.

Plan for Future Events:

- Use feedback to **enhance clean-up strategies** for future events.
- Continuously **promote eco-friendly practices** and waste reduction initiatives.

Community Outreach Plan for "Community and Cars" Event

Event Details:

- **Date:** September 13
- **Time:** 3 PM - 8 PM
- **Location:** Roosevelt Park and Michigan Central Train Station
- **Organized by:** Detroit Auto Show and Hagerty

Objective: Increase community engagement and awareness through comprehensive outreach and education about local initiatives and services.

1. Event Promotion:

Social Media Campaign:

- **Collaborate with the Detroit Auto Show and Hagerty Communications Team** to create engaging content.
- **Schedule regular posts** on platforms like Facebook, Instagram, and Twitter.
- Use hashtags such as **#CommunityAndCars**, **#LocalEngagement**, and **#RooseveltParkEvent**.

Email Campaigns:

- **Send informational emails** to the community mailing list with event details and the importance of local community participation.
- Include a **call-to-action for RSVPs** to gauge attendance and plan accordingly.

Local Media:

- **Coordinate with local newspapers, radio stations, and TV channels** to feature the event.
- Publish **press releases** highlighting the event's significance.

2. Event Information Distribution:

Flyers and Posters:

- **Design and distribute flyers and posters** in community centers, libraries, and local businesses.
- Ensure the materials are **visually appealing and easy to read**.

Website and Online Resources:

- **Update the Detroit Auto Show and Hagerty websites** with event details, including a downloadable event flyer and map.
- Provide **FAQs** about the event and local initiatives.

3. Community Engagement:

Community Meetings:

- **Organize informational meetings** with local community groups to discuss the importance of local engagement.
- Offer presentations at **schools, churches, and neighborhood associations**.

Partnerships with Schools:

- **Collaborate with local schools** to educate students and their families about community involvement.
- Encourage schools to **promote the event** in their newsletters and during announcements.

Community Outreach:

- **Distribute event information** at local centers, libraries, and during community events.
- Set up **informational booths** in high-traffic areas to engage with the public directly.

Volunteer Recruitment:

- **Recruit volunteers** to assist with event promotion and on the day of the event.
- Offer perks like **free refreshments** and official "**Community and Cars**" t-shirts.

4. Sustainability and Community Impact:

Eco-Friendly Practices:

- Use **digital flyers and emails** to reduce paper waste.
- Encourage **carpooling, biking, or walking** to the event.

Support Local Businesses:

- Source event materials and refreshments from **local vendors**.

Community Feedback:

- **Collect feedback** from attendees to improve future outreach efforts.
- Provide a **feedback form** on the website and at the event.

5. Emergency Communication:

Emergency Plan:

- Work with the Detroit Auto Show and Hagerty Communications Team and local district manager to include **emergency communication procedures**.
- Ensure there is a clear plan for handling any incidents that may arise.

Communication Hub:

- Establish a **centralized hub** at the event for emergency communication.
- Have a designated team responsible for managing **emergency contacts** and procedures.

Emergency Contacts:

- **Display emergency contact numbers** prominently at the event.

SPECIAL EVENTS PETITION

Petition No: 2024-279

Event Name: Community & Cars MotorCity Radweekend at NewLab & Roosevelt Park

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

Petitioner Name / Organization: Detroit Auto Show / Hagerty

Event Location: Roosevelt Park & Michigan Central Station

Event Date(s) and Time(s): 09/13/24 2:00 PM to 09/13/24 10:00 PM

Type of Event: Sports/Recreation

| |
|--------------------------------|
| Applicant Contact: |
| Phillip Talbert/Andrea Trudeau |
| pjtalbert@totalaccessinc.com |
| +1 (313) 529-6600 |

| | |
|---|------------|
| Submission Date: | 08/06/24 9 |
| Date of Clerk's Office Referral: | 08/09/24 |
| Date of City Departments Sign Off: | 8/7/24 |
| Date Referred to Council: | 8/13/24 |

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 Reviewed- Ready for Council | DDOT Reviewed- Ready for Council | | DPW Reviewed- Ready for Council | DHD Reviewed- Ready for Council |

BSEED
BSEED
Reviewed-
Ready for
Council

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

Date: August 13, 2024

General Event Information

Has this event been hosted before? No

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.hagerty.com

Which spaces will be used? Park

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

Event Description

Brief Event Purpose & Description:

Event Details:

•Date: September 13

•Time: 3 PM - 8 PM

•Location: Roosevelt Park and Michigan Central Train Station

•Organized by: Detroit Auto Show and Hagerty

Community Car event in partnership with detroit auto show and Michigan Central station to display cars and bring community car fans together.

Estimated Peak Attendance: 500

Estimated Total Attendance: 500

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? No

Is this a charity event? Yes

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: Detroit Auto Show / Hagerty

Mailing Address: 1900 West Big Beaver Road

Troy Michigan 48084

| Primary Contact: | Secondary Contact: |
|--------------------------------|--------------------|
| Phillip Talbert/Andrea Trudeau | |
| pjtalbert@totalaccessinc.com | |
| | |

Organization Type: Nonprofit

Organization Website: dada.org

Event Setup & Breakdown

Begin Setup: 09/13/24 6:00 AM

Complete Setup: 09/13/24 8:00 AM

Setup Location(s): Roosevelt Park & Michigan Central Station

Event Start: 09/13/24 2:00 PM

Event End: 09/13/24 10:00 PM

Begin Tear Down: 09/13/24 8:00 PM

Complete Tear Down: 09/13/24 10:00 PM

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

Cleaning Service Vendor: Schupan

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. 14th street 09/13/24

Michigan 6:00 AM 10:00 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:

Surrounding Public Parking Lots and Street Parking

Food & Beverage

Will food be served? Yes

Will food be prepared on site? No

Number of food trucks: 4 Number of non-truck food vendors: 0

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: Generators

How will generators be fueled? 1

Generator contractor: _____

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: Prostar

Number of private personnel per shift: _____

Which of these apply to the private security personnel? Licensed, Armed Bonded

Will you contract emergency medical services? Yes

Name of emergency medical services contractor: Hart Medical

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 checked="" 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 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 **Detroit Auto Show Hagerty** to host "**Community & Cars Motor City Radweekend**" (2024-279) on **September 13, 2024**. From **2:00 PM to 10:00 PM** at **New Lab & Roosevelt Park, Detroit, MI**.

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 BSEED Permits Required for tents and be it further

PROVIDED, that there will be Detroit Health Department Permits Required for food trucks and food vendors permits; and be it further

PROVIDED, that there will be DPW Permits Required for Right of Way permits; 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 events.