

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*

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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.

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Petition No.	2024-339
Name of Petitioner	Bedrock Detroit
Description of Petition	Petition of Bedrock Detroit (#2024-339), request to hold “Decked Out Detroit Winter Streetscapes and Activations” at Parker’s Alley, Monroe and Randolph, Library and Gratiot, One Camps Martius Patio, Woodward and John R on November 7 <sup>th</sup> through January 5 <sup>th</sup> , 2025, from 5:00 PM to 9:00 AM. Set-up to begin October 16 <sup>th</sup> 9:00 AM and completed November 7 <sup>th</sup> 5:00 PM with tear -down to begin January 6 <sup>th</sup> , at 9:00 AM and completed by January 31 <sup>st</sup> 5:00 PM.
Type of Petition	<b>Special Event</b>
Submission Date	9/26/2024
Concerned Departments	Buildings, Safety Engineering, and Environmental Department, Detroit Department of Transportation, Detroit Fire Department, Detroit Health Department, General Services Department, Media Services Department, Municipal Parking Department, Police Department
Petitioner Contact	Bedrock Detroit Noah Switalski 630-201-3424 <a href="mailto:noahswitalski@bedrockdetroit.com">noahswitalski@bedrockdetroit.com</a>

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:** *Noah Switalski*

**Date:** 09/16/24

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:** DOD Winter Streetscapes 2024

**Event Date:** 11/7/24 - 1/31/25

**Event Organizer:** Bedrock Detroit

**Applicant Signature:** *Noah Switalski*

**Date:** 09/16/2024

## Downtown Detroit Winter Streetscape Activations, Decked Out Detroit Winter 2024'

### Overview

Bedrock aims to activate the Downtown Detroit Central Business District Streetscapes this Winter through a myriad of family-friendly, fun and festive temporary installations and programming. Activations will take place from Mid-November through December, 2024. The purpose of these efforts is to enhance visitor experiences, create cheerful moments for public engagement, and promote foot traffic in and around downtown businesses for the holiday season.

### Temporary Installations & Décor

We're proposing a combination of temporary interactive installations and holiday seasonal décor. Installations are to be placed in the following locations, also shown on attached reference maps.

- Interactive Window Display – Located at 1401 Woodward Ave, this window display will be holiday themed and family-friendly.
- Musical Bells – located on Woodward Ave, this installation concept is centered around simple 8-bell Holiday Music, allowing users to play a song on the street, triggering a light tube light show.
- “Be the one” photo moment – Portable photo moment, consisting of the numbers “313”, encouraging passersby to stand in place on the “1” to “be the one”. Will be positioned at permitted programming locations, monitored by staff.
- Overhead streetscapes lighting as done in years past. Down and along Woodward Avenue. Work performed by Brightview.

### Seasonal Programming

We'll be programming throughout downtown, centered around Parker's Alley and Woodward Ave, with 3 weekly programming themes from November 7th, 2024 to Jan 5<sup>th</sup>, 2024. Detailed weekly programming below. Locations specified on attached reference maps.

- Thursdays, 4pm-7pm, Date Night/Singles Night/Social Meetups
  - Ex. Free Holiday Flower Cart, free Watercolor sketches, Acoustic music, Carolers and Roasted Nuts giveaways
- Saturdays, 12pm-4pm, Family Focused Activities and Community Oriented programming
  - Ex. DIY holiday crafts, Facepainting, Roaming Holiday Characters
- Sundays, 12pm-4pm, Family Focused Activities and Community Oriented programming
  - Ex. DIY holiday crafts, Facepainting, Roaming Holiday Characters

### Holley Trolley

After the success of the Holly Trolley last year, we would like to bring the trolley back for the 2024 winter season. The stops will remain the same, as well as the operator. The schedule will be as below:

- Friday 4pm – 8pm
- Saturday 12pm-8pm
- Sunday 12pm – 4pm

#### Partners

- Detroit Downtown Partnership
- Katie Jo & Co
- Rock Security

#### Health & Safety

The health and safety of Decked Out Detroit service providers and guests are at the forefront of discussion in the development of this project. We plan to implement the following measures to allow for the safest experience for all:

- We will follow and enforce all applicable City of Detroit and State of Michigan health and safety guidelines through signage and on-site operational team members
- Cleaning measures will be implemented to frequently clean touch-point surfaces, including but not limited to wiping down surfaces

#### Security

All Decked Out Detroit Streetscape Activations will be monitored by existing Rock Security patrols. All vendors will be provided contact information for Rock Security command center and will have 24/7 access to services. Staff will also be provided a security, safety and emergency preparedness training from Rock Security.

#### Power

Utilizing existing planter power on Woodward Ave.

#### **Promotion**

- Overall Project Name: Decked Out Detroit Holidays
- All programming specifics will be shared on the DeckedOutDetroit.com calendar of events
- Social Media is highly involved to promote specific attention grabbing programming, as well as gather content, invite influencers and create a series of “day in Detroit” style videos via Decked Out Detroit and Bedrock
- Promotion will also be incorporated into ground graphic plan and Tenant QR interactive maps

# 2024 HOLIDAY ACTIVATIONS DECK

DETROIT

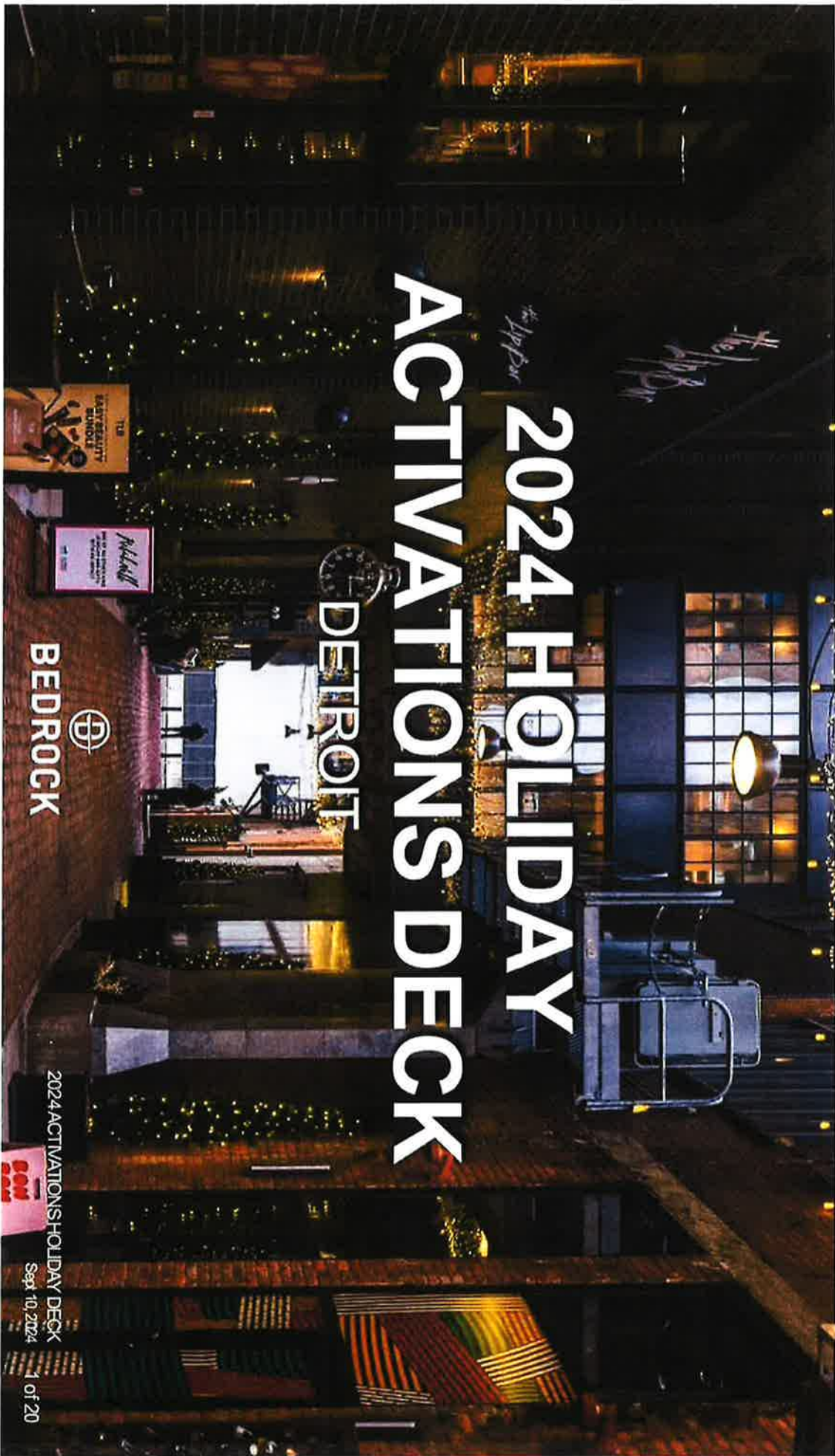


BEDROCK

2024 ACTIVATIONS HOLIDAY DECK

Sept 10, 2024

1 of 20



# 1001 WINTER WONDERS

## 1001 WOODWARD AVE

### SITECONTEXT



### CONCEPT

FREE family programming Thursdays through Sundays, including pictures with Santa, holiday crafts and a sensory-friendly Santa experience with University of Michigan Adaptive and Inclusive Sports Experience.

### PARTNERS

Groundswell Design Group + Studio M  
Community Partnership with UMAISE

**DATES:** Nov. 14th – Dec. 24th

Thurs-Fri: 4pm-8pm

Sat-Sun: 12pm-4pm

Extended hours for DPS Winter Break

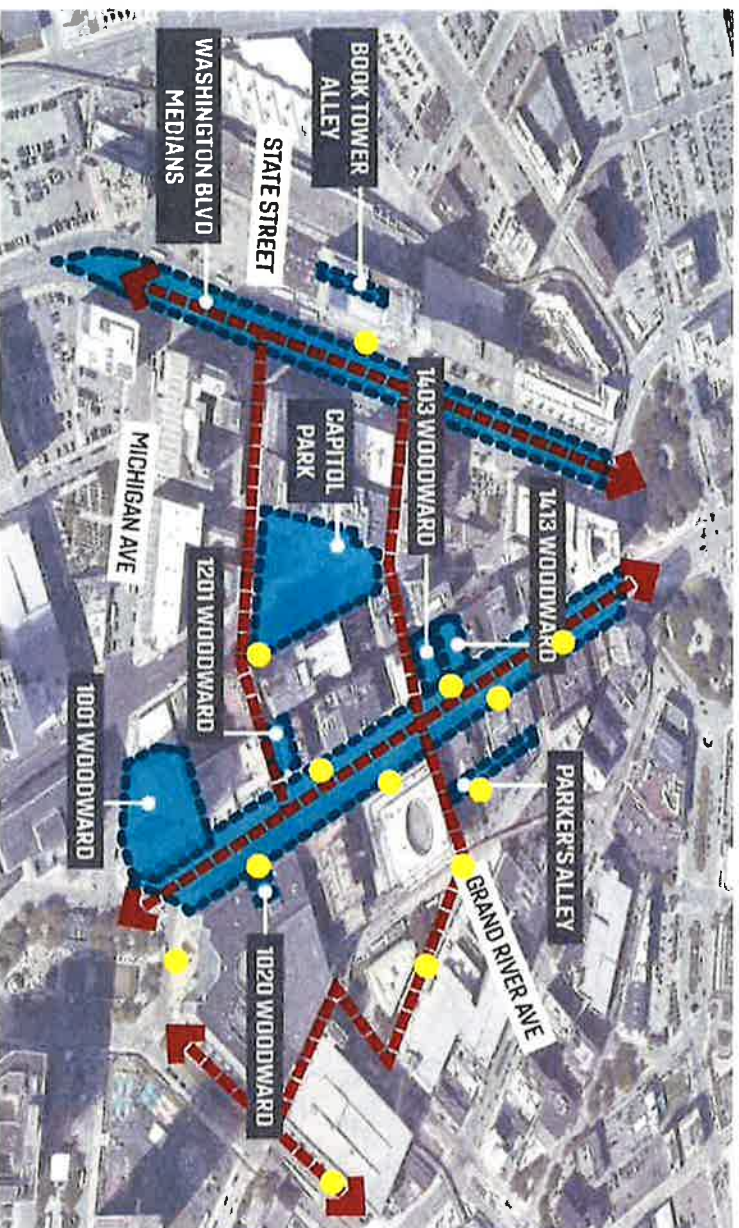
### BUDGET

Instal: \$230,000, Operations & Programming: \$180,000



# PROGRAMMING

Identified key areas and connections



Programming Strategic Spots

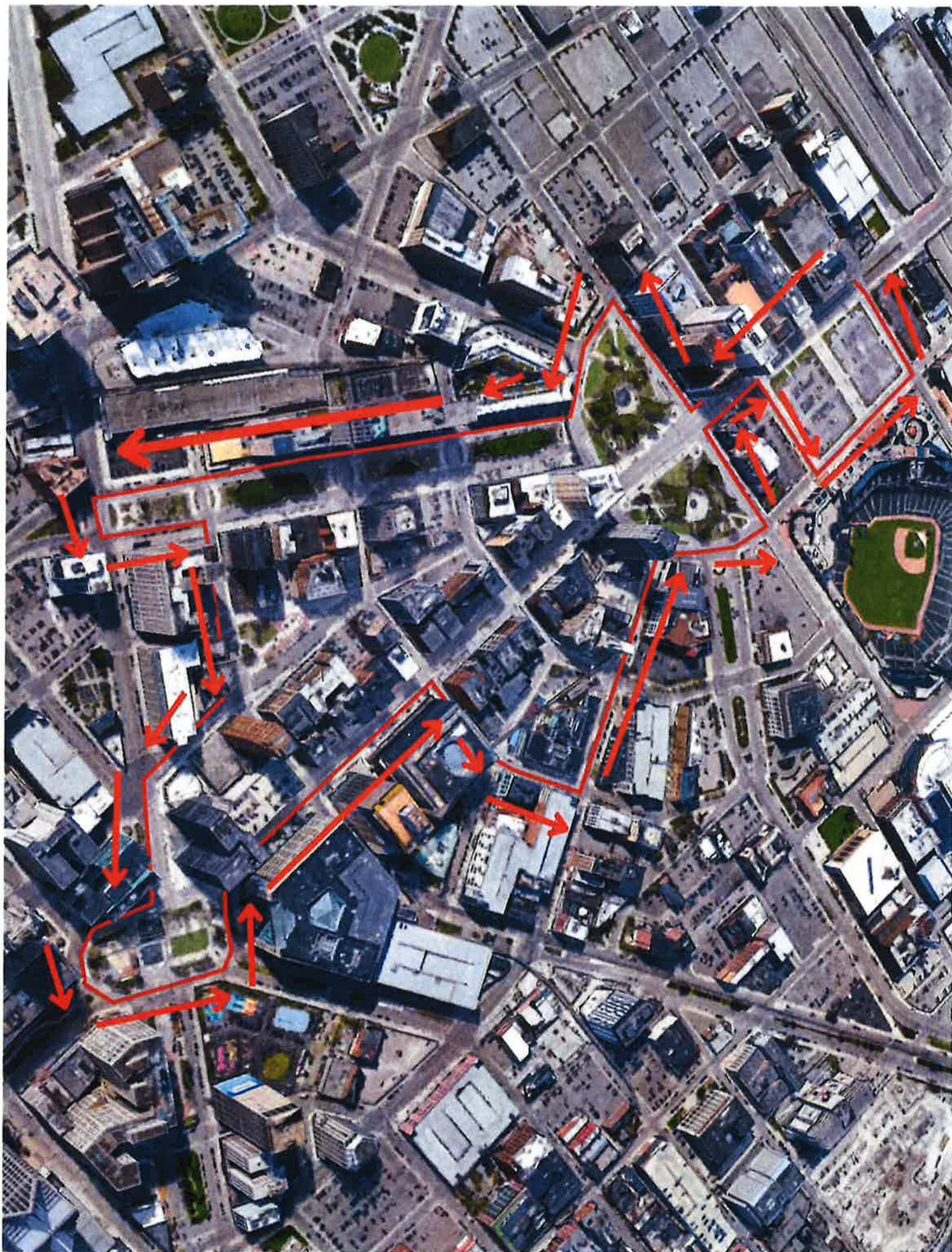
Strategy to focus on most popular foot traffic routes and times, and tactically use programming to enhance that experience and draw pedestrians to opportunity areas. Hub and storage at 1405 Woodward Ave.

## Consistent Programming:

- Thursday Happy Hour Series - 4-7pm
- Saturdays - 12pm-4pm
- Sunday - 12pm-4pm

## Full Season Detroit Event Schedule:

- Halloween & Thanksgiving extended schedules
- Increased schedule for holiday school break





# STREETSCAPE DECOR

## HOLIDAY ACTIVATIONS

### SITECONTEXT



### CONCEPTS

Overhead lights, tree lights and retail garland to enhance our properties and streetscapes. Locations include Woodward Ave, Monroe Street, Library Street, Washington Blvd, and Hudson's Block

### PARTNERS

Brightview

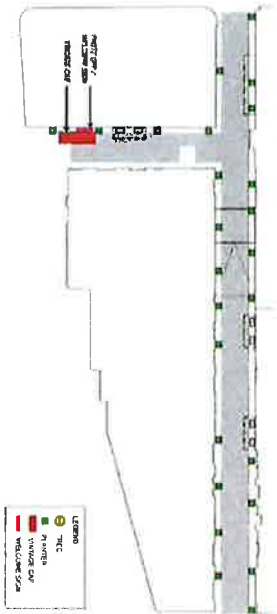
### BUDGET

\$292,000



# PARKER'S ALLEY DECOR HOLIDAY ACTIVATIONS

## SITE CONTEXT



## CONCEPTS

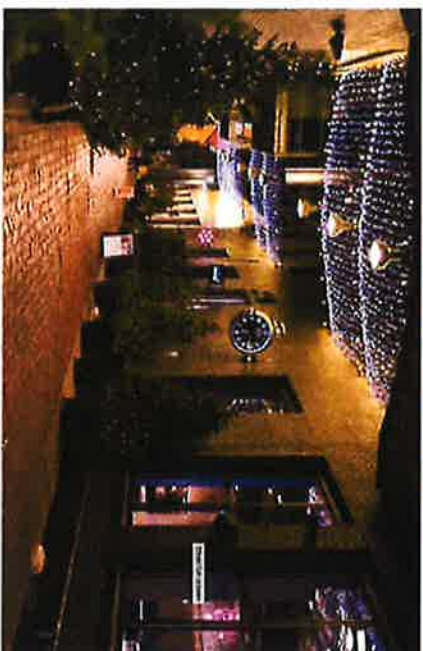
Overhead lights, tree lights and retail garland along with a vintage car display to enhance the alleyway for the winter season.

## PARTNERS

BrightView, Groundswell Design Group, Katie Jo & Co

## BUDGET

\$292,000



# PROGRAMMING

Thursdays, Saturdays and Sundays

- Family Friendly
  - Arts & Crafts
    - Ornament Making, tree medallions
    - Snowglobe Making
    - Dreidel painting
    - Holiday candle painting
    - Snowflakes DIY
  - Hot Cocoa kit giveaways
  - Mini-Christmas Tree giveaways
  - Gelt Giveaways (hanukah candies)
  - Sketch artist for families
- Evening programming
  - Holiday Karaoke Cart
  - Jazz busker musicians
  - Carolers
  - Flower Cart (winter version & wreathes)
  - Roasted Nuts Giveaway
  - Ho ho ho Bingo



# WOODWARD AVE.

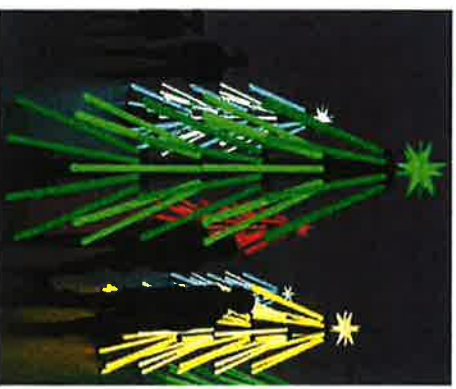
## TEMPORARY INSTALLATIONS

### Photo Moments

- Proposing a photo moment series down Woodward Ave.
  - Light up benches
  - Faux Ice
  - Sculpture series

### Interactive Installations

- **The Bells** - Activation concept centered around simple 8-bell Holiday Music, allowing users to play a song on the street, triggering a light tube light show.
- **'Elfie Station** - A fun activation utilizing facial tracking and AI filters, families can gather in front of the screen and instantly see themselves transformed into Holiday Elves.
- **Light Tube Trees** - Programmable light tube trees that light up the streets.



# STREETSCAPE PROGRAMMING

## OUTDOORSPACEACTIVATIONS

### SITECONTEXT



### CONCEPTS

Streetscape programming down Woodward Ave, Monroe Street and surrounding areas, including characters, Christmas carolers, holiday carts featuring hot coco, roasted nuts and wreaths, interactive photo moments, an LED interactive window display and more!

Includes a mug giveaway in partnership with Tenant Experience

### PARTNERS

Katie Jo & Co. & Bluewater Technologies

### TIMELINE

November 7th – January 5th

### BUDGET

Within holiday streetscape/programming budget



# CHARACTERS

Thursdays, Saturdays and Sundays

- Characters to roam Streetscapes, as well as pop-in and have scheduled visits to Next Level, Stemville, Remix Detroit, the Holly Trolley and all activation sites
- Characters include
  - Grinch
  - Olaf
  - Poppy from Trollz
  - Carolers
- Photos will be hired with characters, for photo giveaways



# MUGS GIVEAWAYS

## Partnership with Tenant Experience

- Shopping incentive partnership with Tenant Experience and Retailers
- Streetscapes will distribute mugs from 1401 Woodward
- Must provide proof of receipt
- Details TBD



# HOLLY TROLLEY

## HOLIDAY ACTIVATIONS

### SITECONTEXT

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### CONCEPT

FREE holiday trolley connecting key activated spaces in the Central Business District every Friday through Sunday during the holiday season.

Holiday programming to include surprise visits from Santa and gift card giveaways

### PARTNERS

Brentwoods Limousine, Katie Jo & Co.

### DATES

November 8th – January 5th

### BUDGET

\$165,000



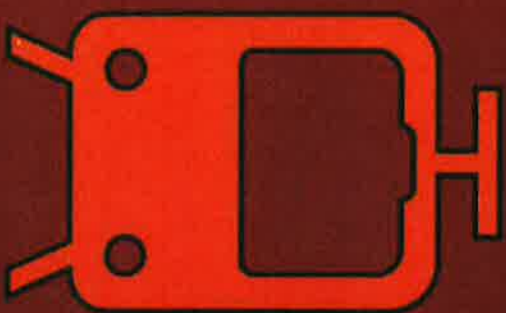


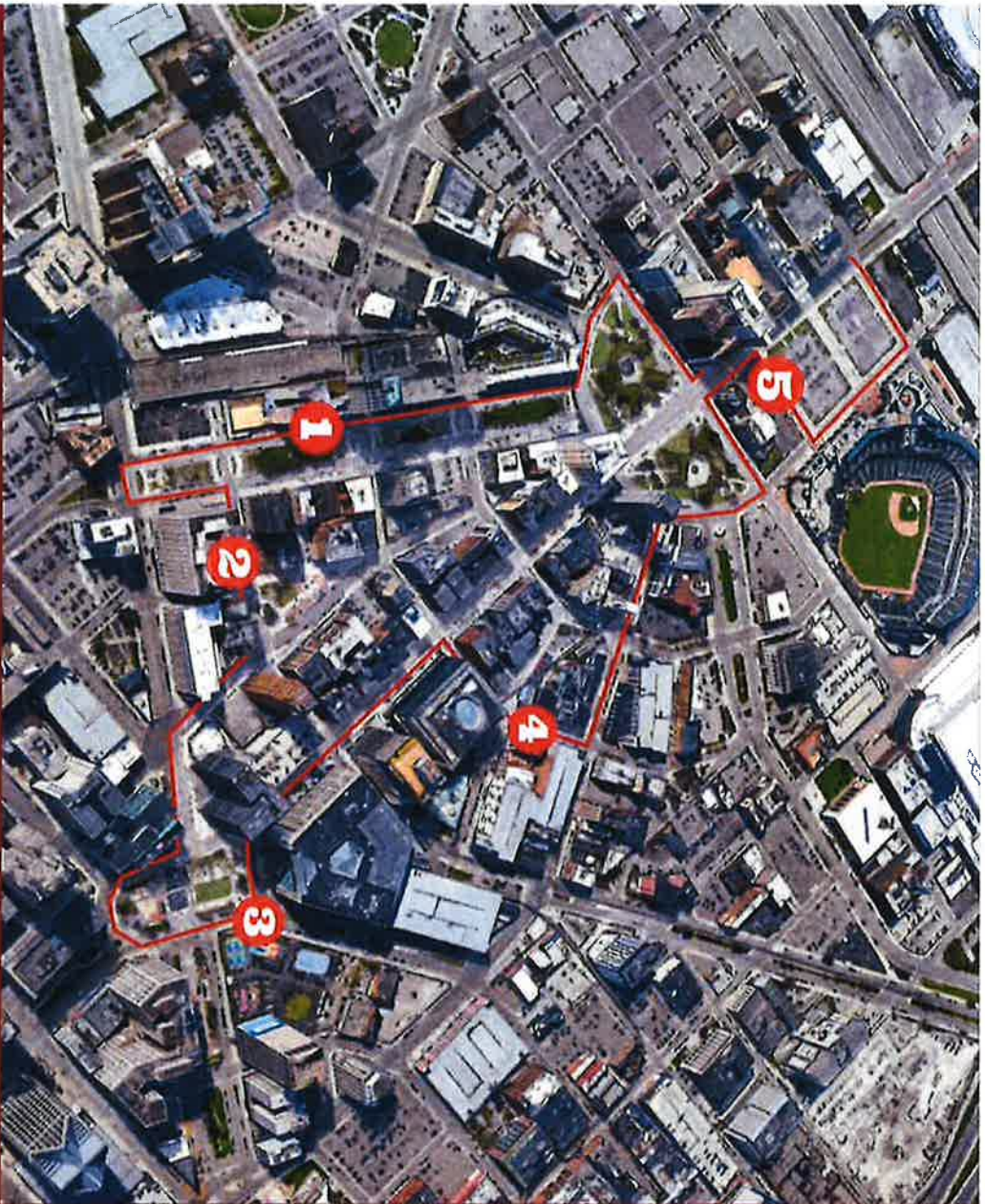
# Details

- November 8, 2024 - January 5, 2025
- Friday: 4pm-8pm
- Saturday: 12pm-8pm
- Sunday: 12pm - 4pm
- 2 trolleys running every 15 minutes
- Free to the public
- Operated by Brentwoods' Michigan Trolley, fully licensed and insured
- Trolley is a 27ft coach bus



**BEDROCK**  
— DETROIT —





## Route & Stops

- Stop 1: Book Tower – Washington Blvd South, Valet Area
- Stop 2: Capitol Park – Corner of State & Shelby
- Stop 3: Campus Martius, Cadillac Lodge, Midway Winter Wonders – Corner of Woodward Loop & Cadillac East
- Stop 4: Parker's Alley – Corner of Grand River and Farmer
- Stop 5: Theatre District – Corner of Elizabeth and Woodward

Stop 1: Book Tower -  
Valet Area  
Washington Blvd South -  
ROW secured



Stop 2: Capitol Park  
In Front of Closed Shelby  
Street



Stop 3: Campus  
Martius/Cadillac Lodge/  
Winter Wonders  
Monroe Street & Woodward  
Loop



Stop 4: Parker's Alley/The  
Belt  
Grand River and  
Library/Farmer



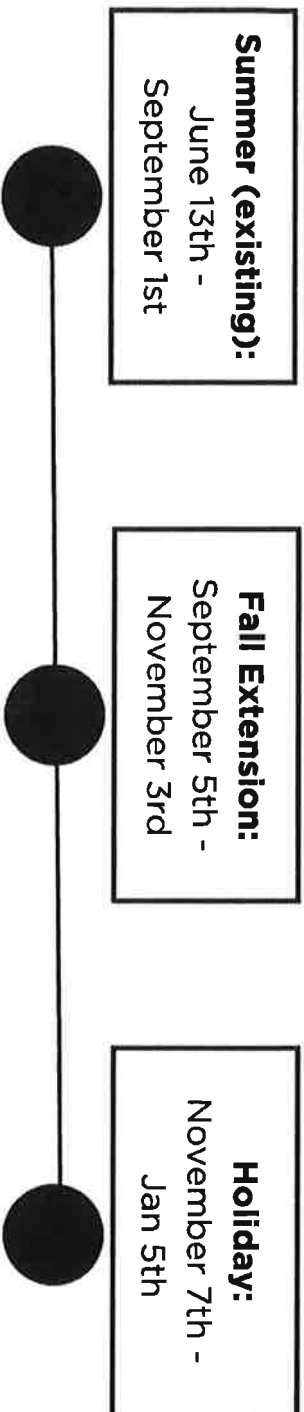
Stop 5: Theatre  
District

Elizabeth  
Street, Corner  
of Woodward



# SEASON SCHEDULE

We plan to continue momentum that streetscapes programming has built so far, through the Fall and Winter with adapted seasonal experiences. Our goal is to mirror Decked Out Detroit Streetscape programming into 2025, as well.





CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

# SPECIAL EVENTS PETITION

**Petition No:** \_\_\_\_\_

**Event Name:** Decked Out Detroit Winter Streetscapes + Activations

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

**Petitioner Name / Organization:** Bedrock Detroit

**Event Location:** Parker's Alley, Monroe & Randolph, Library & Gratiot, One Campus Martius Patio, Woodward & John R

**Event Date(s) and Time(s):** 11/07/24 5:00 PM to 01/06/25 9:00 AM

**Type of Event:** Other

<b>Applicant Contact:</b>
Noah Switalski
noahswitalski@bedrockdetroit.com
+1 (630) 201-3424

<b>Submission Date:</b>	09/13/24 5
<b>Date of Clerk's Office Referral:</b>	9/25/24
<b>Date of City Departments Sign Off:</b>	9/25/24
<b>Date Referred to Council:</b>	9/27/24

**Department Approvals**

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

**Date:** September 27, 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: deckedoutdetroit.com

Which spaces will be used? Sidewalk, Private Facility

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

## Event Description

Brief Event Purpose & Description:

Bedrock aims to activate the Downtown Detroit Central Business District Streetscapes this Winter through a myriad of family-friendly, fun and festive temporary installations and programming. Activations will take place from Mid-November through December, 2024. The purpose of these efforts is to enhance visitor experiences, create cheerful moments for public engagement, and promote foot traffic in and around downtown businesses for the holiday season.

Estimated Peak Attendance: 1000

Estimated Total Attendance: 200000

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? 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: Bedrock Detroit

Mailing Address: 630 Woodward Ave

Detroit Michigan 48226

Primary Contact:	Secondary Contact:
Noah Switalski	Eva Wieland
noahswitalski@bedrockdetroit.com	evawieland@bedrockdetroit.com
	+1 (608) 751-0061

Organization Type: Corporation

Organization Website: bedrockdetroit.com

**Event Setup & Breakdown**

Begin Setup: 10/16/24 9:00 AM

Complete Setup: 11/07/24 5:00 PM

Setup Location(s): Parker's Alley, Monroe & Randolph, Library & Gratiot, One Campus M

Event Start: 11/07/24 5:00 PM

Event End: 01/06/25 9:00 AM

Begin Tear Down: 01/06/25 9:00 AM

Complete Tear Down: 01/31/25 5:00 PM

Number of Trash Containers: 20 Number of Recycling Containers: 20

Cleaning Service Vendor: TPG

Other Waste Elements: No additional waste

**Street Closures & Parking**

How many streets will be closed: <sup>0</sup> \_\_\_\_\_

Will you be closing any part of Woodward Avenue? \_\_\_\_\_

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

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

Will you charge attendees for parking? <sup>No</sup> \_\_\_\_\_

Valet parking or blocking metered parking spaces? <sup>Neither</sup> \_\_\_\_\_

Describe the parking plan to accommodate anticipated attendance:  
City parking will be available to visitors.

**Food & Beverage**

Will food be served? <sup>Yes</sup> \_\_\_\_\_

Will food be prepared on site? <sup>Yes</sup> \_\_\_\_\_

Number of food trucks: <sup>0</sup> \_\_\_\_\_ Number of non-truck food vendors: <sup>2</sup> \_\_\_\_\_

## 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: N/A

What other structures will your event include? No permanent/temporary structures will be needed. All items will be mobile.

Will your event use any grills? No

What kind of grills? \_\_\_\_\_

## Utilities & Portable Restrooms

Event Utilities that will be used: Utility Power

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? No

Will a sound system be used? \_\_\_\_\_

Will you be providing Port-a-johns? No

## Security & Emergency Plans

Will the event have a security contractor? Yes

Security Contractor: Rock Security

Number of private personnel per shift: 1

Which of these apply to the private security personnel? Licensed

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 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 **Bedrock Detroit** to host **"Decked Out Detroit Winter Streetscapes and Activations" (2024-339)** on **November 07, 2024 through January 5, 2025** at **Parker's Alley, Monroe and Randolph, Library and Gratiot, One Campus Martius Patio, and Woodward and John R., Detroit, MI.**

**PROVIDED**, that there will be DPD Assisted Event; be it further

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

**PROVIDED**, that there will be DPW Barricades; and be it further

**PROVIDED**, that there will be BSEED Permits; and be it further

**PROVIDED**, that there will be DHD Permits; and be it further

**PROVIDED**, that there will be a Business License Required; 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.