

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.	2024-336
Name of Petitioner	Redrock Entertainment and City of Detroit Department of Elections
Description of Petition	Petition of Redrock Entertainment and City of Detroit Department of Elections (#2024-336), request to hold "Get Out The Vote Block Party" on W. Grand Blvd from 2 <sup>nd</sup> Ave. to 3 <sup>rd</sup> Ave., 2 <sup>nd</sup> Ave. from W. Grand to Milwaukee and W. Grand Blvd from 2nd Ave to Cass Ave. on October 19 <sup>th</sup> , from 8:30 AM to 8:00 PM. Set-up to begin October 18 <sup>th</sup> 6:00 AM and completed October 19 <sup>th</sup> 2:00 AM with tear -down to begin October 19 <sup>th</sup> , at 8:00 PM and completed by October 20 <sup>th</sup> 2:00 AM.
Type of Petition	<b>Special Event</b>
Submission Date	9/25/2024
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	Redrock Entertainment and City of Detroit Department of Elections Andre Gilbert II 313-485-8569 gilbertand@detroitmi.gov

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:** 9/18/2024

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.

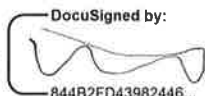
Applicant affirms that Applicant has read and understands the Hold Harmless and Indemnification provision and agrees to the terms expressed therein.

**Event Name:** Get Out The Vote Block Party

**Event Date:** 10/19/2024

**Event Organizer:** Redrock Entertainment

**Applicant Signature:**



**Date:** 9/18/2024



## Community Outreach Plan for **Pistonland**: What Up D.O.E.

### 1. Notification to Residents and Businesses

- **Method:** Send letters or door hangers to residents and businesses in the affected area at least two weeks prior to the event.
- **Content:** Provide event details, street closures, expected traffic disruptions, and alternative routes. Include contact information for any inquiries.
- **Timing:** Distribute by October 7 .

### 2. Community Information Sessions

- **Host in-person or virtual sessions** for residents and businesses to answer questions and address concerns regarding street closures and event logistics.
- **Dates:** October 10.

### 3. Local Business Partnerships

- Distribute promotional materials and encourage participation to increase local business foot traffic.

### 4. Social Media Campaign

- Create a dedicated social media campaign to inform the community about Pistonland: What Up D.O.E., street closures, and detour routes.
- Target local residents and businesses on platforms such as Instagram, Facebook, and Twitter. Include engaging posts, stories, and traffic maps.
- Utilize hashtags such as #Pistonland:WhatUpD.O.E.2024 and #DetroitTrafficUpdates.

### 5. Partnership with Local Radio Stations

- Announce event and traffic changes on local radio stations starting one week before the event, with regular reminders leading up to October 19.
- Ensure mentions during peak commute times to reach a wider audience.

#### **6. Collaboration with Local Authorities**

- Coordinate with city officials, police, and traffic management teams to ensure proper signage and detour information is clearly visible.
- Request police presence to assist with managing traffic during the event.

#### **7. Flyer Distribution in Public Spaces**

- Distribute flyers in high-traffic public spaces like community centers, schools, libraries, and grocery stores.
- Include details about the street closures, event schedule, and alternative routes.

#### **8. Event Day Communication**

- On the day of the event, ensure real-time traffic updates are shared on social media platforms and through radio broadcasts.
- Provide a live helpline for immediate assistance regarding the street closures and event-related queries.

This plan will help ensure smooth communication and minimize disruption while encouraging community engagement and excitement for Pistonsland: What Up D.O.E.

## Yakeima Fife

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**From:** Andre Gilbert  
**Sent:** Monday, September 30, 2024 3:05 PM  
**To:** Marjon Pierrie; Yakeima Fife  
**Cc:** Heather Rasmussen; bryan@redrockla.com; lubinmaxwell@gmail.com; Rueben Washington  
**Subject:** FW: Pistonsland: What Up D.O.E. - Activation summary

Good afternoon,

Please find the activations for Pistonsland below: What up D.O.E.

Andre Gilbert II, Deputy City Clerk  
City of Detroit – Office of the City Clerk  
Suite# 200 Coleman A. Young Municipal Center  
Two Woodward Avenue  
Detroit, Michigan 48226  
Office: [313-224-2019](tel:313-224-2019)  
Fax: [313-224-2075](tel:313-224-2075)

**From:** Heather Rasmussen <heather@redrockla.com>  
**Sent:** Monday, September 30, 2024 2:30 PM  
**To:** Andre Gilbert <gilbertand@detroitmi.gov>  
**Cc:** Max Lubin <lubinmaxwell@gmail.com>  
**Subject:** [EXTERNAL] Pistonsland: What Up D.O.E. - Activation summary

### **Pistonsland - Activation Summary**

#### **Playland Overview**

A basketball and hip-hop-themed carnival with an adult-focused play experience

#### **Proposed Playland Activations**

1. Ferris Wheel

A ride consisting of a revolving wheel with passenger cars. (Size Range from 25m - 42m).

2. Half Pipe

A mini U-shaped ramp structure for skateboarding featuring two opposing curved surfaces for performing tricks. We will have an artist customize the ramp and invite various professional skateboarders to showcase their skills.

3. Carnival Games

Classic carnival games, but prizes are Pistons and Detroit-themed when possible. The Carnival games will consist of Pop-A-Shot

4. Roller Rink

Hip Hop Roller Rink with top DJs and/or partnership with 97.9

5. Mini Golf

(18) Mini Golf setup where each hole is themed around voting.

6. 3x3 Tournament

A 3x3 basketball tournament featuring three players per team competing on a half-court.

7. Hang Bar

A "hang bar" activation to test attendees' grip strength by hanging from a bar for as long as possible

8. Large Foot Free Throw

A large-foot free-throw challenge tests participants' long-range shooting skills by inviting them to sink a basket from well beyond the standard free-throw line

9. Pop-a-Shot

Pistons-themed Pop-a-Shot, a basketball arcade game where participants compete to score as many baskets as possible in a limited time, shooting into mini-hoops from a short distance

10. Step-N-Repeat

Various photo moment interactions

### **Styleland Overview**

Style and culture activations will be hosted with curated local partners.

### **Styleland Activations**

1. Nail the Vote

Free nails done by local nail influencer, including V-O-T-E nail stickers

2. Barbershop

Free barber shop cuts from a Detroit-based barber

3. Sneakerhead Car Wash

Get your sneakers clean by Clean Sneaker Care, a Detroit-based sneaker business

4. Merch Shop

Stands with Prize Wheels for Free Merch as well as a few limited-edition selections for purchase

### **Communityland Overview**

A series of tents for community sponsors.

Community organizations partners TBD.

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**Re: Street Closure Plan - Pistons Land Event**

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**From** CONWAY PETTY 643 <PETTYC643@detroitmi.gov>  
**Date** Mon 9/30/2024 4:04 PM  
**To** Brooke Graves <bgraves@redrockla.com>; KEVIN ROBINSON 613 <ROBINSONK613@detroitmi.gov>  
**Cc** Bryan Frieders <Bryan@redrockla.com>; Michael DeGeus <MDeGeus@redrockla.com>; Heather Rasmussen <heather@redrockla.com>

Based on our conversation we will not do closures until Friday 10/18/24 4:30pm

Sent from my Verizon, Samsung Galaxy smartphone  
Get [Outlook for Android](#)

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**From:** Brooke Graves <bgraves@redrockla.com>  
**Sent:** Sunday, September 29, 2024 10:13:55 PM  
**To:** CONWAY PETTY 643 <PETTYC643@detroitmi.gov>; KEVIN ROBINSON 613 <ROBINSONK613@detroitmi.gov>  
**Cc:** Bryan Frieders <Bryan@redrockla.com>; Michael DeGeus <MDeGeus@redrockla.com>; Heather Rasmussen <heather@redrockla.com>  
**Subject:** [EXTERNAL] Re: Street Closure Plan - Pistons Land Event

Good evening, Cpt. Petty and Lt. Robinson!

I wanted to put this email at the top of your inbox for you to see when you return to work tomorrow morning. We would like to request an early call on Monday to discuss the street closure plan and hopefully obtain your approval to move forward.

I also wanted to amend the street closure times from my previous email. We are asking for the following streets to be closed as early as possible on October 18th and reopened on October 20th at 2am.

- 2nd Avenue - Milwaukee to W. Grand Blvd.
- 3rd Avenue - Milwaukee to Lorthrop

Additionally, we would like W. Grand Blvd from 3rd Avenue to Cass Avenue to be closed as early as possible on October 18<sup>th</sup> and reopened on October 20<sup>th</sup> between 6am and 8am. We feel that we will need additional time to remove the tech from the street.

Please let us know the official process for obtaining approval of this plan. We are happy to jump on a call and discuss in greater detail, if needed.

Thanks, and have a great evening!



CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

# SPECIAL EVENTS PETITION

**Petition No:** 2024-336

**Event Name:** Get Out The Vote Block Party

**Event Status:** In Review- City Council (Step 4 of 6)

**Petitioner Name / Organization:** Redrock Entertainment + City of Detroit Department of Elections

**Event Location:** W Grand Blvd from 2nd ave to 3rd ave + 2nd Ave from W Grand to Milwaukee + W Grand Blvd from 2nd Ave to Cass Ave

**Event Date(s) and Time(s):** 10/19/24 8:30 AM to 10/19/24 8:00 PM

**Type of Event:** Concert/Performance, Political Event, Festival, Other

<b>Applicant Contact:</b>
Andre Gilber II
gilbertand@detroitmi.gov
+1 (313) 485-8569

<b>Submission Date:</b>	09/16/24 6
<b>Date of Clerk's Office Referral:</b>	09/25/24
<b>Date of City Departments Sign Off:</b>	
<b>Date Referred to Council:</b>	

### 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 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:** 

**Date:** 9-30-2024

## 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? No

Is this an annual event? No

Event Website: N/A

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

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

## Event Description

### Brief Event Purpose & Description:

In partnership with the National Basketball Association and the Detroit Pistons, we are organizing an immersive block party and concert to help Gen-Z vote early. This event will take place on W Grand Blvd. between 2nd and 3rd ave on Saturday, October 19th (timing 9am start, ending after 5pm, likely 8pm) and be hosted by a co-chair committee composed of A-list artists and musicians, athletes, and leaders. This event is strictly nonpartisan.

Through targeted marketing and creative activations, the event will engage up to 10,000 18-30 year olds, with a focus on young people who rarely vote, or who have never voted before. The event itself will lead with culture – by creating a fun, immersive, and culturally impactful experience, in partnership with A-list artists and marquee brands like the NBA and Pistons, we can attract young audiences and layer in civic participation.

These activations will include fun experiences that build around the core themes of the event: basketball, culture, and voter participation. Examples could include a 3 X 3 basketball tournament, a food truck center, an opportunity to cast a vote early, and concerts from internationally acclaimed artists.

Estimated Peak Attendance: 10000

Event Organizers: Social impact firm Propper Daley to oversee talent, Redrock Entertainment, festival production partner, Global Project Partner of Live Nation TaskForce, a creative agency overseeing the brand and live experiences.

Music, Entertainment, and Vendor Contact: 10000

Is this a public event? Yes

Will there be ticket sales or admission charged? No

Does this event use Hart Plaza? No

Will there be merchandise sold? Yes

Will you be taking donations? No

Is this a charity event? 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: Redrock Entertainment + City of Detroit Department of Elections

Mailing Address: 2978 W Grand Blvd

Detroit MI 48206

Primary Contact:	Secondary Contact:
Andre Gilber II	Heather Rasmussen
<a href="mailto:gilbertand@detroitmi.gov">gilbertand@detroitmi.gov</a>	<a href="mailto:Heather@RedrockLA.com">Heather@RedrockLA.com</a>
	+1 (415) 272-7750

Organization Type: Government

Organization Website: \_\_\_\_\_

## Event Setup & Breakdown

Begin Setup: 10/18/24 6:00 AM

Complete Setup: 10/19/24 2:00 AM

Setup Location(s): W Grand Blvd from 2nd ave to 3rd ave + 2nd Ave from W Grand to Mil

Event Start: 10/19/24 8:30 AM

Event End: 10/19/24 8:00 PM

Begin Tear Down: 10/19/24 8:00 PM

Complete Tear Down: 10/20/24 2:00 AM

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

Cleaning Service Vendor: TBD

Other Waste Elements: \_\_\_\_\_

## Street Closures & Parking

How many streets will be closed: 5+

Will you be closing any part of Woodward Avenue? No

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

1. W Grand Blvd 10/18/24

3rd Ave to Cass 5:00 PM 2:00 AM

2. 2nd Ave 10/18/24

Milwaukee to W Gr Blvd 5:00 PM 2:00 AM

3. 3rd 10/18/24

Milwaukee to Lothrop 5:00 PM 2:00 AM

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:  
TBD

## Food & Beverage

Will food be served? Yes

Will food be prepared on site? Yes

Number of food trucks: 10 Number of non-truck food vendors: 10

## 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? Yes

How many stages will be used? 1

Do any of the stages have a canopy? No

Number of tents 10' x 10' and smaller: 20

Number of tents larger than 10' x 10': 20

Tent Contractor: TBD- Local Detroit Vendor

What other structures will your event include? TBD

Will your event use any grills? Yes

What kind of grills? TBD

## Utilities & Portable Restrooms

Event Utilities that will be used: Generators

How will generators be fueled? Diesel

Generator contractor: TBD

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: Redrock Entertainment - Health & Safety

Number of private personnel per shift: \_\_\_\_\_

Which of these apply to the private security personnel? Licensed

Will you contract emergency medical services? Yes

Name of emergency medical services contractor: TBD

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 checked="" 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 checked="" type="checkbox"/>	Emergency Medical Contractor Agreement (if applicable)
<input checked="" type="checkbox"/>	Barricades Provider Agreement (if applicable)
<input checked="" type="checkbox"/>	Security Contractor Agreement (if applicable)
<input checked="" 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 **Redrock Entertainment** to host "**Get Out The Vote Block Party**" (2024-336) on **October 19, 2024 from 8:30 AM-8:00 PM** at **W. Grand Blvd. to 2<sup>nd</sup> Avenue to 3<sup>rd</sup> Avenue to W. Grand Blvd. to Milwaukee to Cass Avenue, 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.