City of Detroit

Janice M. Winfrey City Clerk

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.

2024-376

Name of Petitioner

Alkebu-Ian Village

Description of Petition

Petition request to hold the "3rd Annual Motor City Kwanzaa Kinara

Lighting" on December 26, 2024 from 4:00 PM to 5:00 PM at

Northbound Cadillac Square at Woodward. Set-up will begin at 8:00 AM on December 26th and be completed by 2:00 PM the same day. Tear down will begin at 6:00 PM on December 26, 2024, and be completed by

12:00 PM on December 27, 2024.

Type of Petition

Special Events

Submission Date

11/07/24

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

Gregory McKenzie 7701 Harper Ave Detroit, MI 48213 (313) 578-1300

gmckenziejr@alkebulanvillage.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: 10/26/2024

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

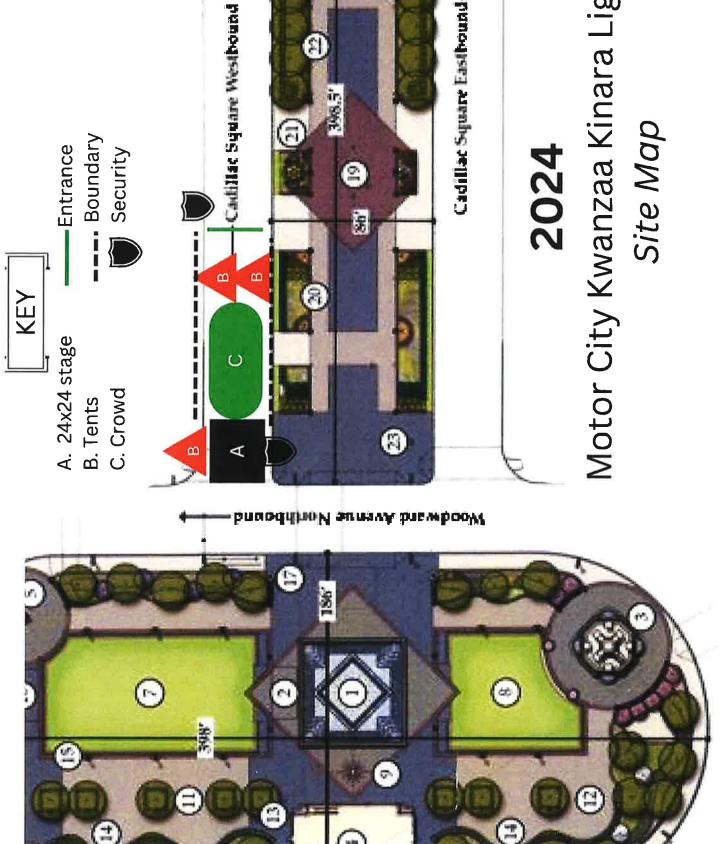
The Applicant agrees to indemnify and hold the City of Detroit (which includes its agencies, officers, elected officials, appointed officials and employees) harmless from and against injury, loss, damage or liability (or any claims in respect of the foregoing including claims for personal injury and 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: 3rd Annual Motor City Kwan: Event Date:12/26/2024

Event Organizer: Alkebu-lan Village

Applicant Signature: Date: 10/26/2024



Motor City Kwanzaa Kinara Lighting Cadillac Square Eastbound-Site Map 2024 9

Motor City Kwanzaa Kinara Communication and Community Impact Plan

The Motor City Kwanzaa Kinara is an annual holiday installation at Campus Martius in Detroit, celebrating the principles of Kwanzaa and the vibrancy of African American culture. Now in its third year, this partnership between Councilman Scott Benson, the Downtown Detroit Partnership, and Alkebu-Lan Village has become a cherished holiday event, drawing extensive media coverage and hundreds of attendees.

Goals

- 1. Promote Cultural Awareness: Highlight the importance of Kwanzaa and educate the community about its seven principles.
- 2. Enhance Community Engagement: Increase attendance and participation through strategic communications and local partnerships.
- 3. Showcase Partnership Strength: Underscore the collaboration between Councilman Scott Benson, Downtown Detroit Partnership, and Alkebu-Lan Village.
- 4. Celebrate Detroit's Cultural Heritage: Position the event as a core part of Detroit's holiday traditions and cultural identity.

Target Audience

Primary: Residents of Detroit and surrounding communities, families, and culturally engaged groups.

Secondary: Local media, educational institutions, cultural organizations, and potential sponsors.

Communication Strategies

Press and Media Outreach

- Press Release: Issue a press release to Detroit media outlets, highlighting the event's significance, partnership details, and schedule.
- Media Invitations: Invite local journalists and bloggers to attend and cover the event, with personalized invitations for key press contacts.
- Feature Stories: Collaborate with local media to develop feature stories and segments on the significance of Kwanzaa, including interviews with organizers and partners.

Social Media Campaign

- Countdown Campaign: Launch a seven-day countdown, each day highlighting one of Kwanzaa's principles.
- Engagement Content: Post engaging content, such as behind-the-scenes setup, community testimonials, and partner spotlights on platforms like Facebook, Instagram, and X (formerly Twitter).
- Live Coverage: Use Instagram Live and Facebook Live during the lighting ceremony and other key moments to broaden reach and engagement.

Community Engagement and Outreach

- Partnership with Local Schools and Community Centers: Collaborate with schools and community centers to host educational sessions about Kwanzaa in the weeks leading up to the event.
- Flyers and Posters: Distribute printed materials to neighborhood centers, libraries, and local businesses to raise awareness within the community.
- Email Marketing: Utilize Alkebu-Lan Village and Councilman Benson's community mailing lists to send event reminders and educational materials on Kwanzaa.

Digital Marketing and Event Listings

- Event Listings: Publish event details on local event platforms, like Eventbrite, Visit Detroit, and community boards, to reach wider audiences.
- Website Features: Dedicate a section on Alkebu-Lan Village, Councilman Benson, and Downtown Detroit Partnership websites with event details, Kwanzaa information, and resources for learning about the holiday.

Influencer and Community Leader Engagement

- Community Leaders: Invite Detroit community leaders to attend and promote the event within their networks.
- Social Influencers: Collaborate with local influencers who focus on Detroit culture, community, and family-oriented events to spread the word.

Community Impact Goals

- Foster Cultural Education and Understanding: Deliver a deeper understanding of Kwanzaa's principles to attendees and residents, fostering respect and celebration of African American heritage.
- 2. Strengthen Community Connections: Bring together diverse groups within Detroit, reinforcing unity and cultural pride.
- 3. Economic Impact for Local Businesses: Encourage event-goers to visit nearby local businesses, driving economic benefits to Downtown Detroit during the holiday season.
- 4. Encourage Youth Involvement and Engagement: Through collaboration with schools and community centers, engage youth in learning about and celebrating Kwanzaa, nurturing the next generation's interest in cultural traditions.

Evaluation and Metrics

- Media Coverage Analysis: Track mentions and stories across media outlets, including TV, print, radio, and digital.
- Social Media Metrics: Monitor engagement rates, reach, and impressions across social media platforms.

- Attendance Numbers: Record attendee numbers and feedback through onsite surveys or digital feedback forms.
- Community Feedback: Gather feedback from community members, partners, and attendees to understand impact and areas for future improvement.

Motor City Kwanzaa Kinara Event Clean Up Plan

1. Introduction:

- The clean-up plan outlines the procedures and responsibilities for post-event cleanup of the Motor City Kwanzaa Kinara event.

2. Clean-Up Team:

- The clean-up will be carried out by Alkebu-lan Village staff and a designated group of volunteers known as the MCKK Clean Up Crew.

3. Responsibilities:

- a. Alkebu-lan Village Staff:
 - Supervise and coordinate the clean-up efforts.
 - Provide necessary supplies such as trash bags, gloves, and cleaning materials.
 - Assign specific tasks to volunteers based on their capabilities.

b. MCKK Clean Up Crew:

- Assist in dismantling event structures and decorations.
- Collect and properly dispose of trash and recyclables in designated bins.
- Sweep and clean the event area to ensure it is free of debris and litter.
- Check for any lost items that attendees may have left behind and set them aside for retrieval.

4. Equipment and Supplies:

- Provide a sufficient quantity of trash bags, recycling containers, brooms, dustpans, and gloves for the clean-up crew.

- Arrange for proper disposal of collected waste in accordance with local regulations and guidelines.
6. Timeframe:
- Initiate clean-up immediately after the event concludes.
- Allocate adequate time to ensure a thorough and efficient clean-up process.
7. Area Assignment:
- Divide the event area into specific zones and assign clean-up crews to each zone for systematic cleaning.
8. Inspection and Final Check:
- Conduct a final walk-through of the event area to ensure no trash or debris remains.
- Check for any potential damage to the venue or equipment during the event.
9. Recycling Efforts:
- Prioritize recycling efforts by separating recyclables from general waste.
10. Lost and Found:
- Establish a designated area for lost items, which will be held for a specified period before being turned over to appropriate authorities.
11. Communication:
- Maintain open lines of communication between Alkebu-lan Village staff and the MCKK Clean Up Crew to address any issues or concerns promptly.

5. Waste Disposal:

12. Conclusion:

- The clean-up plan aim	ns to ensure the event	t area is restored to	its original condition a	ind ready for
future use.				

Medical Plan for Outdoor Event at Woodward and Cadillac Square

Event Location: Woodward Avenue and Cadillac Square, Downtown Detroit

Primary Medical Provider: On-site First Aid Station and Henry Ford Hospital Support Primary Contact for Medical Emergencies: Gregory Smith (Mack and Smith Security)

Phone: 586-696-7050

On-Site First Aid Station

The event will feature a dedicated First Aid Station located in a central, easily accessible area. This station will be staffed by trained first responders equipped to handle minor medical issues such as cuts, scrapes, dehydration, and heat exhaustion. Clear signage will direct attendees to the station, and security personnel will be aware of its location to assist in case of an emergency. The First Aid Station will be stocked with essential medical supplies, including bandages, antiseptics, cold packs, and hydration solutions, to provide immediate care for common event-related medical concerns.

Emergency Medical Personnel and Contact

While the on-site First Aid Station will address minor injuries, security and event staff will be prepared to handle more serious medical incidents by coordinating with **Henry Ford Hospital** at **2799 West Grand Boulevard, Detroit, MI 48202**. For medical emergencies that require advanced care, staff will contact **Gregory Smith (586-696-7050)** to initiate emergency procedures, which include notifying 911 and ensuring the affected individual is safely transported. Security personnel trained in CPR and first aid will stabilize the person as best as possible while awaiting emergency medical services (EMS).

Heat and Hydration Monitoring

Since the event is outdoors, heat-related conditions such as heat exhaustion or dehydration are key concerns. To mitigate these risks, event staff will encourage hydration by providing free water stations around the venue. Staff will monitor the weather forecast and be prepared to increase hydration efforts if high temperatures are expected. Additional shaded areas will be set up to provide relief from direct sunlight, and security personnel will be vigilant in identifying any attendees displaying signs of overheating, such as excessive sweating, dizziness, or confusion.

Designated Incident and Recovery Area

In the event of a serious medical issue, a designated area near the First Aid Station will be set aside for stabilizing individuals before EMS arrives. This area will allow medical personnel to assess and care for the individual in a quieter, controlled space, away from crowded areas. The incident area will be marked as a "Medical Recovery Zone" and restricted to medical staff, the

affected individual, and their immediate support. This approach helps maintain privacy and ensures efficient treatment without interference from bystanders.

Communication and Documentation

All medical incidents, no matter how minor, will be documented by the on-site medical team. This documentation will include the nature of the incident, any immediate treatment provided, and follow-up actions taken. Security and medical personnel will maintain communication through handheld radios, enabling quick relay of medical updates to ensure continuous care and coordination. A post-event report will summarize all incidents and be shared with event organizers to review any patterns or issues that could improve future medical readiness.

Staff and Attendee Education

Prior to the event, all staff will attend a briefing on recognizing and responding to medical issues. This briefing will cover common signs of heat exhaustion, dehydration, and other conditions that may arise during outdoor events. Staff will be trained on the location of the First Aid Station and procedures for contacting security and emergency personnel. Educational signs about hydration and sun safety will also be posted at water stations and shaded rest areas for attendee awareness.

Transportation and Access for EMS

Security will ensure that primary pathways to the event are kept clear for EMS vehicle access if an emergency arises. A direct route from Woodward Avenue to the First Aid Station and incident area will be designated to facilitate quick transportation. Security staff stationed at entry points will guide EMS personnel to the affected individual upon arrival, ensuring that there are no delays in providing necessary care.

Security Plan for Outdoor Event at Woodward and Cadillac Square

Event Location: Woodward Avenue and Cadillac Square, Downtown Detroit

Primary Security Provider: Mack and Smith Security

Security Contact: Gregory Smith

Phone: 586-696-7050

Security Staffing and Deployment

The event will have **6 security guards on-site**, strategically positioned to ensure comprehensive coverage. Two guards will be stationed at the primary entry and exit points along Woodward Avenue to monitor attendee flow and control access. Three guards will rove throughout the event area, patrolling the perimeter and high-traffic zones to maintain crowd control, address any disturbances, and identify potential security risks. A designated guard trained in emergency response will be centrally located, ready to respond promptly to any incidents that may arise.

Access Control

Security personnel will conduct bag checks at entry points to screen for prohibited items, including weapons, alcohol, and hazardous materials. All event staff and vendors will wear visible ID badges for easy identification, and attendees may be issued wristbands if the event is gated. Security will monitor restricted areas, including VIP sections, vendor zones, and emergency services areas, to ensure only authorized individuals have access. These access control measures are designed to maintain a safe and secure environment throughout the event.

Crowd Management

To prevent overcrowding and maintain orderly attendee flow, security will actively monitor crowd density, especially in high-traffic zones. Ropes and stanchions will be used to manage lines at entry points and restrooms, with security personnel directing foot traffic to ensure that queues remain organized. Communication among guards will be facilitated through handheld radios, with Gregory Smith, the security contact, available to escalate any serious incidents as needed. These measures are aimed at enhancing crowd safety and reducing congestion.

Emergency Response Procedures

In the event of a medical emergency, security personnel trained in basic first aid and CPR will secure the area, notify emergency responders, and provide initial assistance until EMS arrives. Should an evacuation be required, security guards will guide attendees to designated exits along Woodward Avenue, keeping pathways clear to prevent bottlenecks. For severe weather situations, security will monitor updates and, if necessary, direct attendees to nearby shelter locations, such as the Guardian Building or 1001 Woodward, providing safe refuge from adverse conditions.

Incident Reporting and Documentation

Security guards will document all incidents, including medical emergencies, unauthorized access attempts, and suspicious activity, using incident report forms to ensure accurate records are maintained. After the event, the head of security will compile a summary report, detailing all incidents for submission to event organizers and, if necessary, to local authorities. This documentation process allows for transparent incident tracking and post-event assessment.

Communication with Emergency Services

Mack and Smith Security will maintain direct communication with Detroit police, fire, and EMS services. Security guards will have access to emergency contact numbers to ensure a rapid response if needed. Prior to the event, Gregory Smith will brief the Detroit Police Department on event details, expected attendance, and the security setup to ensure that all local emergency services are aware of the event's security measures and are ready to respond as needed.

Preparation and Training

Prior to the event, all security guards will participate in a training session covering crowd control, emergency response procedures, and communication protocols. Security will conduct a walk-through of the event layout, familiarizing guards with evacuation routes and response actions. This preparation ensures that each guard is well-versed in their role and can respond effectively during the event.

Coordination with Event Staff

Security personnel will be equipped with radios to coordinate with event staff for a seamless response to any issues. A security briefing will be held for event staff before the event begins, covering security protocols, emergency contacts, and evacuation routes. This briefing ensures that all staff members are prepared to work alongside security to provide a safe and controlled environment.

Emergency Action Plan

Event Location: Woodward Avenue and Cadillac Square, Downtown Detroit

1. Procedures for Reporting Emergencies

 In case of an emergency, event staff should immediately contact Mack and Smith Security at 586-696-7050 (Gregory Smith, primary contact). For lifethreatening emergencies, call 911 and specify the location as "Woodward and Cadillac Square in downtown Detroit."

2. Staff and Attendee Response to Emergencies

- o **Medical Emergency**: Notify Mack and Smith Security. Trained staff or security personnel should administer first aid while waiting for emergency responders.
- Fire or Hazardous Material Emergency: Move attendees away from the affected area and guide them to designated safe zones clear of vehicles and hazards.
- Weather Emergency: In severe weather, direct attendees to designated shelter locations, such as nearby buildings, parking structures, or under awnings, and await further instructions from security.

3. Emergency Contacts

o Primary Hospital: Henry Ford Hospital

Address: 2799 West Grand Boulevard, Detroit, MI 48202

o Security Contact: Mack and Smith Security

• Contact Person: Gregory Smith

• **Phone**: 586-696-7050

4. Evacuation and Shelter Procedures

- Evacuation: If evacuation is necessary, direct attendees along Woodward
 Avenue toward the north or south exit points as instructed by security. Staff
 should assist in maintaining calm and orderly movement.
- o **Relocation**: In cases where relocation is needed (e.g., fire, chemical spill), direct attendees to move to a safe distance, following instructions from emergency personnel.
- Shelter-in-Place: For unexpected severe weather, direct attendees to nearby shelter options, such as the Guardian Building, 1001 Woodward, or other covered areas along Woodward Avenue.

5. Use of Elevators

 Elevators should only be used in surrounding buildings if safe and permitted by emergency personnel. In emergencies requiring evacuation, direct attendees to use stairs.

6. Emergency Drills

 Conduct an emergency briefing for all event staff prior to the event to ensure familiarity with procedures. If possible, conduct a quick walk-through of emergency routes and shelter areas.

7. Fire and Emergency Services Access

 Access Points: Ensure clear access for emergency vehicles along Woodward Avenue and Cadillac Square. Staff should keep pathways and access points unobstructed at all times.

8. Additional Jurisdictional Requirements

 Authority Requirements: All procedures comply with Detroit city ordinances for outdoor events. Additional protocols will be communicated by Mack and Smith Security based on local authority requirements.

CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

SPECIAL EVENTS PETITION

Applicant Contact:	Subn	nission Date:	10/28/24 2
Type of Event: Concert/Performance, Other			
Event Date(s) and Time(s):to	12/26/24	5:00 PM	
Event Location: Northbound Cadillac Square at Woodward			
Petitioner Name / Organization: Alkebu-lan Village			
Event Status: In Review- Clerk's Office (Step 2 of 6)			
Event Name: 3rd Annual Motor City Kwanzaa Kinara Lighting			
Petition No: 2024-376			

Applicant Contact:		
Gregory McKenzie		
gmckenziejr@alkebulanvillage.com		
+1 (313) 578-1300		

Submission Date:	
Date of Clerk's Office Referral:	
Date of City Departments Sign Off:	
Date Referred to Council:	11/8/24

Department Approvals

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

BSEED

BSEED Reviewed-Ready for Council

Date: November 8, 2024

General Event Information
Has this event been hosted before?
Has the applicant (individual or organization) ever applied for a Special Event with the City of Detroit before?
Is this an annual event? Yes
Event Website: https://alkebulanvillage.com/event/3rd-annual-motor
Which spaces will be used? Street, Sidewalk
Will this event include the use or sale of marijuana? No
Event Description
Brief Event Purpose & Description: A full program showcasing the world's largest Kwanzaa Kinara will echo the principles of Kwanzaa and celebrate the lighting of Day 1 of this 7-Day holiday. Hundreds of Detroiters will gather to see cultural performances and hear guest speakers.
Estimated Peak Attendance: 300
Estimated Total Attendance: 400
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	า		
Organization / Petitioner N	Name: Alkebu-la	an Village	
Mailing Address: 7701 Harp	er Avenue		
Detroit	MI	48213	
Primary Contact:		Secondary Contact:	
Gregory McKenz	zie		
gmckenziejr@alkebulanv	/illage.com		
Organization Type: Nonprofi	it		
Organization Website: www	v.alkebulanvillage	e.com	
Event Setup & Break Begin Setup: 12/26/24	kdown	8:00 AM	
Complete Setup: 12/26/24		2:00 PM	
Setup Location(s): Woodward		d Cadillac Square	
Event Start:		4:00 PM	
Event End:		5:00 PM	
Begin Tear Down: 12/26/24		6:00 PM	
Complete Tear Down: 12/27/24		12:00 PM	3
Number of Trash Containe	rs: <u>15</u>	Number of Recycling Containers: 15	
Cleaning Service Vendor:			
Other Waste Elements: <u>n/</u>	'a		

Street Closures & Parking How many streets will be closed: 1 Will you be closing any part of Woodward Avenue? No Street Closures (if there are 1-4 closed streets): Northbound Cadillac Square 12/26/24 8:00 AM 6:00 PM Bates and Woodward Will you charge attendees for parking? No Valet parking or blocking metered parking spaces? Neither Describe the parking plan to accommodate anticipated attendance: Street parking at meters 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? Yes
How many stages will be used? 1
Do any of the stages have a canopy? Yes
Number of tents 10' x 10' and smaller: 3
Number of tents larger than 10' x 10": 2
Tent Contractor: G&CC Tent Rentals
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? Gasoline
Generator contractor: G&CC Tent Rental
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? No

Security & Emergency Plans

Will the event have a security contractor? Yes	
Security Contractor: DDP	
Number of private personnel per shift: 10	
Which of these apply to the private security personnel? <u>Licensed</u>	
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

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

City Council Member:	
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Resolved, The Mayor's Office is hereby authorized and directed to issue permits to Alkebu-Ian Village to host "3rd Annual Motor City Kwanzaa Kinara Lighting" (2024-376) on December 26th, 2024, from 4:00 PM - 5:00 PM at Northbound Cadillac Square at Woodward, 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 a Business License Required obtained following City Council approval; and be it further

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