

# 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*

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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.	2024-380
Name of Petitioner	ORI Reel
Description of Petition	Petition of ORI Reel ( <b>#2024-380</b> ), request to hold "ORI Film Festival" at Hart Plaza on September 19 <sup>th</sup> , 2025 through September 21 <sup>st</sup> , 2025, from 4:00 PM to 11:00 PM. Set-up to begin September 18 <sup>th</sup> , 8:00 AM and completed by September 19 <sup>th</sup> 8:00 AM with the tear down to begin September 21 <sup>st</sup> , at 11:00 PM and completed by September 22 <sup>nd</sup> 8:00 AM.
Type of Petition	<b>Special Event</b>
Submission Date	11/14/2024
Concerned Departments	Buildings, Safety Engineering, and Environmental Department (BSEED), Detroit Department of Transportation (DDOT), Detroit Fire Department (DFD), Detroit Health Department (DHD), General Services Department (GSD), Media Services Department, Municipal Parking Department, Police Department (DPD)
Petitioner Contact	ORI Reel Philip Talbert (313) 529-6600 <a href="mailto:pjtalbert@totalaccessinc.com">pjtalbert@totalaccessinc.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:** Najanava Harvey-Quinn

**Date:** 10/11/24

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:** ORI Film Festival

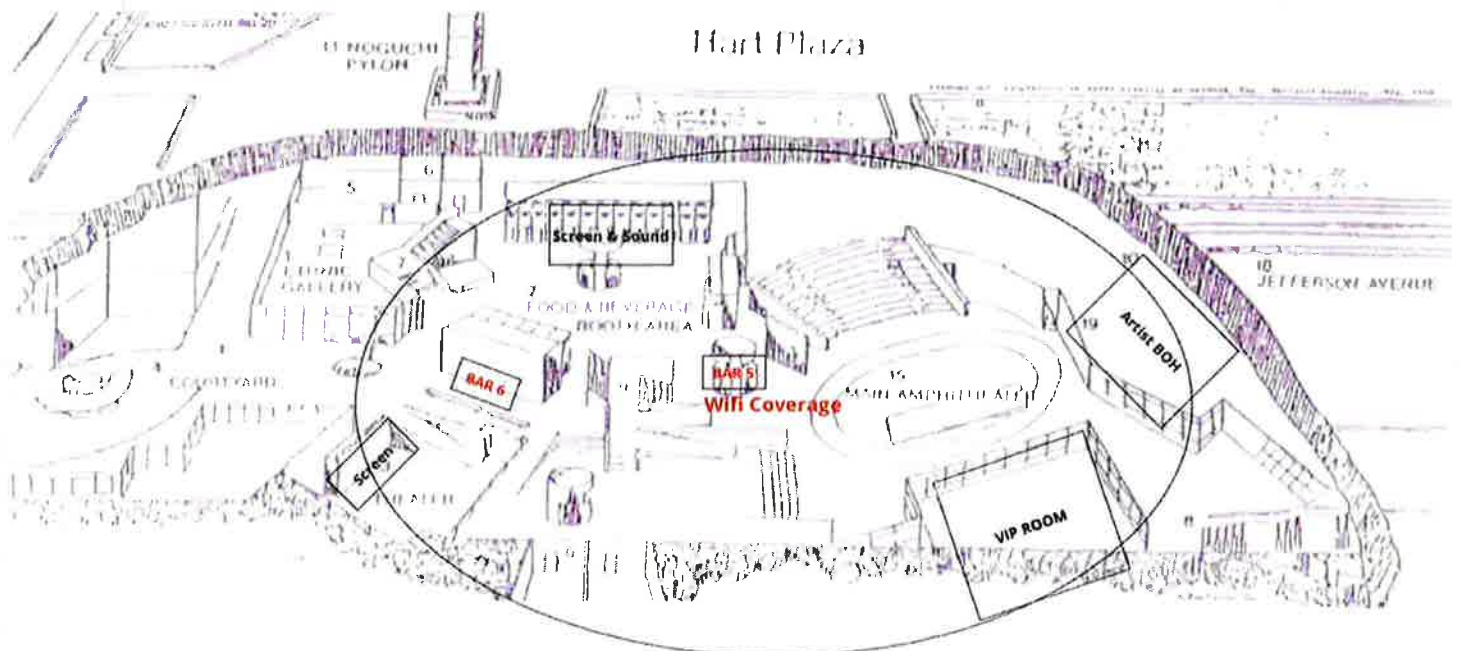
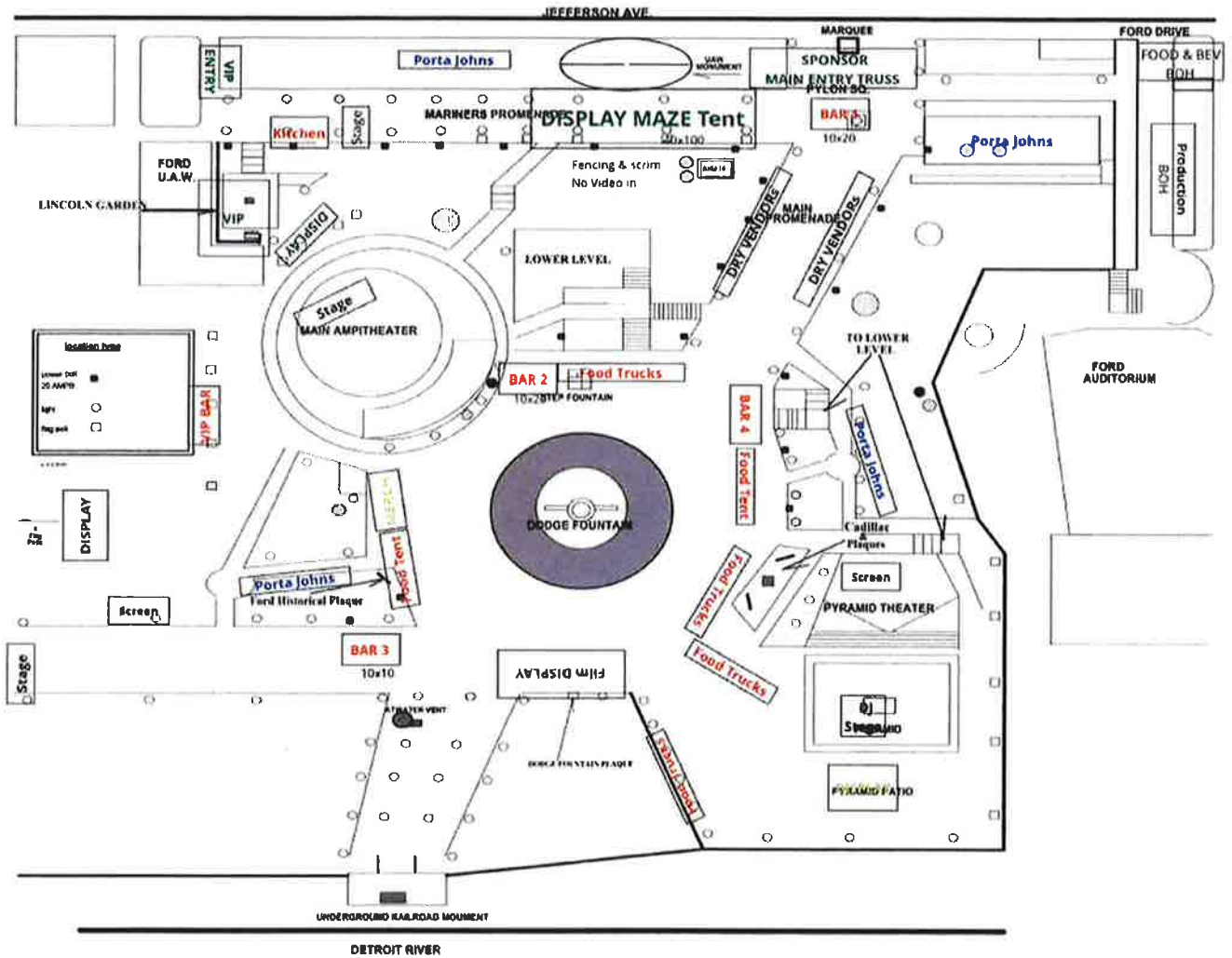
**Event Date:** 9/19-21/2025

**Event Organizer:** Najanava Harvey-Quinn

**Applicant Signature:** Najanava Harvey-Quinn

**Date:** 10/11/24

# Draft Hart Plaza Map



JEFFERSON AVE

FORD DRIVE

MARQUEE

PYLON SQ.

UAW MONUMENT

MARINERS PROMENADE

FORD U.A.W.

LINCOLN GARDEN

MAIN PROMENADE

LOWER LEVEL

MAIN AMPITHEATER

Location type

power pole

20 AMPS

light

flag pole

11-18-2009

Public

FORD AUDITORIUM

TO LOWER LEVEL

Cadillac & Plaques

PYRAMID THEATER

PYRAMID

PYRAMID PATIO

STEP FOUNTAIN

DODGE FOUNTAIN

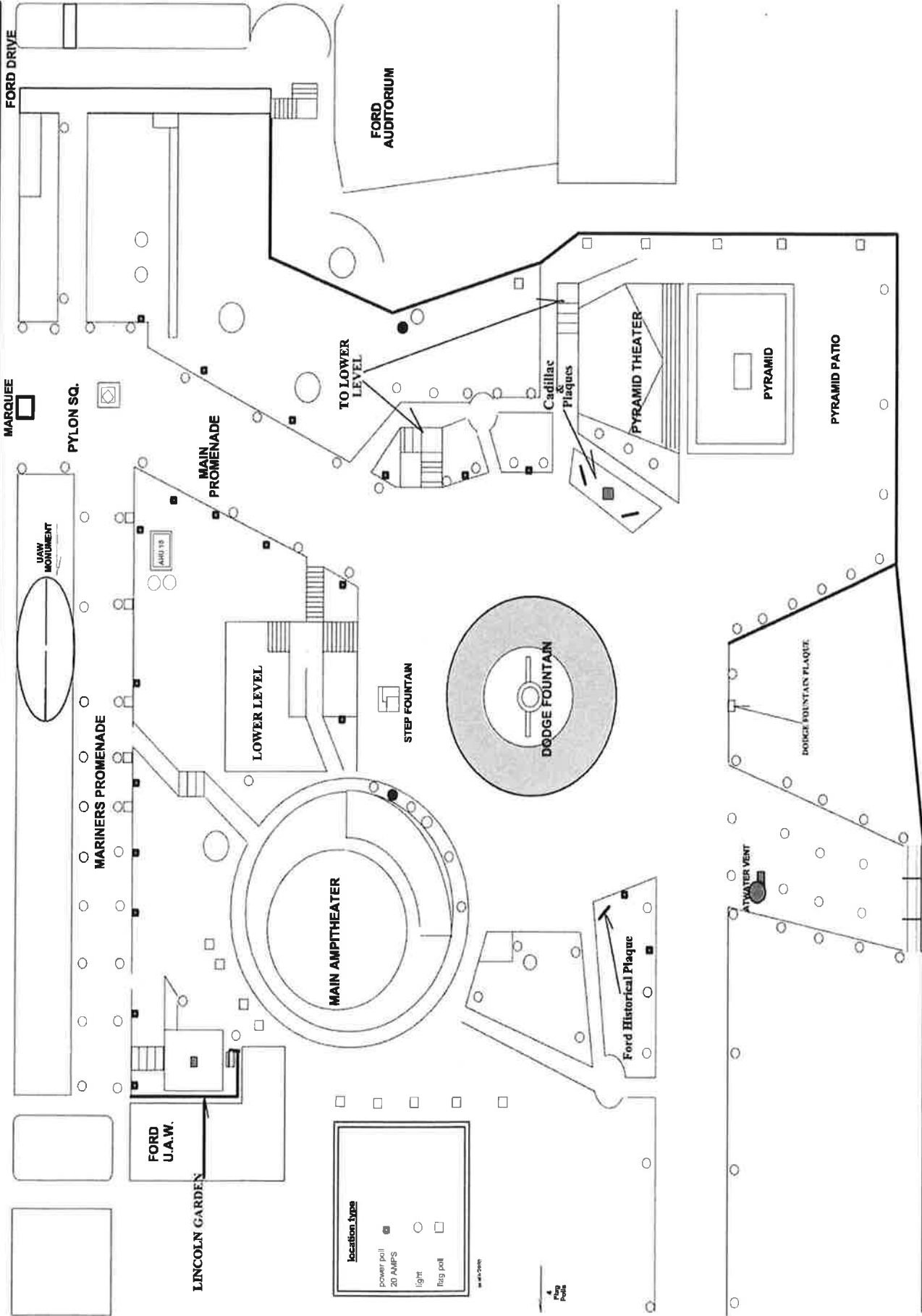
DODGE FOUNTAIN PLAQUE

Ford Historical Plaque

AIR WATER VENT

UNDERGROUND RAILROAD MONUMENT

DETROIT RIVER



## Cleanup Plan for the Ori Film Festival:

### **1. Pre-Event Setup**

- Coordinate with waste management vendors to place sufficient trash, recycling, and compost bins throughout the venue, especially near food areas, high-traffic spots, and exits.
- Brief staff and volunteers on waste separation protocols to minimize contamination and ensure proper disposal practices.

### **2. During the Event**

- Assign dedicated staff or volunteers to monitor waste bins and replace bags as needed, preventing overflow and maintaining a clean environment.
- Encourage festival-goers to dispose of waste properly through signage and announcements, highlighting eco-friendly practices like recycling and composting.

### **3. Post-Event Cleanup**

- Schedule a comprehensive waste pickup and disposal service immediately after the event, including separate collection for recyclables, compostables, and landfill waste.
- Conduct a final sweep of the venue and surrounding areas, ensuring all trash is removed, and restore the space to its original state.
- Review cleanup practices with the team to identify improvements for future events, including waste reduction and efficient disposal methods.

Communication and Community Impact Plan outline for the Ori Film Festival:

## 1. Communication Plan

- **Objectives:**
  - Build awareness of the festival among target audiences.
  - Drive engagement through storytelling that emphasizes the festival's cultural impact.
  - Encourage participation by community leaders, influencers, and the general public.
- **Target Audience:**
  - Film enthusiasts, local communities, arts supporters, educational institutions, media, and cultural influencers.
- **Key Messaging:**
  - Highlight the festival's unique contributions to the film industry, including diversity, artistic vision, and cultural inclusivity.
  - Emphasize the festival's role in supporting independent filmmakers and promoting underrepresented voices.
  - Promote festival experiences: screenings, Q&A sessions, networking events, and community workshops.
- **Channels:**
  - **Social Media:** Leverage Instagram, Twitter, Facebook, and TikTok for event countdowns, behind-the-scenes clips, and filmmaker spotlights.
  - **Email Campaigns:** Segment audiences to deliver tailored content, including sneak peeks, schedules, and special promotions.
  - **Media Outreach:** Engage local and national press, film blogs, and industry publications with press releases and personalized pitches.
  - **Community Partnerships:** Collaborate with local businesses, arts organizations, and influencers to amplify reach.
- **Content Strategy:**
  - Weekly updates on participating filmmakers, films, and festival events.
  - Video interviews with filmmakers, organizers, and sponsors.
  - Visual content highlighting festival highlights, the venue, and community partnerships.

## 2. Community Impact Plan

- **Objectives:**
  - Foster a connection between the festival and the local community.
  - Create opportunities for local talent and underserved groups to participate.
  - Highlight the festival's commitment to cultural enrichment and economic benefits.
- **Key Initiatives:**
  - **Educational Workshops:** Offer free or discounted workshops for students and emerging filmmakers, focusing on storytelling, production, and film industry insights.

- **Local Talent Showcases:** Feature short films or works from local filmmakers and artists, creating visibility for emerging talent.
- **Economic Impact Partnerships:** Partner with local vendors, artists, and small businesses for catering, merchandise, and venue decor, creating a direct economic impact.
- **Outreach Programs:** Collaborate with schools, community centers, and cultural organizations to offer discounted or sponsored tickets, increasing accessibility.
- **Measuring Impact:**
  - Track participation numbers and engagement metrics on digital platforms.
  - Collect community feedback through post-event surveys.
  - Assess economic contributions through partnerships and local business support metrics.
  - Compile a community impact report to share with stakeholders and use for future event planning.

This plan will help build the Ori Film Festival's visibility, increase engagement, and make a lasting impact on the community.

Emergency Action Plan (EAP) for the Ori Film Festival:

## 1. Emergency Roles and Responsibilities

- **Event Manager:** Acts as the main coordinator in emergencies, ensuring proper communication with all teams and emergency services.
- **Emergency Response Team:** Trained staff responsible for crowd control, medical response, and evacuation if needed.
- **Security Personnel:** Manages entry/exit points, monitors for potential threats, and assists with crowd control.
- **Medical Personnel:** On-site team to handle first aid and assess injuries, coordinating with local EMS for serious cases.

## 2. Emergency Procedures

- **Evacuation Plan:**
  - Identify and mark all exits and evacuation routes with clear signage.
  - Assign staff to direct attendees to the nearest exits in an orderly fashion.
  - Establish designated assembly points for attendees and staff outside the venue.
- **Medical Emergencies:**
  - Station medical tents or stations at visible locations throughout the venue.
  - Provide first aid supplies and communicate with local EMS for any critical needs.
  - Designate staff to contact emergency medical services immediately in life-threatening cases.
- **Fire and Hazardous Situations:**
  - Ensure fire extinguishers are accessible at strategic points, and staff are trained in their use.
  - Immediately contact local fire services in case of a fire, and begin evacuation if necessary.
  - Monitor any hazardous equipment or materials and ensure safe distances from attendees.
- **Severe Weather:**
  - Monitor weather forecasts and communicate potential severe weather updates to attendees.
  - Establish shelter areas or evacuation plans in case of extreme weather conditions.
  - Announce event postponement or early closure if severe weather poses a risk to attendees.

## 3. Communication and Notification

- **Public Address System:** Use the PA system to provide clear, calm instructions to attendees during an emergency.
- **Emergency Contacts:** Maintain a list of emergency contacts, including local police, fire, and EMS services, on-site and in an easily accessible location.
- **Staff Communication:** Equip all staff with two-way radios or a communication app to relay updates and instructions quickly.



#### **4. Training and Drills**

- Conduct pre-event emergency training for all staff, covering evacuation routes, fire extinguisher use, and crowd control methods.
- Perform a mock drill before the event to ensure all teams understand their roles and responsibilities.

#### **5. Post-Emergency Review**

- After any incident, conduct a debrief with staff to assess response effectiveness.
- Identify areas for improvement and update the EAP as necessary for future events.

This EAP will help ensure the safety of all attendees, staff, and vendors during the Ori Film Festival by facilitating an organized response to any emergency situation.

CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

# SPECIAL EVENTS PETITION

**Petition No:** 2024-380

**Event Name:** ORI Reel Film and Entertainment Festival

**Event Status:** In Review- Relevant Departments (Step 3 of 6)

**Petitioner Name / Organization:** ORI Reel

**Event Location:** Hart plaza

**Event Date(s) and Time(s):** 09/19/25 4:00 PM to 09/21/25 11:00 PM

**Type of Event:** Festival

<b>Applicant Contact:</b>
Phillip Talbert
pjtalbert@totalaccessinc.com
+1 (313) 529-6600

<b>Submission Date:</b>	10/11/24 1
<b>Date of Clerk's Office Referral:</b>	11/14/24
<b>Date of City Departments Sign Off:</b>	11/13/24
<b>Date Referred to Council:</b>	11/15/24

### Department Approvals

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

**BSEED**  
BSEED Reviewed-Ready for Council

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

**Date:** November 15, 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? Yes

Event Website: https://www.orireelent.com/

Which spaces will be used? City Facility

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

## Event Description

Brief Event Purpose & Description:

Festivals bring communities together and we want to leverage that to provide an ORI Reel Entertainment adventure. ORI Reel International Film and Entertainment Festival is a place where multi-faceted creatives from around the globe, industry executives, and the community will converge for three days filled with screenings, concerts, engaging talk events, exclusive parties, and invaluable connection opportunities. Attendees will be immersed in an extraordinary sensory experience permeating with an array of films, music, comedy, attractions, and libations.

Estimated Peak Attendance: 5000

Estimated Total Attendance: 15000

Is this a public event? Yes

Will there be ticket sales or admission charged? Yes

Does this event use Hart Plaza? Yes

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: ORI Reel

Mailing Address: 10101 Lyndon

Detroit Michigan 48238

Primary Contact:	Secondary Contact:
Phillip Talbert	
pjtalbert@totalaccessinc.com	

Organization Type: Nonprofit

Organization Website: ORI Reel

## Event Setup & Breakdown

Begin Setup: 09/18/25 8:00 AM

Complete Setup: 09/19/25 8:00 AM

Setup Location(s): Hart Plaza

Event Start: 09/19/25 6:00 PM

Event End: 09/21/25 11:00 PM

Begin Tear Down: 09/21/25 11:00 PM

Complete Tear Down: 09/22/25 5:00 PM

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

Cleaning Service Vendor: General Service Department

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

## 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:

Public Parking

## Food & Beverage

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

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

Number of food trucks: <sup>6</sup> \_\_\_\_\_ Number of non-truck food vendors: <sup>0</sup> \_\_\_\_\_

## Food & Beverage (cont.)

Will any type of alcohol be served (including beer)? Yes

Will there be sales, service and/or consumption of alcohol in public at the event? Yes

What type(s) of alcohol will be served? Wine, Liquor, Beer

Day(s) and time(s) alcohol will be served: 9/19-21/2025 6pm-10:30 pm

Will ice be used in any served beverages? Yes

## Stages, Tents, & Structures

Is a stage being built? Yes

How many stages will be used? 3

Do any of the stages have a canopy? No

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

Number of tents larger than 10' x 10': 1

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? 4

Generator contractor: Sunbelt

Will additional wiring be installed? No

Does the event require access to a hydrant? Yes

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: DPD and prostar

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

Which of these apply to the private security personnel? \_\_\_\_\_

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 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 **ORI Reel** to host "**ORI Reel Film Festival**" (2024-380) on **September 19, 2025 through September 21, 2025, from 4:00 PM - 11:59 PM at Hart Plaza, 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 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.