

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.	2025-064
Name of Petitioner	Bedrock Detroit LLC
Description of Petition	Petition request to hold the "Decked Out Detroit Summer Activations" on May 22, 2025 from 12:00 PM until 5:00 PM October 31, 2025 on Woodward Avenue, Monroe Street. Set-up will begin at 8:00 AM on May 19, 2025 and be completed by 5:00 PM May 21, 2025. Tear down will begin at 9:00 AM on November 1, 2025 and be completed by 5:00 PM on the same day.
Type of Petition	<b>Special Events</b>
Submission Date	04/03/25
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	Ariana McCowin 630 Woodward Ave. Detroit, MI 48226 P: (313) 339-1919 <a href="mailto:arianamccowin@bedrockdetroit.com">arianamccowin@bedrockdetroit.com</a>

2 Woodward Ave. Coleman A. Young Municipal Center Rm. 200, Detroit, MI 48226

(313) 224-3200 | 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:** *Ariana McCowin*

**Date:** 3/20/2025

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:** Decked Out Detroit Summer

**Event Date:** 5/22/25-10/31/2

**Event Organizer:** Bedrock Detroit LLC

**Applicant Signature:** *Ariana McCowin*

**Date:** 3/20/2025

## Downtown Detroit Summer Streetscape Activations, Decked Out Detroit Summer 2025

### **Overview**

Bedrock aims to activate the Downtown Detroit Streetscapes this Summer through a myriad of family-friendly, fun and festive temporary installations and programming. Activations will take place from Memorial Day weekend through end of October 2025. The purpose of these efforts is to enhance visitor experiences, create playful moments for public engagement, and promote foot traffic in and around downtown businesses.

### **Temporary Installations & Photo Moments**

We're proposing a combination of temporary interactive installations, photo moments, and temporary seating. Installations are to be placed in the locations shown on attached reference maps.

- **Photo Moments**
  - “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.
  - “Message to Detroit” photo moment – Portable photo moment, consisting of a telephone booth, that allows visitors to leave a message about Detroit. Will be positioned at permitted programming locations, monitored by staff.
  - “Wheel of Fun” interactive experience, encouraging passersby to spin the wheel for a fun surprise. Will be positioned at permitted programming locations, monitored by staff.
  - “Fan-o-Meter” interactive experience, encouraging passerby to push the button and choose their favorite answer amongst a variety of questions such as “Who is your favorite Detroit Sports Team?”. Will be positioned at permitted programming locations, monitored by staff.
  - “Duo Games” interactive experience, encouraging passerby to engage with toss games using soft balls. Will be positioned at permitted programming locations, monitored by staff.
  - “Detroit Bench” photo moment – stationary photo moment
  - Vendor carts – Utilizing 5 portable carts that will be used for free giveaways and retail sales.
  - Window Display – Located at 1401 Woodward Ave, this window display uses simple graphic style representing key pillars of Detroit’s creative depth in architecture, music, fashion and car and street culture, in partnership with Design Core.
- **Temporary Installation**
  - Trumpet Flowers – located on 1500 block Woodward Ave, this installation concept is centered around a giant musical garden accompanied by light, color, and sound.

- Musical Minds – located on 1200 block Woodward Ave, this installation concept is centered around an immersive interactive musical playground that invites participants of all ages and musical backgrounds to craft their own compositions and light displays.
- Temporary Seating
  - Locations
    - Jimmy John's - 95 Monroe St.
    - Mr. Kabob – 119 Monroe St.
    - Noorjahan- 107 Monroe St.
    - Hot Sam's - 127 Monroe St.
  - Notes
    - Each tenant to receive at max (2) tables and (8) chairs

### **Programming**

We'll be programming throughout downtown, centered around Parker's Alley and Woodward Ave, with 3 weekly programming themes from May 22<sup>nd</sup>, 2025, to October 31<sup>st</sup>, 2025. Detailed weekly programming below. Locations specified on attached reference maps.

- Thursdays, 4pm-7pm, Happy Hour Series/Date Night/Singles Night/Social Meetups
  - Ex. Date Night Dinner at Adelina, Free Flower Cart, free Watercolor sketches, Acoustic music, photo moments, Free Citizen Yoga
- Saturdays, 12pm-4pm, Family Focused Activities and Community Oriented programming
  - Ex. DIY crafts, Facepainting, photo moments
- Sundays, 12pm-4pm, Family Focused Activities and Community Oriented programming
  - Ex. DIY crafts, Facepainting, photo moments, free live sketches

### **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

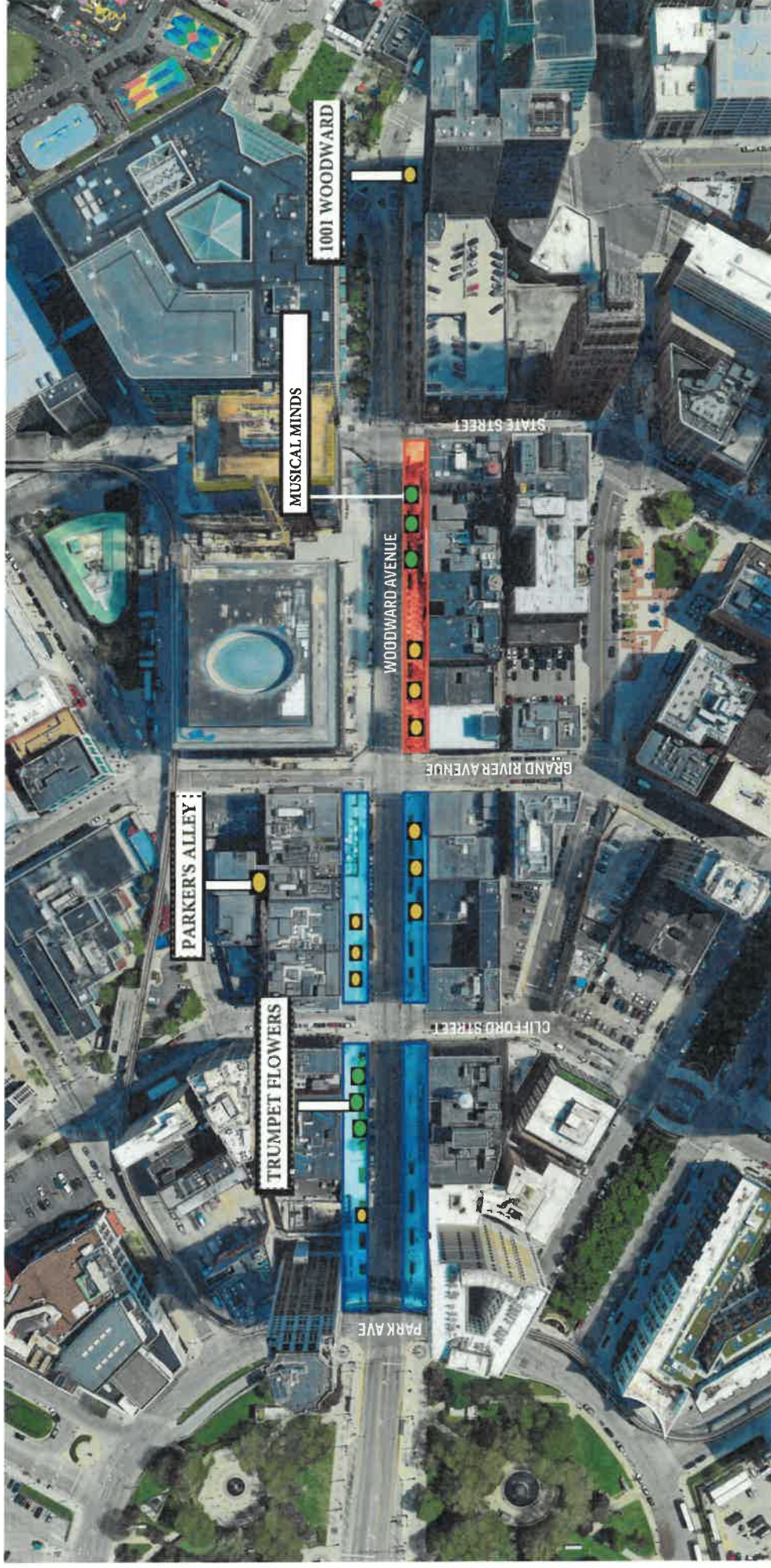
Utilizing existing planter power on Woodward Ave.

### **Promotion**



- Overall Project Name: Decked Out Detroit Summer Streetscapes
- 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 Tenant QR interactive maps



## WOODWARD AVENUE : SUMMER ACTIVATION FOCAL AREAS

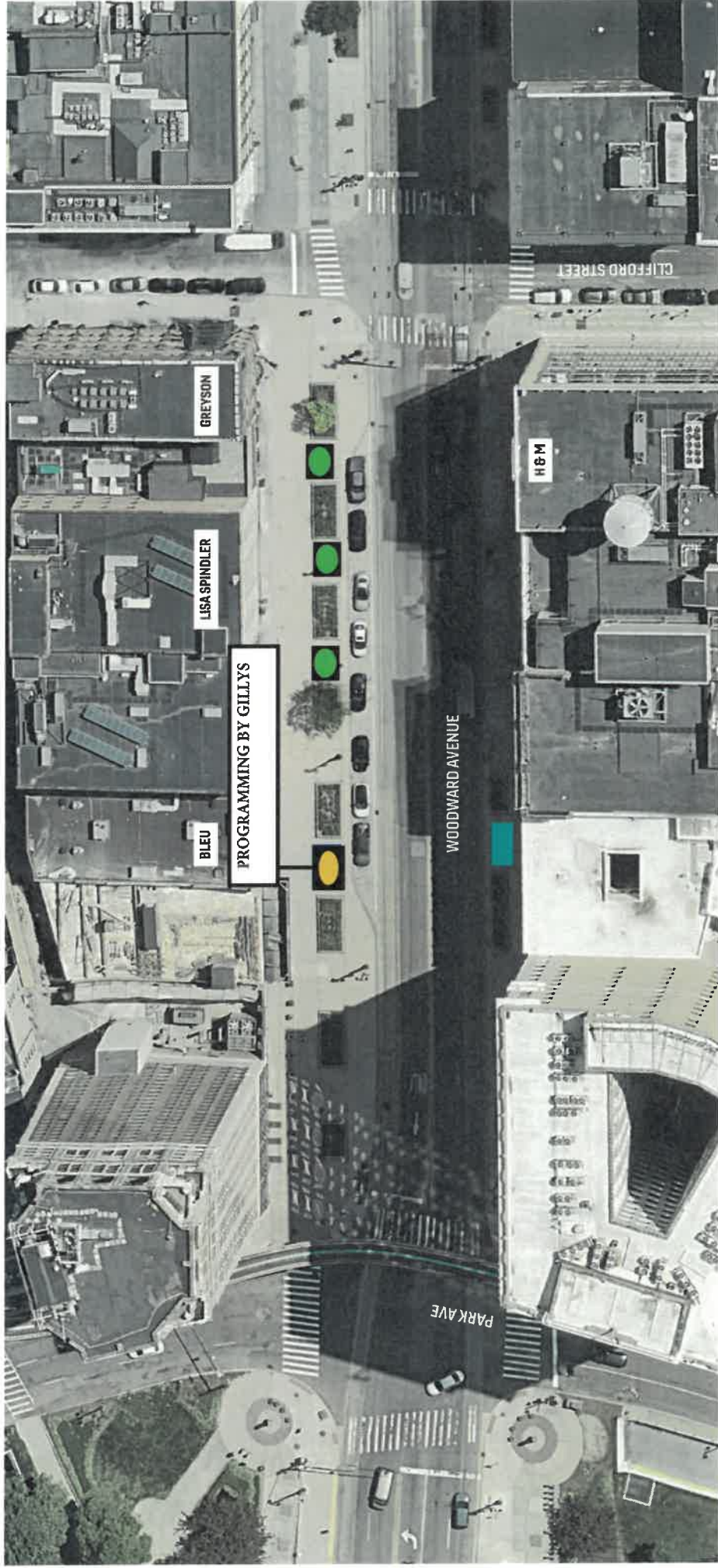


### KEY ACTIVATION STRATEGIES :

-  PHYSICAL INSTALLATION (1200 Block & 1500 Block)
-  Programming and /or Vendor Carts

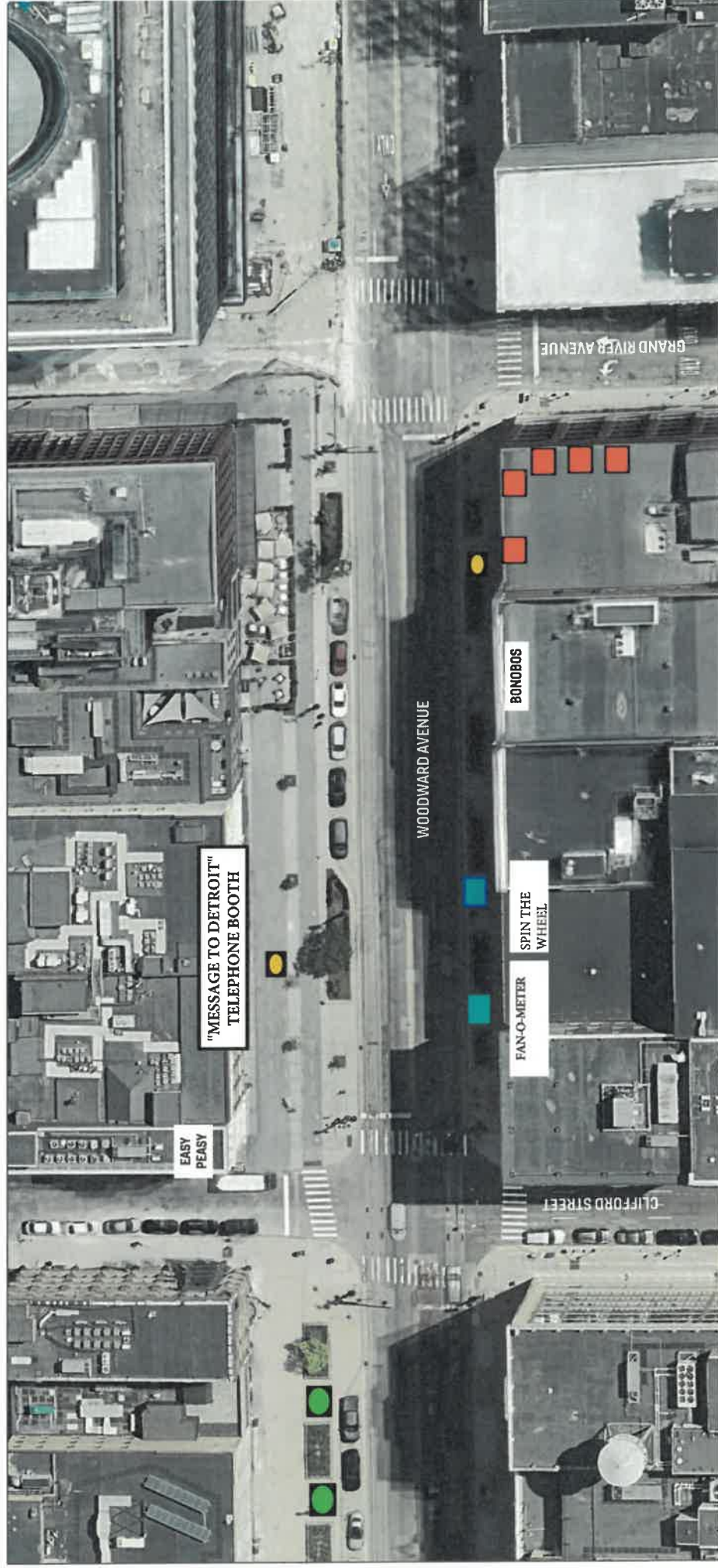


# WOODWARD AVENUE : 1500 BLOCK: SITE PLAN



- KEY:**
- TRUMPET FLOWERS INSTALL
  - PROGRAMMING AND/OR VENDOR CARTS

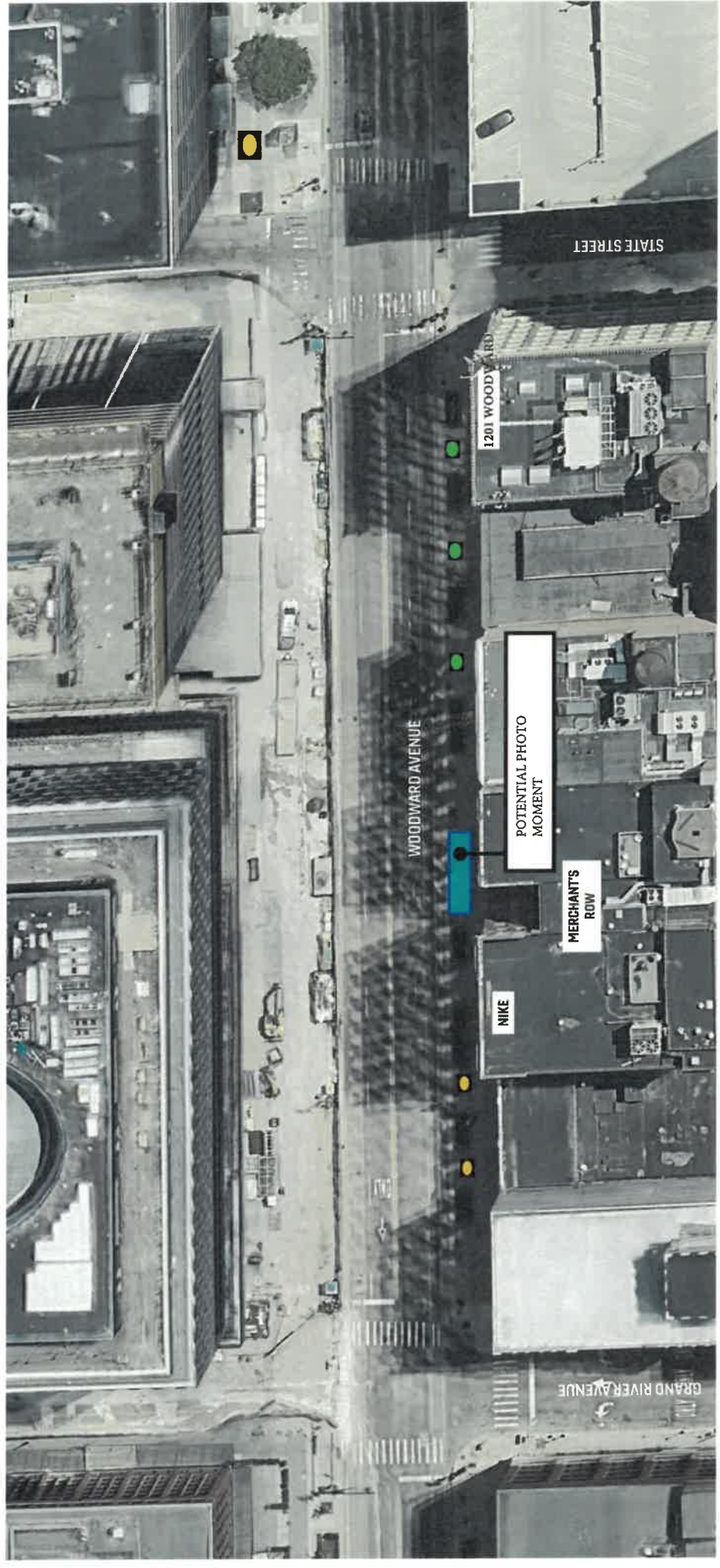
## WOODWARD AVENUE :1400 BLOCK: SITE PLAN



- KEY:**
- TRUMPET FLOWERS INSTALL
  - PROGRAMMING AND/OR VENDOR CARTS
  - 1401 WINDOW DISPLAY



# WOODWARD AVENUE : 1200 BLOCK: SITE PLAN



- KEY:**
- MUSICAL MINDS
  - PROGRAMMING AND/OR VENDOR
  - CARTS

CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

# SPECIAL EVENTS PETITION

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

**Event Name:** Decked Out Detroit Summer Activations

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

**Petitioner Name / Organization:** Bedrock Detroit LLC

**Event Location:** Woodward Avenue, Monroe Street

**Event Date(s) and Time(s):** 05/22/25 12:00 PM to 10/31/25 5:00 PM

**Type of Event:** Other

<b>Applicant Contact:</b>
Ariana McCowin
arianamccowin@bedrockdetroit.com
+1 (131) 339-9919

<b>Submission Date:</b>	03/20/25 2
<b>Date of Clerk's Office Referral:</b>	4/3/25
<b>Date of City Departments Sign Off:</b>	4/3/25
<b>Date Referred to Council:</b>	4/4/25

## 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 Reviewed-Ready for Council	MPD Approval Not Required	DPW Reviewed-Ready for Council	DHD Reviewed-Ready for Council

### BSEED

BSEED  
Reviewed-Ready for Council

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

**Date:** April 4, 2025

## 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://www.deckedoutdetroit.com>

Which spaces will be used? [object Object]

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

## Event Description

### Brief Event Purpose & Description:

Bedrock aims to activate the Downtown Detroit Streetscapes this Summer through a myriad of family-friendly, fun and festive temporary installations and programming. Activations will take place from Memorial Day weekend through end of October 2025. The purpose of these efforts is to enhance visitor experiences, create playful moments for public engagement, and promote foot traffic in and around downtown businesses.

Estimated Peak Attendance: 50

Estimated Total Attendance: 10000

Is this a public event? Yes

Will there be ticket sales or admission charged? No

Does this event use Hart Plaza? \_\_\_\_\_

Will there be merchandise sold? Yes

Will you be taking donations? No

Is this a charity event? No

Does this event involve campers, tents and/or RVs? \_\_\_\_\_

Will this event involve a petting zoo or tattoo art (not including temporary tattoos)? \_\_\_\_\_

## Contact Information

Organization / Petitioner Name: Bedrock Detroit LLC

Mailing Address: 630 Woodward Ave.

Detroit Michigan 48226

Primary Contact:	Secondary Contact:
Ariana McCowin	Katie Donahue
arianamccowin@bedrockdetroit.com	katiedonahue@bedrockcontractor.com
	+1 (164) 622-1832

Organization Type: Corporation

Organization Website: <https://bedrockdetroit.com/>

## Event Setup & Breakdown

Begin Setup: 05/19/25 8:00 AM

Complete Setup: 05/21/25 5:00 PM

Setup Location(s): Woodward Avenue, Monroe Street

Event Start: 05/22/25 12:00 PM

Event End: 10/31/25 5:00 PM

Begin Tear Down: 11/01/25 9:00 AM

Complete Tear Down: 11/01/25 5:00 PM

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

Cleaning Service Vendor: \_\_\_\_\_

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



## Street Closures & Parking

How many streets will be closed: 0

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? No

Valet parking or blocking metered parking spaces? Neither

Describe the parking plan to accommodate anticipated attendance:

Visitors can utilize available public parking

## Food & Beverage

Will food be served? Yes

Will food be prepared on site? No

Number of food trucks: 0 Number of non-truck food vendors: 5

## 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? Yes

## 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: Bedrock

What other structures will your event include? Vendor Carts

Will your event use any grills? No

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

## Utilities & Portable Restrooms

Event Utilities that will be used: Neither

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 LLC to host "Decked Out Detroit Summer Activations" (2025-064) to be held from May 22, 2025 to October 31, 2025 on Woodward Ave & Monroe St. Detroit, MI from 12:00 PM to 5:00 PM.

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

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

**PROVIDED,** that there will be BSEED Permits Required for temporary installations; and be it further

**PROVIDED,** that there will be a Health Department Inspections obtained following City Council approval; 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 event.