

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

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.	2025-079
Name of Petitioner	Imagination
Description of Petition	Petition request to hold "Ford Pro Fleet Event" on May 13, 2025 from 8:00 AM to 10:00 PM on May 14, 2025 at Michigan Central Station. Set-up will begin on May 06, 2025 at 6:00 AM and be completed by 8:00 PM on May 12, 2025. Tear down will begin on May 14, 2025 at 10:00 PM and be completed by May 15, 2025 at 4:00 PM.
Type of Petition	Special Events
Submission Date	04/24/25
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	Sean Harris 400 S Old Woodward Birmingham, MI 48009 P: (248) 881-5332 Sean.harris@imagination.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: Imagination, The Americas, Daniel Jongen, Executive
Production Director, the Americas



Date: 4/16/25

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: Ford Pro Fleet Event 2025

Event Date: 5/13-5/14/25

Event Organizer: Imagination the Americas, Inc.

Applicant Signature:



Date: 4/16/25

Pro Expo Left ISO View Large



Pro Expo Right ISO View Large



Pro Ride Track Overhead Close Up Large



Pro Ride Along Track Overhead Large



03.25.25



**Locked Gate
Overnight
5/10 - 5/15**

**EMT On-Site for Ride
& Drive Experiences
5/13 8AM - 5/14 3PM**

Security Patrol
5/12 8AM - 5/15 3PM

FOR PRO FLEET EVENT 2025 - FULL SITE
Scale: 1:300

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Classification	Category	Reference Only
1101	<p>Client FMC</p> <p>Product Feed Pro +</p> <p>Productivity Central</p> <p>Project Dates MAY 15, 2025</p> <p>Vehicle MC25</p> <p>Job Info #1010</p> <p>Subject FULL CAMPUS</p>	<p>Date 06/05/24</p> <p>Drawn By JM</p> <p>Drawn In 1991</p> <p>Status AS NOTED</p> <p>Notes: 1. The following items are not included: 400 South Old Hickory Road Birmingham, AL 35208</p>



Ford Pro Fleet Showcase at Michigan Central Station

<u>Event Dates:</u>	May 11, 2025 – May 13, 2025
<u>Attendance:</u>	Approximately 600 attendees
<u>Production Lead:</u>	Imagination – Sean Harris, Associate Production Director
<u>Guest Logistics Lead:</u>	Gail and Rice

- Event Overview

- 600 attendees from Ford Pro's customer base will participate in a two-day event at Michigan Central Station, featuring a dynamic mix of activities designed to showcase Ford's fleet capabilities. The event will include:
 - Evening Reception:
 - A networking opportunity for attendees with refreshments and entertainment.
 - Outdoor Expo:
 - A large-scale exhibition showcasing Ford Pro's latest fleet offerings and innovations.
 - Indoor Exhibits:
 - Interactive displays inside Michigan Central Station featuring Ford Pro's technologies, sustainability efforts, and new vehicle models.
 - Workshops:
 - Educational sessions and discussions at Michigan Central Station and NewLab buildings.
 - Ride-and-Drive Experiences:
 - On-Site: Controlled test drives around Michigan Central Station.
 - Off-Site: Extended test drives on designated city routes to demonstrate vehicle performance.
 - Vehicle Displays:
 - A curated selection of Ford Pro fleet vehicles positioned both inside and outside Michigan Central Station.
- Permits & Logistics
 - Special Event Permit:
 - Requested for vehicle display in front of Michigan Central Station.
 - Requested for Ride-and-Drive experiences in adjacent West Lot.
 - Road Closure Permit:
 - Application submitted to the Detroit Department of Public Works.
 - Includes detailed plans for road closures affecting surrounding streets.

- Safety & Security Measures:
 - First aid stations strategically placed throughout the venue.
 - Security personnel stationed at key locations to manage crowd flow and vehicle access.
 - Emergency response plan in coordination with internal experts.
- Technical & AV Coordination:
 - Imagination managing all audiovisual, lighting, and rigging equipment.
 - Coordination with vendors to ensure seamless integration of displays and presentations.
- Additional Considerations
 - Transportation & Parking:
 - Shuttle services for attendees from designated parking areas.
 - VIP parking zones for key guests and executives.
 - Catering & Hospitality:
 - Food and beverage stations available throughout the venue.
 - Special accommodations for dietary restrictions.
 - No price attached to private dinner service.
 - Sustainability Initiatives:
 - Eco-friendly event planning, including waste reduction and electric vehicle emphasis.

Post-Event Clean-Up Plan: Michigan Central Station – Detroit, MI

Event Summary

<u>Location:</u>	Michigan Central Station, 2001 15th St, Detroit, MI 48216
<u>Date of Event:</u>	5/13-5/14
<u>Estimated Attendance:</u>	600, waves of 100 in each zone.
<u>Type of Event:</u>	Automotive Exhibition
<u>Clean-Up Lead:</u>	Michigan Central Station Grounds Crew

1. Clean-Up Goals

- a. Restore the venue and surrounding areas to pre-event condition
- b. Minimize environmental impact through waste diversion and recycling
- c. Ensure public safety and cleanliness for nearby neighborhoods and businesses
- d. Complete all tasks within 24 hours post-event

2. Clean-Up Zones

- a. Main Event Space (Main Concourse, Grand Hall)
- b. Lacombe Street (Partner Expo)
- c. Crown Parcel Lots (Drive Elements)

3. Clean-Up Timeline

- a. Immediate Post-Event (0–3 Hours After)
 - i. Sweep through to remove large debris and tripping hazards
 - ii. Empty all trash and recycling bins
 - iii. Deactivate lighting, PA systems, and secure structures
- b. Early Morning (3–12 Hours After)
 - i. Power washing high-traffic walkways (as needed)
 - ii. Removal of temporary signage, fencing, and wayfinding
 - iii. Deep clean restrooms and sanitize common touchpoints
- c. Final Touches (12–24 Hours After)
 - i. Equipment teardown and partner expo full move-out
 - ii. Final walk-through with venue managers for sign-off



Zachary Baker <zachary.baker@imagination.com>

Amphibious Medics

Christy Ponce de Leon <Cponcedeleon@theamphibiousgroup.com>
To: Zachary Baker <zachary.baker@imagination.com>
Cc: "sean.harris@imagination.com" <sean.harris@imagination.com>

4 March 2025 at 14:47

See below for an estimate. Estimate based on our 8-hour minimum. Please let me know if you have any questions. Please let me know if you would like to move forward.

EMT	Quantity	Units	Rate	Total
5/12/2025				
EMT (8-hour min per medic)	8	Hours	\$68.00	\$544.00
5/13/2025				
EMT (8-hour min per medic)	8	Hours	\$68.00	\$544.00
5/14/2025				
EMT (8-hour min per medic)	8	Hours	\$68.00	\$544.00
Total				\$1,632.00

BLS Jump Bag Kit Fee (per medic)	Quantity	Units	Rate	Total
Kit Fee	3	Ea.	\$50.00	\$150.00
Total				\$150.00

Summary of Cost				
EMT				\$1,632.00
Kit Fee				\$150.00
Total				\$1,782.00

From: Zachary Baker <zachary.baker@imagination.com>
Sent: Tuesday, March 4, 2025 9:32 AM
To: Christy Ponce de Leon <Cponcedeleon@theamphibiousgroup.com>
Cc: sean.harris@imagination.com <sean.harris@imagination.com>
Subject: Re: Amphibious Medics

[Quoted text hidden]

CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

SPECIAL EVENTS PETITION

Petition No: _____

Event Name: Ford Pro Fleet Event

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

Petitioner Name / Organization: Imagination

Event Location: Michigan Central Station

Event Date(s) and Time(s): 05/13/25 8:00 AM to 05/14/25 10:00 PM

Type of Event: Convention/Conference

Applicant Contact:
Sean Harris
sean.harris@imagination.com
+1 (248) 881-5332

Submission Date:	04/17/25
Date of Clerk's Office Referral:	4/24/25
Date of City Departments Sign Off:	4/23/25
Date Referred to Council:	4/25/25

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 Approval Not Required	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: Gakeima Fife

Date: April 25, 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? No _____

Event Website: n/a _____

Which spaces will be used? Street, Sidewalk _____

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

Event Description

Brief Event Purpose & Description:

Ford Pro's invited customers and industry partners will participate in an event at Michigan Central Station, featuring a mix of activities designed to showcase Ford's fleet capabilities. Featuring a Test Ride Along at the Crown Parcel Location (demonstrating the Police Interceptor and Super Duty Vehicle Capability) and a curated selection of Ford Pro fleet vehicles positioned outside Michigan Central and on Lacombe St. along with a collection of Premier Up Fit Vendors showcasing add-ons and accessories options for various Ford Pro Vehicles.

Estimated Peak Attendance: 650 _____

Estimated Total Attendance: waves of 100 _____

Is this a public event? No _____

Will there be ticket sales or admission charged? No _____

Does this event use Hart Plaza? _____

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? _____

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

Contact Information

Organization / Petitioner Name: Imagination

Mailing Address: 400 S Old Woodward

Birmingham MI 48009

Primary Contact:	Secondary Contact:
Sean Harris	Zachary Baker
sean.harris@imagination.com	zachary.baker@imagination.com
	+1 (248) 633-5696

Organization Type: Corporation

Organization Website: www.imagination.com

Event Setup & Breakdown

Begin Setup: 05/06/25 6:00 AM

Complete Setup: 05/12/25 8:00 PM

Setup Location(s): Michigan Central Station, Lacombe Street directly in front of Station, C

Event Start: 05/13/25 8:00 AM

Event End: 05/14/25 10:00 PM

Begin Tear Down: 05/14/25 10:00 PM

Complete Tear Down: 05/15/25 4:00 PM

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

Cleaning Service Vendor: Michigan Central Station

Other Waste Elements: No.

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):

1. Lacombe Street. 05/12/25

Lacombe from Vernor to Dalzelle. 8:00 AM 10:00 PM

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:

LAZ Parking Structure - 1501 Wabash St, Detroit, MI 48216.

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? No

How many stages will be used? _____

Do any of the stages have a canopy? _____

Number of tents 10' x 10' and smaller: 30

Number of tents larger than 10' x 10': 2

Tent Contractor: Wahl Tents

What other structures will your event include? Tables and chairs

Will your event use any grills? No

What kind of grills? _____

Utilities & Portable Restrooms

Event Utilities that will be used: Generators, Utility Power

How will generators be fueled? Diesel

Generator contractor: Sunbelt Rentals

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: Michigan Central / Allied Universal

Number of private personnel per shift: 2

Which of these apply to the private security personnel? Licensed

Will you contract emergency medical services? Yes

Name of emergency medical services contractor: Amphibious Medics

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 checked="" 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 checked="" 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 Imagination to host "Ford Pro Fleet Event" (#2025-079) on May 13 through May 14, 2025 from 8:00 AM - 10:00 PM at Michigan Central Station.

PROVIDED, that there will be DPD Assisted Event w/ Contracted Private Security; be it further

PROVIDED, that there will be DFD Pending Inspections w/ Contracted Private Medical to provide services; be it further

PROVIDED, that there will be DPW Road Closure Type III Barricades; be it further

PROVIDED, that there will be BSEED Permits Required for Tents and Stages; be it further

PROVIDED, that there will be Health Department Inspections Required 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.