

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.	2025-102
Name of Petitioner	Imagination
Description of Petition	Petition request to hold "Ford Philanthropy Community Impact Launch Event" on June 17, 2025 from 10:00 AM until 5:00 PM the same day at Roosevelt Park. Set-up will begin at 8:00 AM on June 15, 2025 and be completed by 10:00 AM the June 17, 2025. Tear down will begin at 5:00 PM on June 17, 2025 and be completed by 10:00 PM on the same day.
Type of Petition	Special Events
Submission Date	05/08/25
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 (Ph) 248-881-5312 Sean.harris@imagination.co.m

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:** 4/18/2025

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: Ford Philanthropy Community Impact Launch **Event Date:** 06/18/2025

Event Organizer: Imagination, the Americas

Applicant Signature:



Date: 06/18/2025

Ford Philanthropy Community Impact Launch Event

Event Date: 6/17/2025

Location: Roosevelt Park

Street Closure: Lacombe from Vernor Hwy to Dalzelle

Expected attendance: 900

Expected Peak attendance: 1,100



Post-Event Clean-Up Plan: Roosevelt Park – Detroit, MI

Event Summary

<u>Location:</u>	Roosevelt Park
<u>Date of Event:</u>	6/17
<u>Estimated Attendance:</u>	900, 1,100 peak attendance
<u>Type of Event:</u>	Philanthropy Community Impact Launch
<u>Clean-Up Lead:</u>	Imagination and Contracted Partners

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. Lacombe Street (Stage, Tables, Chairs, Trash Bins)
- b. Main Event Space (Main Concourse, Grand Hall)
- c. Roosevelt Park (Tables, Chairs, Exhibits)

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 full exit from space
 - ii. Final walk-through with venue managers for sign-off

Event Overview: Ford Philanthropy Community Impact Launch Event

Date: June 17, 2025

Location: Michigan Central Station and Roosevelt Park, Detroit, MI

Overview

Ford is hosting a large-scale launch event at the historic Michigan Central Station to officially kick off a month-long, nationwide community impact campaign. This initiative brings together Ford employees, dealers, and partners from across the country to drive meaningful, hands-on change in local communities throughout the U.S.

Purpose

This event marks the beginning of a unified national effort focused on community service and social impact. By rallying our expansive network, we aim to:

- Inspire a wave of action and volunteerism across the U.S.
- Amplify the reach and visibility of our community initiatives.
- Reinforce Ford's ongoing commitment to building a better world.

Key Goals

- Mobilize Action: Engage employees, dealers, and partners to commit to community service throughout the campaign.
- Raise Awareness: Highlight the important work of our partner organizations.
- Drive Participation: Generate hand-raisers and sign-ups for volunteer opportunities and local events.

Featured Partner Organizations

Throughout the event (and the campaign), we'll spotlight the incredible work of four national partner organizations:

- Red Cross – Supporting disaster relief and emergency response.
- Feeding America – Fighting hunger and food insecurity.
- Habitat for Humanity – Building safe, affordable housing.
- Team Rubicon – Deploying veterans for disaster response and community rebuilding.

Call to Action

This launch is more than a celebration—it's a call to serve. The event will energize and equip our network to deliver tangible change in the communities where we live and work. Together, we will make an impact where it matters most.



Evacuation & Severe Weather Safety Talk Michigan Central Station

Issue Date: May 2024

This safety talk is to review the process for safely leaving the facility in the event of a building evacuation and safely sheltering-in-place during a severe weather event.

Building evacuation and severe weather layouts are posted throughout the building to familiarize employees and guests of the Evacuation Routes, Severe Weather Shelters, and outside Assembly Areas.

The designated outside Assembly Area / Shelter locations are noted on the Evacuation Displays located throughout the building. It is important to familiarize yourself with the four Assembly Areas nearest each exit.

- The outside Assembly Areas are identified and highlighted in **red**.
- Building Exits are identified and highlighted by **green** arrows.
- Shelter locations are highlighted in **yellow** (center of basement).

EMERGENCY EVACUATION PLAN

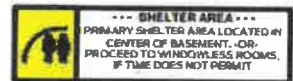


EMERGENCY EVACUATION GUIDELINES

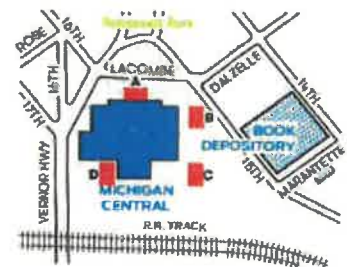
- FAMILIARIZE YOURSELF WITH ALL EXIT LOCATIONS.**
- BUILDING EVACUATION**
 - HORN (3 TONES - PAUSE - REPEATED) WITH FLASHING STROBE. FOLLOW EVACUATION INSTRUCTIONS GIVEN.
- SEEK SHELTER**
 - HI-LO ALARM SIGNAL. FOLLOW INSTRUCTIONS GIVEN.
- ALL CLEAR**
 - STEADY TONE ALARM SIGNAL. FOLLOW INSTRUCTIONS GIVEN.
- DO NOT USE THE ELEVATOR(S) DURING EVACUATIONS.**



TO REPORT ALL EMERGENCIES
DIAL 911



SITE PLAN



KEY

- TO EXIT LOCATION
- OUTSIDE ASSEMBLY AREA (A, B, C, D)
- SHELTER AREA (Center of Basement)
- STAIRWAY

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info@firesafetysystems.com (313) 274-7888

Below is an example of the Severe Weather shelter signage posted in the building:



SHELTER AREA
(Center of Basement)

In the event of a shelter-in-place, all employees are expected to:

- Stop work
- Shut off power tools and machines
- If moving a product or vehicle, park where it will not obstruct an aisle and turn off
- Leave your area in an orderly manner, do not run, obstruct aisles, or crowd those in front of you
- Follow instructions of security
- Proceed to the nearest Severe Weather Shelter area
- Remain in the shelter location until the "ALL CLEAR" signal is given

In the event of an evacuation, all employees and guests are expected to:

- Stop work
- Shut off power tools and machines
- If driving a product or vehicle, park where it will not obstruct an aisle and turn off
- Leave your area in an orderly manner, do not run, obstruct aisles, or crowd those in front of you
- Follow instructions of security
- Proceed out to the EXIT doors for your area, gather at the designated outside assembly area
- Do not gather at the building entrance
- Remain in the Assembly Area, until the "ALL CLEAR" signal is given

THE FOLLOWING ARE REMINDERS OF THE ALARM SOUNDS:

EVACUATION SIGNAL:

- HORN (3 tones-pause-repeated) with flashing strobes, followed by announcement

SEEK SHELTER / SEVERE WEATHER SIGNAL:

- HI-LO alarm signal, followed by announcement

ALL CLEAR SIGNAL:

- STEADY TONE alarm signal, followed by announcement.



Evacuation & Severe Weather Safety Talk Book Depository

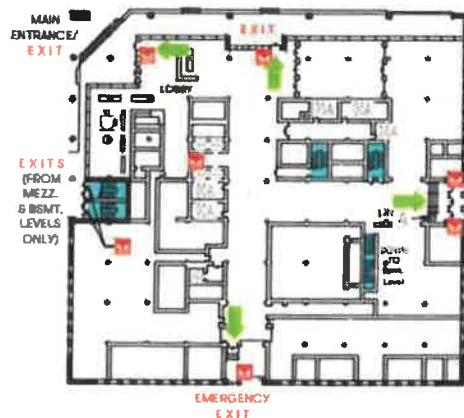
Issue Date: April 2024

This safety talk is to review the process for safely leaving the facility in the event of an evacuation and safely shelter-in-place during a severe weather event.

Building evacuation and severe weather layouts are posted throughout the building to familiarize employees and guests of the Evacuation Routes, Severe Weather Shelters, and exterior Assembly Areas. It is important to familiarize yourself with the Assembly Area / Shelter nearest each exit.

- The exterior Assembly Areas are identified in red (Dalzelle and 15th Street Pedestrian Walkway)
- Building Exits are identified by green arrows and 'exit' identified in red
- The Shelter location is the center of the building basement identified in yellow

EMERGENCY EVACUATION PLAN



EMERGENCY EVACUATION GUIDELINES

- FAMILIARIZE YOURSELF WITH ALL EXITS.
- KNOW WHERE THE FIRE ALARM PULL BOXES ARE LOCATED.
- BUILDING EVACUATION**
 - HORN (3 TONES - PAUSE - REPEATED) WITH FLASHING STROBE. FOLLOW EVACUATION INSTRUCTIONS GIVEN.
- SEEK SHELTER**
 - HI-LO ALARM SIGNAL. FOLLOW INSTRUCTIONS GIVEN.
- ALL CLEAR
 - STEADY TONE ALARM SIGNAL. FOLLOW INSTRUCTIONS GIVEN.
- DO NOT USE THE ELEVATOR(S) DURING EVACUATIONS.**



TO REPORT ALL
EMERGENCIES
DIAL 911

KEY

- TO EXIT LOCATION
- FIRE ALARM PULL BOX
- OUTSIDE ASSEMBLY AREA (A, B)
- SHELTER AREA (Center of Basement)
- STAIRWAY

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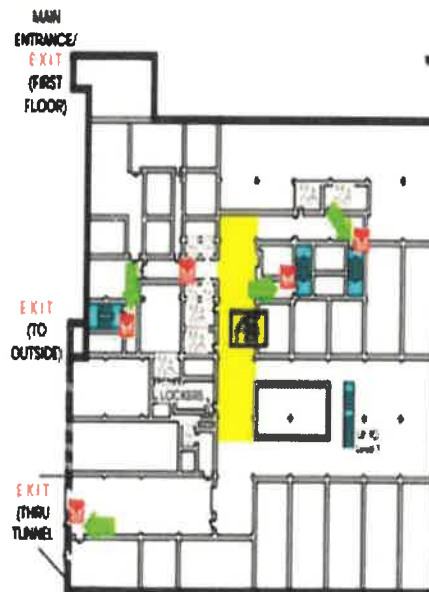
Below is an example of the Severe Weather shelter signage posted in the facility:



TORNADO SHELTER AREA

In the event of a shelter-in-place, all employees are expected to:

- Stop work
- Shut off power tools and machines
- If moving a product or vehicle, park where it will not obstruct an aisle and turn off
- Leave your area in an orderly manner, do not run, obstruct aisles, or crowd those in front of you
- Follow instructions of security
- Proceed to the nearest Severe Weather Shelter area
- Remain in the shelter location until the "ALL CLEAR" signal is given



In the event of an evacuation, all employees and visitors are expected to:

- Stop work
- Shut off power tools and machines
- If driving a product or vehicle, park where it will not obstruct an aisle and turn off
- Leave your area in an orderly manner, do not run, obstruct aisles, or crowd those in front of you
- Follow instructions of security
- Proceed out to the EXIT doors for your area, gather at the designated outside assembly area (Dalzelle and 15th Street Pedestrian walkway)
- Remain in the Assembly Area, until the "ALL CLEAR" signal is given



THE FOLLOWING ARE REMINDERS OF THE EMERGENCY ALARM SOUNDS.

EVACUATION SIGNAL:

- HORN (3 tones - pause and repeated) followed by a pre-recorded announcement

SHELTER-IN-PLACE / SEVERE WEATHER SIGNAL:

- HI-LO alarm signal followed by a pre-recorded announcement

ALL CLEAR SIGNAL:

- One STEADY tone of the alarm horn, followed by a pre-recorded announcement

CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

SPECIAL EVENTS PETITION

Petition No: _____

Event Name: Ford Philanthropy Community Impact Launch Event

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

Petitioner Name / Organization: Imagination

Event Location: Roosevelt Park

Event Date(s) and Time(s): 06/17/25 10:00 AM to 06/17/25 5:00 PM

Type of Event: Other

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

Submission Date:	04/22/25 4
Date of Clerk's Office Referral:	5/7/25
Date of City Departments Sign Off:	5/7/25
Date Referred to Council:	5/9/25

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 Reviewed- Ready for Council	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: May 9, 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: N/A _____

Which spaces will be used? Street, Sidewalk, Park, Private Facility _____

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

Event Description

Brief Event Purpose & Description:

A large-scale launch event at Michigan Central Station to officially kick off a month-long campaign that mobilizes a collective effort spanning Ford employees, dealers, and partners across the country – all working together to make a real impact in local communities throughout the U.S. Use this moment to rally our national network – employees, dealers, and partners – to deliver real impact where it matters most. Spotlight our four partner organizations (Red Cross, Feeding America, Habitat for Humanity, and Team Rubicon) and build awareness and hand raisers for hands-on community action.

Estimated Peak Attendance: 900 _____

Estimated Total Attendance: 1100 _____

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: 06/15/25 8:00 AM

Complete Setup: 06/17/25 10:00 AM

Setup Location(s): Lacombe between Vernor Hwy and Dalzelle, and Roosevelt Park

Event Start: 06/17/25 10:00 AM

Event End: 06/17/25 5:00 PM

Begin Tear Down: 06/17/25 5:00 PM

Complete Tear Down: 06/17/25 10:00 PM

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

Cleaning Service Vendor: Imagination, Michigan Central Station Grounds Crew

Other Waste Elements: n/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):

1. Lacombe Street 06/15/25

Lacombe from Vernor Hwy 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:
Attendee parking at LAZ Parking at 1501 Wabash St, Detroit, MI 48216.

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: 1

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? 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: 10

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

Tent Contractor: Wahl Tents

What other structures will your event include? Stage, tables, chairs, LED Screen.

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

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: Allied Universal per venue partner relationship

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 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 Imagination to host "Ford Philanthropy Community Impact Launch Event" (2025-102) on June 17, 2025, Roosevelt Park, from 10:00 AM -5:00 PM.

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

PROVIDED, that there will be DFD Pending Inspections; Contracted with Private EMS to Provide Services; and be it further

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

PROVIDED, that there will be DPW Type III Barricades & Road Closure Signage Required; and be it further

PROVIDED, that there will be a Business License 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.