

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.	2025-182
Name of Petitioner	North Cass Community Union
Description of Petition	Petition request to hold "Dally in the Alley" on September 6, 2025 from 11:00 AM until 11:00 PM the same day at Forest Ave to Cass Ave., Second Ave from Prentis to Warren, and H-shaped alley. Set-up will begin at 6:00 PM on September 5, 2025 and be completed by 10:00 AM on September 6, 2025. Tear down will begin at 11:00 PM on September 6, 2025 and be completed by 5:00 PM September 7, 2025.
Type of Petition	Special Events
Submission Date	07/10/25
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	Andrew Wahl 4632 2 nd Ave. Detroit, MI 48201 (Ph) 313-673-6444 awahl@dallyinthealley.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: 3/31/25

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: Dally in the Alley

Event Date: 9/6/25

Event Organizer: North Cass Community Union

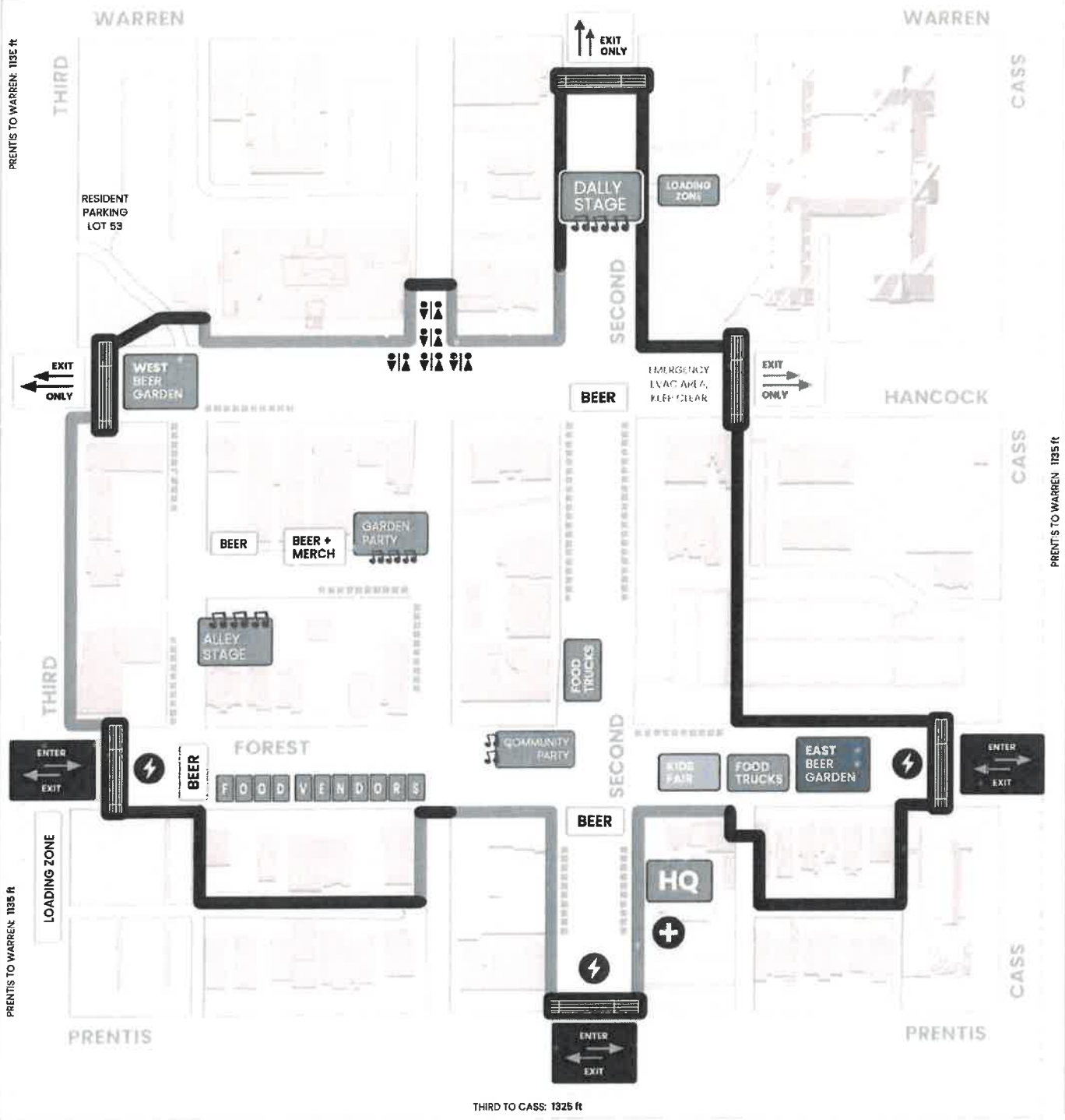
Applicant Signature:



Date: 3/31/25










THIRD TO CASS: 1325 ft



ALL TENTS: 10ft x 10ft

THIRD TO CASS: 1325 ft

PRENTIS TO WARREN: 1135 ft

-  **ENTRANCE & EXIT**
-  **EXIT ONLY**
-  **TYPE-III BARRICADES**
-  **METAL DETECTOR**
- HQ** **DALLY & SECURITY HEADQUARTERS, VENDORS CHECK-IN**
-  **NATURAL BARRIER**
-  **6' CYCLONE FENCING & BARRICADES**
-  **PORTAJOHNS**
-  **FIRST-AID**
-  **NON-FOOD VENDORS (most with 10x10 tents)**

2025 SITE PLAN

DALLY ^{IN} THE ALLEY

2025 Dally Community Impact Plan

Dally in the Alley values the community that hosts us and works diligently to ensure transparency, collaboration, and positive impact throughout the planning and execution of the festival.

- All planning meetings are publicly announced and open to the community.
- Our Community Chair maintains active engagement with neighborhood associations and attends local meetings throughout the planning season.
- We maintain open lines of communication with key community partners such as Midtown, Inc. and Wayne State University.
- Dally secures permission and cooperation from local institutions, including First Unitarian Universalist Church and Central Alliance Church, which are integral to our event footprint.
- To reduce parking disruption, we secure off-site parking options for residents who typically park within the festival area.
- Our security planning includes consultation with local leaders and law enforcement to ensure a safe and respectful experience for residents and guests alike.
- In the weeks leading up to the festival, we increase neighborhood communication through social media, public announcements, and five waves of in-person flyering.
- We provide resources and direct outreach to local businesses and organizations to ensure they are informed, involved, and supported.

2025 Dally Cleanup Plan

Dally in the Alley is committed to leaving the neighborhood cleaner than we found it. Our cleanup process is carefully planned and executed in coordination with local organizations and a large volunteer base to ensure minimal disruption and maximum cleanliness.

- Prior to the event, we coordinate with DPW to ensure large trash pickups preempt the festival.
- Pre-festival cleanup and street sweeping will occur after official street closures are in effect, ensuring a clear and welcoming space for the event.
- Throughout the duration of the festival, Dally's team of volunteers, alongside DDP (Downtown Detroit Partnership), will maintain the festival footprint, manage waste collection, and provide ongoing cleanup.
- Teardown operations begin immediately after the festival ends, with crews focusing on safe, swift removal of infrastructure and debris.
- On the following morning, a full post-festival sweep and cleanup will begin, led by DDP and volunteers. This effort will continue through the day until the entire footprint is returned to pristine condition.
- It is a point of pride for Dally in the Alley that the festival site is consistently left cleaner than it was prior to setup.

CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

SPECIAL EVENTS PETITION

Petition No: _____

Event Name: Dally in the Alley

Event Status: In Review- Special Events Management Team (Step 1 of 6)

Petitioner Name / Organization: North Cass Community Union

Event Location: Forest Ave to Cass Ave., Second Ave from Prentis to Warren, and H-shaped alley

Event Date(s) and Time(s): 09/06/25 11:00 AM to 09/06/25 11:00 PM

Type of Event: Concert/Performance, Festival

Applicant Contact:
Andrew Wahl
awahl@dallyinthealley.com
+1 (313) 673-6444

Submission Date:	03/31/25 1
Date of Clerk's Office Referral:	7/10/25
Date of City Departments Sign Off:	7/9/25
Date Referred to Council:	7/14/25

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 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: *Gakeima Fife*

Date: July 14, 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://dallyinthealley.com _____

Which spaces will be used? Street, Sidewalk _____

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

Event Description

Brief Event Purpose & Description:

The Dally is a one-day event always held the Saturday after Labor Day in the Cass Corridor, from 11am-11pm. The event features music, poetry, a children's fair, art, vendors, food, and beverages.

Estimated Peak Attendance: 10000 _____

Estimated Total Attendance: 50,000.00 _____

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? Yes _____

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: North Cass Community Union

Mailing Address: 4632 2nd Ave

Detroit MI 48201

Primary Contact:	Secondary Contact:
Andrew Wahl	Adriel Thornton
awahl@dallyinthealley.com	adriel@dallyinthealley.com
	+1 (313) 770-0569

Organization Type: Nonprofit

Organization Website: https://dallyinthealley.com/nccu/

Event Setup & Breakdown

Begin Setup: 09/05/25 6:00 PM

Complete Setup: 09/06/25 10:00 AM

Setup Location(s): Setup takes place in the entire footprint: Forest Ave to Cass Ave., Sec

Event Start: 09/06/25 11:00 AM

Event End: 09/06/25 11:00 PM

Begin Tear Down: 09/06/25 11:00 PM

Complete Tear Down: 09/07/25 5:00 PM

Number of Trash Containers: 60 Number of Recycling Containers: 60

Cleaning Service Vendor: Downtown Detroit Partnership

Other Waste Elements: One gray water container provided for food vendors

Street Closures & Parking

How many streets will be closed: 3

Will you be closing any part of Woodward Avenue? No

Street Closures (if there are 1-4 closed streets):

1. 2nd Ave 09/05/25

W Warren Ave, Prentis Ave 6:00 PM

2. Forest Ave 09/05/25

Third St, Cass Ave 6:00 PM

3. Prentis Ave 09/05/25

Third St, Cass Ave 6:00 PM

4. _____

Will you charge attendees for parking? No

Valet parking or blocking metered parking spaces? Blocking metered parking spaces

Describe the parking plan to accommodate anticipated attendance:

As most attendees live nearby, we will encourage them to walk to the event, use other forms of transportation (like MoGo, biking, etc. - we have a bike valet), or ride share to the event. For attendees who are driving to the event, we will advise them to utilize the Park Detroit app to find the best available options. We purchase outside parking for residents who usually park in the footprint.

Food & Beverage

Will food be served? Yes

Will food be prepared on site? Yes

Number of food trucks: 12 Number of non-truck food vendors: 4

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, Beer

Day(s) and time(s) alcohol will be served: 12pm-11pm Saturday, September 6th

Will ice be used in any served beverages? No

Stages, Tents, & Structures

Is a stage being built? Yes

How many stages will be used? 2

Do any of the stages have a canopy? _____

Number of tents 10' x 10' and smaller: 130

Number of tents larger than 10' x 10': 0

Tent Contractor: _____

What other structures will your event include? 6ft fencing to secure the festival

Will your event use any grills? Yes

What kind of grills? The only grilling will be from our food vendors, who provide their own equipment

Utilities & Portable Restrooms

Event Utilities that will be used: Utility Power

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? 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: R&S Employee Services

Number of private personnel per shift: 20

Which of these apply to the private security personnel? Licensed, Armed Bonded

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 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 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 North Cass Community Union to host "Dally in the Alley" "2025-182" on September 6, 2025, from 11:00 AM to 11:00 PM at Forest Ave to Cass Ave. Second Ave. from Prentis to Warren and alley.

PROVIDED, that there will be DPD Assisted Event with Contracted 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, Stages and 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 Municipal Parking No Parking Signs Required; and be it further

PROVIDED, that there will be Health Department Inspections; and be it further

PROVIDED, that there will be 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.