

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.	2025-179
Name of Petitioner	Mack Alive
Description of Petition	Petition request to hold "Mack Alive 35 th Parade and Rally" on August 23, 2025 from 8:30 AM to 5:00 PM the same day at Mack Ave from St. Jean to E. Grand Blvd. Set-up will begin on August 22, 2025 at 9:00 AM and be completed by 8:00 AM on August 23, 2025. Tear down will begin on August 23, 2025 at 4:00 PM and be completed by August 23, 2025 at 6:00 PM.
Type of Petition	Special Events
Submission Date	07/09/25
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	Mack Alive 3746 Fischer St. Detroit, MI 48214 P: (313) 574-5609 keepmackalive@yahoo.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:

March 31, 2008

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: Mack Alive 35th Annual Par

Event Date: A August 23, 20

Event Organizer: Artina Hardman

Applicant Signature:



Date:

March 31, 2008

Mack Alive

35th Annual Parade and Rally

August 23th 2025

PARADE ROUTE

The parade starts at Mack and St Jean. Starting at 10 am they will proceed down Mack all the way to East Grand Blvd

.The Parade Company will have 4 floats from the parade Company in the parade this year.

There are 4 stops they make for about 5 minutes where the bands perform for the crowds, there will be water stations at 2 points, Cadillac and Van Dyke.

Mack Alive
35th Annual Parade
August 23, 2025
Clean up Plan

Volunteers have committed to help with the cleanup.

Supplies with gloves, trash bags

All trash and recyclables will be placed in the proper containers

All waste will be disposed of properly as in years past

Hand sanitizer will be available

Emergency Action Plan for the 35th Annual Mack Alive Parade and Rally

Purpose

This Emergency Action Plan (EAP) outlines procedures for responding to various emergencies during the 35th Annual Mack Alive Parade and Rally, including inclement weather, active shooter situations, vehicular accidents, fires, lost children, and medical emergencies.

Emergency Event Contact: Keisha Brooks, Project Coordinator (313)220-7006, and Artina Hardman, Executive Director (313)824-3900

1. Emergency Equipment

- **First Aid Kits:** Located at designated first aid stations throughout the event area. Our first aid kits will be located at the registration table at the front of the grounds and at the food station towards the back of the grounds.
- **Fire Extinguishers:** Positioned at strategic locations, including near food vendors and registrations areas.
- **Communication Devices:** Walkie-talkies for event staff and volunteers.
- **Public Address System:** For announcements and instructions during emergencies. Announcement will be made at 3746 Fischer, Detroit, Mi 48215 during planning meeting taking place every 3rd Wednesday up until August 23, 2025.

2. Evacuation Procedures

A. Fire

1. **Immediate Action:** Activate the nearest fire alarm and notify emergency services (call 911).
2. **Evacuation:** The Rally takes place and Genesis Luther Church's grounds, 7200 Mack Ave, Detroit, MI 48215. This is an outdoor event.
3. **Assembly Point:** All attendees should gather at the pre-determined assembly point which is inside Genesis Lutheran Church.

4. **Headcount:** Event staff will conduct a headcount to ensure everyone is accounted for.

B. Inclement Weather

1. **Monitoring:** Continuously monitor weather conditions via local news and weather apps.
2. **Notification:** If severe weather is imminent, announce the need for shelter via the public address system.
3. **Shelter Locations:** Direct attendees to designated indoor shelters (e.g., community centers).
4. **Post-Weather Assessment:** Once the weather has cleared, assess the area for safety before allowing re-entry.

C. Active Shooter

1. **Run, Hide, Fight:** Instruct attendees to run if safe, hide if escape is not possible, and fight as a last resort.
2. **Lockdown:** Secure all entrances and exits. Use barricades if necessary.
3. **Notify Authorities:** Call 911 and provide details of the situation.
4. **Communication:** Use the public address system to provide updates and instructions.

D. Vehicular Accidents

1. **Immediate Action:** Ensure the safety of attendees and call 911 if injuries are involved.
2. **Traffic Control:** Designate staff to manage traffic and prevent further accidents.
3. **First Aid:** Provide first aid to injured individuals until emergency services arrive.

E. Lost Child

1. **Immediate Reporting:** Notify event staff immediately.
2. **Designated Area:** Direct the child to a designated lost child area.
3. **Communication:** Announce the situation over the public address system, providing a description of the child.

F. Medical Emergency

1. **Call for Help:** Notify first aid personnel immediately, with 7th Precinct Officers on hand.
2. **Provide Assistance:** Wayne Mobile Health will be on hand to provide medical assistance if needed.
3. **Clear Area:** 7th Precinct officers will be on hand to clear area in case of emergency.

3. Accountability Procedures

- **Staff Check-In:** All staff and volunteers must check in at the beginning of the event and report to designated accountability officers during an evacuation.
- **Headcount:** Conduct a headcount at the assembly point to ensure all staff and volunteers are accounted for.
- **Communication:** Use walkie-talkies to communicate with all staff regarding the status of attendees and any missing persons.
- **Training and Drills:** Pre-event training for staff and volunteers on EAP. Conduct drills for various emergency scenarios (e.g., medical emergency, evacuation).

4. Reporting Emergencies and Fires

- **Emergency Event Contact:** Keisha Brooks, Project Coordinator (313)220-7006, and Artina Hardman, Executive Director (313)824-3900
- **Emergency Reporting:** Use the designated emergency hotline or call 911 for immediate threats.
- **Internal Reporting:** Staff should report incidents to the event coordinator via walkie-talkie or designated communication method.
- **Documentation:** All incidents should be documented in an incident report form, including time, location, and nature of the emergency.

5. Documentation Plan of Action Post-Emergency

1. **Incident Reports:** Complete an incident report for every emergency situation, detailing the nature of the incident, response actions taken, and outcomes. All incident reports will be kept at the registration tent located at the front of the Rally grounds.
2. **Debriefing:** Conduct a debriefing session with staff and volunteers to discuss the incident, evaluate the response, and identify areas for improvement. This debriefing will take place the Wednesday before Parade and Rally Aug 20, 2025 held at 3746 Fischer, Detroit, Mi 48215.
3. **Follow-Up:** Ensure that any necessary follow-up actions are taken, such as contacting affected individuals or families.
4. **Review and Revise:** Review the EAP based on the incident and revise as necessary to improve future responses.

Conclusion

This Emergency Action Plan is designed to ensure the safety and well-being of all participants during the 35th Annual Mack Alive Parade and Rally. Regular training and drills will be conducted to ensure all staff and volunteers are familiar with these procedures.

Communication and Community Impact Plan for the 35th Annual Mack Alive Parade and Rally

Overview

The Mack Alive Parade and Rally is a cherished community event that celebrates local culture, fosters community spirit, and promotes local businesses. This plan outlines strategies for effective communication and maximizing community impact for the 35th Annual event.

Objectives

1. **Increase Community Engagement****: Foster participation from diverse community groups and individuals.
2. **Enhance Visibility****: Promote the event to attract a larger audience and increase local business involvement.
3. **Strengthen Community Bonds****: Create opportunities for local organizations and residents to connect and collaborate.
4. **Ensure Safety and Accessibility****: Communicate safety measures and ensure the event is accessible to all community members.

Target Audience

- Local residents and families
- Local businesses and organizations
- Schools and educational institutions
- Community leaders and influencers
- Visitors from surrounding areas

Communication Strategies

1. Pre-Event Promotion**

- **Social Media Campaign****: Utilize platforms like Facebook, Instagram, and Twitter to share event details, countdowns, and sneak peeks of parade entries. Create a unique hashtag (e.g., #MackAlive35) for community engagement.
- **Press Releases****: Distribute press releases to local newspapers, radio stations, and online news outlets to announce the event and highlight key features.
- **Community Flyers****: Design and distribute flyers in local businesses, schools, and community centers to reach those who may not be active online.
- **Email Newsletters****: Send out newsletters to local mailing lists, including updates and reminders about the event.

2. Event Day Communication

- **Signage-** Place clear signage throughout the event area to guide attendees, provide information about activities, and highlight safety protocols.
- **Information Booths-** Set up booths staffed with volunteers to provide information, answer questions, and distribute maps of the event layout.
- **Live Updates-** Use social media to provide live updates during the event, including schedule changes, highlights, and safety reminders.

3. Post-Event Follow-Up

- **Thank You Messages-** Send thank you emails to participants, volunteers, sponsors, and attendees to express gratitude and encourage feedback.
- **Surveys:** Distribute surveys via email and social media to gather feedback on the event and suggestions for improvement.
- **Highlight Reel:** Create a video montage of the event to share on social media and local news outlets, showcasing the community spirit and participation.

Community Impact Strategies

1. Local Business Involvement

- **Sponsorship Opportunities:** Offer local businesses sponsorship packages that include advertising opportunities during the event.
- **Vendor Booths:** Invite local artisans, food vendors, and businesses to set up booths, promoting local commerce and providing attendees with unique offerings.

2. Community Engagement Activities

- **Parade Participation**:** Encourage local schools, organizations, and clubs to participate in the parade, showcasing community talent and spirit.
- **Workshops and Demonstrations**:** Organize workshops or demonstrations during the rally that highlight local culture, crafts, and skills.

3. Inclusivity and Accessibility

- **Accessibility Planning:** Ensure that the event is accessible to individuals with disabilities by providing ramps, designated seating, and accessible restrooms.
- **Multilingual Communication:** Provide materials and announcements in multiple languages to cater to the diverse community.

4. Safety Measures

- **Emergency Services Coordination:** Collaborate with local law enforcement and emergency services to ensure safety protocols are in place.
- **Health Guidelines:** Communicate any health guidelines (e.g., COVID-19 precautions) clearly to attendees before and during the event.

CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

SPECIAL EVENTS PETITION

Petition No: 2025-179

Event Name: Mack Alive 35th Parade and Rally

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

Petitioner Name / Organization: Mack Alive

Event Location: Mack Ave. from St. Jean to East Grand Blvd

Event Date(s) and Time(s): 08/23/25 8:30 AM to 08/23/25 5:00 PM

Type of Event: Parade, Rally/Demonstration

Applicant Contact:
Artina Hardman
keepmackalive@yahoo.com
+1 (313) 824-3900

Submission Date:	04/02/25 5
Date of Clerk's Office Referral:	7/9/25
Date of City Departments Sign Off:	7/9/25
Date Referred to Council:	7/9/25

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 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: *Gaksima Fife*

Date: July 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, Private Facility _____

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

Event Description

Brief Event Purpose & Description:

This annual event brings the community together for a day of fun, food and edutainment. We will have floats from the parade company along with classic cars, clowns and lots of people.

Estimated Peak Attendance: 300 _____

Estimated Total Attendance: 1500 _____

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? Yes _____

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: Mack Alive

Mailing Address: 3746 Fischer Street

Detroit 48214 48214

Primary Contact:	Secondary Contact:
Artina Hardman	Keisha Brooks
keepmackalive@yahoo.com	keepmackalive@yahoo.com
+1 (313) 574-5609	+1 (313) 220-7006

Organization Type: Nonprofit

Organization Website: Keepmackalive.org

Event Setup & Breakdown

Begin Setup: 08/22/25 9:00 AM

Complete Setup: 08/23/25 8:00 AM

Setup Location(s): Genesis Lutheran Church 7200 Mack

Event Start: 08/23/25 8:30 AM

Event End: 08/23/25 5:00 PM

Begin Tear Down: 08/23/25 4:00 PM

Complete Tear Down: 08/23/25 6:00 PM

Number of Trash Containers: 4 Number of Recycling Containers: 1

Cleaning Service Vendor: NA

Other Waste Elements: NA

Street Closures & Parking

How many streets will be closed: 5+

Will you be closing any part of Woodward Avenue? No

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:
area street parking and the lots from business with their permission of course.

Food & Beverage

Will food be served? Yes

Will food be prepared on site? Yes

Number of food trucks: 3 Number of non-truck food vendors: 2

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: 6

Number of tents larger than 10' x 10': 5

Tent Contractor: Jedreamers

What other structures will your event include? mobile stage

Will your event use any grills? Yes

What kind of grills? charcoal

Utilities & Portable Restrooms

Event Utilities that will be used: Generators

How will generators be fueled? gas

Generator contractor: jedreamers

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? No

Security Contractor: _____

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: Wayne Mobile Health

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 **Mack Alive** to host "Mack Alive 35th Parade and Rally" (2025-179) on **August 23, 2025**, from **8:30AM – 5:00PM** at **Mack Avenue from St. Jean to E. Grand Blvd.**

PROVIDED, that there will be DPD Assisted Event; 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 DHD pending inspections; and be it further

PROVIDED, that there will be DPW Road Closure Signage Required; and be it further.

PROVIDED, that there will be BSEED Permits Required for business licenses, stages, tents, and generators per 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.