

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.

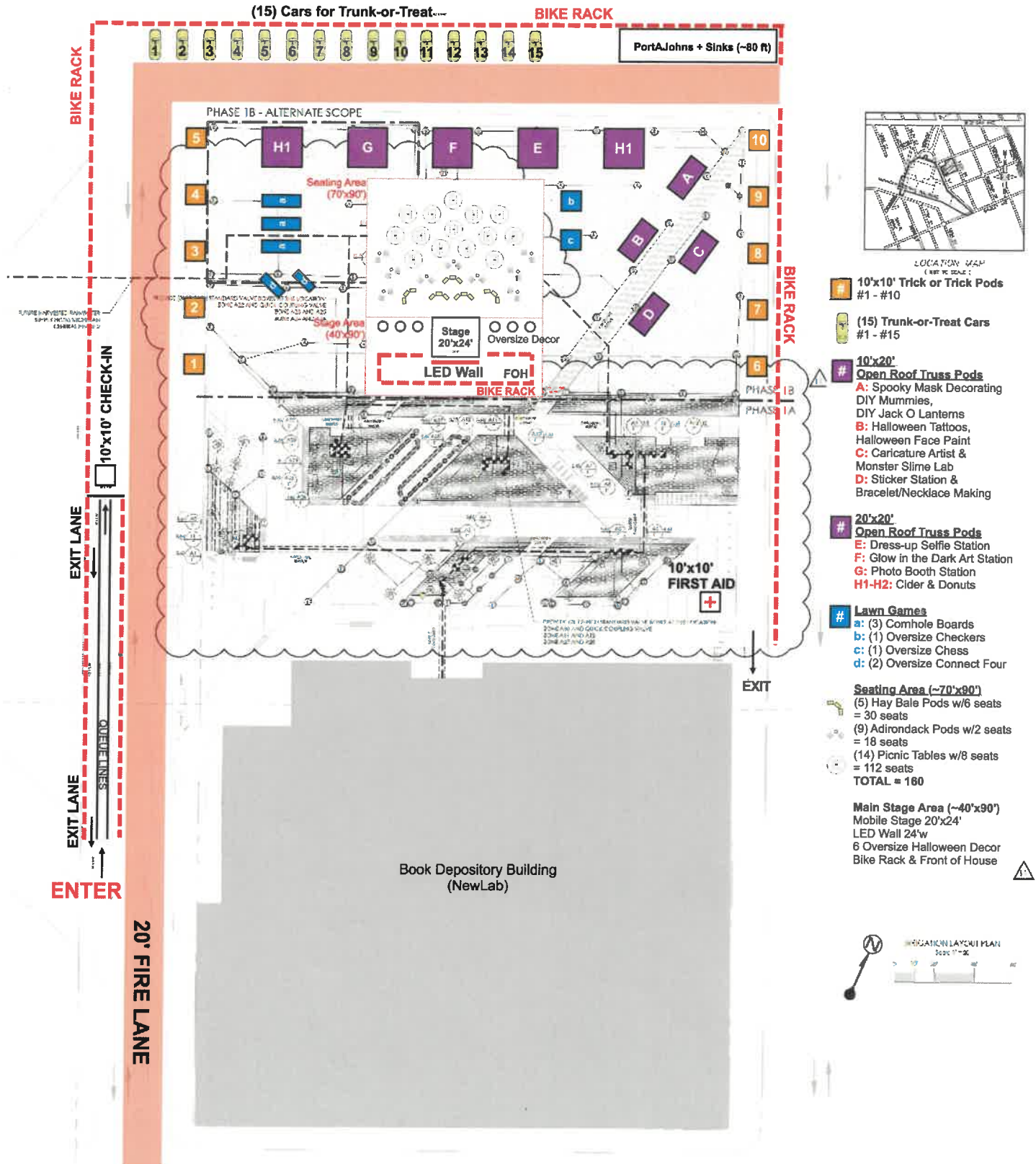
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Petition No.	2025-266
Name of Petitioner	Campbell Marketing & Communications
Description of Petition	Petition request to hold "Halloween at The Station" from October 31, 2025 at 5:00 PM to 9:00 PM the same day at NewLab located at 2050 15 <sup>th</sup> St, Detroit, MI 48216. Set-up will begin on October 31, 2025 at 6:00 AM and be completed by 3:00 PM the same day. Tear down will begin on October 31, 2025 at 9:00 AM and be completed by 11:00 PM the same day.
Type of Petition	<b>Special Events</b>
Submission Date	10/09/25
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	Jeff Moore – Campbell Marketing Campbell Marketing & Communications 3200 Greenfield Road, Suite 280 Dearborn, MI 48120 P: (248) 470-7010 <a href="mailto:jmoore@campbellmarketing.com">jmoore@campbellmarketing.com</a>

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

(313) 224 - 3260 | Fax: (313) 224 - 1466

# Halloween Event New Lab Detroit - Site Plan ver 3.0



- 10'x10' Trick or Trick Pods #1 - #10**
- (15) Trunk-or-Treat Cars #1 - #15**
- 10'x20' Open Roof Truss Pods**
- A:** Spooky Mask Decorating, DIY Mummies, DIY Jack O Lanterns
  - B:** Halloween Tattoos, Halloween Face Paint
  - C:** Caricature Artist & Monster Slime Lab
  - D:** Sticker Station & Bracelet/Necklace Making
- 20'x20' Open Roof Truss Pods**
- E:** Dress-up Selfie Station
  - F:** Glow in the Dark Art Station
  - G:** Photo Booth Station
  - H1-H2:** Cider & Donuts
- Lawn Games**
- a:** (3) Cornhole Boards
  - b:** (1) Oversize Checkers
  - c:** (1) Oversize Chess
  - d:** (2) Oversize Connect Four
- Seating Area (~70'x90')**
- (5) Hay Bale Pods w/6 seats = 30 seats
  - (9) Adirondack Pods w/2 seats = 18 seats
  - (14) Picnic Tables w/8 seats = 112 seats
  - TOTAL = 160**
- Main Stage Area (~40'x90')**
- Mobile Stage 20'x24'
  - LED Wall 24'w
  - 6 Oversize Halloween Decor
  - Bike Rack & Front of House



## Alternative Traffic Route

### North–South Circulation:

- Instead of using **15th St.**, direct vehicles to use **14th St.** as the main north–south connector.
- Cars coming down from **Vernor Hwy** can turn onto **14th St.** and flow southbound toward **Wabash** or **Maranette**.

### East–West Circulation:

- Since **Dalzelle St.** is blocked, use **Wabash St.** as the primary east–west route.
- Vehicles can cut across **Wabash**, then connect to **14th St.** or **Rosa Parks Blvd.** depending on direction.

### Event + Michigan Central Access:

- **Michigan Central main drive (Lacombe Dr.)** should remain open for limited event/delivery traffic only. You can checkpoint this for staff, vendors, or VIP drop-off.
- General guest parking can be rerouted to **Roosevelt Park Parking Lot** (east side of the site off **Vernor & Lacombe**) or to overflow lots south of **Newlab**, with access via **Maranette St.**

## Guest/Traffic Flow Example

1. **From Vernor Hwy (West side):**
  - Vehicles head eastbound → turn onto **14th St.** southbound → cut across **Wabash St.** to reach parking or drop-off zones.
2. **From Vernor Hwy (East side/Rosa Parks):**
  - Vehicles head westbound → enter **Lacombe Dr.** → direct into **Roosevelt Park Lot** or continue to **14th St.** south.
3. **From Michigan Ave / Corktown side:**
  - Route cars north on **14th St.** toward **Wabash** for parking access, avoiding **Dalzelle/15th.**

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## **Community Impact Statement – Halloween Event at Michigan Central Station**

The proposed Halloween community event at Michigan Central Station is designed as a safe, family-friendly celebration that will bring together Detroit residents and visitors in one of the city's most iconic public spaces.

### **Community Engagement & Access**

- The event will be open to the public and free of charge, ensuring accessibility for families and individuals of all ages and backgrounds.
- Programming will include trick-or-treating stations, arts and crafts activities, live entertainment, and interactive installations, offering diverse experiences that highlight Detroit's creative culture.

### **Economic & Cultural Benefits**

- The event will prioritize local vendors, performers, and small businesses, providing them with opportunities for exposure and economic support.
- By activating Michigan Central Station and its surrounding area, the event will draw residents and visitors to Corktown and neighboring districts, supporting foot traffic for local shops, restaurants, and community partners.

### **Safety & Stewardship**

- The event will be carefully managed to ensure the safety and comfort of guests, including security personnel, traffic flow management, and clear directional signage.
- Organizers are committed to maintaining the cleanliness of the site, with waste and recycling management plans in place.

### **Community Spirit & Identity**

- Celebrating Halloween in such a historic Detroit landmark fosters civic pride, strengthens neighborhood identity, and promotes Michigan Central Station as a welcoming hub for community gatherings.
- The event will include themed décor, music, and storytelling that reflect Detroit's unique culture and family-oriented traditions.

**Build and Breakdown Schedule**  
**Autumn Fest at Michigan Central – Halloween**  
**October 31, 2025**

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**Friday, October 31, 2025**

6:00am	Load-in begins in front of Newlab building
6:30am	Set up tents, barricades, stage
7:00am	Set up Audio Visual
9:00am	Begin set up of tables, chairs, décor
12:00pm	Lunch break
1:00pm	Sound & Lighting check
5:00pm	Event Begins
10:00pm	Event ends/ Event Strike begins

**Event Clean Up Plan  
Autumn Fest at Michigan Central – Halloween  
October 31, 2025**

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**Elevate Production Group and Campbell Marketing have contracted with CVRE Ashcraft, Michigan Central's preferred sanitation vendor, for our cleaning and sanitation needs for this event.**

**Friday, October 31, 2025**

- |         |   |
|---------|---|
| 9:00am  | Additional dumpster delivered to MCS  |
| 1:00pm  | Placement of temporary garbage receptacles in and around event  |
| 5:00pm  | Event Begins <ul style="list-style-type: none"><li>- Staff to monitor waste receptacles hourly during the event</li><li>- Every half-hour for receptacles near cider and donut and picnic table areas</li></ul>   |
| 9:00pm  | Soft Close begins   |
| 10:00pm | Event ends/ Event Strike begins <ul style="list-style-type: none"><li>- Vendors load out</li><li>- All temporary garbage receptacles will be emptied into the dumpster</li><li>- All pumpkins, haybales, cornstalks to be emptied into the dumpster</li></ul> |

**Event Vendor List**  
**Autumn Fest at Michigan Central – Halloween**  
**October 31, 2025**

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**Barricade Provider**

Elevate Production Group

**Emergency Medical Contractor**

Elevate Production Group

Hart EMS Medical

313-366-4278

<https://hartems.com/>

**Security Contractor**

Michigan Central Station

- Allied Security

**Port-A-John Contractor**

Elevate Production Group

- Scotty's Potties

**Sanitation Contractor**

Michigan Central Station

- CVRE Ashcroft

CITY OF DETROIT, OFFICE OF EXTERNAL AFFAIRS

# SPECIAL EVENTS PETITION

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

**Event Name:** Halloween at The Station

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

**Petitioner Name / Organization:** Campbell Marketing & Communications

**Event Location:** Lawn area in front of NewLab (2050 15th St, Detroit, MI 48216)

**Event Date(s) and Time(s):** 10/31/25 5:00 PM **to** 10/31/25 9:00 PM

**Type of Event:** Other

<b>Applicant Contact:</b>
Jeff Moore - Campbell Marketing
jmoore@campbellmarketing.com
+1 (248) 470-7010

<b>Submission Date:</b>	09/11/25 3
<b>Date of Clerk's Office Referral:</b>	10/9/25
<b>Date of City Departments Sign Off:</b>	10/8/25
<b>Date Referred to Council:</b>	10/9/25

### 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 Reviewed-Ready for Council	DPW Reviewed-Ready for Council	DHD Reviewed-Ready for Council

**BSEED**  
BSEED Reviewed-Ready for Council

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

**Date:** October 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 - Michigan Central will promote at later date

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 free festival is designed to be a family-friendly occasion that brings Ford together with Corktown and Southwest Detroit partners and communities. The grass field of Newlab will be transformed into a Halloween themed experience where a variety of activities, trick-or-treating fun, music, games, and food will be experienced.

We will use thematic elements to create a spooky, fun, and whimsical atmosphere with sound and lighting effects to immerse guests in the Halloween spirit. Guests will participate in costume contests, listen to music by local artists, play carnival style games, and capture photos in our Halloween themed photo booth.

Estimated Peak Attendance: 1000 \_\_\_\_\_

Estimated Total Attendance: 800-1000 \_\_\_\_\_

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? 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: Campbell Marketing & Communications

Mailing Address: 3200 Greenfield Road, Suite 280

Dearborn MI 48120

Primary Contact:	Secondary Contact:
Jeff Moore - Campbell Marketing	Karina Senior - Elevate Production Group
jmoore@campbellmarketing.com	ksenior@elevateproductiongroup.com
	+1 (734) 717-4128

Organization Type: Corporation

Organization Website: https://michigancentral.com/

## Event Setup & Breakdown

Begin Setup: 10/31/25 6:00 AM

Complete Setup: 10/31/25 3:00 PM

Setup Location(s): Grassy Area in front of NewLab (Between 14th & 15th & Dalzalle St)

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

Event End: 10/31/25 9:00 PM

Begin Tear Down: 10/31/25 9:00 PM

Complete Tear Down: 10/31/25 11:00 PM

Number of Trash Containers: 24 Number of Recycling Containers: 12

Cleaning Service Vendor: Michigan Central - CVRE Ashcroft

Other Waste Elements: NA

## Street Closures & Parking

How many streets will be closed: 2

Will you be closing any part of Woodward Avenue? No

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

1. Dalzelle Street 10/31/25

Between 14th & 15th Streets 6:00 AM 11:00 PM

2. 15th Street 10/31/25

LaComb between Vernor & 15th Street 6:00 PM 11:00 PM

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:

Guests will be able to park at metered street parking or The Bagley Mobility Hub (Wabash/Bagley)

## 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: 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? No

## Stages, Tents, & Structures

Is a stage being built? Yes

How many stages will be used? 1

Do any of the stages have a canopy? Yes

Number of tents 10' x 10' and smaller: 11

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

Tent Contractor: Elevate Production Group - Stage will be a mobile stage

What other structures will your event include? 4 - 10X20 Open Roof Trest Pods (Halloween Crafts, Face Painting, Tattoos) 6 - 10X20 Open Roof Trest Pods (Bike station Photo booth, Oler & Derris) \_\_\_\_\_

Will your event use any grills? No

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

## 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: Allied Security - Coordinated through Michigan Central

Number of private personnel per shift: 6

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: Elevate Production Group - Hart Medical S

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 Campbell Marketing & Communication to host "Halloween at the Station" "2025-266" on October 31, 2025, from 5:00 PM to 9:00 PM at Michigan Central's New Lab.

**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**, all necessary permits must be obtained prior to the event. If permits are not obtained, departments can enforce closure of event.