

### **Gala Executive Summary**

- The Detroit Public Schools, as a system of urban education, was founded on February 17, 1842. Throughout its history, the District has educated millions of city residents within pre-kindergarten, elementary, middle, and high school curricula.
- DPS, and now the Detroit Public Schools Community District, has graduated a multiplicity of students that have become local, statewide, regional, national, and global leaders.
- With theme of "Come Home," and in partnership with the Detroit Public Schools Foundation, DPSCD will honor our past and present, and salute those worldwide DPS/DPSCD alumni from closed/open high schools, and now retired or officials within multiple career fields.
- Wherefore, we are commissioned to deliver an epic, elegant District alumni hall of fame black-tie/formal attire gala featuring: 1.) distinguished first-class alumni dinner; 2.) magnificent recognition of universal alumni; 3.) spectacular honor ceremony for prestigious alumni with signature awards; 4.) paramount set of extraordinary alumni and student performances; and 5.) development of a pivotal mechanism for DPS/DPSCD alumni associations or groups to adjoin with present District students, and establish life-changing educational and career skill sets for our urban students of today, yet potential global leaders of tomorrow.
- Plan an inaugural, monumental Signature Event with a Wow Factor for DPS/DPSCD Alumni and establish the DPS/DPSCD Hall of Fame for the Detroit Public Schools Community District.
- Produce the trademark event at a Detroit-based venue on Sunday, May 22, 2022, featuring VIP Reception, Gala, and Afterglow for 500 800 combined District alumni, students, officials, partners, and overall, stakeholders. The setting must be amenable to the ambiance, execution, and evaluation of this premier, unparalleled event.
- Provide alumni with the following transformative mandate to accelerate DPSCD student matriculation from kindergarten, elementary, middle to high school through amplified enrollment, attendance, academic growth, college & career readiness, and graduation rates.



### **Vision Statement and Mission Statement**

#### **VISION**

As we extraordinarily address the transformative mandate of expanded enrollment, attendance, academic growth, college & career readiness, and graduation rates of each District academician of today, yet potential international leader of tomorrow, in partnership with the Detroit Public Schools Foundation, DPSCD will host the Alumni Hall of Fame Gala - Signature Event with a Wow Factor and underlying theme of "Come Home" in recognition, salutation, and sharing back of DPS/DPSCD Alumni and establish the DPS/DPSCD Hall of Fame for the Detroit Public Schools Community District.

#### **MISSION**

Plan, prepare, produce, and perform an unprecedented set of events for the Spring 2022 Alumni Weekend with designated dates of Thursday, May 19, 2022, through Sunday, May 22, 2022, amidst specific event times, selection of venues, and budget to culminate with the Alumni Hall of Fame Gala for DPS/DPSCD alumni, academicians, officials, partners, and overall, stakeholders that exceptionally build the character, climate, and culture of each District student.

**ALUMNI HALL OF FAME GALA & ALUMNI WEEKEND** 



THURSDAY, MAY 19, 2022, THROUGH SUNDAY, MAY 22, 2022

## **Executive Advisory Group (EAG) -District Officials & Community**Stakeholders

#### **MISSION**

Serve as advisors and supporters of the signature events and utilize names/titles on letterhead/mailing information to alumni and partners.

Dr. Nikolai Vitti, Superintendent

Detroit Public Schools Community District Co-Chair

**Bishop Charles Ellis III, Senior Pastor** 

Greater Grace Temple Co-Chair

Reverend Dr. Jim Holley, Senior Pastor

**Emeritus** 

Historic Little Rock Baptist Church

Reverend Dr. Wendell Anthony, Pastor

Fellowship Chapel

**President** 

NAACP (National Association for the Advancement of Colored People)
Detroit Branch

Sharlonda Buckman, Assistant Superintendent

Office of Family & Community Engagement Detroit Public Schools Community District

**Chrystal Wilson, Assistant Superintendent** 

Office of Communications
Detroit Public Schools Community District

**Brittany Sanders, Co-Chair** 

District-Wide Alumni Advisory Council Detroit Public Schools Community District

Leon Johnson, Co-Chair

District-Wide Alumni Advisory Council Detroit Public Schools Community District Pamela Moore, President & Chief Executive Officer

**Detroit Public Schools Foundation** 

Kenneth Donaldson, President &

**Chief Executive Officer** 

BUF (Black United Fund) of Michigan

Reginald Hinton, Vice President & Community Banking Market Leader

Bank of America

W. Howard Morris, President & Chief Investment Officer

Prairie & Tireman Group



### **Event Planning & Production Group (EP/PG) -Internal District Officials**

#### **MISSION**

Plan, prepare, produce, and perform signature events for the designated dates, times, selection of venues, and alumni/partnership audiences.

**Tyrone Winfrey, Executive Director** 

Office of Community Affairs Detroit Public Schools Community District

Jasmine Stallworth, Program Associate II

Office of Finance
Detroit Public Schools Community District

Matia Joi Mausi. Senior Director

Office of Family & Community Engagement Detroit Public Schools Community District

Dr. Alex Cintron, Director

Office of Bilingual Education & Related Programs
Detroit Public Schools Community District

**Desirae Tolbert, Chief Public Affairs Officer** 

Office of Public Affairs & Marketing Detroit Public Schools Community District

**Mark Sherwood, Deputy Executive Director** 

Office of Public Affairs & Marketing Detroit Public Schools Community District

Nia Adams, Project Manager

Office of Communications & Marketing Detroit Public Schools Community District

Adam Kind, Project Manager

Office of Partnerships Detroit Public Schools Community District Latoya Smith, Senior Director

Office of Strategy Detroit Public Schools Community District

Nicole Gulley, Program Associate I

Office of Strategy Detroit Public Schools Community District

**Anthony Smith, Deputy Executive Director** 

Office of Fine & Performing Arts
Detroit Public Schools Community District

**Andrew McGuire, Assistant Director** 

Office of Fine & Performing Arts Detroit Public Schools Community District



## **Special Advisory Group (SAG) - External District Partners**

#### **MISSION**

Provide external advising, planning, support, and generate event promotion through a multiplicity of networks.

**Danielle Byrd-Thompson, Financial Advisor & Partner** 

Equitable Advisors
TPS Financial

**Wesley Ganson, Executive Director** 

Center for Student Advocacy

**Vaughn Arrington, President** 

Human Fliers, LLC

**Larry Johnson, President** 

Men Who Dare, Inc.

**Team Leader** 

**General Motors Student Corps** 

## **Guest Advisory Group (GAG) - Internal District Partners**

#### **MISSION**

Equip event planning and production through specific administrative, strategic, technological, and audio/visual support mechanisms.

**Gwendolyn Mia, School Counselor** 

East English Village Preparatory Academy Detroit Public Schools Community District

**Donald Walker, Director of Multimedia** 

**Detroit School of Arts** 

Detroit Public Schools Community District

**Carlos Spearman, Program Supervisor** 

Office of Enrollment

Detroit Public Schools Community District

**Leon Mims, Project Manager** 

Office of Enrollment

Detroit Public Schools Community District



### **Sub-Committee Co-Chairpersons**

**Event Logistics & Management** 

Jasmine Stallworth, EP/PG Tyrone Winfrey, EP/PG

**Alumni Associations & Promotions** 

Tyrone Winfrey, EP/PG Leon Johnson, EAG

**Alumni Accommodations & Communications** 

Dr. Alex Cintron, EP/PG Wesley Ganson, SAG

**Corporate Partnerships & Sponsorships** 

Adam Kind, EP/PG Larry Johnson, SAG **Vendor Coordination & Volunteer Recruitment** 

Tyrone Winfrey, EP/PG Vaughn Arrington, SAG

**Signature Awards & Entertainment** 

Anthony Smith, EP/PG Andrew McGuire, EP/PG

**Branding, Communications & Marketing** 

Mark Sherwood, EP/PG Nia Adams, EP/PG

**Budget, Finance & Fiscal Operations** 

Tyrone Winfrey, EP/PG Danielle Byrd-Thompson, SAG

EAG – Executive Advisory Group (District Officials and Community Stakeholders)
EP/PG – Event Planning & Production Group (Internal District Officials)
SAG – Special Advisory Group (External District Partners)
GAG – Guest Advisory Group (Internal District Partners)





# Alumni Hall of Fame Weekend Schedule of Events

COME

### Thursday 5.19.22 - Sunday 5.22.22

Hotel Lodging Accommodations / Rooms (Detroit Marriott at the Renaissance Center)

### Thursday 5.19.22; 7pm – 9pm

DPSCD "An Evening of Fine Arts" (Fox Theatre)

### Friday 5.20.22; 11am - 3pm

Alumni School Visits (Visit Your High School / Visit A School)

#### Friday 5.20.22; 5pm - 8pm

Alumni "Meet & Greet" Reception (Detroit Athletic Club)

#### Saturday 5.21.22; 10am - 12pm

Alumni & Sponsors VIP Brunch (They Say Restaurant)

#### Saturday 5.21.22; 12pm - 3pm

Alumni "Meet & Ride" Bike Stroll – GraceRiders (Historic African American & Detroit Sites)

### **Saturday 5.21.22; 2pm - 8pm**

Alumni "Taste of Livernois" Block Party (Livernois Avenue: Cambridge Avenue to West Outer Drive)

#### Sunday 5.22.22; 10am & 11am

Worship Services with Faith-Based Leaders & Alumni (Suggested Institutions)
 Citadel of Praise, Pastor Spencer Ellis; Cass Technical High School
 Fellowship Chapel, Pastor Wendell Anthony; Central High School
 Greater Grace Temple, Bishop Charles Ellis III; Mumford High School
 Holy Ghost Cathedral, Bishop Corletta Vaughn; Cass Technical High School
 New Destiny Christian Fellowship, Pastor Horace Sheffield III; Cass Technical HS
 Perfecting Church, Bishop Marvin Winans; Mumford High School
 Second Ebenezer Church; Bishop Edgar Vann; Mumford High School
 The Ark Detroit, Pastor Boyd White III; Cass Technical High School
 Third New Hope Baptist Church; Lead Pastor QuanTez Pressley; Renaissance HS
 Triumph Church, Senior Pastor Solomon Kinloch Jr.; Northwestern High School
 Historic Little Rock Baptist Church, Senior Pastor Emeritus Dr. Jim Holley
 Liberty Temple Baptist Church, Senior Pastor Dr. Steve Bland Jr.

### Sunday 5.22.22; 4pm / 5pm

Red Carpet / VIP Reception (Huntington Place)

### Sunday 5.22.22; 6pm

Alumni Hall of Fame Gala; co-hosted by Carolyn Clifford, News Anchor, WXYZ Detroit, Channel 7 & Huel Perkins, News Anchor, Fox 2 Detroit (Huntington Place)

### Sunday 5.22.22; 10pm

Gala Afterglow (Huntington Place)



## Alumni "Meet & Ride" Bike Stroll Historic African American & Detroit Sites

Saturday, May 21, 2022 - 12:00 P.M. – 3:00 P.M. With GraceRiders – Begins / Ends at Livernois Avenue & West Outer Drive

- 1) Livernois Avenue of Fashion
- Sherwood Forest / Palmer Woods / Golf Course Estates / University District
- First Stretch of Paved Road in United States: Woodward Avenue – West Seven Mile Road to West McNichols Road
- 4) First Highway in United States: Davison Freeway
- 5) Gordon Park: 1967 Riot Site Rosa Parks Boulevard / Clairmount Street
- 6) Congregation Restaurant
- 7) Madame Tessie Hill Home
- 8) New Bethel Baptist Church: 8430 Linwood Street
- 9) Rosa Parks Home: 3201 Virginia Park Street
- 10) Kilpatrick Home
- 11) C L Franklin Home

- 12) Motown Museum
- 13) ML King Memorial
- 14) Virginia Park Estates
- 15) Detroit Farm & Cider
- 16) David Ruffin Home
- 17) University District
- 18) Return: Livernois Avenue/ West Outer Drive









## **Sponsorship Packages**

IN PARTNERSHIP WITH THE DPS FOUNDATION



### **Sponsorship Packages**



#### **INDIVIDUAL SPONSORSHIP:**

#### **SILVER PACKAGE (\$2,500)**

- 1 table at the Alumni Gala
- 2 tickets to Alumni & Sponsors VIP Brunch
- 2 tickets to Alumni "Meet & Greet" Reception and Alumni "Taste of Livernois" Block Party
- Seating with an honoree at the Gala
- 1 quarter-page advertisement in Souvenir Classic Alumni Gala Book

#### GOLD PACKAGE (\$5,000)

- 2 tables at the Alumni Gala
- 4 tickets to Alumni & Sponsors VIP Brunch
- 4 tickets to Alumni "Meet & Greet" Reception and Alumni "Taste of Livernois" Block Party
- Seating with an honoree at the Gala
- 1 half-page advertisement in Souvenir Classic Alumni Gala Book

#### **PLATINUM PACKAGE (\$7,500)**

- 3 tables at the Alumni Gala
- 6 tickets to Alumni & Sponsors VIP Brunch
- 6 tickets to Alumni "Meet & Greet" Reception and Alumni "Taste of Livernois" Block Party
- Seating and framed photo with an honoree at the Gala
- 1 full-page advertisement in Souvenir Classic Alumni Gala Book
- · Feature in social media

#### **DIAMOND PACKAGE (\$10,000)**

- 4 tables at the Alumni Gala
- 8 tickets to Alumni & Sponsors VIP Brunch
- 8 tickets to Alumni " Meet & Greet" Reception and Alumni "Taste of Livernois" Block Party
- Seating and framed photo with an honoree at the Gala
- 1 full-page advertisement of premium placement within Souvenir Classic Alumni Gala
   Book
- Feature in promotional materials and social media

#### **DIRECT PURCHASE:**

\$125 VIP Reception & Alumni Gala Per Person / \$100 Alumni Gala Per Person \$1,000 VIP Reception & Gala Table of Ten Sponsor / \$800 Gala Table of Ten Sponsor

#### **CORPORATE SPONSORSHIP:**

#### **GOOD NEIGHBOR (\$15,000)**

- 4 premium tables at the Alumni Gala
- 10 tickets to Alumni & Sponsors VIP Brunch and Alumni "Meet & Greet" Reception
- 1 full-page advertisement on back page of Souvenir Classic Alumni Gala Book
- · Serve as an Official Sponsor
- Advertising space for Alumni "Meet & Ride" Bike Stroll and Alumni "Taste of Livernois" Block Party
- Logo Display along Red Carpet at the Alumni Gala
- Ad space in radio/television/print media
- · Logo in print materials/social media

#### **WE ALL RISE ALLY (\$25,000)**

- 5 premium tables at the Alumni Gala
- 12 tickets to Alumni & Sponsors VIP Brunch and Alumni "Meet & Greet" Reception
- 1 full-page advertisement opposite front cover or on back cover of Souvenir Classic Alumni Gala Book
- Creation and presentation of Lifetime Achievement Award within DPSCD Hall of Fame
- Serve as a Title Sponsor
- Advertising space for Alumni "Meet & Ride" Bike Stroll and Alumni "Taste Of Livernois" Block Party
- Logo Display along Red Carpet at the Alumni Gala
- Logo on Gala "Step and Repeat" Banners
- Ad space in radio/television/print media
- · Logo in print materials/social media



### **Branding and Marketing**

The branding goal for the Come Home Alumni Hall of Fame Gala is to develop an iconic brand that will be sustainable for many years, easy to adopt and implement across multiple promotional mediums, and have a strong presence within the actual DPSCD Alumni Hall of Fame area. For the initial event, the following promotional items will be developed and distributed:

- Event Save The Date postcard/flyer
- Promo poster, social media/web assets, radio, digital billboards
- Invitation & Ticket design and printing
- Event Program design & printing
- Event Signage & Banner design and printing
- Event Presentations Design Elements award show intros, bumpers w/music, video vignettes, PowerPoint templates



### **Open and Closed High School – Alumni Associations**

### Detroit Public Schools Community District - High Schools (Open)

- 1. Academy of the Americas High School
- 2. Carson High School of Science and Medicine
- 3. Cass Technical High School
- 4. Central High School
- 5. Cody High School
- 6. Communication & Media Arts High School
- 7. Davis Aerospace High School
- 8. Denby High School
- 9. Detroit Collegiate Preparatory High School at Northwestern
- 10. Detroit School of Arts
- 11. East English Village Preparatory Academy
- 12. Ford High School
- 13. Legacy Academy
- 14. King Senior High School
- 15. Mumford High School
- 16. Osborn High School
- 17. Pershing High School
- 18. Renaissance High School
- 19. Southeastern High School
- 20. The School at Marygrove
- 21. Western International High School
- 22. Westside Academy
- 23. Detroit International Academy for Young Women
- 24. Douglass Academy for Young Men
- 25. Breithaupt Career and Technical Center
- 26. Golightly Career and Technical Center
- 27. Randolph Career and Technical Center

### Detroit Public Schools -High Schools (Closed)

- 1. Chadsey High School
- 2. Commerce High School
- 3. Cooley High School
- 4. Crockett High School
- 5. Crossman Alternative High School
- 6. Detroit City High School
- 7. Doty High School for Girls
- 8. Eastern High School
- 9. Ferguson Alternative Academy for Girls
- 10. Finney High School
- 11. Kettering High School
- 12. Mackenzie High School
- 13. Miller High School
- 14. Millennium High School
- 15. Murray-Wright High School
- 16. Northeastern High School
- 17. Northern High School
- 18. Redford High School
- 19. Rogers Academy High School
- 20. Southwestern High School
- 21. Trombly Alternative High School
- 22. Wilbur Wright High School





## **Event Logistics & Planning**

IN PARTNERSHIP WITH THE DPS FOUNDATION



7pm – 9pm DPSCD "An Evening of Fine Arts" (Fox Theatre) 11am – 3pm Alumni School Visits (Multiple Schools)

5pm – 8pm Alumni "Meet & Greet" Reception (Detroit Athletic Club) 10am – 12pm Alumni & Sponsors VIP Brunch

(They Say Restaurant)

12pm – 3pm
Alumni "Meet & Ride"
Bike Stroll / Car Tour
(Historic African American &
Detroit Sites)

2pm – 8pm Alumni "Taste of Livernois" Block Party (Livernois Avenue: Cambridge Avenue to West Outer Drive) 10am & 11pm
Worship Services with
Faith-Based Leaders &
Alumni
(Multiple Institutions)

4pm – 5pm
Red Carpet VIP
Reception
(Huntington Place)

6pm – 10pm
Alumni Hall of Fame
Gala & Afterglow
(Huntington Place)



### Saturday, May 21, 2022

### 12pm – 3pm Alumni "Meet & Ride" Bike Stroll

(Historic African American & Detroit Sites)

### 2pm – 8pm Alumni "Taste of Livernois" Block Party

(Livernois Avenue: Cambridge Avenue to West Outer Drive)

Although the Come Home Alumni Weekend is scheduled Thursday, May 19<sup>th</sup> through Sunday May 22<sup>nd</sup>, the only events that are public facing and require city permitting occur on Saturday, May 21<sup>st</sup>, 2022. They include:

The **Alumni Meet & Greet Bike Stroll** intended to allow participants the opportunity to join an educational tour of historic African American sites using the city's designated bike lanes and paths. Participants can also opt to drive by sites and learn of the history.

- Hosted by: Grace Riders
- Expected Quantity 50 Bike Participants (Pre-registered via Come Home website)
- Bike Stroll Beginning/Ending Location: Avenue of Fashion
- Start/ End Time: 12:00 PM 3:00 PM

The **Taste of Livernois Block Party,** an event spanning one-block of Livernois intended to allow community to gather in support of local small businesses (restaurants & retail), receive information on DPSCD Enrollment Opportunities, and enjoy live music and entertainment. This event is in parallel with the Bike Stroll as they share the same footprint.

- Hosted by: Livernois Avenue of Fashion Business Association / DPSCD
- Expected Quantity 2,000 Participants (Open to the General Public)
- Location: Livernois Avenue (Between Outer Drive & Cambridge)
- Start/ End Time: 8:00 AM Setup, 2:00 event start, 6:00 PM Event Concludes, 8:00 PM Teardown





## "Down Memory Lane"

**Educational Bike Stroll** 

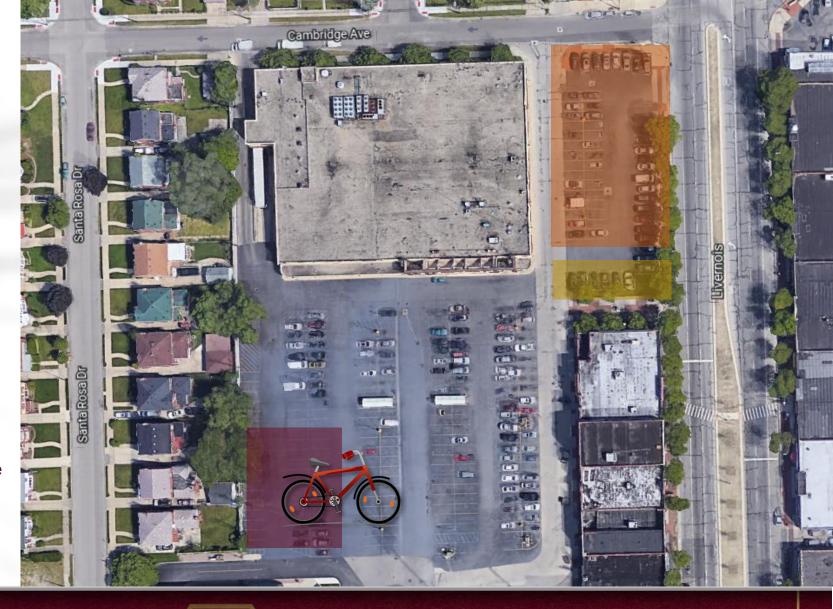


## Proposed Start/End Location:

### **Mike's Market Parking Lot**

- Proposed Bike Parking
  - Proposed Restroom Site
  - Proposed Event Activation Site

**Note:** This location is the secondary option for bike stroll participants to meet. This is also the site where other activations will take place, including an enrollment fair. It is also a suggested location for restrooms/sanitation station.





### **Bike Tour Route**

### Sites Include:

- Historic Livernois Avenue of Fashion
- Sherwood Forest
- Palmer Woods & Palmer Park Community
- University District
- Marygrove Community
- Former Homes of Historical Motown Performers
- Boston Edison District
- Motown Museum & More!





### **Example Signage:**

Note: This is only a mock design. Any displays will be temporary outdoor, weather resistant signage installed Saturday morning and removed by the end of day.





## **Extended Tour Additional Stops**

**Note:** Grace Riders is the identified bike tour partner and lead. We are working with them on a final bike route for approval which is still in development. Those who opt to visit the sites by vehicle can drive by sites and scan QR Codes for a self-paced guided tour.

- 1) Livernois Avenue of Fashion
- 2) Sherwood Forest / Palmer Woods / Golf Course Estates / University District
- 3) First Stretch of Paved Road in United States: Woodward Avenue West Seven Mile Road to West McNichols Road
- 4) Highland Park and Home of the Ford Model T
- 5) First Highway in United States: Davison Freeway
- 6) Gordon Park: 1967 Riot Site Rosa Parks Boulevard / Clairmount Street
- 7) New Bethel Baptist Church: 8430 Linwood Street
- 8) Rosa Parks Home: 3201 Virginia Park Street
- 9) Motown Museum/Hitsville U.S.A.
- 10) Woodbridge Homes: Jeffries Projects (Motown Street Names)





## "Dancing in the Streets"

Taste of Livernois Block Party



### **Taste of Livernois Event Considerations:**

#### The **Taste of Livernois** is intended to

- Spotlight the largest concentration of Black-owned businesses in the City of Detroit
- Create space for our community of supporters to patronize small businesses along Livernois (retail & restaurants)
- Share information on programs and enrollment opportunities with Detroit Public Schools Community District
- Showcase the arts through a variety of performances and entertainment options

### ~ 2000 Expected Attendees

**Note:** We acknowledge that this event is planned to yield a large concentration of people in a one-block area. Although we have identified ample parking options, this will cause a direct impact to the flow of traffic, potentially causing increased congestion. We propose two potential options and are open to discussion and the recommendation of the city on traffic & safety protocols.





## **Transportation Considerations**

**Proposed Maps** 

IN PARTNERSHIP WITH THE DPS FOUNDATION

COMPENSATION

ALLER IN TALL STREET

## **OPTION A**

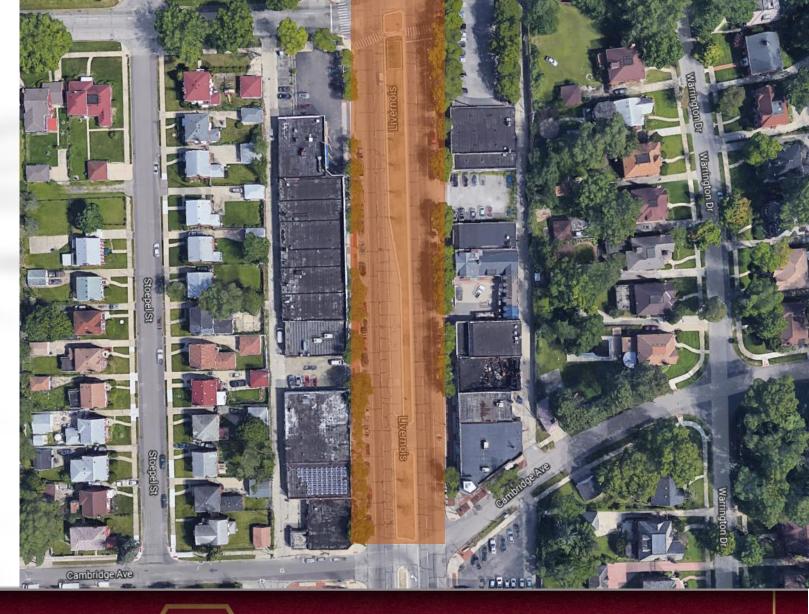
### **Proposed Street Closure:**

## Livernois Avenue (Between Outer Drive & Cambridge)

Proposed Event Activation Site Including:

- Live Entertainment
- DPSCD Alumni Area
- Enrollment
- Seating
- 10x10 Tents (Local Businesses)

**Note:** We would block off Livernois Avenue between Cambridge and Outer Drive from 2:00 PM – 6:00 PM. This would allow open space to showcase businesses, host entertainment, and socially gather.





## **OPTION B**

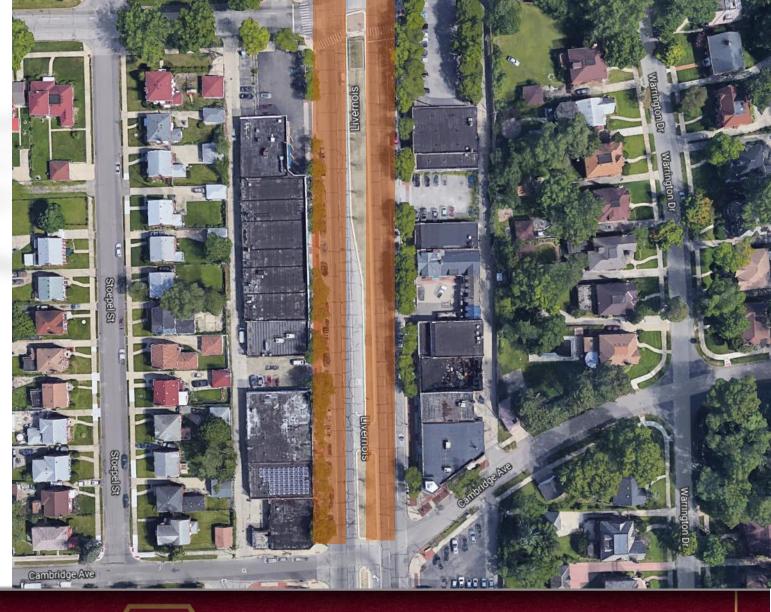
### **Sidewalk Activations:**

Livernois Avenue (Between Outer Drive & Cambridge)

Proposed Event Activation Site Including:

- Reduced Entertainment along Livernois / DJ's
- Strategically placed tables & seating
- Photo Opportunities

**Note:** We would leverage newly streetscaped widened sidewalks along Livernois Avenue between Cambridge and Outer Drive from 2:00 PM – 8:00 PM. DJ's, entertainment, tables and chairs would be strategically placed creating space for shopping, dining & mingling.





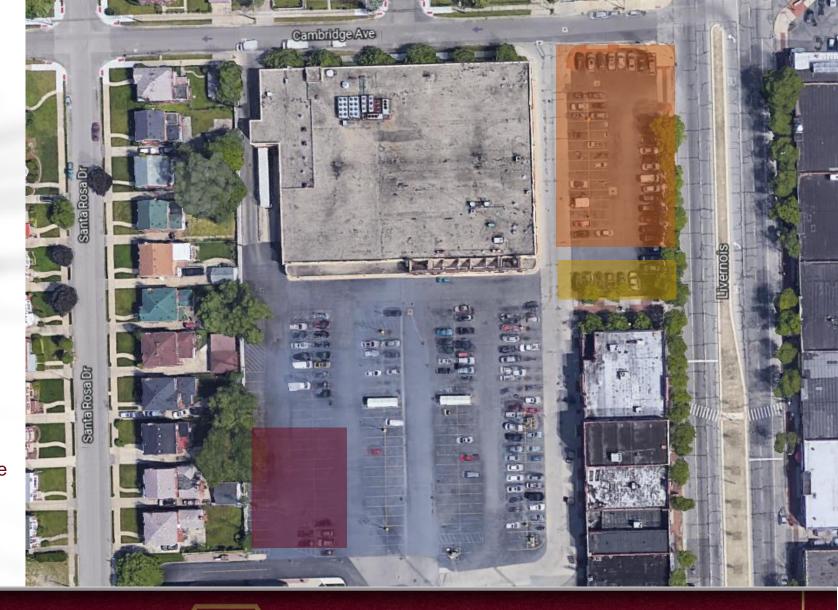
## **OPTION B**

### **Additional Activation Site**

### **Mike's Market Parking Lot**

- Proposed Bike Parking
  - Proposed Restroom Site
  - Proposed Event Activation Site

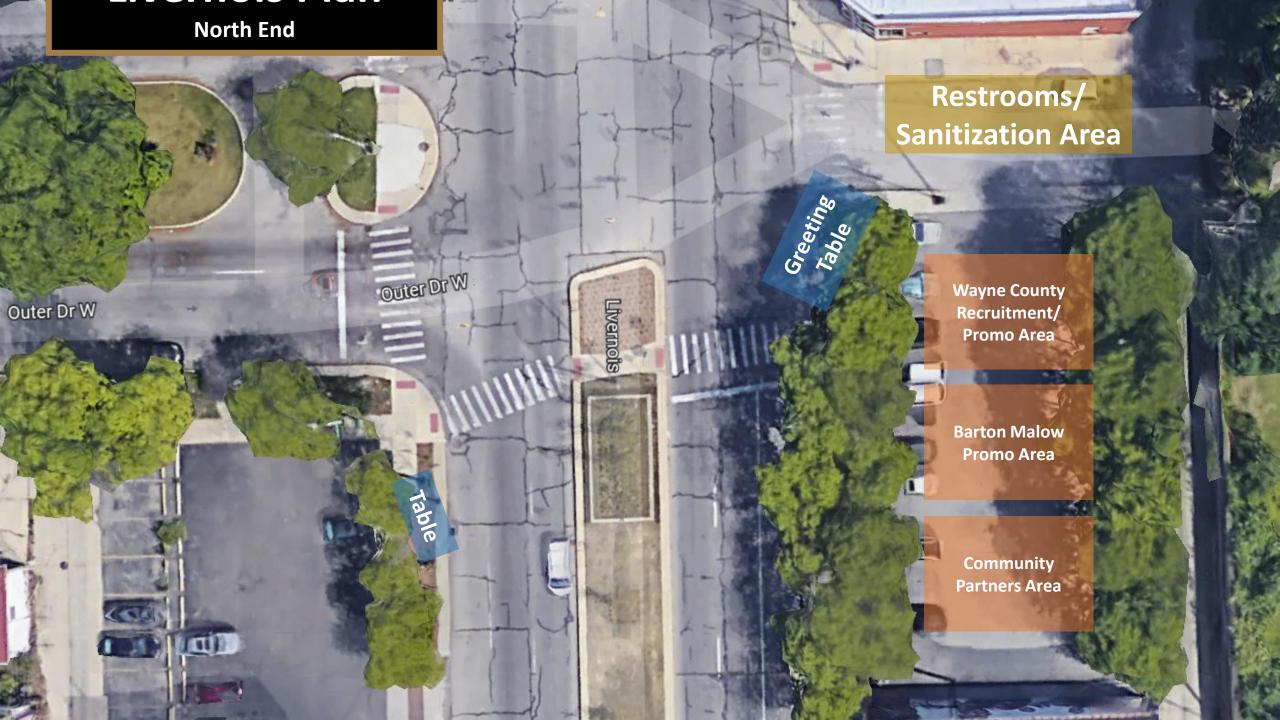
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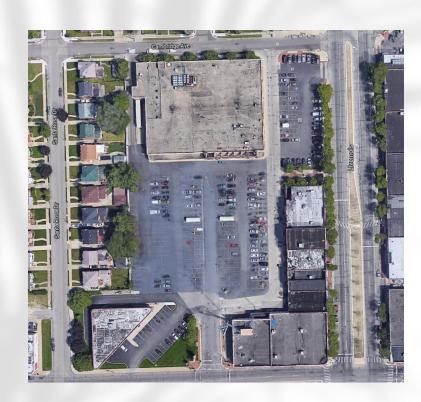




## Parking Options

### **Parking Site 1**

**Mike's Market Parking Lot** 



**Note**: Quantity of parking spots vary by site. Shuttle options/routes are being explored leveraging local DPSCD schools and buses to calm congestion along Livernois Avenue.

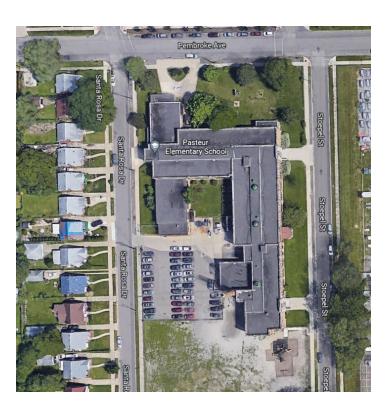
### **Parking Site 2**

New Prospect Missionary Baptist Church



### **Parking Site 3**

**Pasteur Elementary** 



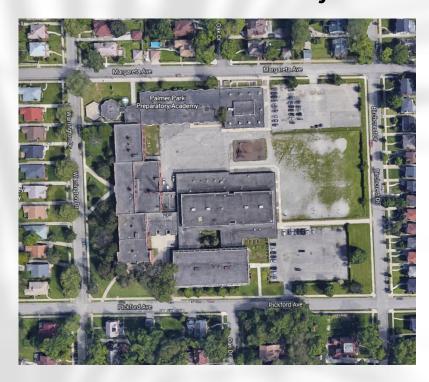


## Parking Options

**Note**: Quantity of parking spots vary by site. Shuttle options/routes are being explored leveraging local DPSCD schools and buses to calm congestion along Livernois Avenue.

### **Parking Site 4**

**Palmer Park Academy** 



Parking Site 5
Bates Academy



## **Parking Site 6**The School at Marygrove

