

Commission Letter #: 82-10

Commission Meeting of: 3/15/2010

RE: **Special Event – Arzika LLC.; FutureMidwest, April 16, 2010 at Royal Oak Music Theater**

March 10, 2010

The Honorable Mayor
and
Members of City Commission

Arzika LLC, an event management company requests permission, on behalf of their clients, Adrian Pittman, Jordan Wolfe and Zach Lipson, to hold a block party/street fair, on W. Fourth Street between Washington Avenue and Lafayette on Friday, April 16th, 2010.

The staff has had discussions involving details of the event with Amanda Bate and Jordana Lock, Event Coordinators with Arzika LLC. Listed below are the specifics of a proposed agreement between the City and the Arzika LLC:

I. Description of Event

This event, a barricaded block party/street fair, will be a prelude to FutureMidwest, the region's largest two-day technology and knowledge conference taking place at the Royal Oak Music Theatre April 16-17, 2010. FutureMidwest is the fusion of two successful conferences held in Michigan in 2010, the Module Midwest Digital Conference and TechNow. Both conferences highlight how technology and digital tools have dramatically changed the way we do business and effect this transition has had on companies.

The block party/street fair itself will take place between 4pm and 6pm only on Friday, April 16, 2010 to promote networking. It will feature 2-3 local businesses displaying goods and services information, a MS Society raffle, parked, display cars provided by GM and Ford and a DJ providing announcements and music. One 30'x40' tent will be erected in the street, directly outside the Royal Oak Music Theater, to shield attendees, vendors and equipment in the event of inclement weather. Several 6' tables will be set-up under the tent for information display purposes and DJ equipment. There will be no seating provided. There will be no food or beverages served, sold or consumed outdoors at this event.

II. Hours of Operation

The event will be held from 4pm to 6pm. Organizer anticipates set-up will take approx. 2 hours and clean-up/breakdown approx. 1 hour, thus the street closing request from 2pm-7pm.

III. Street Closings

Arzika requests the closing of Fourth Street from 2pm to 7pm on Friday, April 16, 2010. DPS is requested to provide barricades.

Prior to the event, applicant will ensure parking meter fees are paid at the City Treasurer's office, and arrangements are made, through the Police Department, for the meters to be covered.

IV. Booths/Tents

One 30'x40 tent will be erected directly outside the Royal Oak Music Theatre entrance.

In the event any damage, marks or other defacement occurs to parking meters, concrete sidewalk,

curbing, irrigation systems, utilities or other appurtenances, the Arzika agrees to reimburse the City for any related repair costs.

V. Music

A DJ will be on site to provide amplified music and announcements during the event.

Written assurance will be obtained that any live and/or recorded sound system with amplification at this event will not be employed at such a level that adversely impacts in any way on adjacent businesses or residential areas. In addition, it is agreed that sound volume will be reduced immediately upon police request.

VI. Parking

Attendees and vendors will be directed to use public parking.

VII. Insurance

A certificate of insurance for \$1 million combined single limits coverage has been provided to the City by Road to Rado LLC, (Jordan Wolfe) with the City named as additional insured.

VIII. Impact on Adjacent Commercial & Residential Properties

Organizer anticipates a slight impact, if any, on adjacent commercial properties due to temporary loss of on-street parking spaces during event hours.

IX. Restroom Facilities

Restrooms will not be available until 6pm when the Royal Oak Music Theatre re-opens to event organizers for the FutureMidwest networking session.

X. Food and Beverage

There will be no food or beverage provided at the block party/street fair event. Police Chief Jahnke has received assurance from Royal Oak Music Theatre General Manager Justin Miller that special measures will be taken to insure there are no alcoholic beverages carried outside the Music Theatre during the event.

XI. Electrical Service

Electricity will be provided to DJ sound equipment by the Royal Oak Music Theatre.

XII. Refuse Barrels / Dumpsters / Barricades

Refuse containers will be placed at each vendors table to limit debris. Barricade placement and pick-up are requested from the Royal Oak DPS to accommodate the closing of Fourth Street between Washington and Lafayette from 2pm-7pm on Friday, April 16, 2010.

XIII. Clean-Up Procedures

Beginning at 6pm vendors will pack up and leave; the tent, tables and chairs will be removed and all debris will be cleared and removed from the street and sidewalk by event organizers.

XIV. Fire Protection

Event promoters will provide full access to this area for emergency vehicles, which will allow entry response for fire, medical emergency or police-related needs.

XV. Security

Organizer request the Royal Oak Police Department provide one Police Officer, with vehicle, patrol the event for two hours while the street fair is open (4-6pm). Organizer agrees to reimburse the City of all costs associated with security provided by the Royal Oak Police Department.

XVI. Crowd Control

Organizer does not anticipate a need for crowd control. Attendance is estimated at 600 and most will be heading directly into the Royal Oak Music Theatre for the networking session.

XVII. Reimbursement to the City

A. Public Works Overtime

Organizer requests barricade delivery, placement and pick-up as outlined in Section III,

B. Police Protection

For purposes of security, organizer has requested one patrol officer, with vehicle, be utilized from 4pm to 6pm on Friday, April 16th, 2010.

In the event of any unanticipated circumstance connected in any way to this special event, which necessitates alerting of and/or deployment of additional police officers, the Arzika LLC agrees to reimburse all related expenses incurred by the City.

The cost of one police officer is \$ 78.10 per hour.

C. Parking Meters

Prior to the event, applicant will ensure parking meter fees are paid at the City Treasurer's office, and arrangements are made, through the Police Department, for the meters to be covered.

XVIII. Special Event Permit Fee

The \$125.00 Special Event Permit fee was paid at the City Clerk's Office on March 2, 2010.

XIX. Cost Recovery History

This is a first time event for organizer; as such there is no cost recovery history.

The following resolution is recommended for approval:

Be It Resolved that the Mayor is hereby authorized to execute the attached agreement between the City of Royal Oak and the Arzika for a block party/street fair prelude to their FutureMidwest event on Friday, April 16, 2010.

Respectfully submitted,



Christopher M. Jahnke
Chief of Police

Approved,



Donald E. Johnson
City Manager

cc: David Gillam, City Attorney
Wil White, Fire Chief
Greg Rassel, Director of Recreation and Public Service
Julie Rudd, Finance Director
John Kravitz, City Treasurer
Al Orr, Superintendent of Motor Pool

AGREEMENT

The agreement between Arzika LLC and the City of Royal Oak concerning a block party/street fair prelude to FutureMidwest, on April 16, 2010, as enumerated in Commission Letter # 82-10, is hereby approved this date _____.

ARZIKA LLC

CITY OF ROYAL OAK

Amanda Bate
Event Coordinator

James Ellison
Mayor

Melanie Halas
City Clerk