

Commission Letter #: 159-10  
Commission Meeting of: 7/12/2010  
RE: **Special Event – Woodward Dream Cruise – Screen Source Media – August 21, 2010**

June 28, 2010

The Honorable Mayor  
and  
Members of City Commission

Screen Source Media is requesting permission to place a two, single-sided LED display screen (back-to-back) in the median along Woodward just South of 13 Mile Road. This event is to occur in conjunction with the Woodward Dream Cruise on Friday, August 20<sup>th</sup> and Saturday, August 21<sup>st</sup>, 2010.

The staff has had discussions involving details of the event with Mary Kay Shaw for Gary Harmon Lupiloff, Screen Source Media.

Listed below are the specifics of a proposed agreement between the City and Screen Source Media

I. Hours of Operation

Both LED screens will feature displays on Friday, August 20<sup>th</sup>, 2010 from 6pm until 10pm and on Saturday, August 21<sup>st</sup>, 2009 from 9am until 9pm. Organizers will place the single-sided LED display screens back to back in the Woodward median at 10am on Friday August 20<sup>th</sup>. The LED screens will not be operational until 6pm on Friday evening.

II. Description of Event

Applicant will place 2 LED, single-sided, display screens back-to-back in the Woodward median due south of Woodward and Thirteen Mile Rd. Applicant will relocate the signs at the request of the Police Department.

The LED signs will display sequential paid advertising messages and public service announcements regarding the Dream Cruise, including messages from the Royal Oak Police Department and Royal Oak DDA. All paid advertising will be family oriented, with no alcohol or tobacco ads. There will be no live camera shots. Screen Source will remove any ads if requested to do so by the Police Department.

III. Parking Control

There will be no additional vehicle parking provided for this event.

IV. Insurance

A Certificate of Insurance for \$1 Million coverage will be provided to the City by Screen Source Media LLC, with the City named as additional insured by Friday, July 30, 2010.

V. Impact on Adjacent Commercial/Residential Property

Organizers anticipate there will be no impact on adjacent commercial and residential properties from this event.

VI. Restroom Facilities

There will be no restrooms provided at this event.

VII. Music

LED screens are equipped with loudspeakers. Music will be played as part of the paid advertisements and/or public service announcements during the approved event hours.

The applicant will ensure that any 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 the sound volume will be reduced immediately upon police request.

VIII. Signs – Alcoholic Beverages

Any inflatable device used to advertise an alcoholic beverage will not be permitted for this event. For all other inflatable devices (non-alcoholic) as well as any signs, banners, etc., the applicant and/or organizers are required to obtain the necessary permits and/or approvals from Inspection Department, Code Enforcement, or any other appropriate department.

IX. Clean-Up Procedures

Clean-up will begin immediately upon the close of the event taking approximately 1 hour.

X. City Involvement

It is not anticipated that the City of Royal Oak will need to provide anything for this event.

However, in the event of any unanticipated circumstance connected in any way to this special event, which necessitates alerting of and/or deployment of police officers, Screen Source Media agrees to reimburse all related expenses incurred by the City.

Police personnel will be monitoring traffic flow at this location as well as several others during the "Woodward Dream Cruise".

XI. 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.

XII. Revocation

Screen Source Media acknowledges that operations under this permit will cease

immediately upon notification from the Chief of Police or his designee, that in the judgment of the Chief of Police or his designee, continued operation would pose a threat to the health, safety, or welfare of the general public.


XIII. Special Event Permit Fee

A \$200.00 Special Event Permit fee for each location was paid at the City Clerk's Office on June 22, 2010.

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 Screen Source Media to display two LED display screens, back-to-back, in the Woodward median in conjunction with the Woodward Dream Cruise on Friday, August 20<sup>th</sup> and Saturday, August 21<sup>st</sup>, 2010.

Respectfully submitted,



Christopher M. Jahnke  
Chief of Police

Approved,



Donald E. Johnson  
City Manager

cc: Patrick Mulligan, Interim Fire Chief  
Greg Rassel, Director of Recreation and Public Service  
Tim Thwing, Director of Planning  
Jason Craig, Building Official  
Corrigan O'Donohue, Deputy Chief of Police

**AGREEMENT**

The agreement between Screen Source Media and the City of Royal Oak concerning a Special Event Permit to display two LED display screens, back-to-back, in the Woodward median in conjunction with the Woodward Dream Cruise on August 20<sup>th</sup> and 21<sup>st</sup>, 2010, as enumerated in Commission Letter # 159-10 is hereby approved this date \_\_\_\_\_.

SCREEN SOURCE MEDIA

CITY OF ROYAL OAK

\_\_\_\_\_  
Gary Harmon Lupiloff

\_\_\_\_\_  
James Ellison  
Mayor

\_\_\_\_\_  
Melanie Halas  
City Clerk