

Commission Letter #: 159-10

Commission Meeting of: 7/12/2010

RE: **Special Event – Woodward Dream Cruise – Street Legal Customs – August 21, 2010**

June 26, 2010

The Honorable Mayor

and

Members of City Commission

Street Legal Customs (SLC), is requesting permission to host a live radio broadcast by FM 107.5 (WGPR), NOS Energy Drink sampling and promotional merchandise giveaway at 27754 Woodward, Royal Oak. T-shirts and apparel regularly sold inside the store will be available outdoors for purchase. This event is to occur in conjunction with the "Woodward Dream Cruise" Saturday, August 21, 2010.

The staff has had discussions involving details of the event with Ben Kalish of Street Legal Customs.

Listed below are the specifics of a proposed agreement between the City and Street Legal Customs:

I. **Hours of Operation**

Set-up for this event is planned to take place on Saturday, August 21, 2010, 7:30am. The event itself would run from 9am to 9pm. Clean-up would occur throughout the event with final clean up completed by 9pm on Saturday, August 21, 2010.

II. **Description of Event**

FM 107.5 (WGPR) will broadcast live from this location throughout the day beginning at 11am and ending at 8pm. NOS Energy Drink will be on-site distributing complimentary samples of their non-alcoholic beverages and promotional merchandise. Organizer will sell in-store T-shirts & apparel and offer guests complimentary hot dogs and soda throughout the day.

III. **Parking Control**

Parking will be provided for guests and event staff in the business parking lot.

IV. **Insurance**

A Certificate of Insurance for \$3 Million general aggregate coverage has been provided to the City by Street Legal Customs, Inc. with the City named as additional insured.

V. **Impact on Adjacent Commercial/Residential Property**

Organizers anticipate that there will be little impact on the adjacent commercial and residential properties.

VI. **Music**

WGPR will be broadcasting live and providing recorded music, over loudspeakers,

between the hours of 11am and 8pm.

Amplified sound systems will not be employed at such a level that adversely impacts, in any way, on residential or adjacent business areas.

VII. **Restroom Facilities**

Street Legal Customs will have their restrooms available for guests and event staff.

VIII. **Food and Beverage**

Hot dogs and soda will be offered complimentary to guests of Street Legal Customs. NOS Energy Drink samples and promotional items will be distributed complimentary throughout the day. There will be no alcohol consumer, served or sold at this event.

Organizers acknowledge that they are responsible for contacting the Oakland County Health Department to secure any and all permits required from the County for this event.

IX. **Booths/Tents/Awnings**

WGPR will have a 10'x20' tent for their broadcast team to sit under; SLC will have a 20'x20' tent with tables and chairs for their guests; NOS will have a 10'x10' tent for their sampling station; SLC will have a 10'x10' tent for their Made-In-Detroit clothing sale. All tents will be erected in the SLC parking lot.

X. **Tables/Grills/Refuse Barrels**

WGPR will provide tables for their audio and broadcast equipment; NOS will provide tables and chairs for use by their sampling staff; SLC will provide tables and chairs for use by their staff and guests.

XI. **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.

XII. **Clean-Up Procedures**

Clean-up will be performed throughout the day and immediately following the event on August 21, 2010. The estimated time for clean up is 2 hours.

XIII. **City Involvement**

It is not anticipated that the City of Royal Oak, will need to provide anything for the event being hosted by Street Legal Customs, Inc.

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, Greater Media, Inc., Street Legal Customs, Inc., 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".

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. **Revocation**

Street Legal Customs, Inc. 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.

XVI. **Special Event Permit Fee**

The \$200.00 Special Event Permit fee 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 Street Legal Customs, Inc., for a one-day, outdoor, live WGPR (107.5) radio broadcast, NOS Energy Drink promotion, and apparel concession at Street Legal Customs, Inc. on Saturday, August 21, 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

A G R E E M E N T

The agreement between Street Legal Customs, Inc. and the City of Royal Oak concerning a Special Event Permit for a one-day, outdoor, WGPR live radio broadcast, NOS Energy Drink promotional event, and apparel concession at Street Legal Customs, Inc. on Saturday, August 21, 2010, as enumerated in Commission Letter # 159-10 is hereby approved this date

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STREET LEGAL CUSTOMS

CITY OF ROYAL OAK

Ben Kalish
Street Legal Customs, Inc.

James Ellison
Mayor

Melanie Halas
City Clerk