

Commission Letter #: 159-10
Commission Meeting of: 8/9/2010
RE: **Special Event – Woodward Dream Cruise – CBS Radio (WOMC & WWJ-AM) – August 21, 2010**

July 26, 2010

The Honorable Mayor
and
Members of City Commission

CBS Radio (WOMC & WWJ-AM) is requesting permission to hold outdoor, live radio broadcasts, promotional events and lease parking spaces at CVS Caremark # 1150 located at 30900 Woodward, Royal Oak. This event is to occur on Saturday, August 21, 2010 in conjunction with the "Woodward Dream Cruise".

The staff has had discussions involving details of the event with Suzanne Belanger, Marketing Director of CBS Radio (WOMC & WWJ-AM).

Listed below are the specifics of a proposed agreement between the City and CBS Radio (WOMC & WWJ-AM):

I. **Hours of Operation**

CBS Radio (WOMC & WWJ-AM) plans to set up for this event on Saturday, August 21 at 6am. The event itself would run from 8AM to 9PM on Saturday, August 21, 2010. Clean up will occur immediately following the event.

II. **Description of Event**

This event would consist of live, outdoor radio broadcasts (CBS Radio WOMC & WWJ-AM) and promotions offering informational/interactive displays and booths. Organizer will also lease individual parking lot parking spaces for the day, and offer a drive through photo opportunity for classic cars. Designated areas will be reserved for classic vehicle displays and tents erected to shield participants from inclement weather.

III. **Parking Control**

Parking for WOMC event staff will be located off-site; limited parking for customers will be available on CVS (event site) property.

IV. **Insurance**

A Certificate of Insurance for \$5 Million combined single limit coverage has been provided to the City of Royal Oak by CBS Corporation/CBS Radio 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**

CBS Radio (WOMC & WWJ-AM) will be providing live radio broadcasts with music between the hours of 8am and 9pm on Saturday, August 21, 2010.

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.

VII. **Restroom Facilities**

Organizer will not be providing public restrooms for this event.

VIII. **Food and Beverage**

There will be no food or beverages associated with this event. Alcoholic beverages will not be served, sold or consumed 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**

Several, various size tents will be erected throughout the property for this event.

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

Organizer will provide tables for display and promo items; business owner, CVS, will provide refuse containers for placement throughout the event site.

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**

Organizer will provide clean-up throughout the day. Final break down and clean-up will begin immediately following the event.

XIII. **City Involvement**

It is not anticipated that the City of Royal Oak, will need to provide anything for the event being held by CBS Radio (WOMC & WWJ-AM).

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, CBS Radio (WOMC & WWJ-AM), 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**

CBS Radio (WOMC & WWJ-AM) 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.

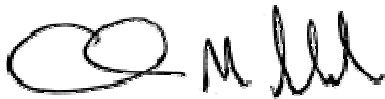
XVI. **Special Event Permit Fee**

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 CBS Radio (WOMC & WWJ-AM) for one-day of outdoor radio broadcasts, promotional events, a classic car display and lease of parking spaces at CVS Caremark located at 30900 Woodward, 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

AGREEMENT

The agreement between CBS Radio (WOMC & WWJ-AM) and the City of Royal Oak concerning a Special Event Permit to hold outdoor radio broadcasts, promotional events, a classic car display and lease of parking spaces in conjunction with the Woodward Dream Cruise on Saturday, August 21, 2010, as enumerated in Commission Letter # 159-10 is hereby approved this date _____.

CBS Radio (WOMC & WWJ-AM)

City of Royal Oak

Suzanne Belanger
Marketing Director

James Ellison
Mayor

Melanie Halas
City Clerk