

Commission Letter #: 159-10

Commission Meeting of: 8/9/2010

RE: **Special Event – Woodward Dream Cruise – Pasquale’s Inc. – August 21, 2010**

July 27, 2010

The Honorable Mayor
and
Members of City Commission

Pasquale’s, Inc. is requesting permission to hold an outdoor sale of Official Dream Cruise merchandise, Pasquale’s logoed merchandise and non-alcoholic beverages at their establishment located at 31555 Woodward, Royal Oak. This event is to occur in conjunction with the "Woodward Dream Cruise" on Saturday, August 21, 2010.

The staff has had discussions involving details of the event with Paul DelGiudice of Pasquale’s, Inc.

Listed below are the specifics of a proposed agreement between the City and Pasquale’s, Inc.:

I. **Hours of Operation**

Pasquale’s, Inc. plans to set up the tent for this event on Thursday a.m., August 19, 2010 with merchandise display set-up Saturday a.m. The event itself would run from 9am to 9pm on Saturday, August 21, 2010. Clean-up will occur immediately following the event. Additional clean up will occur on Sunday, August 22, 2010 in the late morning hours so as not to disturb area residents.

II. **Description of Event**

This event will consist of a one-day outdoor sale of Official Woodward Dream Cruise merchandise, Pasquale’s logoed merchandise and non-alcoholic beverages. Organizers will erect a 20’ x 40’ tent with tables beneath to display and sell merchandise. There will be no alcoholic beverages sold or served at this outdoor event.

Sales of apparel and merchandise associated with the Birmingham cruise event, logoed or otherwise, will not be sold in the City of Royal Oak during this event.

III. **Parking Control**

A portion of Pasquale’s parking lot will be utilized for this event.

IV. **Insurance**

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

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

It has been anticipated that there will be very little impact on adjacent commercial property.

VI. **Restroom Facilities**

Pasquale's, Inc. staff plans to utilize existing facilities inside of the restaurant.

VII. **Food and Beverage**

Soft drinks and bottled water will be offered for sale at this event along with WDC and Pasquale's logoed merchandise. There will be no alcohol sold, served or consumed at this event.

VIII. **Booths / Tents / Awnings**

A 20'x40' tent will be erected in the business parking lot.

IX. **Picnic Tables / Refuse Barrels / Grills**

There will be approximately six 8' tables inside the tent for merchandise display and sales purposes.

VIII. **Music**

There will be no music provided at this event.

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.

IX. **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.

X. **Clean-up Procedures**

Pasquale's plans to have clean-up begin immediately following this event on August 21, 2010, stopping at 12:30 a.m. Breakdown of tents and any additional clean up will be performed on Sunday, August 22nd beginning after 8am so as not to disturb area residents, and completed by 12:00 (noon).

XI. **City Involvement**

It is not anticipated that the City of Royal Oak will need to provide anything for the event being hosted at Pasquale's, 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, Pasquale's, 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".

XII. **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.

XIII. **Revocation**

Pasquale's, 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.

XIV. **Special Event Permit Fee**

The \$200.00 Special Event Permit fee was paid at the City Clerk's Office on June 21, 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 Pasquale's, Inc. for a one-day outdoor sale of Official Woodward Dream Cruise merchandise, Pasquale's logoed merchandise and non-alcoholic beverages in conjunction with the Woodward Dream Cruise on 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 Pasquale's, Inc. and the City of Royal Oak concerning a Special Event Permit for a one-day outdoor sale of Official Dream Cruise merchandise, Pasquale's logoed merchandise and non-alcoholic beverages on August 21, 2010, as enumerated in Commission Letter # 159-10 is hereby approved this date _____.

PASQUALE'S, INC.

CITY OF ROYAL OAK

Paul DelGiudice

James Ellison
Mayor

Melanie Halas
City Clerk