

Commission Letter #: 159-10

Commission Meeting of: 8/9/2010

RE: **Special Event – Woodward Dream Cruise – Metro Detroit Buick GMC Dealers – August 21, 2010**

July 27, 2010

The Honorable Mayor
and
Members of City Commission

Metro Detroit Buick GMC Dealers is requesting permission to host a private employee/customer appreciation event outside at Athens Coney Island, located at 32657 Woodward, Royal Oak in the evening on Friday, August 20th and during the day on Saturday, August 21st. This event is to occur in conjunction with the "Woodward Dream Cruise" on Saturday, August 21st, 2010.

The staff has had discussions involving details of the event with Bill O'Neill of Metro Detroit Buick GMC Dealers and Mark of Mitchell of Athens Coney Island.

Listed below are the specifics of a proposed agreement between the City and Metro Detroit Buick GMC Dealers:

I. **Hours of Operation**

Metro Detroit Buick GMC Dealers plan to begin set up for the event on Friday, August 20th at 8am. The event itself would be held on Friday from 4pm to 9pm and on Saturday August 21st, 2010 from 11am to 9pm. Clean up will occur immediately following the event and be completed on Sunday morning, August 22, 2010.

II. **Description of Event**

This event would be a private employee/customer appreciation event. Vehicle and product displays will be set-up for viewing by those in attendance. Organizer anticipates 23 vehicles, 12 of which will be heritage vehicles and 9 new product/concepts, displayed. A food tent will be set-up for those wishing to purchase hotdogs, French fries and non alcoholic beverages and a cart available for sales of bottled water and ice cream.

Any set-up that is done on Friday, August 20th will not allow for early public viewing of cars. Therefore, there will be no "magnet" event that would attract public attention on Friday. John Witty Protective Services will provide security onsite from set up through tear down.

Organizers may have a 10' x 10' GM logo inflatable attached to the roof of Metro Detroit Buick GMC Dealers (similar to what occurred in 2001 through 2008).

III. **Parking Control**

Organizers have made arrangements so that all participants will be parking at off-site locations. As in past years, organizers will provide a shuttle service to aid participants in getting from the parking site to the event site.

IV. **Insurance**

A Certificate of Insurance for \$1 Million combined single limits coverage has been provided to the City by Gra-Nik Corp. DBA: Athens Coney Island with the City named as additional insured.

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

Organizers anticipate there will be very little impact on adjacent commercial and residential properties. The Royal Oak Police Department has experienced no problems with Metro Detroit Buick GMC Dealers event at Athens Coney Island in past years.

VI. **Restroom Facilities**

In addition to existing facilities inside Athens Coney Island, organizers will provide an outdoor portable executive washroom for guests to use.

VII. **Food and Beverage**

A food tent will be set-up for sale of hotdogs, French fries and non alcoholic beverages. A stand alone cart will be used for sale of water and ice cream. Alcoholic beverages will not be served, sold or consumed at this event.

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

VIII. **Music**

Live music will be performed Friday evening and Saturday during event hours.

IX. **Signs – Alcoholic Beverages**

As stated earlier, organizers plan to have a 10' x 10' GM logoed inflatable attached to the roof of Athens Coney Island (similar to what occurred in 2001 through 2008). 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**

Metro Detroit Buick GMC Dealers will have clean up of all debris performed throughout the event with final clean up and breakdown to begin immediately following the event on August 21, 2010 and completed on Sunday morning, August 22, 2010.

XI. **City Involvement**

It is not anticipated that the City of Royal Oak will need to provide anything for the event being hosted by Metro Detroit Buick GMC Dealers.

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, Metro Detroit Buick GMC Dealers 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**

Metro Detroit Buick GMC Dealers 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 9, 2010.

The following Resolution will authorize execution of an agreement covering the above provisions:

Be It Resolved that the Mayor is hereby authorized to execute the agreement between the City of Royal Oak and Metro Detroit Buick GMC Dealers for a private customer/employee appreciation event and car display the evening of August 20th and all day August 21st, 2010 in conjunction with the Woodward Dream Cruise.

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 Metro Detroit Buick GMC Dealers and the City of Royal Oak concerning a Special Event Permit for an outdoor private customer/employee appreciation event and car display on the evening of Friday, August 20th and all day Saturday, August 21st, 2010 in conjunction with the Woodward Dream Cruise as enumerated in Commission Letter # 159-10 is hereby approved this date _____.

METRO DETROIT BUICK GMC DEALERS

CITY OF ROYAL OAK

Bill O'Neill

James Ellison
Mayor

Melanie Halas
City Clerk