

Commission Letter: #326-10  
Commission Meeting: November 15, 2010  
Re: New Years Eve Ball Drop Special Event Update Report

November 12, 2010

The Honorable Mayor  
and  
Members of City Commission

This event is being put on by two Citadel Broadcasting radio stations, 93.1 Doug FM and 96.3 WDVD. It is not a DDA event or a City event. The DDA's involvement is limited to a financial sponsorship. The City's involvement is limited to approving a special event permit.

We originally approved a special event permit for this event for 12/31/2009. The radio stations cancelled that event because they didn't have enough time to get sponsors lined up so they could "do it right." They got an early start on planning the 2010 event and the City Commission approved a special event permit (attached) on May 3, 2010. Our special event ordinance requires such requests be made at least thirty days in advance.

As currently planned, the event will require closing Washington between 4<sup>th</sup> Street and the rail road tracks on Dec 30<sup>th</sup> at 8:00 AM to allow the stage to be constructed. On the 31<sup>st</sup>, we would also close Washington to 5<sup>th</sup> Street and 4<sup>th</sup> Street from the rail road tracks to Lafayette.

The sales staff from the radio stations visited most downtown businesses on October 29 and distributed information about the event. This occurred two months before the event. A copy of their contact sheet is attached. Sangria was not contacted again because Luigi Cutraro was in attendance at the October 20 DDA meeting when this was discussed. Justin from Royal Oak Music Theater is listed on the contact sheet as being "not happy" about the event. Ronin Sushi was sent an email because they were not open when the sales staff was visiting businesses. The Lady Bug Shoppe does not appear on the list. They did not contact the Chamber of Commerce.

Julie Law, Director of Marketing & Promotions and Byron Harrell, Station Manager met with us this morning (Friday, 11/12). The event is being promoted as a "New York Style New Year's Eve Party." They feel the downtown street location is essential to achieve the desired ambience and be consistent with commitments made to their sponsors.

We suggested moving the event to the Fresard parking lot and putting the stage in the same location as the Art's Beats & Eats main stage or using the Farmer's Market and the surrounding parking lot. They didn't feel either location met their needs.

However, they are willing to consider moving to Washington and 6<sup>th</sup> Street. If this is done, they would flip the layout so the stage faces north. Washington between 6<sup>th</sup> and 7<sup>th</sup> would be closed on Dec 30<sup>th</sup>. On the 31<sup>st</sup>, we would also close Washington up to 5<sup>th</sup> and 6<sup>th</sup> Street from Lafayette to Center.

I thought this might just be trading one group of disgruntled businesses for another group of disgruntled businesses but based on those we've talked to so far, this is not the case. Jim Domanski of Pronto's, Mike Sophia of Oak City Grill, Sam Pallis of Jimmi's and Laura Harrison of the Lady Bug Shoppe all indicated they have no objections to the change.

We will be preparing a revised special event permit on Monday to present to you along with our final recommendation at the meeting. Part of that permit will request approval of two banners across Main Street to promote the event. Citadel also plans to attend Monday's meeting.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Donald E. Johnson".

Donald E. Johnson  
City Manager

Commission Letter #: 121-10

Commission Meeting: May 5, 2010

RE: **Special Event Permit–Citadel Broadcasting - Rockin' Royal Oak New Year's Eve- Dec. 31, 2010**

April 16, 2010

The Honorable Mayor  
and  
Members of City Commission

Citadel Broadcasting requests permission to host Rockin' Royal Oak New Year's Eve on Friday, December 31, 2010 / Saturday, January 1, 2011 in downtown Royal Oak. The Staff has had discussions regarding the event with Julie Law, Director of Marketing and Promotions, 96.3 WDVD and 93.1 Doug-FM, owned and operated by Citadel Broadcasting.

Listed below are the specifics of the proposal between the City of Royal Oak and Citadel Broadcasting

I. **Hours of Operation**

This event will begin on Friday, December 31, 2010 at 6pm and continue on into Saturday, January 1, 2011 until 1am. Organizers estimate set-up for the event will take approximately 48 hours beginning on Wednesday, December 29, 2010. Clean-up will take approximately 12 hours and begin immediately following the event at 1am, January 1, 2011.

II. **Description of Event**

Rockin' Royal Oak New Year's Eve will be hosted by 96.3 WDVD and 93.1 Doug-FM, both owned and operated by Citadel Broadcasting. Citadel Broadcasting is the third largest broadcast company in the United States. On a local level, both radio stations are highly experienced in producing large-scale events.

Rockin' Royal Oak New Year's Eve will be an event for people of all ages featuring an outdoor concert series with 1-2 national acts, live air personalities, local bands, and radio broadcasts. Small sponsor and/or vendor tents (10'x10') may be set-up along Washington Street during the event. The evening will culminate with a Times Square-style ball drop at midnight which will be the only such New Year's Eve event in Southeastern Michigan. Citadel hopes to create an annual event, drawing shoppers & diners to Royal Oak with heavy promotion on its radio stations. Citadel may also partner with local media outlets to give the event additional exposure, reminding guests that Royal Oak is THE destination for entertainment, shopping and dining.

Organizers anticipate event attendance at approximately 5,000-8,000 persons with 100 participants.

III. **Music**

Organizers plan to erect a mobile stage at the intersection of Washington and Fourth Streets. Live music, beginning around 6pm and ending no later than 1am, will be amplified to the crowd from the stage; some recorded music will be played between acts. Organizers goal is to secure a minimum of two national acts. Local acts and DJ's will also be on stage. Tents will be placed on the side and/or behind the stage for dressing rooms, holding rooms, etc.

Written assurance will be obtained 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 sound volume will be reduced immediately upon police request.

IV. **Parking and Traffic Control**

Public parking lots and structures will be available for attendees. Organizer requests the Washington Drive surface lot be reserved at no charge to Citadel Broadcasting, for parking of event RV's, music

artist's buses/trailers and working event staff vehicles. Traffic control direction in congested intersections and to the event site is being requested of the Royal Oak Police Department.

V. **Street Closings**

Organizer requests closure of the following streets:

- Washington between Sherman and Fifth Street
- Fourth Street between Lafayette Ave & Center Street (train tracks).

Parking at The Fifth would remain accessible off of Washington for residents.

VI. **Insurance**

A certificate of insurance for \$1 million combined single limits coverage will be provided to the office of the Chief of Police by Citadel Broadcasting Corporation, with the City named as additional insured upon approval of the Special Event Permit application.

VII. **Impact on Adjacent Commercial and Residential Property**

Citadel Broadcasting will expose Royal Oak to approximately 2 million radio listeners each week leading up to the event.

Organizer will notify surrounding businesses prior to the event, giving them enough time to take advantage of extra foot traffic leading up to the event. Organizer has been working with the DDA, whose marketing committee has expressed interest in being part of the event.

VIII. **Restroom Facilities**

Citadel Broadcasting will provide adequate portable toilets for the event, including enough units for approximately 5,000 attendees and facilities near the stage for volunteers and event staff.

IX. **Food and Beverage**

Mobile food vendors / tent vendors will be set-up on site to offer product samples and/or food sales.

In addition, Citadel Broadcastings' goal is to secure a vacant store front to host a VIP party that may include food and alcoholic beverages. The location will be determined on what vacancies are available on New Years Eve. This party will be closed to the public.

Beer/wine consumption will be confined to the private party and managed by participating restaurant/Class C Liquor license holders and trained staff. Individuals wishing to consume beer/wine will be required to show valid ID and prove they are 21 years of age or older. Those over 21 will be issued a wrist band. Organizer will ensure that all required permits are obtained for the VIP area.

Organizers acknowledge that they are responsible for ensuring any/all vendors contact the Oakland County Health Department to secure any and all permits required by the County for this event.

X. **Booths / Tents / Awnings**

Organizers plan to erect a mobile stage, measuring 28'x32', at Washington and Fourth Street. The stage will have a 28' high awning with lights. Tents will be placed on the side and/or behind the stage for dressing rooms, holding rooms, etc. Small sponsor tents (10'x10') may also be set-up along Washington during the event.

XI. **Tables, Refuse Barrels & Barricades**

Organizer requests the City provide additional refuse barrels (with extra bags), removal of garbage as needed throughout the event and assistance with clean-up immediately following the event. Barricades are also requested to be dropped off and placed the morning of December 31, 2010 to accommodate street closures and picked up at the close of the event, reopening the streets.

XII. **Security and Crowd Control**

Organizers anticipate approximately 5,000 people to take part in and attend the Rockin' Royal Oak New Year's Eve event. They are requesting the Royal Oak Police Department arrange for on-duty staff to monitor the event and ensure street closures by noon the day of the event. Organizers also request assistance of Auxiliary Police to assist with congested traffic areas.

Citadel Broadcasting will have additional security on hand to secure the area near and around the stage. They are evaluating security companies, including GSI, which handles security at concerts around Metro Detroit and will work with the Royal Oak Police Department to find an acceptable company. Final security company selection is to be pre-approved by Royal Oak Chief of Police.

Citadel Broadcasting plans to make a significant financial and promotional investment in this event. Organizer is aware, it is critical they work with the City of Royal Oak to provide the necessary security for this event. It is also imperative that they control their event costs. Thus, Citadel Broadcasting is requesting that the City of Royal Oak provide them with a written guarantee that Citadel Broadcasting will incur a maximum of \$ 2,500 (two thousand five hundred dollars) in total costs for police and other security provided by the city for this event.

XIII. **Clean-up**

Organizer requests assistance from the City of Royal Oak DPS with clean-up immediately following the event to include barricade removal to reopen streets and refuse pick-up. The event will be cleaned up immediately following the ball drop at 12:30 a.m. on January 1, 2011.

XIV. **Utility Needs**

Organizer will be providing up to three 60KW generators on site to power the stage, lights, sound and ball. Access to City power, for small electrical needs, along Washington Ave. is requested.

XV. **Reimbursement to the City**

A. **Public Works Overtime** – Organizer requests the following services of the Department of Public Works:

- Barricade drop off & retrieval (street closures),
- Refuse barrels w/bags
- Refuse pick-up as needed
- Clean-up immediately following the event
- Access to City power for small electrical needs along Washington Avenue

B. **Police Protection** – Organizer requests the following services of the Police Department:

- On-duty staff to ensure street closures by noon the day of the event.
- On-duty staff to monitor the event.
- On-duty staff & Auxiliary Police to assist with congested traffic areas and traffic direction.

C. **Auto Parking** – Organizer requests the following reserved parking:

- Washington Drive Parking Lot, along Sherman Drive
- Washington between Sherman and Fifth Street
- Fourth Street between Lafayette Ave & Center Street (train tracks).

For purpose of security, crowd control and traffic direction activity, Royal Oak Police will be assigned at the discretion of the Chief of Police. 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, Citadel Broadcasting agrees to reimburse all related expenses incurred by the City. Organizers agree that they will be responsible for any/all overtime costs.

XVI. **Special Event Permit Fee**

The \$125.00 Special Event Permit Fee was paid at the City Clerk's office on March 23, 2010.

XVII. **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**

Citadel Broadcasting 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.

XIX. **Cost Recovery History**

This is a first time event request for organizer; there is not cost recovery history.

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 Citadel Broadcasting for a Rockin' Royal Oak New Year's Eve event on Friday, December 31, 2010 / Saturday, January 1, 2011.


**And Be It Further Resolved** all parking fees for reserved event areas and City provided Police and security service fees over the amount of \$ 2,500, will be <sup>5/3/10</sup>waived (not waived) for the event on Friday, December 31, 2010 / Saturday, January 1, 2011.

Respectfully submitted,



Christopher M. Jahnke  
Chief of Police

Approved,



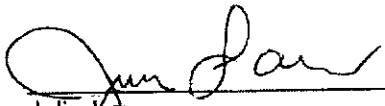
Donald E. Johnson  
City Manager

cc: Dave Gillam, City Attorney  
Wil White, Fire Chief  
Greg Rassel, Director Recreation & Public Service  
Julie Rudd, Finance Director  
John Kravitz, Treasurer  
Al Orr, Superintendent of Motor Pool  
Duane Dixon, Parking Superintendent

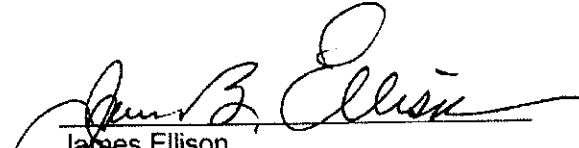
AGREEMENT

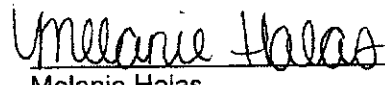
The agreement between Citadel Broadcasting and the City of Royal Oak concerning a Rockin' Royal Oak New Year's Eve special event on Friday, December 31, 2010 / Saturday, January 1, 2011 as enumerated in Commission Letter # 121-10, is hereby approved this date 5-3-10.

CITADEL BROADCASTING

  
\_\_\_\_\_  
Julie Law  
Director Marketing and Promotions

CITY OF ROYAL OAK

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

  
\_\_\_\_\_  
Melanie Haas  
City Clerk