MEMORANDUM

City Clerk's Office

DATE: **March 3, 2015**

TO: **Joseph A. Valentine, City Manager**

FROM: **Laura M. Pierce, City Clerk**

SUBJECT: **Special Event Request**
Day on the Town

Attached is a special event application submitted by the Principal Shopping District requesting permission to hold Day on the Town in downtown Birmingham, July 25, 2015.

The application has been circulated to the affected departments and approvals and comments have been noted.

The following events have either been approved by the Commission or are planned to be held in July and have not yet submitted an application. These events do not pose a conflict with the proposed event.

Event Name	Date	Location
Fireworks Display	July 3	Lincoln Hills Golf Course
Farmers Market	July 5 - 26 (Sundays)	Lot 6
In the Park Concerts	July 8 – 29 (Wednesdays)	Shain Park
Movie Night	July 17	Booth Park

SUGGESTED RESOLUTION:
To approve a request from the Principal Shopping District requesting permission to hold Day on the Town in downtown Birmingham, July 25, 2015 contingent upon compliance with all permit and insurance requirements and payment of all fees and, further pursuant to any minor modifications that may be deemed necessary by administrative staff at the time of the event.

CITY OF BIRMINGHAM
APPLICATION FOR SPECIAL EVENT PERMIT
PARKS AND PUBLIC SPACES

I. EVENT DETAILS

- Incomplete applications will not be accepted.
- Changes in this information must be submitted to the City Clerk, in writing, at least three weeks prior to the event

FEES:	**FIRST TIME EVENT:**	**$200.00**
	ANNUAL APPLICATION FEE:	**$165.00**

(Please print clearly or type)

Date of Application March 16, 2015

Name of Event Day On The Town

Detailed Description of Event (attach additional sheet if necessary)
All day shopping event in downtown Birmingham with family friendly activities and Corvette Generations Car Show.

Location Downtown Birmingham

Date(s) of Event July 25, 2015 Hours of Event 9 am - 7 pm

Date(s) of Set-up July 25, 2015 Hours of Set-up 7 am - 9 am

Date(s) of Tear-down July 25, 2015 Hours of Tear-down 7 pm - 9 pm

Organization Sponsoring Event Birmingham PSD

Organization Address 151 Martin Street, Birmingham

Organization Phone 248-530-1200

Contact Person John Heiney/Lori Rondello

Contact Phone 248-530-1200

Contact Email JHeiney@bhamgov.org/LRondello@bhamgov.org

II. EVENT INFORMATION

1. Organization Type City, PSD
   (city, non-profit, community group, etc.)

2. Additional Sponsors or Participants (Provide name, address, contact person, status, etc. for all additional organizations sponsoring your event.)
   None

3. Is the event a fundraiser? ☐ YES ☑ NO
   List beneficiary
   List expected income
   Attach information about the beneficiary.

4. First time event in Birmingham? ☐ YES ☑ NO
   If no, describe This is an annual event.

5. Total number of people expected to attend per day 10,000-15,000

6. The event will be held on the following City property: (Please list)
   ■ Street(s) Old Woodward, Maple, Pierce, Merrill, Hamilton, Henrietta, Martin (see attached map)
   ■ Sidewalk(s) After 7 pm, stores may elect to move sale items from street to storefront sidewalk, allow for pedestrians.
   ■ Park(s) Shain Park - concert presented by Birmingham Bloomfield Community Coalition - Youth Action Board bands from local high schools.

7. Will street closures be required? ☑ YES ☐ NO

8. What parking arrangements will be necessary to accommodate attendance? We would like to provide free parking in all structures and meters from 9 am - 7 pm. Pending staff approval.

9. Will staff be provided to assist with safety, security and maintenance? ☑ YES ☐ NO

Describe PSD staff will be on-site during event.

10. Will the event require safety personnel (police, fire, paramedics)? ☑ YES ☐ NO

Describe On call status.

11. Will alcoholic beverages be served? ☐ YES ☑ NO

If yes, additional approval by the City Commission is required, as well as the Michigan Liquor Control Commission.

12. Will music be provided? ☑ YES ☐ NO

☑ Live ☑ Amplification ☑ Recorded ☑ Loudspeakers

Time music will begin 12 noon

Time music will end 7 pm on streets & 9:30 pm in Shain Park

Location of live band, DJ, loudspeakers, equipment must be shown on the layout map.

13. Will there be signage in the area of the event? ☑ YES ☐ NO

Number of signs/banners 2 banners.

Size of signs/banners 14' x 5' (sample attached)

Submit a photo/drawing of the sign(s). A sign permit is required.

14. Will food/beverages/merchandise be sold? ☑ YES ☐ NO

- Peddler/vendor permits must be submitted to the Clerk's Office, at least two weeks prior to the event.
- All food/beverage vendors must have Oakland County Health Department approval.
- Attach copy of Health Dept approval.
- There is a $50.00 application fee for all vendors and peddlers, in addition to the $10.00 daily fee, per location. A background check must be submitted for each employee participating at the event.

LIST OF VENDORS/PEDDLERS

(attach additional sheet if necessary)

VENDOR NAME	GOODS TO BE SOLD	WATER HOOK-UP REQUIRED?	ELECTRIC REQUIRED?
TBD			

III. EVENT LAYOUT

- Include a map showing the park set up, street closures, and location of each item listed in this section.
- Include a map and written description of run/walk route and the start/finish area

1. Will the event require the use of any of the following municipal equipment? *(show location of each on map)*

EQUIPMENT	QUANTITY	COST	NOTES
Picnic Tables		6 for $200.00	A request for more than six tables will be evaluated based on availability.
Trash Receptacles	TBD	$4.00 each	Trash box placement and removal of trash is the responsibility of the event. Additional cost could occur if DPS is to perform this work.
Dumpsters		$200.00 per day	Includes emptying the dumpster one time per day. The City may determine the need for additional dumpsters based on event requirements.
Utilities (electric)	TBD # of vendors requiring utilities	Varies	Charges according to final requirements of event.
Water/Fire Hydrant	1	Contact the Fire Department.	Applicant must supply their own means of disposal for all sanitary waste water. Waste water is NOT allowed to be poured into the street or on the grass.
Audio System		$200.00 per day	Must meet with City representative.
Meter Bags / Traffic Cones / Barricades	# to be determined by the Police Department.		

2. Will the following be constructed or located in the area of the event? ☑ YES ☐ NO *(show location of each on map)* NOTE: Stakes are not allowed.

TYPE	QUANTITY	SIZE
Tents/Canopies/Awnings (A permit is required for tents over 120 sq ft)	15-25	10' x10'
Portable Toilets	TBD	
Rides		
Displays	TBD	
Vendors	TBD	
Temporary Structure (must attach a photo)		
Other (describe)		

SIGNATURE OF APPLICANT REQUIRED

EVENT NAME Day On The Town

EVENT DATE July 25, 2015

The Birmingham City Commission shall have sole and complete discretion in deciding whether to issue a permit. Nothing contained in the City Code shall be construed to require the City Commission to issue a permit to an applicant and no applicant shall have any interest or right to receive a permit merely because the applicant has received a permit in the past.

As the authorized agent of the sponsoring organization, I hereby agree that this organization shall abide by all conditions and restrictions specific to this special event as determined by the City administration and will comply with all local, state and federal rules, regulations and laws.

	2-23-15
Signature	Date

IV. SAMPLE LETTER TO NOTIFY ANY AFFECTED PROPERTY/BUSINESS OWNERS

- Organizer must notify all potentially affected residential property and business owners of the date and time this application will be considered by the City Commission. *(Sample letter attached to this application.)*

- Attach a copy of the proposed letter to this application. The letter will be reviewed and approved by the Clerk's Office. The letter must be distributed at least two weeks prior to the Commission meeting.

- A copy of the letter and the distribution list must be submitted to the Clerk's Office at least two weeks prior to the Commission meeting.

- If street closures are necessary, a map must be included with the letter to the affected property/business owners.

DATE: **February 20, 2015**

TO: **Downtown Birmingham Property Owner**

The Birmingham City Code requires that we receive approval from the Birmingham City Commission to hold the following special event. The code further requires that we notify any property owners or business owners that may be affected by the special event of the date and time that the City Commission will consider our request so that an opportunity exists for comments prior to this approval.

NAME OF EVENT: **Day On The Town**

LOCATION: **DOWNTOWN BIRMINGHAM**

Old Woodward from Oakland/Willits to Brown

Hamilton from Old Woodward to Ferndale

Henrietta from Maple to Martin - Pierce from Maple to Merrill

Merrill from Pierce to Old Woodward - Maple from Bates to Peabody

DATES/TIMES: **Saturday, July 25, 2015 from 9 a.m. until 7 p.m.**

DATE/TIME OF CITY COMMISSION MEETING: **Monday March 16, 2015 at 7:30 p.m.**

The City Commission meets in room 205 of the Municipal Building at 151 Martin. A complete copy of the application to hold this special event is available for your review at the City Clerk's office (248/530-1880). To receive updates on special events held in the city log on to www.bhamgov.org

EVENT ORGANIZER: **Birmingham Principal Shopping District (PSD)**
ADDRESS: **151 Martin**
PHONE: **248/530-1200**

Birmingham Principal Shopping District 151 Martin Street, Birmingham, Michigan 48009

HOLD-HARMLESS AGREEMENT

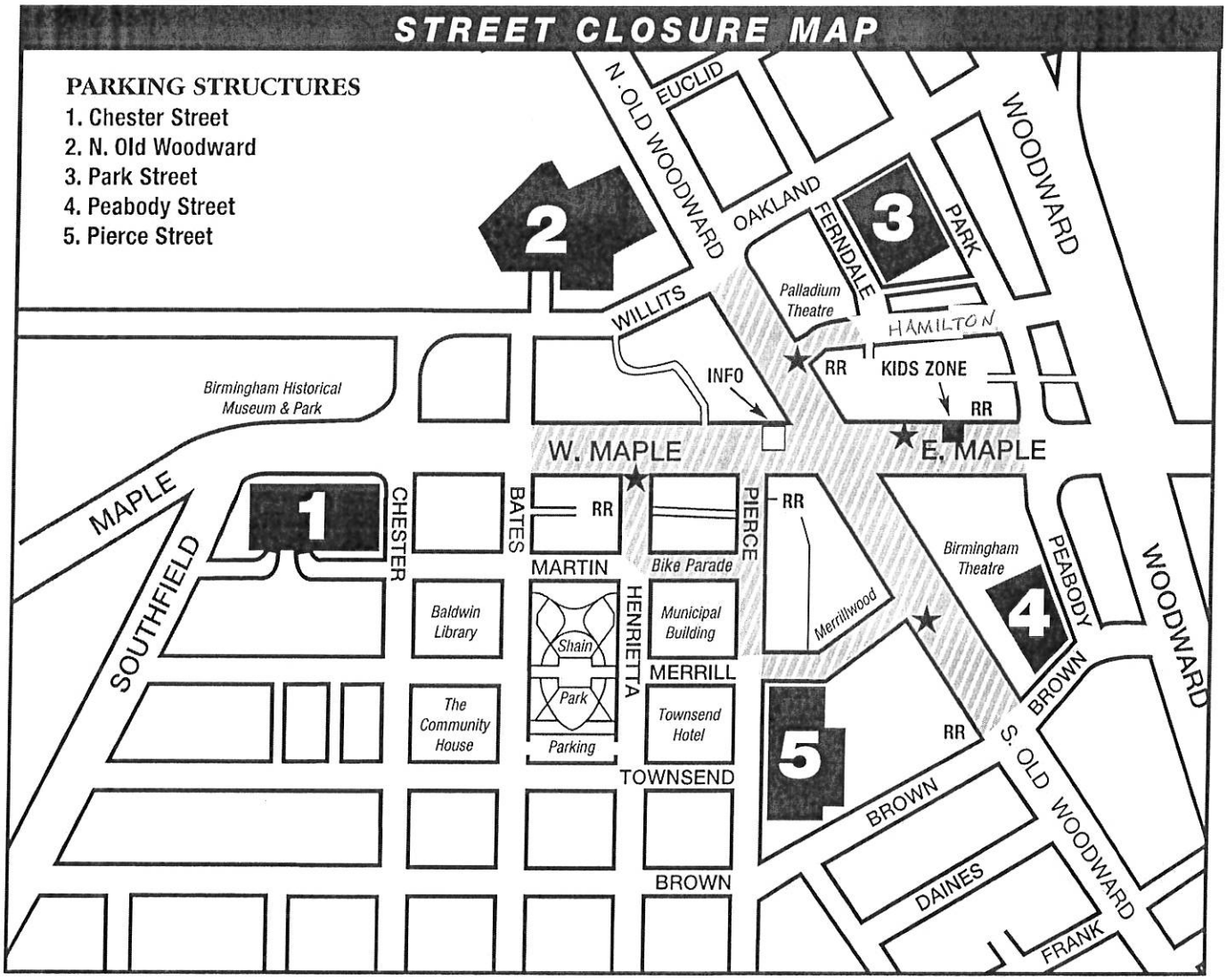
"To the fullest extent permitted by law, the Birmingham PSD and any entity or person for whom the Birmingham PSD is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the City of Birmingham, its elected and appointed officials, employees and volunteers and others working on behalf of the City of Birmingham against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City of Birmingham, its elected and appointed officials, employees, volunteers or others working on behalf of the City of Birmingham, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this activity/event. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of the City of Birmingham, its elected or appointed officials, employees, volunteers or others working on behalf of the City of Birmingham."

Applicant's signature

ph 248-530-1200 • fax 248-530-1246 • info@enjoybirmingham.com • www.enjoybirmingham.com

2015 Day on the Town

The Best of Birmingham on Sale!



★ Entertainment Stage(s)

RR Rest Rooms

■ Kids Zone

□ Info Tent

Streets closed to traffic & parking, DAY ON THE TOWN, Saturday, July 25, 2015 • 9 am – 7 pm

Free Parking All Day!

33087_BIRM_DayOnTheTown_Banner_Resize_14x5.indd 1 7/9/13 11:07 AM

SAMPLE BANNER

DEPARTMENT APPROVALS

EVENT NAME **Day on the Town**

LICENSE NUMBER **#15-00010337**

COMMISSION HEARING DATE **March 16, 2015**

NOTE TO STAFF: **Please submit approval by March 2, 2015**

DATE OF EVENT **July 25, 2015**

DEPARTMENT	APPROVED	COMMENTS	PERMITS REQUIRED (Must be obtained directly from individual departments)	ESTIMATED COSTS (Must be paid two weeks prior to the event. License will not be issued if unpaid.)	ACTUAL COSTS (Event will be invoiced by the Clerk's office after the event)
BUILDING **101-000.000.634.0005** 248.530.1850	Ken Cooper	1. All exits, exit accesses, and exit discharges must be maintained 2. Tents that require permits need a tent layout plan for review 3. All tents are required to have flame certification 4. Tents and canopies must be stabilized with weights 5. Electrical cords or water lines must be taped or matted to prevent trip hazards	Tents over 200 square feet require permits. Electrical and plumbing permits needed for generators and water connections.	6 Hours of overtime costs $462.03 Fees for required tent or canopy permits.	
FIRE **101-000.000-634.0004** 248.530.1900	MPM	1. Merchant displays, canopy tents, vendor vehicles shall be placed at the curb providing emergency access in the center of the streets. 2. Canopies and tents must be secured with sandbags, water ballast, or weights on all sides. 3. All water lines, electric cords, etc. must be matted or taped to prevent a trip hazard. 4. Cooking with an open flame is not allowed in any tent or canopy. 5. When stores remain open to the public, merchants must maintain an exit	Hydrant Permit	$225	

		discharge to the street equal to the width of the front doors. 6. Sidewalks must remain accessible. 7. All fire lanes, alleys and approaches must remain clear of any obstructions. 10. Packing materials are to be disposed of in approved containe4rs as they accumulate. 11. Provide access to emergency vehicles at all intersections. 12. Food vendors preparing cooked items will be required to have an approved 5 lb. multi-purpose fire extinguisher on site. 13. Propane tanks must be secured. 14. Protective barriers are required to be placed around hot grills or appliances. 15. Do not obstruct the center of the streets with trash receptacles; this area is for emergency access.			
POLICE **101-000.000.634.0003** 248.530.1870	TK	Personnel and Barricades/Road Closures		$2,160.00	
PUBLIC SERVICES **101-000.000-634.0002** 248.530.1642	Carrie Laird	ADDITIONAL COST COULD OCCUR IF TRASH IS NEEDED TO BE PICKED UP AFTER THE EVENT		$3,500	
ENGINEERING **101-000.000.634.0002** 248.530.1839	PO				
INSURANCE 248.530.1807					

CLERK **101-000.000-614.0000** 248.530.1803	LP	Notification letters mailed by applicant **2/24/15**. Notification addresses on file in the Clerk's Office. Evidence of required insurance must be on file with the Clerk's Office no later than **N/A**.	Applications for vendors license must be submitted no later than **7/10/15.**	$165	
				TOTAL DEPOSIT REQUIRED **$6,512.03**	**ACTUAL COST**

FOR CLERK'S OFFICE USE

Deposit paid _____

Actual Cost _____

Due/Refund_____

Rev. 3/3/15
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