MEMORANDUM

City Clerk's Office

DATE: **March 20, 2015**

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

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

SUBJECT: **Special Event Application**
Run on the Town

Attached is a special event application submitted by Max Broock Realtors requesting permission to hold the Run on the Town on September 12, 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 September and have not yet submitted an application. These events do not pose a conflict with the proposed event.

Event Name	Date	Location
Farmers Market	Sundays	Lot 6
Birmingham Street Art Fair	September 19-20	South Old Woodward
Rail Jam	September 19	Triangle between Woodward and South Old Woodward

SUGGESTED RESOLUTION:
To approve a request submitted by Max Broock Realtors requesting permission to hold the Run on the Town on September 12, 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.

#14-081072
Booth Park Private

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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 _____

Name of Event Max Broock Realtors' RUN ON THE TOWN 5K Race to benefit the Real Estate One Charitable Foundation

Detailed Description of Event (attach additional sheet if necessary)

The event will be a 5K Run/Walk race held the morning of Sept 12th, 2015. The goal of the event ~~is to provide participants with a healthy start to their day~~ ~~while fundraising~~ for a good cause. Net proceeds from the race will benefit the registered non-profit, The Real Estate One Charit~~able Foundation.~~ There will be a 1 Mile kids fun run along a portion of the course before the 5K race begins.

Race day registration and race day packet pick-up will open at 6:45am, the race will begin at 8:00am, Post race ~~non-alcoholic beverages and food for racers, Awards for top finishers at 9:00am, Full course~~ closure at 9:30am.

Location Start/Finish line and staging areas will be at Booth Park. ~~Woodward, Birmingham~~ 5K Course Map attached

Date(s) of Event 9/12/2015 Hours of Event 6:45AM - 9:30AM

Date(s) of Set-up 9/12/2015 Hours of Set-up 5:30AM - 7:30AM

Date(s) of Tear-down 9/12/2015 Hours of Tear-down 8:30AM - 10:30AM

Organization Sponsoring Event The Real Estate One Charitable Foundation / Max Broock Realtors

Organization Address 275 S. Old Woodward Ave, Birmingham, MI (local office) 25800 Northwestern Hwy, Southfield MI (corporate headquarters)

Organization Phone 248-644-6700 (local office) 248-208-2900 (corporate)

Contact Person	Jennifer Essary ~~REO Charitable Foundation~~	Andrea Carollo ~~Race Director~~
Contact Phone	248-208-2915 ~~jessary@realestateone.net~~	248-330-3401 ~~acarollo@maxbroock.com~~
Contact Email		

II. EVENT INFORMATION

1. Organization Type (city, non-profit, community group, etc.) Local business (Max Broock Realtors) w/ 100% of proceeds going to The Real Estate On Charitable Foundation. This is a registered charity. 501(c)(3)

2. Additional Sponsors or Participants (Provide name, address, contact person, status, etc. for all additional organizations sponsoring your event.) lululemon athletica(clothing store located at 101 S. Old Woodward) has pledged ~~support through volunteer staff - Stephanie Bonk, store manager 248-762-9014~~

3. Is the event a fundraiser? YES X NO
   List beneficiary The Real Estate One Foundation supports various charities including Leukemia & Lymphoma Society.
   List expected income Estimated net proceeds of $2,000 however it could be greater if we are successful in obtaining more sponsors & achieve maximum race registration
   Attach information about the beneficiary.

4. First time event in Birmingham? YES (NO X)
   If no, describe The Run on the Town 5K was held last year on 9/13/2014. We are keeping the event details the same as 2014 but want to add a 1 Mile Kids fun run along a portion of the course before the 5K race begins. (This should not impact our estimated completion time as it is very cushioned. Bad weather delayed the start last year and we still were finished within the planned time frame.)

5. Total number of people expected to attend per day 350 racers

6. The event will be held on the following City property: (Please list)
   [X] Street(s) Please refer to attached document.
   [ ] Sidewalk(s)
   [X] Park(s) BOOTH PARK

7. Will street closures be required? (YES X) NO

8. What parking arrangements will be necessary to accommodate attendance? Attendees will park in city structures/lots.

   Street Parking along the Race course route will need to be prohibited prior to and during the race so the course is open and safe for participants.

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

Describe We will have volunteers on the course to assist police officers with directing traffic (to reduce burden on police department). We will have a water and aid station which racers will pass at the approximate half-way point. We will have volunteers and staff at the start/finish area.

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

Describe Police will be necessary due to road closures/crossings. Paramedics will be needed on site in the unlikely event there is a medical emergency during the race.

11. Will alcoholic beverages be served? YES (NO x)

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

12. Will music be provided? (YES x) NO

x Live x Amplification x Recorded x Loudspeakers

Time music will begin 7:00AM

Time music will end 9:00AM - just before the awards ceremony

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 x NO

Number of signs/banners A start/finish line banner or inflatable arch & mile markers on course.

Size of signs/banners Up to 15ft wide banner or 15ft x 15ft inflatable arch

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

Sample photos of similar start/finish line banner or arch attached. The exact banner/arch will vary depending on which timing company we hire after receiving our permit approval.

14. Will food/beverages/merchandise be sold? YES (NO x)

- 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	CORPORATION SOLE	[illegible]	[illegible]
N/A			

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	N/A	6 for $200.00	A request for more than six tables will be evaluated based on availability.
Trash Receptacles	N/A	$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	N/A	$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)	* # of vendors requiring utilities	Varies	Charges according to final requirements of event.
Water/Fire Hydrant		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	N/A	$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)	4	small tents if inclement weather (10x10)
Portable Toilets	N/A	
Rides	N/A	
Displays	N/A	
Vendors	N/A	
Temporary Structure (must attach a photo)	It is possible that the start/finish line banner may instead be an inflatable arch (see sample photo). ~~The timing company, Fastdog Timing,~~ that we will most likely hire has an inflatable arch.	
Other (describe)		

WE WILL NEED USE OF BOOTH PARK'S ELECTRIC OUTLETS FOR DJ/SOUND/TIMING.

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SIGNATURE OF APPLICANT REQUIRED

EVENT NAME Max Broock Realtors' Run on The Town 5K Race to benefit The Real Estate One Charitable Foundation

EVENT DATE ~~9/12/2014~~ 9/12/2015

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.

2/6/15

ANDREA CAROLLO, MAX BROOCK REALTORS

Signature Date

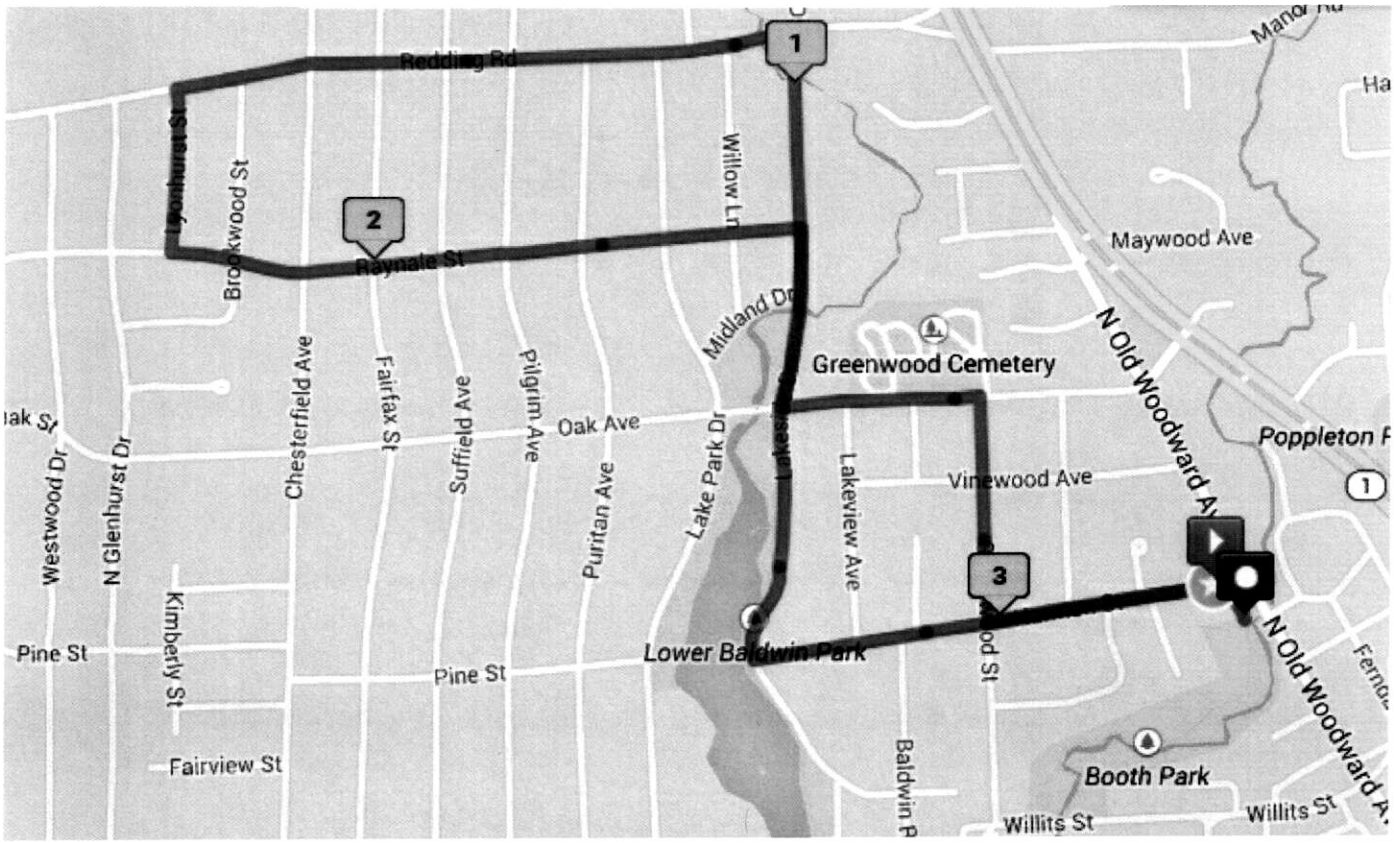
JON SWORDS, MAX BROOCK REALTORS

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.

MAX BROOCK REALTORS'

RUN ON THE TOWN 5K



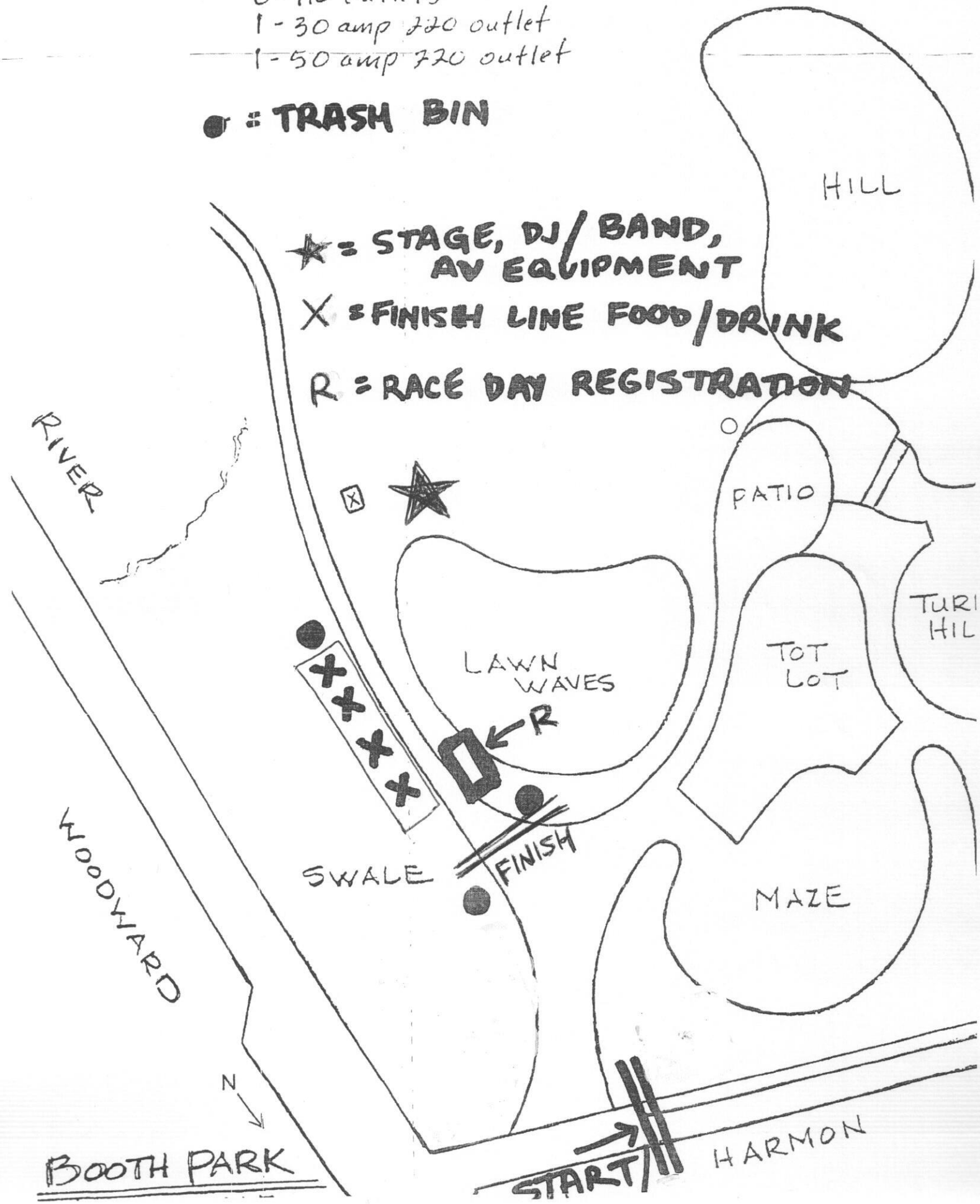
TURN BY TURN DIRECTIONS FOR 5K

Start on Harmon St just outside of Booth Park
West on Harmon St.
North on Lakeside Dr
West on Redding Rd.
South on Lyonhurst
East on Raynale
South on Lakeside Dr
East on Oak Ave
South on Greenwood St
East on Harmon St to Finish Line inside Booth Park

TURN BY TURN DIRECTIONS FOR 1 MILE KIDS FUN RUN (out & back course)

Start inside Booth Park
West on Harmon St.
Follow Harmon West until reaching Lake Park Dr
Turn around and follow Harmon East to Finish Line inside Booth Park

O Hose bib Location
⊠ Electrical Panel Location
8 - 110 outlets
1 - 30 amp 220 outlet
1 - 50 amp 220 outlet



275 S. Old Woodward Ave, Birmingham, MI 48009 (248)644-6700

SPECIAL EVENT REQUEST NOTIFICATION LETTER

Date: 3/1/2015
To: Affected Property Owner / Business 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.

EVENT INFORMATION

NAME OF EVENT: Max Broock Realtors' RUN ON THE TOWN Benefiting The Real Estate One Charitable Foundation

LOCATION: The race starts and finishes in Booth Park. The race route runs through the adjoining neighborhood.

DATE OF EVENT: 9/12/2015

HOURS OF EVENT: 6:45AM – 9:30AM

BRIEF DESCRIPTION OF EVENT: 5K Charity Run / Walk and 1 Mile Kids Fun Run

DATE OF SET-UP:	9/12/2015	HOURS OF SET-UP:	5:30AM – 7:30AM
DATE OF TEAR-DOWN:	9/12/2015	HOURS OF TEAR-DOWN:	8:30AM – 10:30AM

Details: Registration / Packet-Pick-up to begin at 6:45AM. Traffic along race course route will be limited/restricted from approximately 7:30AM – 9:00AM. Awards / Post-race Food / Entertainment will continue until 9:30AM. Final tear-down of Finish area should be completed by 10:30AM.

DATE OF CITY COMMISSION MEETING: 3/30/2015

The City Commission meets in Room 205 of the Municipal Building at 151 Martin at 7:30PM. 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). Log on to www.bhamgov.org/events for a complete list of special events.

EVENT ORGANIZER: MAX BROOCK REALTORS / Andrea Carollo / Jon Swords
275 S. Old Woodward Ave.
Birmingham, MI 48009
(248)644-6700

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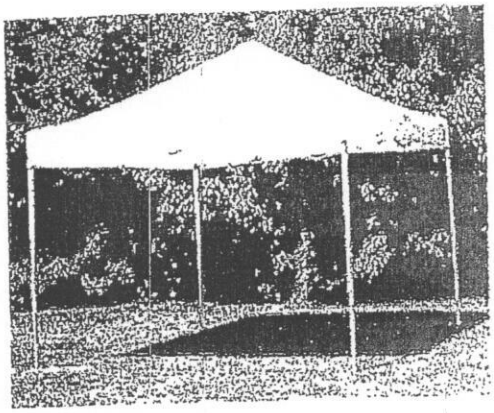
Example of possible Inflatable Start/Finish Arch

Example of possible Start/Finish Banner in the event the arch is not available by race day



Example of possible 10 x 10 tents if there is inclement weather to be used to protect registration/packet pick-up table, audio equipment & finish line food/drink.

DEPARTMENT APPROVALS

EVENT NAME **Max Broock Realtors Run on the Town 5K**

LICENSE NUMBER **#15-00010330**

COMMISSION HEARING DATE **March 30, 2015**

NOTE TO STAFF: Please submit approval by **Feb. 25, 2015**

DATE OF EVENT **Sept. 12, 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	No building department involvement	none	$0	
FIRE 101-000.000-634.0004 248.530.1900	MPM	Emergency vehicles must be able to access all roads. Paramedics to cover event.		$250.00	
POLICE 101-000.000.634.0003 248.530.1870	TK	Personnel/Barricades. Must have sufficient volunteers to cover low traffic volume intersections.		$2,000	
PUBLIC SERVICES 101-000.000-634.0002 248.530.1642	Carrie Laird	Tents can't be staked. Tents must be barreled. Cost is for delivery/set-up of cones and barricades.		$750.00	
ENGINEERING 101-000.000.634.0002 248.530.1839	PO	Revised route is approved.		$0	
INSURANCE 248.530.1807	CA	Pending approval		$0	

CLERK **101-000.000-614.0000** 248.530.1803	LP	Notification letters were delivered on **3/16/15**. 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 **8/28/15**.	Applications for vendors license must be submitted no later than **8/28/15.**	$165 (pd)	
				TOTAL DEPOSIT REQUIRED **$3,000**	**ACTUAL COST**

FOR CLERK'S OFFICE USE

Deposit paid _____

Actual Cost _____

Due/Refund_____