



Royal Oak

Agenda

Royal Oak Downtown Development Authority Meeting

Wednesday, October 16, 2024, 4:00 p.m.

City Hall Commission Chambers Room 121

203 South Troy Street

Royal Oak, MI 48067

Anyone planning to attend the meeting who has need of special assistance under the Americans with Disabilities Act (ADA) is asked to contact the city clerk's office at 248-246-3050 at least two (2) business days prior to the meeting.

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DOWNTOWN DEVELOPMENT AUTHORITY
CITY COMMISSION CHAMBERS
ROYAL OAK, MICHIGAN
www.romi.gov

Wednesday, September 18, 2024
Regular Meeting
4:00 P.M.

Present

Kyle DuBuc
Jay Dunstan
Michael Keith
Lori London
Michael Sophiea, Chairperson
Mark Vanneste
Gail von Staden
Mark Wollenweber, Interim City Manager
Anthony Yezbick, Vice Chairperson

Absent

Arbor Laclave
Salvatore LoGrasso

Staff

Timothy E Thwing, Executive Director

* * * * *

1. Call to Order
2. Public Comment
3. Approval of Meeting Minutes from August 21st, 2024
4. Expense Items
 - a. Monthly Expenses August 2024
5. Business
 - a. RO Chamber of Commerce – 45 Day Review Summer Concert Series
 - b. Façade/Sign Grant – 108 W 2nd – Johnny Mustard’s
 - c. Star Dream Repair
 - d. Draft Master Plan – Downtown Core/Activity Center
 - e. Downtown Alleys
 1. 3rd to 4th alley
 2. L-Shaped alley
 - f. Mural Selections

* * * * *

1. CALL TO ORDER

Chairperson Sophiea called the meeting to order at 4:0 p.m.

* * * * *

2. PUBLIC COMMENT

Chairperson Sophiea opened Public Comment.

After all public comment was received, public comment was closed.

* * * * *

1. APPROVAL OF MEETING MINUTES FROM AUGUST 21, 2024

MOVED by Director Keith
SECONDED by Director von Staden

To Approve the minutes of August 21, 2024, meeting, as presented.

MOTION APPROVED UNANIMOUSLY.

* * * * *

4. EXPENSE ITEMS

a. Monthly Expenses August 2024

The invoices received and paid for the month of August 2024 were provided as information, no action is required.

* * * * *

5. BUSINESS

a. RO CHAMBER OF COMMERCE – 45 DAY REVIEW SUMMER CONCERT SERIES

Shelly Kemp Executive Director of the Chamber of Commerce provided an overview of the concert series.

b. FAÇADE/SIGN GRANT – 108 W 2nd – JOHNNY MUSTARD'S

MOVED by Director Dunstan
SECONDED by Director DuBuc

Be it resolved, the Downtown Development Authority hereby approves the application for a façade/sign grant for 108 W 2nd Street as a reimbursement in an amount not to exceed \$9,250.00 or 50% of the actual project cost, whichever is less.

MOTION APPROVED UNANIMOUSLY.

* * * * *

c. STAR DREAM REPAIR

MOVED by Director Wollenweber
SECONDED by Director Vanneste

Be it resolved, the Royal Oak Downtown Development Authority, DDA hereby approves the proposed repairs to the Star Dream sculpture/fountain and allocates \$25,000 for those indicated repairs.

MOTION APPROVED UNANIMOUSLY.

* * * * *

d. DRAFT MASTER PLAN – DOWNTOWN CORE/ACTIVITY CENTER

MOVED by Director Dunstan
SECONDED by Director Vanneste

The original motion was amended twice to read as follows:

Be it resolved, the Royal Oak Downtown Development Authority, DDA directs staff to forward the following comments on the Draft Master Plan 2050 to the Planning Commission for its consideration:

1. Branding Areas of the downtown got mixed reviews such as:
 - Should not be designated “short-term”.
 - Not that big of a downtown area that this is needed, just focus on downtown.
2. Future development of city parking lots:
 - The development should be mutually beneficial to city/downtown and developers while achieving the established goals of increasing foot traffic during both the day and evening.
 - The impact on public parking should be studied and replaced.
 - Reduced parking is not a good thing.
 - City/DDA should not give away property/parking.
 - Development of public land should contribute to the downtown and be a catalyst for further development, attracting employers, employees and residents.
3. Development/Improvements to the Train/Transit Station area is a good idea.
4. Additional parking in the south end should be studied and only done with a development project.
5. Main St. median idea needs more discussion, study and consideration.

6. Do not need another park/public plaza at 6th St parking lot with 5th Street improvements rather the area south of 5th street should be studied to explore all options for additional public spaces.

MOTION APPROVED UNANIMOUSLY.

* * * * *

e. DOWNTOW ALLEYS

The board referred this item to the infrastructure committee for further review, discussion and a recommendation. The committee may want to invite adjacent property owners, businesses owners to one of their committee meetings to establish buy-in, establish a timeframe along with written and/or financial commitments.

* * * * *

f. MURAL SELECTIONS

MOVED by Director DuBuc
SECONDED by Director Wollenweber

Be it resolved, the Downtown Development Authority authorizes the Executive Director to sign the attached Art Installation agreement with Amadeus Roy for the installation of Inflection Point mural on 204 W. Fourth Street, with City Attorney revisions.

Be it resolved, the Downtown Development Authority approves the expense for the installation of Inflection Point mural by Amadeus Roy and authorizes staff to provide a deposit to the mural artist to begin work in the amount of \$836.45 (10% of total expense) once art approval is received from the City Commission.

Be it resolved, the Downtown Development Authority authorizes the Executive Director to sign the attached Art Installation agreement with Sean Graham for the installation of The Future is Fire mural on 124 W. Fourth Street, with City Attorney revisions.

Be it resolved, the Downtown Development Authority approves the expense for the installation of The Future is Fire mural by Sean Graham and authorizes staff to provide a deposit to the mural artist to begin work in the amount of \$2,139.90 (10% of total expense) once art approval is received from the City Commission.

MOTION APPROVED UNANIMOUSLY.

* * * * *

There being no further business to bring before the Royal Oak Downtown Development Authority, the following motion was made:

MOVED by Director Vanneste
SECONDED by Director Keith

To Adjourn the September 18, 2024, DDA regular meeting at 5:25 p.m.

MOTION APPROVED UNANIMOUSLY.


Timothy E. Thwing, Executive Director

DRAFT



Royal Oak **DOWNTOWN** DEVELOPMENT AUTHORITY

Meeting Date: 10/16/2024

211 Williams Street
Royal Oak, MI 48067
Phone: (248) 246-3280
downtownroyaloak.org

MEMORANDUM

DATE: October 11th, 2024

TO: MEMBERS OF THE DOWNTOWN DEVELOPMENT AUTHORITY

SUBJECT: **EXPENSE ITEMS - MONTHLY**

Listed below are the invoices for the month(s) of September 2024 that were received and paid.

| <u>Vendor</u> | <u>Payment Detail</u> | <u>Amount</u> |
|-------------------------------|--|----------------------|
| Worry Free | CBD Maintenance Aug 26 – Sept 1 | \$13,200.00 |
| RO Chamber of Commerce | 2024 Spooktacular Sponsorship | \$10,000.00 |
| Michigan Downtown Association | Membership Dues | \$750.00 |
| Venus Bronze Works | Star Dream Cleaning Deposit | \$3,000.00 |
| Worry Free | CBD Maintenance Sept 2 - 8 | \$13,200.00 |
| Rose Pest Solutions | CBD Pest Program | \$186.00 |
| Worry Free | CBD Maintenance Sept 9 -15 | \$13,200.00 |
| IRE Crown Rinks LLC | Ice Rink Payment # 2 | \$50,000.00 |
| UPrinting | Shop Royal Stickers | \$781.40 |
| RO Chamber of Commerce | Final Payment 2024 Summer Concert Series | \$30,800.00 |
| effectv | August TV Ads | \$4,945.00 |



Royal Oak **DOWNTOWN** DEVELOPMENT AUTHORITY

Meeting Date: 10/16/2024

203 S Troy Street
Royal Oak, MI 48067
Phone: (248) 246-3280
romi.gov

MEMORANDUM

DATE: OCTOBER 11, 2024
TO: MEMBERS OF THE DOWNTOWN DEVELOPMENT AUTHORITY
SUBJECT: MAPME – BUSINESS MAP

At its October meeting, the Marketing and Business Relations committee discussed a proposal by the Downtown Manager to enhance our wayfinding signage further.

Currently on the updated wayfinding maps on the downtown physical signage, there is a QR code which takes visitors to a list of downtown businesses populated by the Downtown Manager. These are listed with their address and what type of business they are. Previously, business owners have requested that the DDA invest in wayfinding signage which indicates where each business is located; an example of this being in downtown Berkley.

Rather than replace all of the kiosks with overly complex print signage that would need to be updated very regularly to account for businesses that come and go each year, the DDA could invest in a virtual map solution which then gets embedded on the downtown business page already on the website. During committee discussion, staff presented a solution called MapMe (specifically the Pro+ subscription option). This option allows us to build a custom map with relative ease of use and then embed the product into our webpage.

This tool is utilized by other downtowns around the country, as well as, the Detroit Zoo utilizes this for their Zoo Treks map.

The committee was supportive of purchasing this on an annual basis due to the relatively low annual cost of \$1,188, and the ability to add not only businesses but sort them by type and other unique characteristics. This software will also allow us to include items like public art, parks, and more locations the DDA determines to be important for visitors.

The committee recommended the purchase and trial use of this software.

Should the DDA concur with the committee recommendation, the following resolution has been prepared for its consideration:

Be it resolved, the DDA Board approves the purchase of an annual subscription to MapMe at an expense not to exceed \$1,188 annually.

Respectfully Submitted,



Daniel Solomon
Downtown Manager



| | | | |
|---|---|--|--|
| <p>Story</p> <p>Share your stories using interactive maps</p> <p>\$24/month</p> <p>\$288 billed yearly SAVE 39%</p> <p>Media gallery Markers customization 3D buildings Map style gallery Call-to-actions Embed and share Up to 40 locations Published maps <input style="border: 1px solid #ccc; padding: 2px 5px; margin-left: 5px;" type="button" value="1"/></p> <p>Try MapMe free</p> | <p>Pro</p> <p>Build maps with categories, legend and filters</p> <p>\$49/month</p> <p>\$588 billed yearly SAVE 35%</p> <p>Everything in Story Categories and filters Data import Image map Printing Custom map style Up to 400 locations Published maps <input style="border: 1px solid #ccc; padding: 2px 5px; margin-left: 5px;" type="button" value="1"/></p> <p>Try MapMe free</p> | <p>Pro+</p> <p>Create the most advanced and customized maps</p> <p>\$99/month</p> <p>\$1188 billed yearly SAVE 34%</p> <p>Everything in Pro Multi-level categories Advanced customization Teammates Map To Sheets Crowdsourcing Up to 1,000 locations Published maps <input style="border: 1px solid #ccc; padding: 2px 5px; margin-left: 5px;" type="button" value="1"/></p> <p>Try MapMe free</p> | <p>Enterprise</p> <p>Generate Enterprise-grade interactive maps</p> <p>Everything in Pro+ High locations and traffic limits Reports and analytics Teams & user management API White label Map access control Dedicated success manager Custom contract & SLA</p> <p>Contact Us</p> |
|---|---|--|--|



Tools, tips, and guides for interactive map creation

Search the blog...

How to Create Engaging Interactive Downtown Maps and Guides?

by Philippe | Best Practices

Updated: April 28, 2024

Show the Best of your City's Downtown & Attract New Visitors

In recent years, cities have faced serious challenges in attracting visitors to their vibrant downtown and main street districts. The rise of eCommerce has made online shopping incredibly convenient, while suburban malls offer easy access and ample parking.

But downtowns hold a unique magic! With local governments eager to drive traffic to these areas, it's the perfect time to remind people of everything your downtown has to offer.

The question is: How can cities successfully bring back visitors to the shops, restaurants, museums, and other public places that make downtowns special?

What is an Interactive Downtown Map?

Page 10 of 26

Imagine a way to showcase the best of your downtown in a way that's fun, interactive, and gives potential visitors a taste of what they can experience. That's the power of interactive downtown maps! These virtual guides highlight everything from shops and restaurants to parks and historic landmarks. They give visitors a sneak peek of the exciting downtown experience before they even set foot on your streets. And once they're there, the [interactive map](#) becomes a trusty guide, helping them find the spots they're most excited about.

In short, interactive downtown maps go far beyond the limits of a traditional print or PDF business directory.

Tips for Creating Engaging Downtown Map

Ready to create an interactive map that truly showcases your city's main street? Follow these tips to make it an amazing resource:

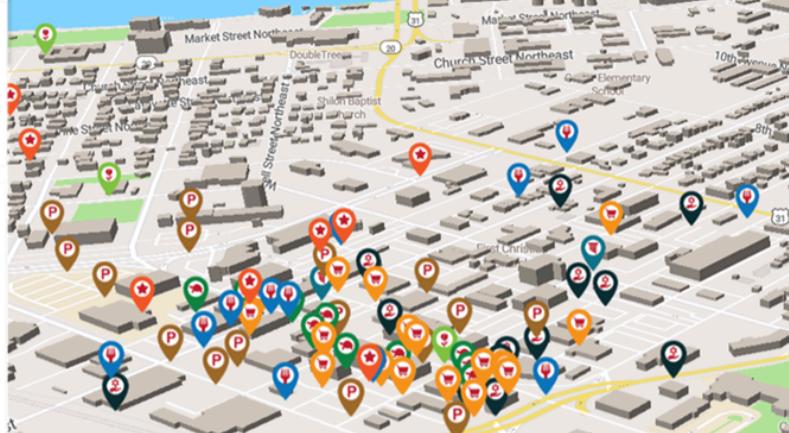
- **Include images and videos:** [Photos and videos](#) bring your downtown map to life! Showcase restaurants with enticing images, and give a glimpse of parks and outdoor spaces with short videos.
- **Use categories:** Make your map user-friendly with clear [categories](#). Let visitors easily filter to find the exact types of shops, restaurants, or attractions they're interested in.
- **Add events:** Promote local excitement by featuring events like fairs, exhibits, and sales. Highlight special promotions and participating businesses for extra engagement. You can even include coupons on your map.
- **Use calls-to-action:** Make it easy for visitors to take the next step. Add [calls-to-action](#) on map locations, directing them to business websites or [social media pages](#) like Facebook and Instagram.
- **Show visitor's location:** Help visitors navigate with ease! Let them see their [locations](#) on the map in real time, so they can find what's nearby and get directions.
- **Share your map:** Promote your fantastic map on your city's website, social media, and even in print! Use [QR codes](#) on brochures or posters to connect with visitors on the go.

Examples of Interactive City Guide Maps

Decatur, Alabama

The city's aim was to show prospective visitors that Decatur has more to offer than just shopping. Beyond shopping and dining options, the map walks users through a variety of attractions including public arts, historical buildings, and parks. It even includes a downtown Turtle Trail featuring ten hidden turtles. Each turtle a map visitor uncovers reveals another interesting fact about Decatur's history.

[Check out the map and guide for](#) downtown Decatur, Alabama.



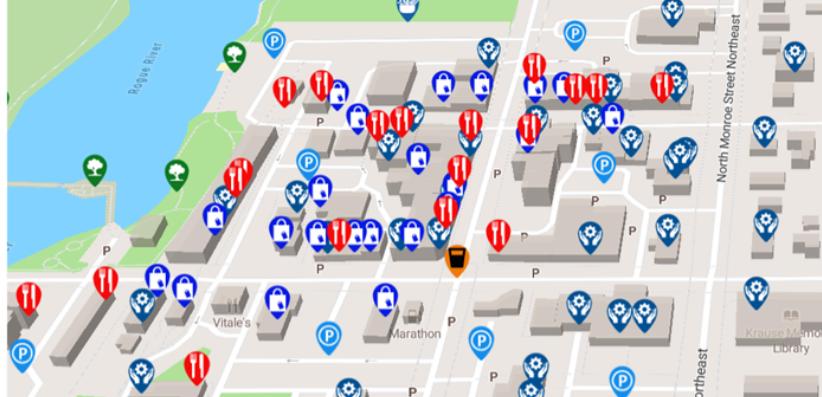
**DECATUR DOWNTOWN
REDEVELOPMENT AUTHORITY**

- Attractions
- Dining
- Shopping & Merchants
- Downtown Turtle Trail
- Parks
- Parking

Rockford, Michigan

Downtown Rockford brims with small-town charm and ambiance. The downtown area is a friendly and family-oriented destination with unique shops, dining opportunities, and outdoor adventure. The city is using its downtown interactive maps to actively promote the wealth of activities available to prospective visitors.

[Check out the live downtown map of Rockford, Michigan.](#)



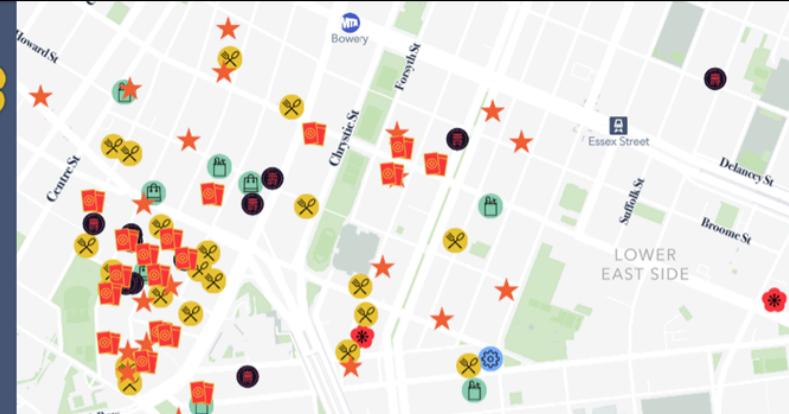
**City of Rockford
Michigan**

- Dining
- Shopping
- RORA District
- Parks
- Farmers Market
- Services
- Parking Lot

Chinatown, New York City

Chinatown is one of New York City's most vibrant neighborhoods. The Chinatown interactive map guides visitors through the neighborhood myriads of small businesses. Picks by local experts, the map gives visitors an opportunity to explore all the local favorites, must-see destinations, and hidden gems.

[Check out the New York, Chinatown business guide.](#)



WELCOME TO CHINATOWN

- Lunar New Year Gift Guide
- Christine Wong's Picks
- Ronny Chieng's Picks
- Longevity Fund Grantees
- Food & Drink

Mapme: The Solution for Creating Your Downtown City Map

Creating an outstanding downtown map shouldn't require technical expertise. With Mapme, cities have all the tools they need to build dynamic and engaging maps. Here are the main steps to create your interactive city guide:

Organize the map with categories

Start by adding [categories](#) to organize your map locations. The categories will depend on your specific use case but common categories for downtown city guides include dining, shopping, parks, and parking. Use icons to customize and provide a unique design to your map, improving map usability.

Add the point of interest locations

Mapme offers multiple options to populate the map with Points of Interest (POI):

- Manually add the locations one by one in the Mapme editor
- Use the [import feature](#) to add all locations at once
- Leverage [our Google Sheets](#) integration

Add Media and drawings

Add images, videos, and clear categories for an incredible user experience. You can even showcase local trails and promote upcoming events!

Share your map

Embed your map right on your website and social media, and give the world a compelling invitation to explore your vibrant downtown.

Keep it up-to-date

Mapme understands that downtowns are always evolving. That's why we make it incredibly simple to keep your map up-to-date with the latest businesses and happenings.

Should you Create your Downtown Interactive Map Internally or Outsource It?

With user-friendly [map software](#) like Mapme, there's no need for technical skills to build a fantastic interactive map in-house. If your city has an individual or team in charge of marketing, creating the map will be quick, and easy. It's even a fun and rewarding project. Mapme's personalized training and support ensure a smooth process and fantastic results.

However, there are times when outsourcing makes sense:

- **Limited internal resources:** If your team is already stretched thin, outsourcing to Mapme's professional services or a specialized agency can efficiently create your interactive map.

- **Complex map needs:** If you want highly customized features, outsourcing your map development can be the best approach.

We love our downtown map. We received a lot of very positive feedback from our businesses and website users. Everyone is really impressed with how easy it is to use and how great it looks.

Communications Coordinator, City of Rockford

Kris Murphy

Ready to get started? [Schedule a demo today](#) and see how you can transform the way you showcase your city's downtown.

Overview

1. Interactive Map Examples
2. Map Builder
3. Features & Pricing
4. Create your Interactive Map
5. Getting Started

Map solutions per vertical

1. Residential Real Estate
2. Commercial Real Estate
3. Non-profit Organizations
4. Travel & Tourism
5. Crowdsourcing
6. Education

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Royal Oak **DOWNTOWN** DEVELOPMENT AUTHORITY

Meeting Date: 10/16/2024

203 S Troy Street
Royal Oak, MI 48067
Phone: (248) 246-3280
romi.gov

MEMORANDUM

DATE: OCTOBER 11, 2024

TO: MEMBERS OF THE DOWNTOWN DEVELOPMENT AUTHORITY

SUBJECT: **SMALL BUSINESS SATURDAY 2024**

At its October meeting the Marketing and Business Relations committee discussed the upcoming Small Business Saturday event planned for November 30, 2024. Based on business and consumer feedback from prior years, this year we will approach the event in a more simplistic way to prevent confusion or overcomplications.

Shopping Bags

We will continue to provide leftover totes from our Shop Royal sourcing, in addition to bags provided to us by Main Street Oakland County and American Express.

Spend Gifts

In 2022, we provided a branded ornament that was given to customers when they made \$25 purchase. Feedback that customers only wanted one ornament and were not incentivized to then shop at multiple stores, resulted in us shifting the approach the next year. In 2023, we began providing three gifts that patrons could choose from when they spent \$10 or more at participating retailers, these included ornaments, hats, and gloves. The gloves were by far the most popular.

In 2024, the proposal is to provide 6 spend gifts that are gifted on a tiered system.

| Spend Amount | Spend Gift Options (Customer may select one gift from a qualifying tier) |
|---------------------|--|
| \$10+ | Gloves or Sticker Sheet or Holiday Cards |
| \$25+ | Ornaments or Hat |
| \$100+ | Royal Oak Crewneck |

The proposed budget is as follows:

| Item | Quantity | Unit | S+H | Total |
|---|----------|-----------------|--------|--------------------|
| Sticker Sheet (5.5"x8.5") Uprinting | 2,000 | \$1.24 | 43.29 | 2,523.29 |
| Holiday Card Set of 5 Rocket Printing | 500 | \$1.67 | 0.00 | 835.00 |
| Gloves 4imprint | 1,000 | \$3.15 | 130.62 | 3,280.62 |
| Hats 4imprint | 1,002 | \$4.90 | 230.51 | 5,140.31 |
| Ornaments Rocket Printing | 2,000 | \$2.05 | 0.00 | 4,100.00 |
| Crewnecks Rocket Printing | 490 / 10 | \$11.71 / 14.71 | 0.00 | 6,000.83 |
| | | | | \$21,880.05 |

The Marketing Committee discussed these logistics and agreed that simplifying the program and messaging would help relay the information to consumers. Further, it was determined that the passport program would be eliminated since the last three passport program style events have garnered very little entries compared to the prizes being given away.

The Marketing committee members overall enjoyed the expansion of gift options and the focus toward different items that can in turn be gifted to others, furthering the disbursing of the downtown branding. One committee member did express concern for the number of items and how much space it would require of retailers on a busy weekend, the Downtown Manager will work to ensure a neat and orderly system to create as minimal impact as possible for the items.

The marketing committee members were presented with the following coloring options for the ornaments; metallic blue, metallic green, metallic red, and metallic gold, with either black or white ink printing. Overall the committee had mixed input, therefore the options have been included below for the DDA board to provide direction.

Should the DDA Board agree with this proposed approach and the committee's recommendations, the following resolutions have been prepared for its consideration:

Be it resolved, the Downtown Development Authority hereby approves the aforementioned Small Business Saturday plan and budget outline within this document and authorizes the Executive Director to execute any required purchase requisitions.

Be it resolved, the Downtown Development Authority authorizes staff to purchase _____ colored ornaments with _____ color ink.

Respectfully Submitted,



Daniel Solomon
Downtown Manager

Giveaway Example Images:

Sticker Sheet and Holiday Cards to be designed.







Royal Oak **DOWNTOWN** DEVELOPMENT AUTHORITY

Meeting Date: 10/11/2024

203 S Troy Street
Royal Oak, MI 48067
Phone: (248) 246-3280
romi.gov

MEMORANDUM

DATE: OCTOBER 11, 2024

TO: MEMBERS OF THE DOWNTOWN DEVELOPMENT AUTHORITY

SUBJECT: **VARIOUS GRANTS – DISBURSEMENT OF FUNDS**

The DDA has approved various façade grants over the last several months and many of which have become eligible for disbursement due to completing the prescribed exterior renovations.

Your Personal Jeweler – 302 S. Washington Ave.

Facade Grant – Approved not to exceed \$2,019 (50% of \$4,038)

Approved at December 20, 2023 Regular Meeting of the DDA

Actual Amount Expensed by Applicant: \$4,792.95



Write Impressions – 407 S. Washington Ave.

Façade Grant – Approved not to exceed \$1,857.37

Approved at August 21, 2024 Regular Meeting of the DDA

Actual Amount Expensed by Applicant: \$3,714.76 (Sign)



Clear2Mortgage – 219 S. Main Street

Façade Grant – Approved not to exceed \$3,500 (50% of \$7,000)

Approved at July 24, 2024 Regular Meeting of the DDA

Actual Amount Expensed by Applicant: \$7,000



Various Grant Disbursements

The Downtown Manager has reviewed the paid invoices, cancelled check payments, and the inspection of the work has been completed. All three projects have successfully met the criteria outlined in their grant approvals.

Should the DDA concur with the Downtown Manager's recommendation for disbursement of funds, the following resolutions have been drafted for their consideration:

Be it resolved, the DDA Board authorizes the funds for the facade grant for 302 S. Washington Avenue be disbursed to the applicant at an amount of \$2,019.

Be it resolved, the DDA Board authorizes the funds for the façade grant for 407 S. Washington Avenue be disbursed to the applicant at an amount of \$3,714.76.

Be it resolved, the DDA Board authorizes the funds for the façade grant for 219 S. Main Street be disbursed to the applicant at an amount of \$3,500.

Respectfully Submitted,



Daniel Solomon
Downtown Manager

Special Event Permit Agreement #25-01

RE: St. Patrick's Day Parade – March 15, 2025

September 26, 2024

Albert Carter, president of the Royal Oak St. Patrick Day Parade Committee requests permission to hold a St. Patrick's Day Parade in the City of Royal Oak on Saturday, March 15, 2025.

City staff had discussions involving details of the event with Albert Carter of the St. Patrick's Day Parade Committee. Listed below are the specifics of a proposed agreement between the city and St. Patrick Day Parade Committee.

I. Hours of Operation

The St. Patrick's Day Parade will begin at 12:00 p.m. on Saturday, March 15, 2025, and last for approximately one hour. Set-up for the parade will begin at 9:00 a.m. and cleanup will immediately follow the parade's conclusion, lasting approximately one hour.

II. Description of Event

The St. Patrick's Day Parade is a family-oriented event to honor and celebrate the holiday St. Patrick's Day. It is an Irish family celebration to include everyone wishing to demonstrate Irish pride and Irish heritage.

The parade route will begin at the Royal Oak Middle School parking lot. The school's southeast parking lot will be used for parade staging and line-up only. The parade will leave the parking lot and proceed south on Washington Avenue, passing the judges/announcer reviewing stand at the intersection of Fifth Street and Washington Avenue, turn west on Seventh Street, and end at the St. Mary Church/School parking lot.

Organizer estimates approximately 500 in attendance.

III. Music

Recorded music and a public-address system will be utilized at the reviewing stand, located at the intersection of S. Washington Avenue and W. Fifth Street between 12:00 p.m. and 1:00 p.m.

Written assurance will be obtained that any live and/or recorded 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.

IV. Parking and Traffic Control

The west parking lot at Royal Oak Middle School will be available for parade participant parking. St. Mary School and Parish parking lots will be available for parade participant parking and parade breakdown. Public parking on streets, parking structures and/or surface lots located throughout the city will be available to spectators.

Prior to the event, organizers will contact Canadian National Railway and Amtrak regarding train traffic during the hours of the parade.

V. Street Closings

The organizer requests closure of Washington Avenue and streets fronting both sides of Washington Avenue to vehicular traffic from W. Lincoln Avenue to Willis Avenue beginning at 11:00 a.m. until the conclusion of the parade. The event organizer also requests the closure of Seventh Street between Washington Avenue and S. Lafayette Street once the parade begins. It is requested Royal Oak Auxiliary Police Officers be utilized to assist in all traffic and crowd control on the day of the parade.

The St. Patrick Day Committee will make arrangements with the Royal Oak Police Department (ROPD) to have parking meters along the parade route bagged "no parking" on parade day from 6:00 a.m. to 11:00 a.m.

All residents affected by the street closings and "no parking" must be notified in writing of the date, time, and location of specific street closures and route to avoid problems associated with these closings. The Royal Oak Police Department will ensure this is done by sending written notice using City of Royal Oak letterhead and envelopes along with a map of the event route. This notice will be mailed a minimum of one week prior to the event. The organizer will be responsible for all costs associated with the mailing of this notice.

The parade organizer has contacted the management of the Fifth Royal Oak condominiums to notify them of the parade route and street closures, and requested they ensure the residents are made aware of this information.

VI. Restroom Facilities

The organizer will provide two portable restrooms in the Royal Oak Middle School parking lot for parade participants' use. The portable restrooms will be delivered late Friday, March 14, 2025, and picked up on Saturday after the conclusion of the event.

VII. Insurance

A certificate of insurance for \$2 million general aggregate coverage will be provided to the city by the organizer with the City of Royal Oak named as additional insured.

VIII. Food and Beverage

There will be no food or beverages provided at this event. No alcoholic beverages will be sold, served, or consumed; it will be an alcohol-free event.

IX. Clean-Up

Refuse barrels are requested of the Department of Public Service (DPS) in the east parking lot of Royal Oak Middle School. The organizer will provide clean-up crews beginning at 1:00 p.m. on Saturday, March 15, 2025. In the event the city is required to

perform any clean-up after the event, the organizer agrees to reimburse the city for any related overtime expense incurred by city employees.

X. Reimbursement to the City

A. **Public Works** – Organizers request DPS employees provide delivery and drop off of the city owned portable reviewing stand and portable P.A. system, 8 chairs, 4 refuse barrels, 30 orange road cones or barricades, and provide electrical power to the reviewing stand. Additionally, DPS employees are requested to drop off city-owned barricades along the parade route to adequately close the roadway to vehicular traffic for this event.

B. **Police Protection** – Four police officers provide a total of 12 hours coverage and one police supervisor to provide 3.5 hours coverage for the parade. The current cost recovery overtime rate for a police officer is \$99.74 per hour and \$115.63 for a police supervisor. In the event of any unanticipated circumstance connected in any way to this special event which necessitates alerting of and/or deployment of additional police officers, the St. Patrick's Day Committee agrees to reimburse all related expenses incurred by the city.

The organizer also agrees to reimburse the city for all costs associated with the distribution of notices sent to all residences affected by the street closings required for this event. This includes all supplies, postage, and employee time associated with the notification.

C. **Auto Parking** – The event utilizes multiple parking space along Washington Avenue. from 11 Mile Rd. to Lincoln Avenue.

A total of 119 metered and parking lot spaces will be affected by the event footprint. The location of the affected metered parking and parking lots is listed below:

- Metered street parking:
 - o Washington Ave. from 11 Mile Rd. to Lincoln Ave. (106 Spaces)
 - o 7th Street between Washington Ave. and S. Lafayette (13 spaces)

As an existing parade, MPS has not charged for the bagging of the affected parking spaces.

XI. Special Event Permit Fee

The \$125.00 Special Event Permit fee was paid at the city clerk's office on September 16, 2024.

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

The St. Patrick's Day Committee 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. Cost Recovery History

Ancient Order of Hibernians, who hosted this event in the past, reimbursed the city for previous St. Patrick's Day Parade events from 2014-2019. The 2024 parade cost recovery was paid by the Royal Oak St. Patrick's Day Committee.

| | |
|------|--|
| 2014 | \$2,745.36 (\$1,584.39 donated by DDA) |
| 2015 | \$2,027.11 (\$2,000 donated by DDA) |
| 2016 | \$2,431.50 (\$2,000 donated by DDA) |
| 2017 | \$3,467.17 (\$2,000 donated by DDA) |
| 2018 | \$2,011.31 (\$2,000 donated by DDA) |
| 2019 | \$2,016.54 |
| 2024 | \$3,188.43 |

cc: Mark Wollenweber, Interim City Manager
Nicolas Gochowski, City Attorney
Tim Thwing, Director of Community Development
Aaron Filipski, Director of Recreation and Public Service
Jim Cook, Fire Chief
Kymberly Coy, Finance Director
Jaynmarie Hubanks, Treasurer
Jason Craig, Building Official
Keith Spencer, Deputy Police Chief
Patrick Stanton, Deputy Police Chief
Judy Davids, Community Engagement Specialist
Chris Weagel, Cable Coordinator WROK

AGREEMENT

The agreement between the St. Patrick's Day Committee and the City of Royal Oak concerning the St. Patrick's Day Parade on Saturday, March 15, 2025, as enumerated in Agreement # SEP 25-01, is hereby approved this date September 26, 2024.

ST. PATRICKS DAY COMMITTEE

Albert Carter
President of Committee

CITY OF ROYAL OAK



Michael Moore
Chief of Police

Melanie Halas
City Clerk