



CITY COUNCIL AGENDA ITEM

Date: May 9, 2014

To: Brian Kischnick, City Manager

From: Timothy Richnak, Department of Public Works Director
Kurt Bovensiepe, Superintendent Parks, Streets, and Drains

Subject: Troy Family Daze Festival

The City of Troy has been approached by the North Woodward Community Foundation to host the 2014 Troy Family Daze Festival. In the attached letter, the North Woodward Community Foundation describes its current struggle to find a suitable home for the festival since the proposed sale of the section of Zion's property, which was formerly used. The foundation has evaluated and contacted several private property owners to host this event with little success. The festival requires 7 to 8 acres of vacant property, three of which are required to be paved. In addition to these requirements, 2,000 parking spots are required.

The North Woodward Community Foundation is requesting the City of Troy to host the 2014 Troy Family Daze Festival by only providing a suitable site that can be used this year on September 11-14 and in the future. The foundation would have complete control and responsibility of all functions associated with the festival including security and liability, which would be through a Special Use Permit. The foundation is suggesting a grant would be provided to the city in an estimated amount of \$10,000 a year.

Although the North Woodward Community Foundation states the organization will be responsible for all functions, there will be a cost to the City of Troy to administer the Special Use Permit. Administration responsibility will include the assistance and approval of festival layout, assistance with infrastructure needs, and other general oversight to ensure permit compliance.

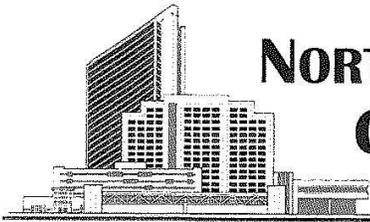
Boulan Park has been selected by the city and the foundation as the most suitable location meeting all the necessary requirements. The North Woodward Community Foundation has prepared a letter of intent to use Boulan Park for the festival including parking arraignments, which is attached. The foundation understands that it will be responsible for all damages associated with the festival including any turf damage from vehicle parking.

The Recreation Department has identified three organizations that have reserved the shelters at Boulan Park for the same time as the proposed Troy Daze Festival. Two of the groups' space needs can be accommodated at other parks. The Troy Youth Assistance is the third and would like to work with the North Woodward Community Foundation to hold the events consecutively. The North Woodward Community Foundation is comfortable with working with the Troy Youth Assistance in this effort and would be an effort facilitated by the city.

The Parks and Recreation Advisory Board's support is divided in the proposed recommendation to host the event at Boulan Park. Two members were adamantly against hosting the event at the park

with concerns of damage to the park. Three members suggested support only if the City of Troy had the ability to close the festival at its discretion for weather or crowd issues. One member was in complete support of the event. The City of Troy administration agrees that the city will require the ability to make decision including closing the festival if it is in the best interest of the community and to preserve the city's assets from damages.

One of the largest concerns from the administration is the potential damages caused from parking on the turf. This will require the North Woodward Community Foundation to obtain a bond to cover any potential damages caused by the event in addition to the required liability insurance. This item will be introduced by Kurt Bovensiep Superintendent Parks, Streets and Drains as regular business. In addition, Tom Kaszubski, Executive Director with the North Woodward Community Foundation will be present to answer any questions as city administration seeks direction from City Council on how to proceed.



NORTH WOODWARD COMMUNITY FOUNDATION

"Our strength is our unity...our richness is our diversity"

1120 East Long Lake, Suite 205, Troy, MI 48085 • Voice 248.740.7600 • Fax 248.743.0711
www.nwcommunityfoundation.org

Executive Director
Tom Kaszubski

Board of Directors

Chairman
Cheryl A. Whitton
Architect

President
Alexander Ballios
General Motors Corporation

Secretary
Jim Cyrulewski
JDRJC Associates

Treasurer
Joseph Semany
Accenture

Arthur D. Abbott
Retired

Jeffrey Cova
Attorney

Hon. Kirsten Nielsen Hartig
52-4 District Court

Gregory A. Merritt
*Concorde Financial Group
Chair Emeritus*

Sheila Muldoon
Information Security Consultant

Mary Nichols
PNC Wealth Management

Doug Tietz
Great Dane Marketing

Currently serving the
Communities of:

- Auburn Hills
- Bloomfield Township
- Clarkston
- Clawson
- Detroit
- Keego Harbor
- Leelanau
- Madison Heights
- Ortonville
- Oxford
- Rochester Hills
- Royal Oak
- Redford
- Traverse City
- Troy
- Utica
- Walled Lake
- Warren
- Waterford
- West Bloomfield
- Wyandotte

April 17, 2014

Kurt Bovensiep, Superintendent
Parks, Streets and Drains
4693 Rochester Rd.
Troy, MI 48085

RE: Troy Family Daze Festival

Dear Kurt:

For the last three years, the North Woodward Community Foundation has fiscally sponsored Troy's community festival know as Troy Family Daze. Through special land use arrangements with Zion Christian Church and the Zion Christian Church Foundation, we have been able to present the annual festival to the community.

As we moved forward with plans for the Festival this year, we were informed in March of this year, that the Zion property would no longer be available for our use because of an anticipated sale of, and construction on, the South end of the property located at 3668 Livernois.

Since it is our goal to continue this community tradition for many years in the future, we are in need of a new site of approximately 7 to 8 acres, plus parking, in order to accomplish our initiative.

We have had meetings and conversations with many community leaders about possible private sites that we might use. The Met Hotel site, various sites on New King and Investment Drive, Sheffield Office Park Site, The property surrounding Automation Alley, various shopping center sites, church sites and other vacant properties were evaluated.

All sites considered, except three, posed problems such as size, availability of parking for up to 2,000 cars plus additional for overflow at peak times, traffic

Investing in citizen driven initiatives to enhance the quality of life in the community through philanthropy.

control, security and the property's availability for at least three years (length of most contracts with vendors).

The three sites we determined would work were the K-Mart property at Big Beaver and Coolidge, the Oakland Mall North parking area and the Skate Park site on Town Center.

We were denied the use of the K-Mart site by both Mr. Forbes and Mr. Frankel.

The Town Center Skate Board (City) site had the required square footage and parking availability, was able to be secured and did not pose a traffic control problem. You indicated at our meeting, however, that because of infrastructure changes on the property, it would not be available for our use.

We have not contacted the owners of the Oakland Mall site because we have serious reservations about using the site. Because of the site's close proximity to both North and Southbound I-75, large crowds will be impulsively drawn to the festival. We believe that the "flavor" of the festival will be changed from a traditional "hometown" family friendly community festival to a shopping center carnival event. Security also becomes a much larger problem for both our private security team and the City Police Department. We believe that this site should be a "last resort" and should only be considered if all other efforts fail.

Since we have exhausted all other known private site possibilities, we are respectively asking the City, through your department, for assistance in our efforts to continue this community tradition for the 48th year. We would like to investigate the possibility of using either a park site, or other municipal site, for the festival. We are a 501 (c)(3) Community Foundation and, unlike the private sector, return all profits back to the community (approximately \$20,000.00 during the last 3 years).

Time, however, is not a luxury we have. Decisions about contracts, contacts with potential sponsors, site plan development, permits and general agreements should have been finished by March 31st. We would appreciate an indication as to the feasibility of our request (a preliminary yea or nay) as soon as possible so that all future decisions we make can be based on the information we receive.

Regards,



Tom Kaszubski
Executive Director



NORTH WOODWARD COMMUNITY FOUNDATION

"Our strength is our unity...our richness is our diversity"

1120 East Long Lake, Suite 205, Troy, MI 48085 • Voice 248.740.7600 • Fax 248.743.0711
www.nwcommunityfoundation.org

MEMO

May 7, 2014

Kurt Bovensiep, Superintendent
Parks, Streets and Drains
4693 Rochester Rd.
Troy, MI 48085

RE: Troy Family Daze Festival

Dear Kurt:

As a follow-up to our meeting of May 5th, I acknowledge that Boulan Park is the only viable site that can accommodate the Troy Family Daze Festival.

To address one of the many questions you had, parking can be accommodated both on site and at two parking lots at the two adjacent Troy School District facilities. While the two School District lots have been used in the past, we have not contacted them and will do so if we receive approval to proceed. Parking would be provided free to the public to accommodate anyone wanting to use other areas of the park and an admission fee would be charged into the fenced – in area of the Festival.

The parking availability breaks down as follows:

Boulan Park front (grass)	900 spaces
Northfield entrance (grass)	750 spaces (additional may be available depending on site plan)
Lot East of tennis courts (paved)	120 spaces
Tennis court lot (paved - used as HCP)	24 spaces
Boulan School (paved)	110
Bemis School (paved)	73
Total parking spaces	1,977

I hope this answers any questions you had about the availability of parking.

Regards,

Tom Kaszubski
Executive Director