



CITY COUNCIL ACTION REPORT

April 12, 2007

TO: Phillip L. Nelson, City Manager

FROM: John Lamerato, Assistant City Manager – Finance and Administration
Charles Craft, Chief of Police
Carol Anderson, Parks and Recreation Director
Cindy Stewart, Community Affairs Director

SUBJECT: 2007 Troy Daze Festival Parade

Background:

- At a Special Meeting of the Troy City Council and the Troy Daze Committee on February 28, 2006 it was the consensus of both groups to continue the parade if they could obtain a corporate sponsor pay for the cost of the parade and also consider holding the parade on Saturday morning. A corporate sponsor was not found and the parade has not been held since 2005.
- The Troy Daze Advisory Committee would like to propose bringing back the Troy Daze Parade for the 2007 Festival. The Committee's proposed plan is to hold the parade on Saturday, September 15 at 9 am. The proposed parade route is to begin at Troy High School and travel down Northfield Parkway to the back entrance of Boulan Park. Committee members have already talked to Shir Tikvah, and the parade route would pose no problems to their Saturday services. Northfield Parkway is the recommended route from the Troy Police Department and the most cost effective route for police staffing. It would also not affect the main entrance to Boulan Park off Crooks Road.

Financial Considerations:

- The estimated expenses for the 2007 parade would be \$2000 for Police Department staffing costs and \$200 for Awards and Trophies. The Troy Daze Advisory Committee will seek sponsorship to offset these costs. The Committee has also obtained volunteers to chair the Parade.

Policy Considerations:

- Obtaining corporate sponsorship would meet the Council/Troy Daze Committee consensus from 2006 that the parade support itself with corporate donations.

Legal Considerations:

- None