



## Event Application

The Detroit RiverFront Conservancy, Inc., is a non-profit organization that operates and maintains the RiverWalk, along with its associated green spaces, and the Dequindre Cut (collectively, the "RiverWalk"). As the steward of the RiverWalk on behalf of the City of Detroit, the private property owners on whose land portions of the RiverWalk are located, and the public patrons of the RiverWalk, the Conservancy's approval of organized events and the scheduling and location of such events is required. These approval procedures are designed to facilitate organized activities while also protecting and promoting the use of the RiverWalk by the public and respecting the interests of the owners of privately owned portions of the RiverWalk. Each year, dozens of walks and runs, and charitable functions are hosted on the RiverWalk by organizations from throughout Metro Detroit and the State of Michigan pursuant to these procedures.

If your group desires to hold an organized Run/Walk event on the RiverWalk, you must first submit an Event Application in the form attached. The Conservancy reserves the right to require recognition as a major sponsor in all materials produced for the event and to require information about the Conservancy to be included in registration packets for the event. Failure to name the Detroit RiverFront Conservancy as a sponsor will result in a forfeiture of security deposit. Upon approval of your event, the required fees and security deposit, a certificate of insurance and indemnity agreement are required within 30 days (see attached) in order to secure your date.

The approval procedures also apply to organized political advocacy events, consistent with First Amendment jurisprudence, except that (i) the Conservancy's approval of the content of the event itself is not required, only the scheduling and location of such event, and (ii) the event fees and insurance requirement will be waived for organizations for which they would present a hardship. The Conservancy does not endorse any political advocacy and reserves the right to require the disclaimer of any such endorsement by the Conservancy.

- All requests for organized events must be initiated by submitting a completed event application to the Detroit RiverFront Conservancy via e-mail or fax to:
  - Mac McCracken  
313.656.2276 (office)  
313.656.2201 (fax)  
[mac.mccracken@detroitriverfront.org](mailto:mac.mccracken@detroitriverfront.org)

It is imperative to include all event sponsors on your application. The Conservancy has the right to refuse any sponsors deemed inappropriate by the Conservancy for any reason except in connection with political advocacy events. If approved, the Conservancy is to be recognized as a major event sponsor on all non-political advocacy event materials and promotions unless otherwise specified by the Conservancy.



## Event Application

- The Conservancy's has an exclusive caterer for our café at Rivard Plaza and Mt. Elliott Park. If you plan to have any food or beverage products, including bottled water at your event, you are encouraged to use our exclusive caterer and to make your arrangements directly with our caterer. If you desire to use any other vendor/sponsor/donor to provide food or beverages (including bottled water), a fee of \$1,500.00, payable to the Conservancy, will be required 30 days prior to the event.
- Dequindre Cut Freight Yard may be rented out for limited number of private events each year at the discretion of the Conservancy. If your organization would like to select that site, the rental fee is \$1,500 payable to the Conservancy and food and beverage service will be through an additional agreement with Diamond Hospitality.
- Special Events – the Conservancy hosts a limited number of special events that are open to the public. Applications for these will be dealt with at a case by case basis – fees listed in this application may differ.
- Detroit RiverFront Conservancy staff should always be included in event planning meetings regarding set-up and outside vendors (such as production companies, etc.) one meeting is included in consultation, additional meetings will be billed at \$100 an hr.
- Seven (7) days prior to the event, a sequential (numbered) list of participants is requested in order for the Conservancy to provide any additional support it determines to be necessary.
- Registration Fees and Security Deposit are due 90 days prior to the event.

### **AVAILABLE SITES FOR USE**

*All sites require fees stated on next page*

Detroit RiverWalk – Runs/Walks only

Gabriel Richard Park Plaza and Pavilion – Limited on-site parking

Mt. Elliott Park – Street parking only

Dequindre Cut Greenway - Street parking only

Rivard Plaza – Limited on-site parking

West RiverWalk – Street Parking Only

Dequindre Cut Freight Yard – Street Parking or Coordinate with Eastern Market

### **RUN/WALK EVENT CATEGORIES**

The Detroit RiverFront Conservancy has categorized events based on their anticipated maintenance costs and potential for damage to the RiverWalk as follows:

**Run Through Events:** The use of the RiverWalk for a one day Run/Walk event with no staging on the Detroit RiverWalk or associated spaces.



**Event Application**

**Low Impact Events:** The use of a designated space for a one-day Run/Walk with up to 100 participants.

**High Impact Events:** The use of the designated space for up to 2 days including event staging and/or Run/Walk with more than 100 participants.

<b>RUN/Walk TYPE</b>	<b>RUN THROUGH</b>	<b>LOW IMPACT</b>	<b>HIGH IMPACT</b>
<b>DURATION</b>	No staging	1 day including staging	Up to 2 days including staging
<b># of PARTICIPANTS</b>	100+	Up to 100	More than 100

**REQUIRED USE FEE**

**Run Through Events:** Registration Fee of \$\*500.00 and Security Deposit of \*\*\$500.00 in a bank-certified check payable to the “Detroit RiverFront Conservancy.”

**Low Impact Run/Walk:** Registration Fee of \*\$1000.00 and Security Deposit of \*\*\$1000.00 in a bank-certified check payable to the “Detroit RiverFront Conservancy.”

**High Impact Run/Walk:** Registration Fee of \*\$1,500.00 per day. The Security Deposit is to be determined by the Detroit RiverFront Conservancy based on the anticipated number of participants.

*All fees are due 90 days prior to event or event will be cancelled. If your organization chooses to cancel the event they must do so 75 days before to receive a full refund of Security Deposit and Registration Fees. Cancellations within 75 days, will receive 50% of your Registration Fees and full Security Deposit.*

**GROUNDS MAINTENANCE AND SECURITY**

**Run Through Event:** (1 cleaner + 1 security guard) \$100.00/hr.  
**Low Impact Run/Walk:** (2 cleaners + 2 security guards) \$150.00/hr.  
**High Impact Run/Walk or Special events/space rental:** (TBD)\*\* TBD\*\*\*

*\*The fees will not be waived for any reason except as noted for political advocacy events.*

*\*\*In all cases, the sponsor and/or vendor will be responsible for all damages whether or not in excess of the security deposit.*

*\*\*\*Charges to be determined based on number of anticipated participants*



## Event Application

**Please Note:** If event participation exceeds projected attendance, cleaning & security costs will be deducted from the security deposit. Review by the Detroit Riverfront Conservancy of the participation roster/sign in sheets is required.

### INSURANCE REQUIREMENTS

The sponsor and all companies performing work or events at or on the RiverWalk must submit a certificate of insurance (Accord Corp. form is preferred) **meeting all minimum requirements at 90 days prior to event:**

- Comprehensive General Liability including Contractual Liability with \$1,000,000 minimum limits per occurrence for bodily injury or death.
- Automobile Liability, including all owned, non-owned and hired vehicles per occurrence with \$1,000,000 Combined Single Limit Bodily Injury and Property Damage.
- Umbrella Liability with minimum limits of \$1,000,000.
- Employers Liability with minimum limits of \$500,000 per accident.
- Workers Compensation (in kind and amount as prescribed by statute).
- Thirty (90) days' notice of cancellation.
- The following entities are to be named as additional insured(s). Please submit the certificate of insurance and an actual copy of the policy endorsement naming the additional insured(s). The Certificate holder will be The Detroit RiverFront Conservancy at 600 Renaissance Center, Suite 1720, Detroit, MI 48243.

1. Detroit RiverFront Conservancy
2. Detroit/Wayne County Port Authority
3. Roberts Hotels Detroit, LLC
4. Jefferson Acquisitions, LLC
5. Bloomfield Farms – Talon Centre, LLC
6. C. Penfield Stroh, Frances R. Stroh and James L. Hughes, Successor Trustees for the Irrevocable Trust f/b/o the Stroh Family Fifth Generation u/a dated August 10, 1983; Stroh Companies, Inc., Stroh Properties, Inc., MG-LXV Associates Ltd. Partnership
7. The Stroh Companies, Inc.
8. City of Detroit
9. UAW-GM Center for Human Resources
10. General Motors Corporation
11. CBRE
12. LMC Resources Capital Limited Partnership
13. RenCen Associates LLC
14. Riverfront Holdings, Inc.
15. Riverfront Holdings Phase II, Inc



## Event Application

### INDEMNITY AGREEMENT

The undersigned hereby agrees to indemnify, defend and hold harmless the Detroit RiverFront Conservancy, Inc. and each of its members, agents, servants, employees, officers and directors, subsidiaries, and affiliates (collectively "Indemnities") from and against any and all actions, claims, demands, liabilities, assertions of liability, losses, costs, damages and expenses of every kind and nature including, but not limited to, attorneys' fees, investigative and discovery costs, and court costs, which in any manner may arise or be alleged to have arisen or resulted, from the presence, acts or omissions of any nature whatsoever of the undersigned, its agents, servants, employees, independent contractors, subsidiaries, affiliates or representatives on or adjacent to the premises commonly known as Detroit RiverWalk/Dequindre Cut including, but not limited to, claims for bodily injury or death of persons and for loss of or damage to property, including claims or loss by the Indemnities, unless same shall be caused by the sole negligence or willful misconduct of Indemnities. The undersigned further agrees to provide certificates of insurance evidencing coverage's, limits and such other insurance's as required, and endorsed to name all entities on attached sheet as Additional Insured, prior to the commencement of any activity for which this Agreement is signed.

IN WITNESS WHEREOF, the undersigned has executed this Agreement this \_\_\_\_ day of \_\_\_\_\_.

WITNESS:

\_\_\_\_\_

INDEMNITOR:

Organization: \_\_\_\_\_

By: \_\_\_\_\_

Its: \_\_\_\_\_



### Event Application

Successful events are the result of advance planning, effective communication and teamwork. You are required to complete the information below so that the Detroit RiverFront Conservancy can gain a thorough understanding of the scope and needs of the event. This form must be completed and returned to the Detroit RiverFront Conservancy at 120 days prior to the event.

#### GENERAL EVENT INFORMATION

Event Name: \_\_\_\_\_

Event Location: \_\_\_\_\_

#### ORGANIZATION/APPLICANT INFORMATION

Organization Name: \_\_\_\_\_

Organization Mailing Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Business Fax: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Title/Role: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Event On-Site Contact Person: \_\_\_\_\_

Business Phone: \_\_\_\_\_

List Event Sponsors: \_\_\_\_\_

#### EVENT DETAILS

Facilities to be used (check all that apply)

Detroit RiverWalk

Rivard Plaza

Mt. Elliott Park

West RiverWalk

Gabriel Richard Park

Dequindre Cut Greenway

What is the projected attendance for the event? \_\_\_\_\_

Event Description (Please provide an overview of your event)



## Event Application

What are the projected set-up, event and tear down dates, times and locations?

Begin Set-up Date & Time: \_\_\_\_\_ Complete Set-up Date & Time: \_\_\_\_\_  
Event Start Date & Time: \_\_\_\_\_ Event End Date & Time: \_\_\_\_\_  
Begin Tear Down Date & Time: \_\_\_\_\_ Complete Tear Down Date & Time: \_\_\_\_\_

Event Location

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Will you be setting up tents, tables and chairs?  
If Yes, specific number used, and location

Name of Company providing rental equipment  
Contact Person from company:

Set up Contact Person from your organization:

Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_

Will animals be included?  Yes  No

If YES, specify type, number used and how used.

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Name of business supplying animal (s): \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_



## Event Application

### TECHNOLOGY/POWER REQUIREMENTS

Will a sound system be used?  Yes  No

If YES, what type of sound system?

Acoustic-audible, sound heard within natural range

Amplified-augmented, sound increased to broaden range

Describe specific power needs for entertainment and/or music: \_\_\_\_\_

Will you need to connect to the Conservancy's power source?  Yes  No

How many generators will be used? \_\_\_\_\_

How will generators be fueled? \_\_\_\_\_

Name of vendor providing generators: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

### COMMUNICATION/ADVERTISING STRATEGY

Check all applicable boxes that describe the type of promotion you plan to attract participants:

Radio (Specify stations): \_\_\_\_\_

Television (Specify stations): \_\_\_\_\_

Newspapers (Specify papers): \_\_\_\_\_

Web site(Identify web address): \_\_\_\_\_

Public Relations or Marketing Firm (Specify): \_\_\_\_\_

Contact Information:

Raffle (List Items): \_\_\_\_\_

Billboards: \_\_\_\_\_

Posters: \_\_\_\_\_

Flyers: \_\_\_\_\_

Street Banners: \_\_\_\_\_

Other (specify): \_\_\_\_\_





## Event Application

**NOTE:** All raffles are subject to laws of State/City.

### SALES INFORMATION

Will there be advanced registration?  Yes  No

If YES, please describe: \_\_\_\_\_

Will there be on-site registration?  Yes  No

If YES, list prices: \_\_\_\_\_

### PUBLIC SAFETY INFORMATION

Do you plan to provide emergency medical services?\*

*\*Required for High Impact Events.*

Yes  No

If YES, please provide the following:

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

### AUTHORIZATION

I certify that I am authorized to make application on behalf of this event and organization

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**NOTE:** Completion of this form does not constitute approval of your event. Pending review by the Detroit Riverfront Conservancy, you will be notified of any requirements, fees, and/or restrictions pertaining to your event

Submit Completed Application to:

Detroit RiverFront Conservancy 600 Renaissance Center/Suite 1720 Detroit, MI 48243-1802, FAX: (313) 656-2201, or Email [Info@Detroitriverfront.org](mailto:Info@Detroitriverfront.org)