

Referrals
3-19-19

**NEIGHBORHOOD
AND COMMUNITY
SERVICES STANDING
COMMITTEE**

48

MAYOR'S OFFICE COORDINATORS REPORT

OVERALL STATUS (please circle): **APPROVED** **DENIED** **N/A** **CANCELED**

Petition #: 635 Event Name: 2019 Detroit Jazz Festival

Event Date : August 30 - September 2, 2019

Street Closure: Woodward Avenue & Cadillac Square

Organization Name: The Detroit Jazz Festival Foundation

Street Address: 19908 Harper Avenue Harper Woods, MI 48225

Receipt date of the COMPLETED Special Events Application:	
Date of City Clerk's Departmental Reference Communication:	
Due date for City Departments reports:	
Due date for the Coordinators Report to City Clerk:	

Event Elements (check all that apply):

- Walkathon Carnival/Circus Concert/Performance Run/Marathon
- Bike Race Religious Ceremony Political Ceremony Festival
- Filming Parade Sports/Recreation Rally/Demonstration
- Fireworks Convention/Conference Other: _____
- 24-Hour Liquor License**

Petition Communications (include date/time)

40th Annual Detroit Jazz Fest located at Hart Plaza Cadillac Square and Woodward Avenue from 11:00am - 11:00pm; with temporary street closure on Woodward Avenue & Eastbound Cadillac Square.

**** ALL permits and license requirements must be fulfilled for an approval status ****

Date	Department	N/A	APPROVED	DENIED	Additional Comments
	DPD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	DPD Assisted Event
	DFD/EMS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Pending Inspections; Contracted with Hart Medical to Provide EMS Services
	DPW	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROW Permit Required for Street Closures
	Health Dept.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Temporary Food License Required

Date	Department	N/A	APPROVED	DENIED	Additional Comments
	TED	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Type III Barricades & Road Closure Signage Required
	Recreation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Applications Received & Approved as Presented
	Bldg & Safety	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Permits Required for Tents, Generators, Electrical & Staging
	Bus. License	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Vendors License & Liquor License Required
	Mayor's Office	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	All Necessary permits must be obtained prior to event. If permits are not obtained, departments can enforce closure of event.
	Municipal Parking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Purchase of Parking Meters Required
	DDOT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Low Impact on Buses

MAYOR'S OFFICE

Signature: Bethanie Lusher

Date: March 14, 2019

DEPARTMENTAL REFERENCE COMMUNICATION

Tuesday, January 08, 2019

To: The Department or Commission Listed Below

From: Janice M. Winfrey, Detroit City Clerk

The following petition is herewith referred to you for report and recommendation to the City Council.

In accordance with that body's directive, kindly return the same with your report in duplicate within four (4) weeks.

MAYOR'S OFFICE POLICE DEPARTMENT
FIRE DEPARTMENT DPW - CITY ENGINEERING DIVISION
BUSINESS LICENSE CENTER PLANNING AND DEVELOPMENT DEPARTMENT
RECREATION DEPARTMENT MUNICIPAL PARKING DEPARTMENT

635 *The Detroit Jazz Festival Foundation, request to hold "2019 Detroit Jazz Festival" at Hart Plaza, on Woodward Avenue and Cadillac Square on August 30-September 2, 2019 from 11:00 AM to 11:00 PM each day with various street closures. Set up begins 8-22-19 and tear down ends 9-6-19.*

City of Detroit Special Events Application

Successful events are the result of advance planning, effective communication and teamwork. The City of Detroit will be strictly adhering to the Special Events Guidelines; please print them out for reference. Petitioners are required to complete the information below so that the City of Detroit may gain a thorough understanding of the scope and needs of the event. This form must be completed and returned to the Special Events and Film Handling Office at least **60 days** prior to the first date of the event. If submitted later than 60 days prior, application is subject to denial. Please type or print clearly and attach additional sheets and maps as needed.

Section 1- GENERAL EVENT INFORMATION

Event Name: 2019 DETROIT JAZZ FESTIVAL

Event Location: HART PLAZA, WOODWARD AVENUE, CADILLAC SQUARE

Is this going to be an annual event? Yes No

Section 2- ORGANIZATION/APPLICANT INFORMATION

Organization Name: THE DETROIT JAZZ FESTIVAL FOUNDATION

Organization Mailing Address: 19908 HARPER AVENUE, HARPER WOODS, MI. 48225

Business Phone: 313-469-6564 Business Website: WWW.DETROITJAZZFEST.ORG

Applicant Name: SAM FOTIAS

Business Phone: 313-729-2428 Cell Phone: 586-596-9463 Email: SAM@PAXAHAU.COM

Event On-Site Contact Person:

Name: SAM FOTIAS

Business Phone: 313-729-2428 Cell Phone: 586-596-9463 Email: SAM@PAXAHAU.COM

Event Elements (check all that apply)

- Walkathon
- Run/Marathon
- Political Event
- Parade
- Convention/Conference
- Carnival/Circus
- Bike Race
- Festival
- Sports/Recreation
- Fireworks
- Concert/Performance
- Religious Ceremony
- Filming
- Rally/Demonstration
- Other: _____

Projected Number of Attendees: 150,000

Please provide a brief description of your event:

THE 2019 EDITION OF THE DETROIT JAZZFEST WILL BE THE 40TH EDITION OF THE EVENT THAT

What are the projected set-up, event and tear down dates and times (must be completed)?

Begin Set-up Date 08/22/2019 Time:08:00 Complete Set-up Date:08/29/2019 Time:10:00 PM

Event Start Date:08/30/2019 Time:11:00 Event End Date:09/02/2019 Time:11:00 PM

Begin Tearing Down Date:09/02/2019 Complete Tear Down Date:09/06/2019

Event Times (If more than one day, give times for each day):
11 AM TO 11 PM EACH DAY

Section 3- LOCATION/SITE INFORMATION

Location of Event: HART PLAZA, WOODWARD AVENUE BETWEEN LARNED AND STATE, CADILLAC SQUARE

Facilities to be used (Check) Street Sidewalk Park City

Please attach a copy of Port-a-John, Sanitation, and Emergency Medical Agreements as well as a site plan which illustrates the anticipated layout of your event including the following:

- Public entrance and exit
- Location of merchandising booths
- Location of food booths
- Location of garbage receptacles
- Location of beverage booths
- Location of sound stages
- Location of hand washing sinks
- Location of portable restrooms
- Location of First Aid
- Location of fire lane
- Proposed route for walk/run
- Location of tents and canopies
- Sketch of street closure
- Location of bleachers
- Location of press area
- Sketch of proposed light pole banners

You will be prompted to upload these attachments upon submitting this form

Section 4- ENTERTAINMENT

Describe the entertainment for this year's event:

ARTISTS ARE STILL BEING BOOKED, BUT IN THE PAST IT HAS BEEN HERBIE HANCOCK, GEORGE BENSON,

Will a sound system be used? Yes No

If yes, what type of sound system? LARGE FORMAT TOURING AUDIO, L'ACOUSTIC, NEXO, MEYER, ETC.

Describe specific power needs for entertainment and/or music:

THE JAZZ FEST BUILDS ITS OWN PROPRIETARY GRID FOR THE ENTIRE EVENT.

How many generators will be used? APPROXIMATELY 7

How will the generators be fueled?
BY OUR FUEL COMPANY, CHAPP OIL

Name of vendor providing generators:

Contact Person: MICHIGAN CAT - AARON SUZORE

Address: 25000 NOVI ROAD

Phone: 800-833-1789

City/State/Zip: NOVI, MI. 48375

Section 5- SALES INFORMATION

Will there be advanced ticket sales? Yes No

If yes, please describe:

Will there be on-site ticket sales? Yes No

If yes, list price(s):

Will there be vending or sales? Yes No

If yes, check all that apply:

Food

Merchandise

Non-Alcoholic Beverages

Alcoholic Beverages

Indicate type of items to be sold:

T SHIRTS, ART, JEWELRY, MUSIC, FOOD

Section 6- PUBLIC SAFETY & PARKING INFORMATION

Name of Private Security Company: TBD AT THIS TIME

Contact Person:

Address:

Phone:

City/State/Zip:

Number of Private Security Personnel Hired Per Shift:

USUALLY AROUND 120

Are the private security personnel (check all that apply):

Licensed

Armed

Bonded

How will you advise attendees of parking options?

VIA OUR SOCIAL MEDIA OUTLETS, WEB SITE, PHONE APP

Section 7- COMMUNICATION & COMMUNITY IMPACT INFORMATION

How will your event impact the surrounding community (i.e. pedestrian traffic, sound carryover, safety)?

THE MAIN IMPACT IS THE ROAD CLOSURES EXECUTED IN ORDER TO BUILD, PRODUCE AND LOAD OUT THE EVENT. JAZZ FEST IS VERY FORTUNATE TO HAVE STRONG RELATIONSHIPS WITH THE SURROUNDING BUSINESSES AND MANY CITY DEPARTMENTS THAT ASSIST US IN CARRYING THIS OUT. JAZZ IS A SOFT MUSIC AND THE SYSTEMS ARE DESIGNED FOR COVERAGE PRIMARILY IN THE CROWD AREAS, SO SOUND

Have local neighborhood groups/businesses approved your event?

Yes No

Indicate what steps you have or will take to notify them of your event:

JAZZ FEST HAS A PROFOUND COMMUNICATIONS PLAN THAT IS IMPLEMENTED ONCE THE FINAL CLOSURE PLAN IS APPROVED BY TS&E, DPW AND DPD AND THE MAYORS OFFICE.

Section 8- EVENT SET-UP

Complete the appropriate categories that apply to the event Structure

	How Many?	Size/Height
Booth	TBD	
Tents (enclosed on 3 sides)	TBD	
Canopy (open on all sides)	TBD	
Staging/Scaffolding	FOUR	40X40/40X40/32X40/24X24
Bleachers	0	

Section 9- COMPLETE ALL THAT APPLY

Emergency medical services?

Contact Person: HART MEDICAL - ADAM GOTTLEIB - 248-789-3648

Address:

City/State/Zip: DETROIT, MI.

Name of company providing port-a-johns. JOHNS SANITATION

Contact Person: DANIEL DOCIS

Address:

Phone: 248-437-0841

City/State/Zip:

Name of private catering company? ANDIAMO ITALIA

Contact Person: STEWART DAVIDSON

Address:

Phone: 248-420-4057

City/State/Zip:

SPECIAL USE REQUESTS

List any streets or possible streets you are requesting to be closed. Include the day, date, and time of requested closing and reopening. Neighborhood Signatures must be submitted with application for approval. Barricades are not available from the City of Detroit.

Attach a map or sketch of the proposed area for closure.

STREET NAME: WOODWARD
FROM: STATE TO: LARNED
CLOSURE DATES: 8/28/2019 BEG TIME: 9 PM END TIME:
REOPEN DATE: 9/3/2019 TIME:

STREET NAME: CONGRESS
FROM: GRIWOLD TO: BATES
CLOSURE DATES: 8/29/2019 BEG TIME: 5 PM END TIME:
REOPEN DATE: 9/3/2019 TIME:

STREET NAME: CADILLAC SQUARE
FROM: WOODWARD TO: BATES
CLOSURE DATES: 8/27/2019 BEG TIME: 6 AM END TIME:
REOPEN DATE: 9/3/2019 TIME:

STREET NAME: MICHIGAN AVENUE
FROM: GRISWOLD TO: WOODWARD
CLOSURE DATES: 8/28/2019 BEG TIME: 9 PM END TIME:
REOPEN DATE: 9/3/2019 TIME:

STREET NAME: MONROE
FROM: FARMER TO: WOODWARD
CLOSURE DATES: 8/28/2019 BEG TIME: 9 PM END TIME:
REOPEN DATE: 9/3/2019 TIME:

PLEASE ADD IMPORTANT INFORMATION BELOW AND ATTACH A COPY OF THE FOLLOWING:

- 1) CERTIFICATE OF INSURANCE**
- 2) EMERGENCY MEDICAL AGREEMENT**
- 3) SANITATION AGREEMENT**
- 4) PORT-A-JOHN AGREEMENT**
- 5) COMMUNITY COMMUNICATION**

AUTHORIZATION & AFFIDAVIT OF APPLICANT

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief that I have read, understood and agreed to abide by the rules and regulations governing the proposed Special Event, and I understand that this application is made subject to the rules and regulations established by the Mayor or the Mayor's designee. Applicant agrees to comply with all other requirements of the City, County, State, and Federal Government and any other applicable entity, which may pertain to Special Events. I further agree to abide by these rules, and further certify that I, on behalf of the Event agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event, to the City of Detroit.

affiliated via iSignature.com
Sam Fotias
My words are handwritten and unalterable

12/10/2018

Signature of Applicant

Date

NOTE: Completion of this form does not constitute approval of your event. Pending review by the Special Events Management Team, you will be notified of any requirements, fees, and/or restrictions pertaining to your event.

HOLD HARMLESS AND INDEMNIFICATION

The Applicant agrees to indemnify and hold the City of Detroit (which includes its agencies, officers, elected officials, appointed officials and employees) harmless from and against injury, loss, damage or liability (or any claims in respect of the foregoing including claims for personal injury and death, damage to property, and reasonable outside attorney's fees) arising from activities associated with this permit, except to the extent attributable to the gross negligence or intentional act or omission of the City.

Applicant affirms that Applicant has read and understands the Hold Harmless and Indemnification provision and agrees to the terms expressed therein.

Event Name: 2019 DETROIT JAZZ FESTIVAL **Event**
Date: 12/10/2018

Event Organizer:
DETROIT JAZZ FESTIVAL FOUNDATION

Applicant Signature: 
Date: 12/10/2018



March 7, 2019

CONTACT:

Detroit Jazz Festival Media Team
djffmedia@detroitjazzfest.org
(313) 530-7860

Jazz Festival Recognized as Detroit's Greenest Outdoor Event

DETROIT— The Detroit Jazz Festival Foundation was announced today as the winner of the 2019 Pure Award during the Pure Michigan Governor's Conference on Tourism in Traverse City, Michigan. The award recognizes Michigan tourism entities that have pioneered the incorporation of innovative and exemplary best practices in natural, cultural and/or heritage stewardship into their daily operations. With an attendance of more than 300,000 people throughout Labor Day weekend, the Detroit Jazz Festival presented by Quicken Loans is recognized as the "greenest" outdoor event in Detroit.

The Detroit Jazz Festival Foundation was celebrated for its "Greening of the Jazz Festival," a partnership with the DTE Foundation and managed onsite by Schupan SustainAbility™, that overall reduced the festival's carbon footprint and educated attendees during last year's event.

"We are extremely appreciative of our partner, the DTE Foundation, for joining us on the quest to become the greenest jazz fest in the Midwest," said Detroit Jazz Festival Foundation President and Artistic Director Chris Collins. "This award not only validates our efforts during last year's festival, but also reinforces our commitment to being even more green as we celebrate our 40th year. We are very thankful for this acknowledgement and what our recycling efforts do for the citizens and city of Detroit."

Highlights of the "Greening of the Jazz Festival," included:

- A zero waste Opening Night Party by recycling glass, beverage containers, plastic film and food waste. The event achieved a 94.7 percent diversion rate.
- Signing up 85 residents for Detroit's curbside recycling program to support the city's goal of reaching 30 percent by end of 2018. This was the highest number of registrations during a public event to date.
- All material generated at the event's official hotel, Detroit Marriott at the Renaissance Center, was recycled, reused, composted or converted to energy, resulting in a landfill-free facility.
- The festival implemented a free bike valet in Mariner's Plaza in order to align with Detroit's mission to create an accessible and bike-friendly city.

By working collaboratively with stakeholders, the Detroit Jazz Festival Foundation continues to support sustainable tourism and events taking place within the city by creating best practices for other Detroit events. Since 2011, the Foundation has diverted 41,751 pounds of material from the landfill.



About the Detroit Jazz Festival Foundation

The Detroit Jazz Festival Foundation is an independent, non-profit organization that presents jazz and educational workshops throughout the year. The Foundation supports the Detroit Jazz Festival presented by Quicken Loans, which is the largest free jazz festival in the world and a major tourist attraction for the City of Detroit, with 26 percent of its audience coming from out of state. For more information, visit detroitjazzfest.org.

Major corporate partners include Quicken Loans, J.P. Morgan Chase & Co., DTE Foundation, Ford Motor Company, Carhartt, Inc., Mack Avenue Music Group, Dirty Dog Jazz Cafe and Comcast Cable. Additional partners include AARP, Absopure, AMTECH International, Andiamo, Ascension Michigan, Bedrock Detroit, Bingham Legal Group, Blake's Hard Cider, Central Michigan University, Cliff Bell's, Detroit Marriott at the Renaissance Center, Detroit Saxophone Center, Detroit Symphony Orchestra, Digital Planet, Domino's, Downtown Detroit Partnership, Fifth Third Bank, George Johnson & Company, Giffels Webster, Greektown Casino-Hotel, House of Pure Vin, Lyft, Metropolitan Hotel Partners, MGM Grand Detroit, Oakland University, Pepsi, Plante Moran, Rocket Fiber, Schupan SustainAbility™, Stella Artois, Steinway Piano Gallery of Detroit, Tito's Handmade Vodka, Wayne State University, Whole Foods Market and Woodward Gallery. Media partners include Fox 2, WJR, WEMU-FM, DownBeat, JazzTimes, Metro Times, WDET, WRCJ and Detroit Public Television.

###

Corporate Social Responsibility Report

A revival and commitment to something greater for the world's largest free jazz festival.

DETROIT

Jazz

FESTIVAL

presented by Quicken Loans



2018 BEING GREEN

The quest to become the "Greenest jazz fest in the Midwest"

A word from the Detroit Jazz Festival Foundation



Just like our many year-round programs in schools and communities throughout the Detroit region, we wanted to find a way to extend the purpose of the 'DTE Energy Foundation Greening of the Jazz Festival' to reach all of Detroit's neighborhoods throughout the year. To support the city-wide curbside recycling enrollment initiative, the Foundation partnered with local nonprofit Green Living Science, and sustainability experts, Schupan Recycling, to provide residents the opportunity to sign up for the program. This added feature perfectly supports the spirit of the Jazz Festival, and we thank our partners at DTE Energy Foundation for making it possible.

Christopher B. Collins,
President & Artistic Director
Detroit Jazz Festival Foundation



The energy saved at the Festival
is enough to power a single
house in Detroit for
the next **9.2 years!**

Detroit Jazz Festival Sustainability Program Goals:

- 1. Waste reduction through recycling and composting programs.**
- 2. Attendee and stakeholder engagement.**
- 3. Cultivating a festival culture to achieve a balanced triple bottom line.**
- 4. To become the "Greenest jazz fest in the Midwest."**

Detroit Jazz Festival Leads the Way in Event Sustainability



By working collaboratively with stakeholders, the Detroit Jazz Festival Foundation supports sustainable tourism and events taking place within the city, creating best practices for other Detroit events.

1. All material generated at the event's official hotel, Detroit Marriott at the Renaissance Center, is recycled, reused, composted or converted to energy, resulting in a landfill-free facility.
2. Detroit Marriott at the Renaissance Center encouraged guests to opt into Marriott's "Make A Green Choice" program.

Social Impact



Education

The DTE Energy Foundation Educational Booth focused on educating attendees about the Festival's recycling program, as well as what happens “beyond the bin.”

Educational and interactive games along with informational signage created an active-engagement atmosphere for attendees.

“It was such a joy to be a part of Detroit Jazz Festival! We were excited to see so many Detroit residents eager to participate in Detroit's recycling program! This year we signed up nearly 83 residents and reached many more with re-education about how they can help create a greener Detroit.”

**Natalie Jakub
Executive Director, Green Living Science**



Long-lasting Impact

Detroit's curbside recycling program launched in 2015. To support the city's goal of reaching 30% participation by the end of 2018, the DTE Energy Foundation Education Booth partnered with local nonprofit Green Living Science and Schupan SustainAbility™ to provide residents an opportunity to sign up for the program. By the end of the Festival, 83 residents signed up - this is the highest number of registrations during a public event to date!

Economic Impact



Bike Valet

To align with Detroit's mission to create an accessible and bike-friendly city, the Festival implemented a free bike valet in Mariner's Plaza. The valet promoted clean transportation options for downtown residents and encouraged attendees to use alternate forms of transportation to travel to/from and within the event.

The Foundation partnered with local bike shop, Detroit Wheelhouse, to operate the service.



Procurement

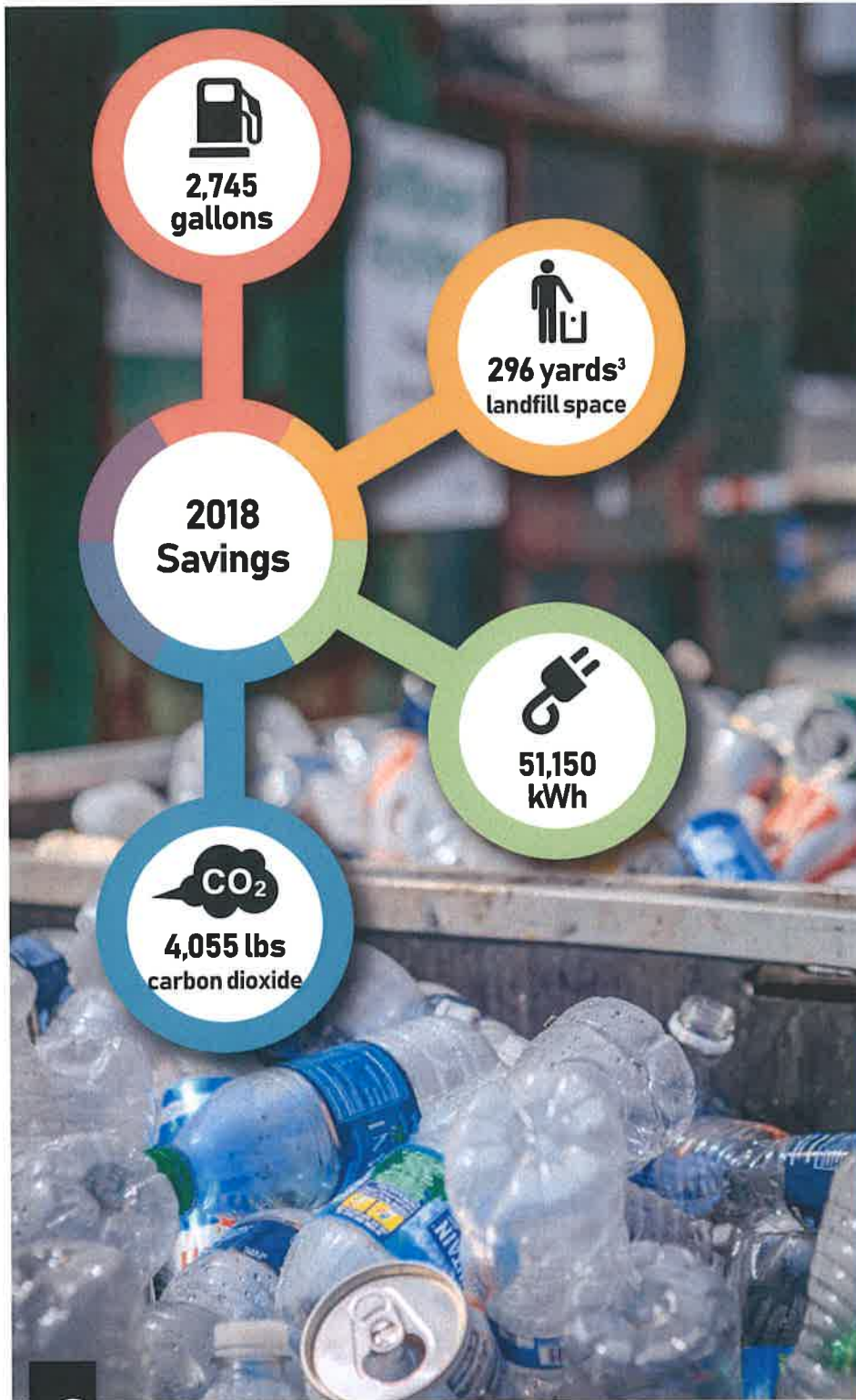
Planners focused on securing Detroit-based contractors and suppliers to provide products and services to the Festival and its attendees. There was an emphasis on incorporating local food trucks, purchasing compostable food-service items from Green Safe Products and hiring local labor to fill weekend positions.



Closing the Loop

Processing of the plastic and aluminum items used by and at the Festival was done at Hamtramck Recycling. Items collected of a low quality were taken to Detroit's Renewable Power Plant. As a result, 100% of the recyclables collected from the event were diverted from the landfill. The energy created by Detroit Renewable Power is used to power facilities in downtown Detroit, including the Festival's host hotel, the Detroit Marriott at the Renaissance Center.

Environmental Impact



2018 Program Statistics

Cardboard	1,140
Plastic and Aluminum	2,000
Glass	291
Compost	1,179
Signage	78
Plastic Film	76
TOTALS	4,764
REFUSE	18,480
DIVERSION	20%

Since 2011, the Foundation has diverted 41,751 pounds of material from the landfill. With an attendance of more than 50,000 people throughout the weekend, the Detroit Jazz Festival is the "greenest" outdoor event to take place in Detroit.

Zero Waste Opening Night Party



The VIP Opening Night Party welcomed over 1,000 fans, sponsors, staff and stakeholders to celebrate the kickoff of the 2018 Detroit Jazz Festival presented by Quicken Loans. Through a collaborative partnership with the Festival, Andiamo Catering and Schupan SustainAbility™, the 2018 event was the first initiative in the Festival's history to achieve zero waste (defined as a 90% or higher diversion rate). By recycling glass, beverage containers, plastic film and food waste, along with the use of compostable serveware (purchased locally from Green Safe), the event achieved a 94.7% diversion rate!



The Festival's first zero-waste initiative:

- Used locally-sourced, compostable serveware
- Took all compostable material and food waste to a certified composter
- Collected and recycled aluminum, plastic, glass, cardboard and plastic film

detroitjazzfest.org

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 **Schupan**
recycling
schupanability.com



DTE Energy[®]
Foundation

empoweringmichigan.com

MICHIGAN GIVING

STORIES OF MICHIGAN TOURISM INDUSTRY GENEROSITY



PURE AWARD WINNER

Social Impact
Inspiration From
Michigan's
Tourism Leaders

Michigan Cares for
Tourism's 2019
Volunteer Events



3
2019 PURE
AWARD WINNER



4-10
SIX INSPIRING
STORIES OF THE
WAY MICHIGAN'S
TOURISM
INDUSTRY GIVES



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MICHIGAN CARES
FOR TOURISM 2018
REVIEW

LEELANAU STATE PARK
GRAND TRAVERSE LIGHTHOUSE
SEPTEMBER 16 – 17

MC4T is a 100% volunteer, 100% give back effort where tourism professionals come together to help restore Michigan's historic, cultural and natural attractions, and learn about a tourism destination.

**BACK
COVER**
WAYS TO GIVE
IN 2019!
MICHIGAN CARES
FOR TOURISM'S
2019 EVENTS

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Welcome to MICHIGAN GIVING

This 100% volunteer/give back publication was created by Michigan Cares for Tourism (MC4T). In 2019, MC4T's board of directors challenged the team to continue to do more with the generous resources provided to us by the industry and find additional ways to engage Michigan's tourism industry in volunteerism, giving, learning, and collaboration. In 2018 we added

to our annual multi day volunteer event by providing 1/2 day volunteer opportunities at the Pure Michigan Governor's Conference and a new program during National Tourism Week called Adopt a Bed (see page 12). In line with our mission of restoring Michigan's historic, cultural, and natural attractions, MC4T strives to engage the tourism industry across disciplines and help learn about destinations while we work at building a stronger community of tourism professionals. We hope this publication is one more way in which we help you learn about the many ways our tourism industry gives of their time, talents, and resources. Get inspired from stories from six of our tourism industry

leaders on pages 4-10. Learn why the Detroit Jazz Festival Foundation was recognized as the 2019 Pure Award winner on page 3. And, check out MC4T's 2019 event (oh, and come join us!) on the back cover. Thank you for allowing us an opportunity to share some of our industry's generosity. If you have or know of other giving stories you want the industry to learn about, please share them via email at janesp@gvsu.edu or 989.424.0123. Editors, authors, and photographers of this publication include volunteers of Michigan Cares for Tourism: Olivia Rau, Claire Gregory, Ami VanAntwerp, Kirsten Borgstrom, Victoria Stubbs, Denny Henson, Maia Turek, and Patty Janes.

MARCH 2019

PURE AWARD WINNER: DETROIT JAZZ FESTIVAL FOUNDATION



The Detroit Jazz Festival Foundation as this year's winner of The 2019 Pure Award. The Pure Award was designed to recognize Michigan tourism entities that have pioneered the incorporation of innovative and exemplary best practices in natural, cultural, and/or heritage stewardship into their daily operations. Resources are defined broadly to include historic, architectural, recreational, and agricultural as well as natural assets, and might relate to buildings, grounds, practices, processes, programs, and more.

The Detroit Jazz Festival Foundation has exemplified the values of the Pure Award in their quest to become "the greenest jazz fest in the Midwest." Through their innovative partnership with DTE Energy Foundation on the Festival's "Greening Project," the Detroit Jazz Festival is taking big steps to reduce its carbon footprint and educate attendees. This past year, the Festival achieved a zero waste Opening Night Party with a 94.7% diversion rate by utilizing recyclable and compostable materials.

By working collaboratively with stakeholders, the Detroit Jazz Festival Foundation continues to support sustainable tourism and events taking place within the city by creating best practices for other Detroit events. Since 2011, the Foundation has diverted 41,751 pounds of material from the landfill. With an attendance of more than 50,000 people throughout

the weekend, the Detroit Jazz Festival is the greenest outdoor event to take place in Detroit. The energy saved at the 2018 Festival is enough to power a single house in Detroit for the next 9.2 years.

Congratulations to the Detroit Jazz Festival Foundation on receiving this well-deserved recognition and paving the way for sustainable tourism efforts in Detroit!

Thank you to this year's review committee coordinated by Olivia Rau, Michigan Cares for Tourism and Grand Valley State University Graduate Assistant.

Members included:

- Maia Turek, DNR / MC4T
- Jon Allan, Office of the Great Lakes
- Marci Cisneros, Grand Haven Area CVB
- Dennis Eade, MI Steelhead & Salmon Fishermen's Association
- Bonnie Fink, MEDC / Travel Michigan Travel and Tourism
- Betty Workman, Vacation Trailer Park and Sales
- Clay Summers, mParks



INSPIRATIONAL STORY

SHEPLER'S MACKINAC ISLAND FERRY

4

Shepler's Ferry in Mackinaw City gets involved in its community in multiple capacities throughout the year through its "Give Back" program. Once a year, Shepler's pays for a random stranger's bridge toll. They make cards and give them to the toll booth operators to hand out at random and ask them to pay it forward. Similarly, Shepler's Ferry pays it forward annually by donating over \$10,000 in free tickets to worthy causes throughout Michigan. In addition, ten percent of the proceeds from their Lighthouse Cruises are donated to the Great Lakes Lighthouse Keepers Association for upkeep of area lighthouses.

Beyond its business, the folks at Shepler's give back through volunteerism as well. Every year, the Shepler's team participates in the Cheboygan County Walk for Warmth, which raises money for those in Cheboygan county struggling to afford their utilities. They even brave the cold with a Salvation Army Bell Take-Over in Cheboygan where cast members fill an entire day through shifts at one of their bell ringing sites. In the warmer days of 2018, they set up lemonade stands on their docks for Alex's Lemonade Stand to fundraise to benefit research for childhood cancer. Last year, they also cleaned a three-mile stretch of I-75 just south of Mackinaw City through the Adopt-A-Highway program.

MARCH 2019



INSPIRATIONAL STORY

FRANKENMUTH CONVENTION AND VISITORS BUREAU



Frankenmuth is known for being home to the world's largest Christmas store, world famous chicken dinners, and its major festivals. The town attributes their level of success to its commitment to philanthropy. Most of the hotels, restaurants, shops, and attractions are locally owned and operated which creates a special atmosphere for Frankenmuth's guests.

Most of the town's events are run solely by volunteer committees and proceeds are donated back to the community and charities. The World Expo of Beer (WEB) in May is a great example of Frankenmuth's small community coming together to raise money; it's not uncommon for donation amounts to reach \$100,000 from WEB. The WEB alone takes nearly 400 volunteers over three shifts to execute!

As one of the oldest festivals in Michigan, the Frankenmuth Bavarian Festival has seen its challenges over the years. The CVB acted as a liaison between the local organization in charge of running the event, the Civic Events Council (CEC), and the business community, to create a more sustainable plan for a festival that means so much to the town's German heritage. As a team, they were able to successfully move the festival downtown, where it originally started, and threw one heck of a street party, with a zip-line running right down Main Street! As volunteers, they set up tables and chairs, moved sponsor vehicles, printed signage, executed marketing and helped make the event run smoothly.

Aside from helping to plan these events, the Frankenmuth CVB volunteers as much as they can all year round. Peg Reinhardt, the CVB's former Office Manager, is seen at nearly every festival volunteering at admissions, pouring beer at World Expo of Beer, emptying trashcans, and helping clean up after the event.

In Frankenmuth, volunteerism isn't just a buzzword; it's a way of life in Michigan's Little Bavaria.



INSPIRATIONAL STORY

BAVARIAN INN

In 2018, the Bavarian Inn Restaurant raised \$15,325 through its Company Giving Program to Wings of Mercy, a charity that provides transportation to distant medical facilities for patients who can't afford to fly. The yearlong campaign concluded at the end of December and the grand total for fundraising was announced at the post-holiday employee party on January 7. According to Michelle Solgat, co-chairperson of this year's Bavarian Inn Company Giving Program, employees raised funds for this charity through voluntary payroll deduction, candy sales, a holiday open house event and other activities throughout the year. "The Bavarian Inn Restaurant," Solgat added, "has over 400 caring team members who give so generously each year to help those in need. We look forward to an exciting year of giving in 2019."

The Bavarian Inn has kept the Company Giving Program alive for more than 32 years. Some of the other charities they have supported through this program include:

- Special Days Camp
- Child Abuse and Neglect Council
- Special Olympics of Michigan
- Defeat Multiple System Atrophy
- And many more!

Bavarian Inn staffers have taken part in Michigan Cares for Tourism events every year since it began in 2013 with the Mill Lake Clean-Up. Most recently, they sent a delegation to Michigan Cares' Fort Wilkins Historic State Park at Copper Harbor in the U.P.



INSPIRATIONAL STORY

FIREKEEPERS CASINO HOTEL

Back in 2017 the FireKeepers team had an epiphany regarding community involvement and social responsibility. They thought, “How could our company make an impact on our community through education, food security, and nutrition?” The single word or “mission statement” that kept surfacing was INVOLVEMENT. The team wondered, “How could we immerse ourselves in the community and use our particular skill set to help make people’s lives better and improve their well-being?”

FireKeepers came up with an idea to renovate a historic fire station in downtown Battle Creek’s industrial area that would serve two purposes. First, it would be a one-of-a-kind restaurant featuring fresh and nutritional foods where the profits and donations would go directly to nonprofit organizations; firstly The Food Bank of South Central Michigan (FBSCM), but soon to expand to other



area charities as well. Secondly, FireKeepers was able to partner with FBSCM to open The Kendall Street Pantry, a choice pantry serving the Greater Battle Creek area and surrounding cities. The pantry was designed to eliminate some of the negative stigmas associated with food pantries and to restore and preserve dignity while offering a choice shopping experience to help customize the offerings based on individual family needs. In the first year of the partnership, the pantry distributed over 75,000 pounds of food to more than 8,500 people and families. The pantry serves an average of 85 people per week and is currently looking into opening another day of the week to help accommodate people working the night shift. Next, FireKeepers began a partnership with a local school fresh food initiative called Operation Fit. They have worked with this group for almost a year now and couldn't be happier with the results.

Each week the team delivers fresh produce and snacks to area schools for children to enjoy during the day. The children are then encouraged to take a bag home with them so their parents are able to introduce the fresh fruits and vegetables into healthy recipes in the home. They started with two schools in the beginning of the partnership, and have now grown to six schools and a consortium (Battle Creek Shared Service Alliance (BCSSA)) that also benefits another six venues. Along with the Operation Fit group, FireKeepers is now doing 35 deliveries annually for the six schools, plus 52 deliveries a year for BCSSA.

Most recently, FireKeepers undertook a project to help increase tribal food security and sovereignty, while at the same time being able to provide fresh produce to schools at no cost to help enhance the nutritional quality of their lunch programs. To achieve this goal, FireKeepers

has constructed a year round hydroponic/aquaponics greenhouse on The Pine Creek Reservation in Athens, Michigan. This greenhouse is designed to provide produce at no cost to all members of The Nottawaseppi Huron Band of the Potawatomi Indian Tribe through lunch and learn programs and scheduled distributions. In addition, the produce will be provided to the schools in the form of a salad bar that the folks at FireKeepers will provide at no cost for all students and teachers. The produce will be grown, prepared, and delivered to the school, and will be available each day for the students to have a nutritious supplement to their lunch at zero cost. FireKeepers will be debuting this pilot program at Athens schools this year and expanding next year into other schools that have the highest rate of free and reduced lunches.



INSPIRATIONAL STORY

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DISCOVER HOLLAND

In February of 2010 Holland, Michigan hit national headlines when it was named the second happiest city in the U.S. This recognition piqued the interest of journalist, Diane Sawyer. She thought, “How can a small town, in a state suffering from high unemployment and nasty winters, beat out so many other cities in the happiness department?” So Diane – and her cameras – visited then Mayor, Kurt Dykstra, toured the city, sat down with locals, and found the answer.

Ramona L. Scott, from Brooklyn, New York, watched Diane’s report on the evening news and was so impressed with the way

the community expressed contentment in the face of hardship that she sent the Mayor a \$250 check instructing him to distribute in increments of \$25 to those who could use a boost. Ms. Scott’s generosity inspired the citizens of Holland, who began sending checks to augment the Ramona L. Scott Fund, and who eventually created Pay it Forward Holland.

Through the site, they distribute Pay it Forward Holland cards to be handed out along with random acts of kindness – in any form of giving imaginable. The card directs the recipient of the random act to this website where the kind gesture can be recorded, used to inspire others to pay it forward, and to follow how many others are impacted by the first act. Together, the community can build on Ramona Scott’s humble act of kindness, creating an endless wave of compassion that resonates around the

world. Here are some of the entries thus far:

“Came back to my desk after lunch and found a beautiful dragon fly pin with a Pay it Forward card. How cool! It made me smile... and think about what I can do for someone.”

“This evening my husband and I decided to take our three small children to IHOP for dinner. We had a great time and a great meal. This is something we don’t do often so it was great to get out with the family. As we went to pay we were given this card. What an amazing feeling we had knowing someone was so generous and kind to us. I am looking forward to giving this joy to someone else. God bless!”

INSPIRATIONAL STORY

BARFLY VENTURES



Each BarFly location has a GROW (Green, Responsible, Outreach, Wellbeing) Team that works toward the betterment of the environment, community, and themselves. Over more than 300 volunteer hours, the teams worked hard this year to help build a house through Habitat for Humanity; pick up trash and recycling around their neighborhoods and beaches; take a chilly polar plunge to raise money for the Special Olympics; get moving for good by running 5Ks to raise money for local NPOs; and, gained knowledge by touring BarFly's compost facilities and much more!

BarFly Ventures is a member of FeelGood Tap, a coalition of bars, breweries, and craft-brew loving restaurants that raises thousands of dollars for local nonprofits across Michigan through beer sales. BarFly alone raised \$42.8 thousand for local nonprofits, which included donations to local food banks, Flint Water, League of Women Voters, local disability aid networks, and for local LGBTQ+ nonprofits.

In addition to raising funds, Barfly Ventures works to reduce its waste, educate its employees on waste reduction practices and composting, and share its knowledge of sustainable business practices with public schools and universities across the state. As a founding member of the Great Lakes Business Network (GLBN)—a network of business leaders committed to protecting the Great Lakes from environmental threats—BarFly works to protect the Great Lakes. They do this, in part, by spreading awareness and raising funds for the shutdown of Engine Line 5 in the Straits of Mackinac. The GLBN arranged for 2018 gubernatorial candidate, Abdul El-Sayed, to meet any interested GLBN members at Grand Rapids Brewing Company to ask questions about how clean, affordable water and the Great Lakes fit into his agenda.

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MARCH 2019



MICHIGAN CARES FOR TOURISM 2018 REVIEW

Thank you for supporting Michigan Cares for Tourism (MC4T) in 2018. Our 100% volunteer/give-back partnership with Michigan tourism organizations and professionals continues to provide opportunities to give, learn, and grow together. In 2018, 365 tourism industry professionals volunteered saving historic sites in Grand Rapids and Copper Harbor \$100,000 in labor and supply savings. These savings would not have been possible without you. Ninety-seven (97) organizations financially supported these efforts.

To date, collectively as a tourism community, we have invested over \$600,000 in labor and supply savings to various projects engaging 2,365 industry volunteers and hundreds of tourism organizations. Your contribution has made a difference in restoring historic Michigan attractions, building a stronger tourism community, promoting destinations, and creating enhanced visitor experiences. Highlights from 2018 include...



A Three Day Event at Fort Wilkins

COPPER HARBOR

SEPTEMBER 16-18

Fort Wilkins Historic State Park, at Michigan's most northern point, encompasses more than 700 acres and features a restored 19th century military post, one of the first lighthouses built on Lake Superior, a campground, hiking and biking trails, playgrounds, and day use park. Our 23 different projects completed by 160 tourism industry volunteers impacted the entire region. As a 42 year Fort Wilkins (DNR) staff member stated, "This would have never been possible without you." Projects ranged from painting historic structures and replacing Fort posts to enhancing the view by landscaping/brush removal and adding a roof and ADA ramp for accessibility. Volunteers learned more about the region with a visit to the Keweenaw National Historical Park in Calumet and excursions around the region.

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Do you know of Michigan tourism organizations making an amazing social impact?

Submit a giving story to janesp@gvsu.edu.



Trailer Events

PURE MICHIGAN GOVERNOR'S CONFERENCE (PMGC)

MARCH 26

For the second year in a row, MC4T kicked off this year's PMGC with 50 industry volunteers making an impact on Grand Rapids parks following massive flooding that damaged many of the 74 city parks. And, they did it in the rain!

MC4T continues to support all industry volunteerism. In April, the trailer full of tools was used in a city-wide greening initiative in Grand Rapids.



First Student Planned Event in Grand Rapids

APRIL 25

Grand Valley State University (GVSU) recreation leadership students planned their first student-led MC4T event on April 25. Sixty students made an impact along the White Pine Trail in Riverside Park enhancing picnic tables and removing brush to see the river views and beautify the landscape.



New Adopt a Bed Grand Rapids Initiative

NATIONAL TOURISM WEEK

MAY 6-12

MC4T continues to seek opportunities to make an impact. We realized our multi-day industry volunteer events met the needs of some organizations and volunteers. However, more could be done in the community where tourism organizations are based. The Adopt a Bed program was launched this year where 125 volunteers from 23 tourism organizations adopted 27 Grand Rapids parks beds void of flowering plants. Staff from sponsoring organizations donated and planted all flowers and refreshed flower beds in May. Grand Rapids Parks and Recreation Department Green Stewards watered and maintained the beds in summer. And, the organizations again planted tulips this fall, winterizing beds for the season.



2018 IMPACT REPORT

September 16-18

Fort Wilkins Historic State Park

About

More than 150 of Michigan's tourism professionals headed north to Michigan's beautiful Keweenaw Peninsula to assist with several revitalization projects.

Fort Wilkins Historic State park features a restored 19th century military post, one of the first lighthouses built on Lake Superior, a campground, trails, playgrounds and more.

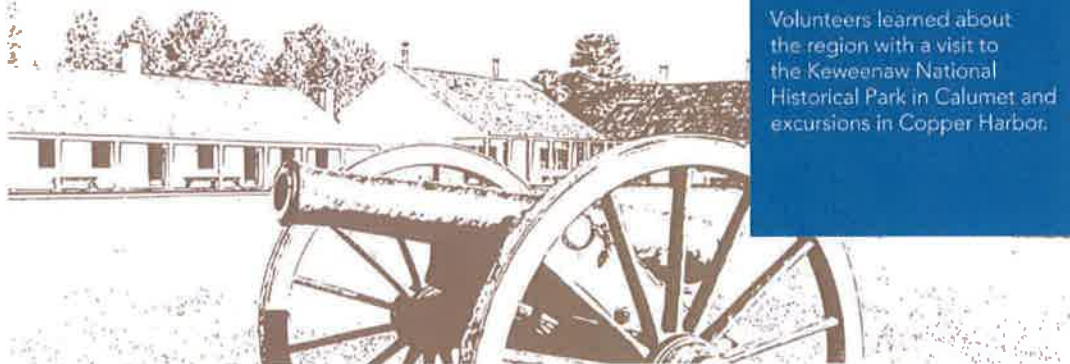
Projects ranged from painting, post installation and brush removal for enhanced view of the lake to roofing and ADA ramp construction.

Volunteers learned about the region with a visit to the Keweenaw National Historical Park in Calumet and excursions in Copper Harbor.

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Fort Wilkins was the **seventh** multi-day event since 2013 and the **first time** the event **sold out** four weeks in advance.





160 helping hands



2,365 helping hands over seven years



23 revitalization projects



62 donor organizations



volunteers stayed an average of 4 nights in the U.P. (those not on coaches)



33% took a vacation day to volunteer

other stats:

- » 11 volunteers were students
- » 42% were first timers
- » 23% were 'the super loyal' with this being their 5th event
- » 1/2 paid something personally to volunteer
- » most volunteering families we have ever had at this event



" A quick note of appreciation to you and your team for another awesome event! ... We are an amazing group and I look forward to many more years of fun, hard work and success by all. "

- Mike Criswell, VP Hotel Operations, Firekeepers Casino Hotel, Battle Creek

LEELANAU STATE PARK

GRAND TRAVERSE LIGHTHOUSE

SEPTEMBER 16 – 17

MC4T is a 100% volunteer, 100% give back effort where tourism professionals come together to help restore Michigan's historic, cultural and natural attractions, and learn about a tourism destination.



Register now for the 2019 volunteer event!

Leelanau State Park, located at the tip of Michigan's little finger on the beautiful Leelanau Peninsula, has more than 1,300 acres waiting for visitors to explore. The park is home to a rustic campground, hiking and cross-country skiing trails and the Grand Traverse Lighthouse Museum, where visitors can walk through the restored keeper's dwelling and climb the tower for spectacular views of Lake Michigan.



Pure Michigan Governor's Conference rate - Through March 8, 2019	\$50
Event rate - March 9 to July 31, 2019	\$75
Late registration - after Aug. 1, 2019	\$100

*Price increase does not apply if you or your employer is a MC4T member/donor

To register, text "MC4T" to 76959 or visit michigancaresfortourism.org

2019-01-09

635

635 *Petition of The Detroit Jazz Festival Foundation, request to hold "2019 Detroit Jazz Festival" at Hart Plaza, on Woodward Avenue and Cadillac Square on August 30-September 2, 2019 from 11:00 AM to 11:00 PM each day with various street closures. Set up begins 8-22-19 and tear down ends 9-6-19.*

REFERRED TO THE FOLLOWING DEPARTMENT(S)

MAYOR'S OFFICE POLICE DEPARTMENT
FIRE DEPARTMENT DPW - CITY ENGINEERING
DIVISION
BUSINESS LICENSE CENTER PLANNING AND
DEVELOPMENT DEPARTMENT
RECREATION DEPARTMENT MUNICIPAL PARKING

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