



The City of Ferndale

Agenda

VIRTUAL Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors Downtown Development Authority Meeting

THURSDAY, APRIL 8, 2021 @ 8:00 AM

Join on Zoom: [https://us02web.zoom.us/j/83370971044?](https://us02web.zoom.us/j/83370971044?pwd=OWFCUDRVenBKd2lISDhUeVI4ejFUZz09)

pwd=OWFCUDRVenBKd2lISDhUeVI4ejFUZz09

Passcode: FERNDAL

Or by Telephone: US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799

Webinar ID: 833 7097 1044

Passcode: 66641697

-
1. **Call to Order & Roll Call**
 2. **Electronic Meeting Acknowledgement** Chair acknowledges that the Board is meeting is being held electronically in accordance with City of Ferndale policy.
 - 2.a [Electronic Meetings Update](#)
 3. **Approval of Agenda** Vote Format: By Voice
Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.
 4. **Call to Board Members** Members are provided an opportunity to share general updates, recovery planning strategy, questions, concerns, etc.
 5. **Community Reports** Updates from community organizations such as the Ferndale Area District Library, Southeast Oakland Area Chamber of Commerce, Eight Mile Boulevard Association, etc.)
 6. **Call to Audience** Members of the public are invited to speak on any topic. (3 minute time limit)
 7. **Presentations**
 - 7.a [Downtown Maintenance Update from Department of Public Works](#)
 8. **Consent Agenda** Vote Format: By Voice
Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.
 - 8.a [Minutes from March DDA Board of Directors Meeting](#)

9. Regular Agenda

9.a [Accept Placemaking Plan for The dot](#)

9.b [Broadway in the 'Burbs Event Proposal and DDA Financial Contribution Not to Exceed \\$4850](#)

10. Other Business Final opportunity for Executive Director or any DDA Board of Directors members to bring up items for discussion/action.

11. Adjournment



April 8, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Electronic Meetings Update

SUGGESTED ACTION

Review/Discuss Electronic Meetings Update

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-04-08

Item Description

This information was prepared by: Miller, Canfield, Paddock and Stone, P.L.C. On March 30, 2021, the authority for Michigan public bodies to hold electronic "virtual" meetings for any reason under the Michigan Open Meetings Act ("OMA") expired. Thus, starting on March 31, 2021, and continuing until December 31, 2021, a public body may only permit a member of the public body to participate electronically due to military duty or a medical condition. Furthermore, a public body may only conduct electronic meetings "during the occurrence of a statewide or local state of emergency or state of disaster declared pursuant to law or charter or local ordinance by the governor or a local official, governing body, or chief administrative officer that would risk the personal health or safety of members of the public or the public if the meeting were held in person." MCL 15.263(2).

Consequently, absent a statewide declaration of state of emergency or disaster permitting electronic public meetings, a public body that desires to conduct its meetings electronically must properly declare a local state of emergency or state of disaster or be operating within the jurisdiction of a governmental unit that has properly declared a local state of emergency or state of disaster. However, any public body that may seek to rely on emergency or disaster declarations that predate the December 22, 2020, amendments to the OMA should ensure such declarations are sufficiently broad and specific to permit public meetings to be held electronically. The Ferndale City Council declared a local state of emergency on March 22, 2021. The resolution allowed all boards and commissions to continue meeting electronically for 90 days.

<https://d2kkoa27fdvtw.cloudfront.net/ferndalemi/b44138dfc3c5db26e9612d0a04399cc10.pdf>

Item Background

n/a

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



April 8, 2021

DPW

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Downtown Maintenance Update from Department of Public Works

SUGGESTED ACTION

Downtown Maintenance Update from Department of Public Works

Agenda Item Category

Agenda Item Deadline Date

Item Description

Item Background

Item Costs

GL#

CIP#

Additional Notes

ATTACHMENTS:



April 8, 2021

Downtown Development Authority

**CITY OF FERNDALÉ
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Minutes from March DDA Board of Directors Meeting

SUGGESTED ACTION

Approve minutes from March DDA Board of Directors meeting

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-04-08

Item Description

Draft minutes can be found online here: https://downtownferndale.com/wp-content/uploads/2021/04/DDA-Board-of-Directors_MINUTES-March-11-2021.pdf

Item Background

n/a

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



April 8, 2021

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Accept Placemaking Plan for The dot

SUGGESTED ACTION

Review presentation from Ideation Orange and vote to accept Placemaking Plan for The dot.

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-04-08

Item Description

Presentation from Ideation Orange on the Placemaking Plan for The dot, followed by staff discussion related to implementation.

Item Background

On February 13, 2020, the DDA Board of Directors authorized the Executive Director to enter into a contract with Ideation Orange for experience and art planning at The dot. While this plan was finalized in Fall 2020, operational issues precluded presentation of the plan. Ideation Orange will provide a brief presentation followed by staff discussion about implementation. February 13, 2020 DDA Board of Directors Agenda Item:

<https://d2kbkoa27fdvtw.cloudfront.net/ferndalemi/d78c291694478206100a4da2d7f26b990.pdf>

Item Costs

The Executive Director was authorized to enter into a contract not to exceed \$36,000. Originally \$10,000 from the Main Street Technical Assistance Grant was going to be dedicated to this project, however those funds were later directed to the PPE Marketplace. The contract was dated 3.3.20, and payments for the contract totaled \$27,580. Only minor revisions were necessary, thus the contingency budget for that process was minimal.

GL#

248-000-818.000

CIP#

n/a

Additional Notes

ATTACHMENTS:

[The dot Experience Plan FINAL.pdf](#)

creative *welcoming* *smart*
sustainable *progressive* *welcoming* *stylish*
socially minded *eclectic* *meeting place*
energetic *inclusive*
local Nature. Humanity. Connections.

Artwork sets the stage. Visitors and residents are the people in this space while the artwork creates a scene. A different theme for each level speaks of nature—our local habitat. A careful balance of solid color and artistic murals, give clues to each theme, create energy and express exuberance, while avoiding visual chaos. Nothing in this space is arbitrary. On every floor there is a “dot” to stand on for an ideal view to take it in and reveal something in the environment (find the dot/connect the dot). There is a photo op and engaging physical sculpture on every level.
vibrant
tight knit *grass roots*
family *dramatic*
interactive *powerful on all levels* *think big*
front porch *open minded*
organic *treasures to find*
free

transparent “etched” vinyl applied to exterior glass identifies “The dot” in an unexpected way

rotating sculptural element engages visitors and suggests color themes used inside structure

painted illuminated cabinet sign with push through acrylic integrated with digital sign (mounted to architectural fin)

painted mural on block, visable from pedestrian and vehicle perspectives



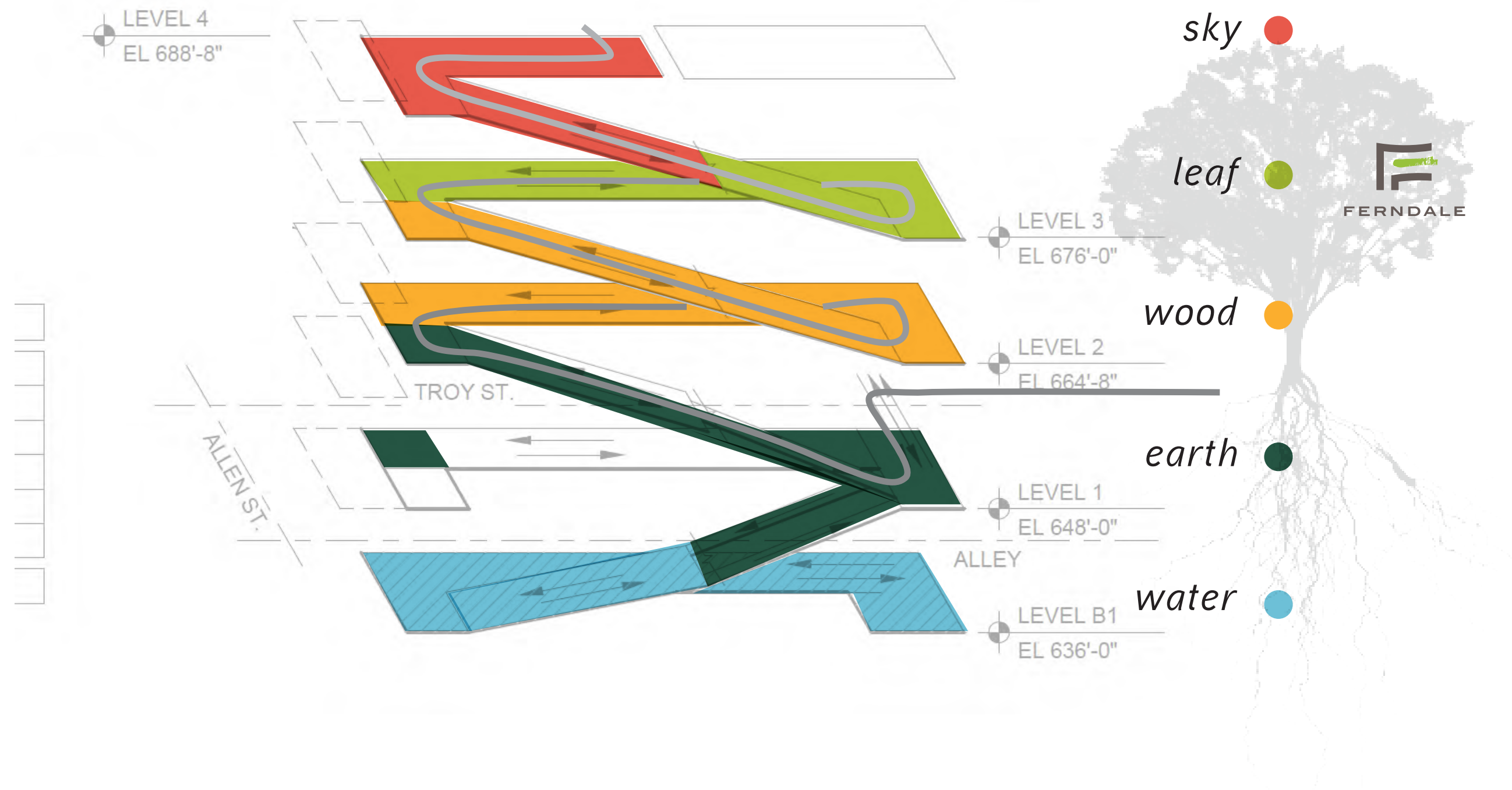
Vibrant, Artistic, Memorable
Clearly identifies entrance and integrates with architecture.

Please review this proof carefully. Signature represents approval for final production. PDF's and proofs are not 100% color accurate.

Client Approval & Date:

0420 THE DOT EXPERIENCE
Troy Street, Ferndale Michigan, 48220

ideationorange
©2019 Ideation Signs & Communication

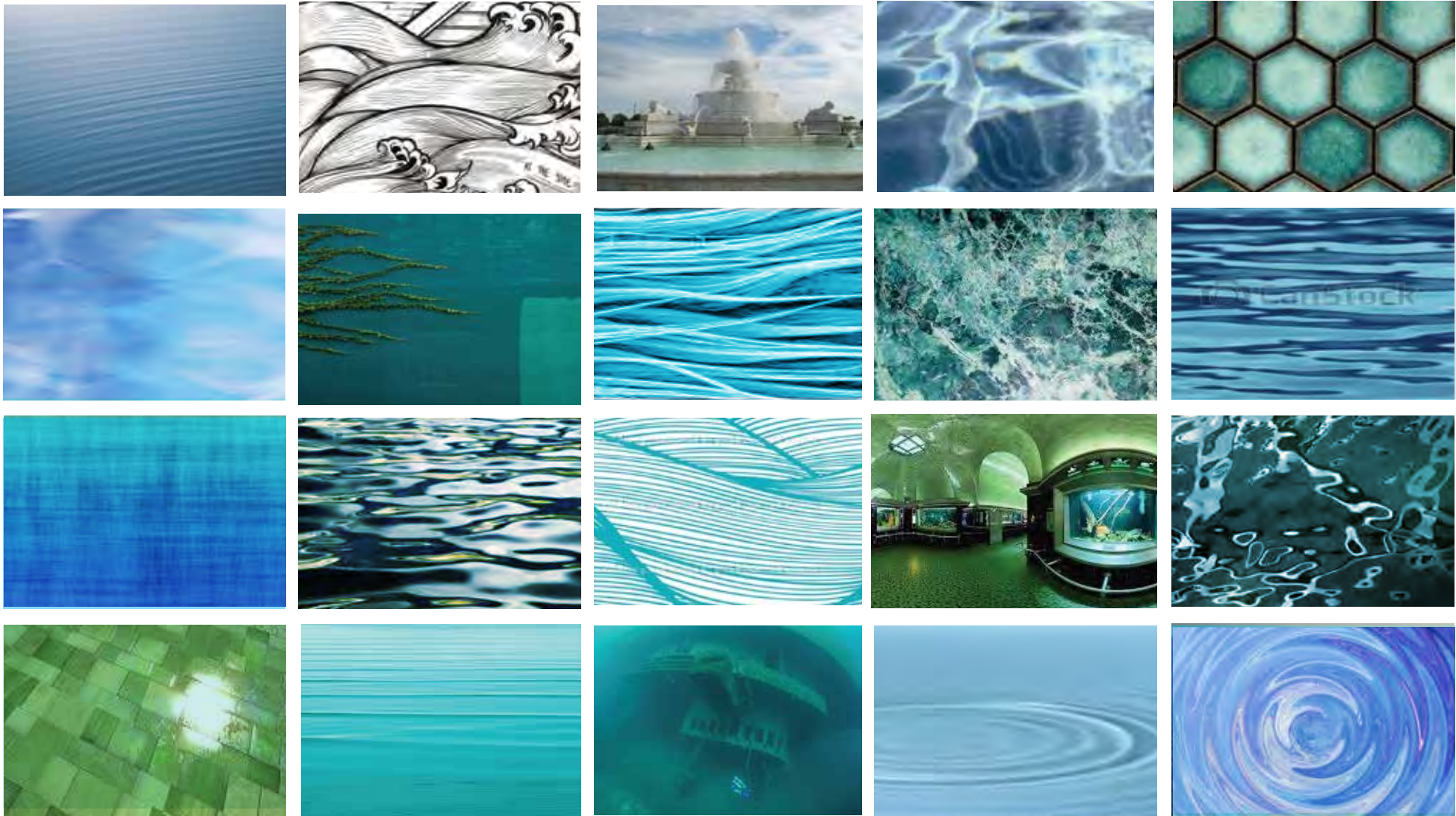


theme.

murals.

approach.

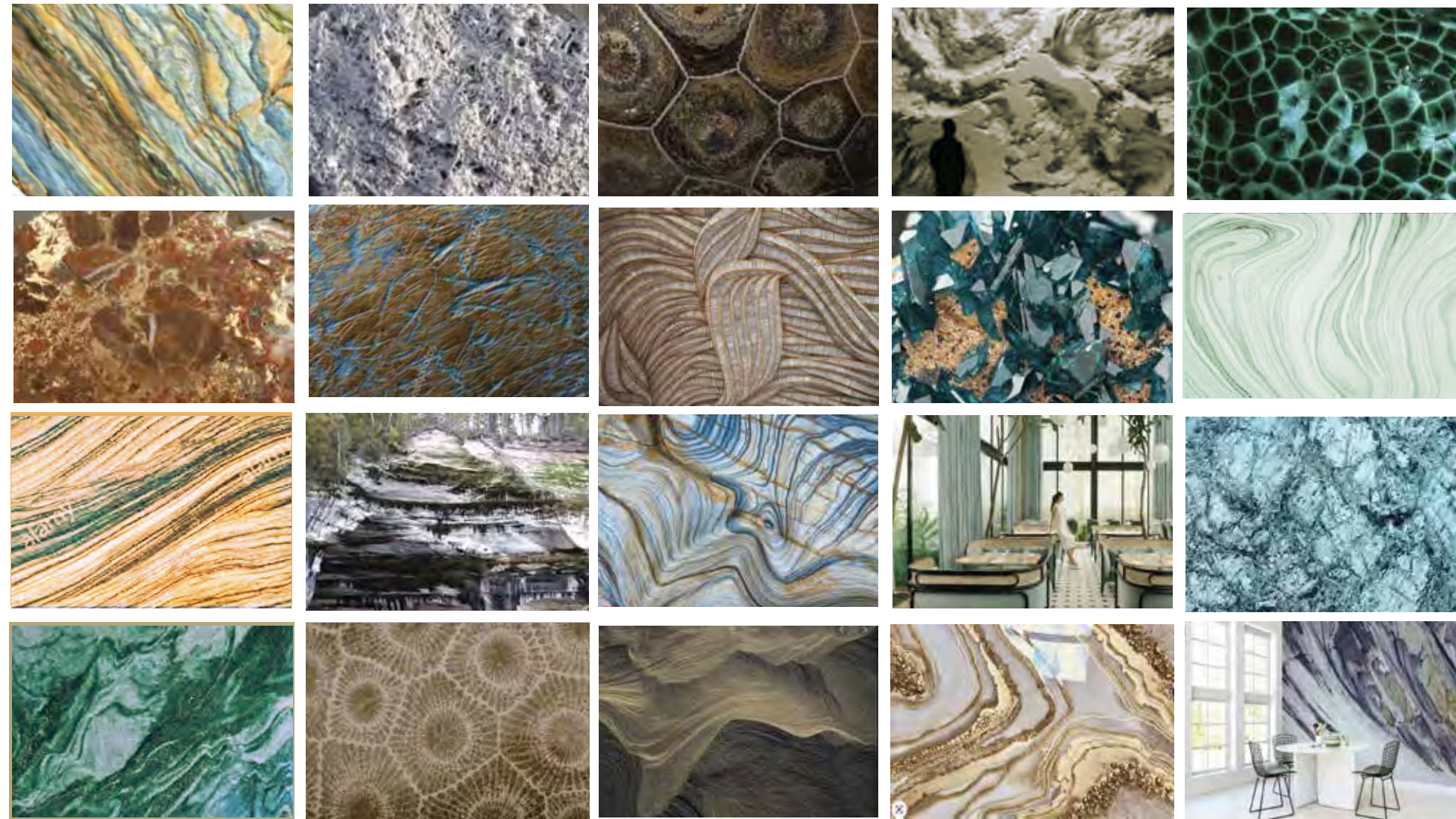
items.



linear, smooth, cool, great lakes,
belle isle aquarium

calm, shifting, horizontal

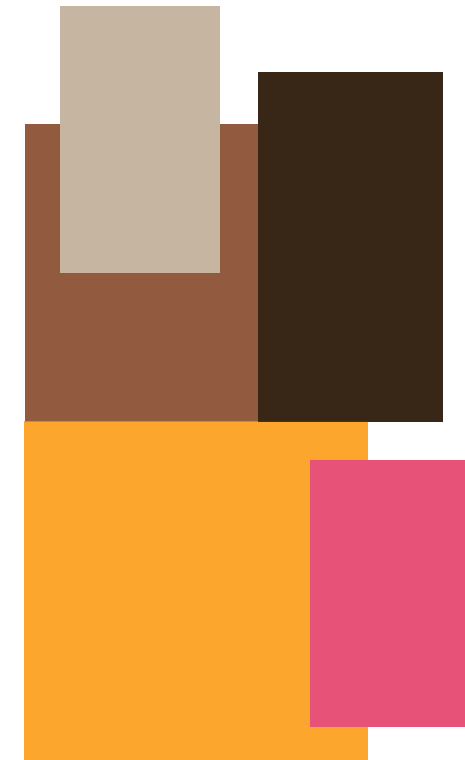
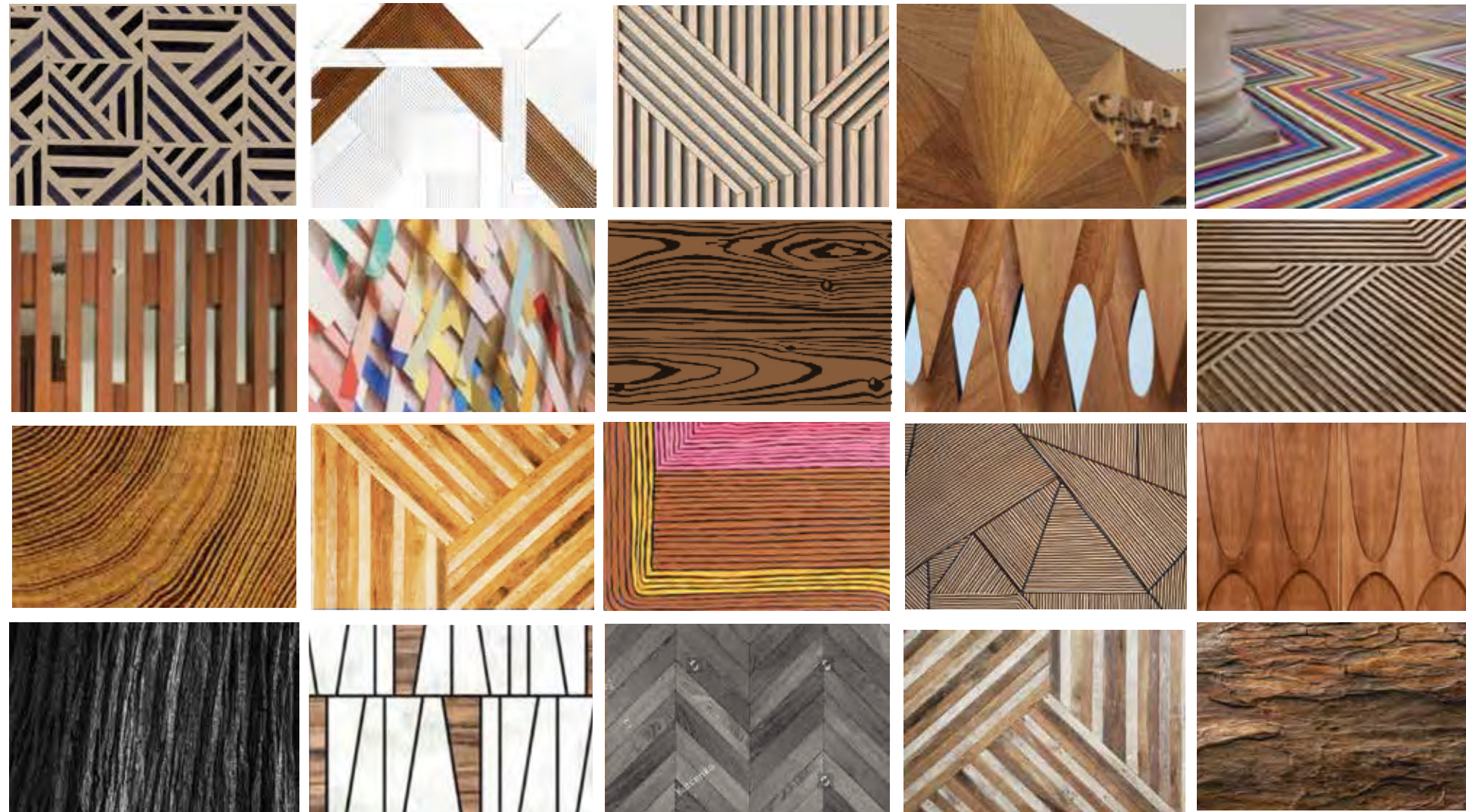
water



*mineral, strata, earth,
topographic surface,
pictured rocks, copper mines*

*swirl, change direction,
circulate*

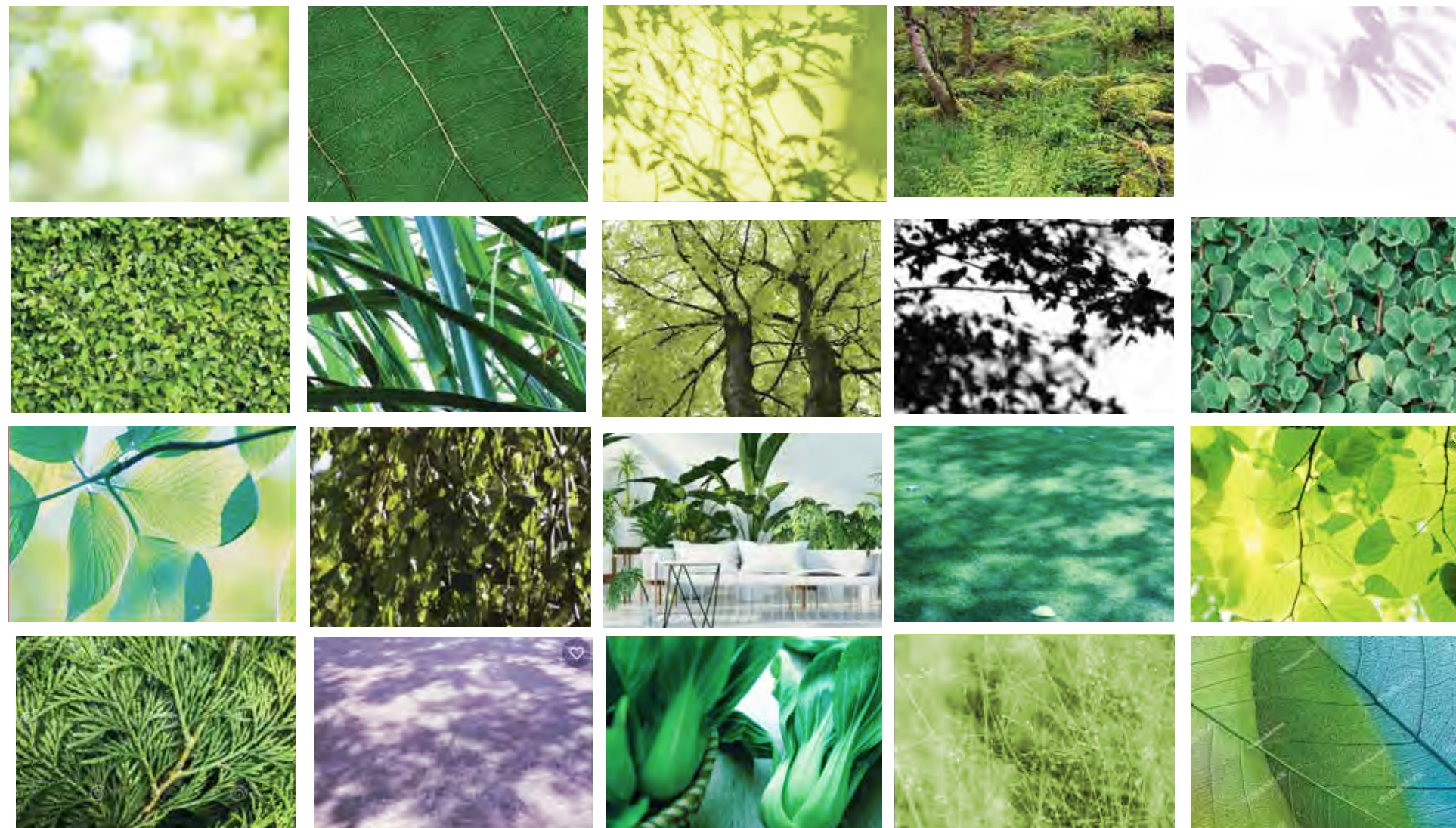
rock



*solid, systematic, sound,
orderly, structured, warm*

*repetitive, geometric,
incremental*

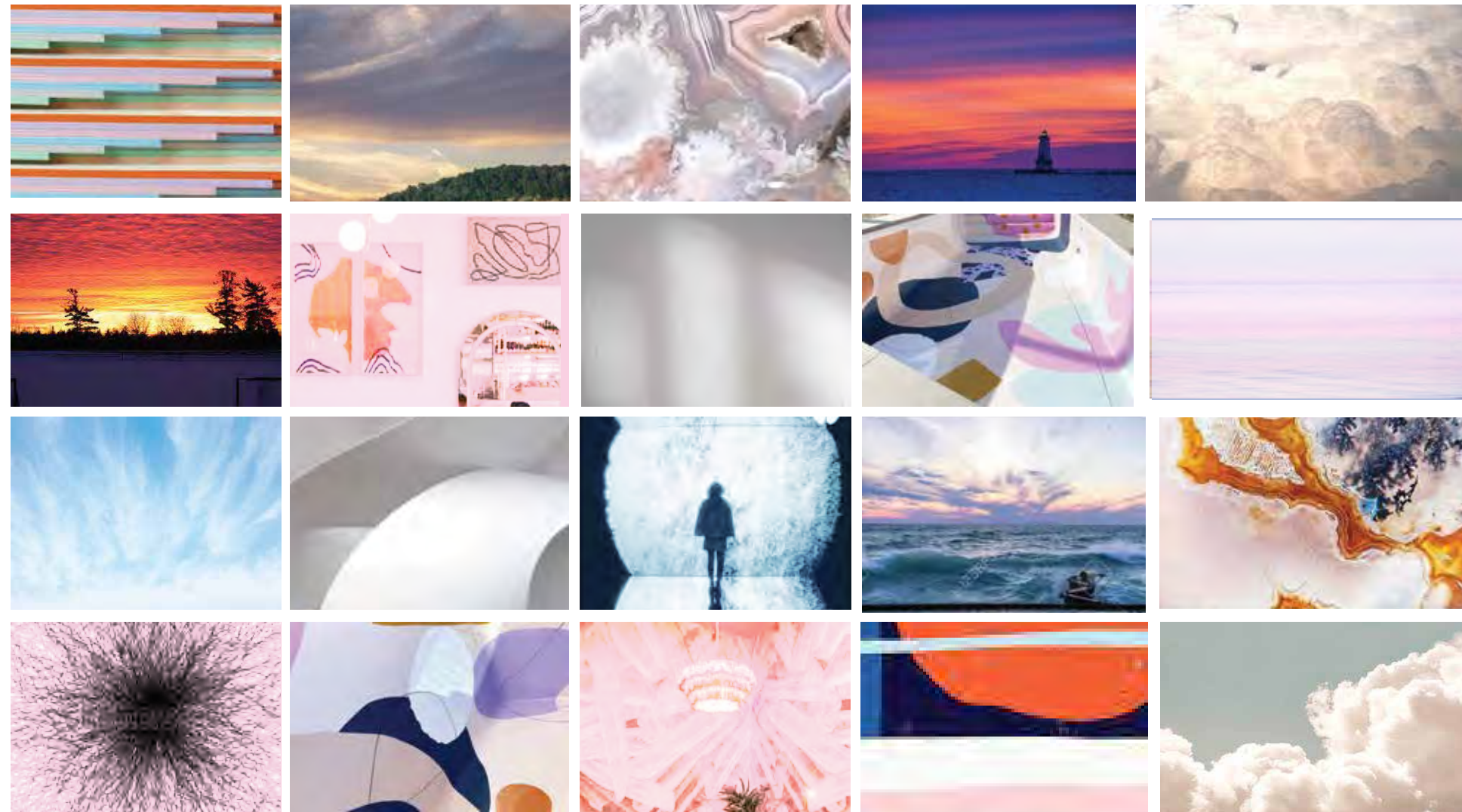
wood



*lush, dappled, speckled,
irregular, vibrant, pleasant*

*flutter, dance, shift
vary,*

leaf



*roof, open, airy, sky,
light, pink cloud, sunset*

*billow, breezy, loose,
free*

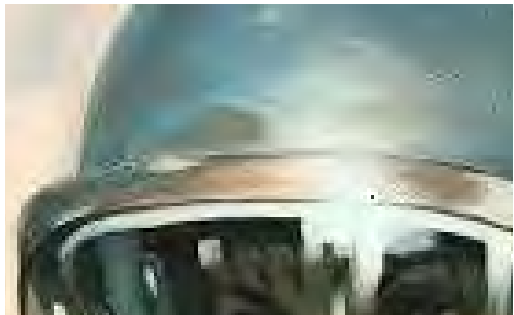
sky

theme.

murals.

approach.

items.



*painterly technique
for water theme.*



*collaborator and muralist
large scale and graphic*

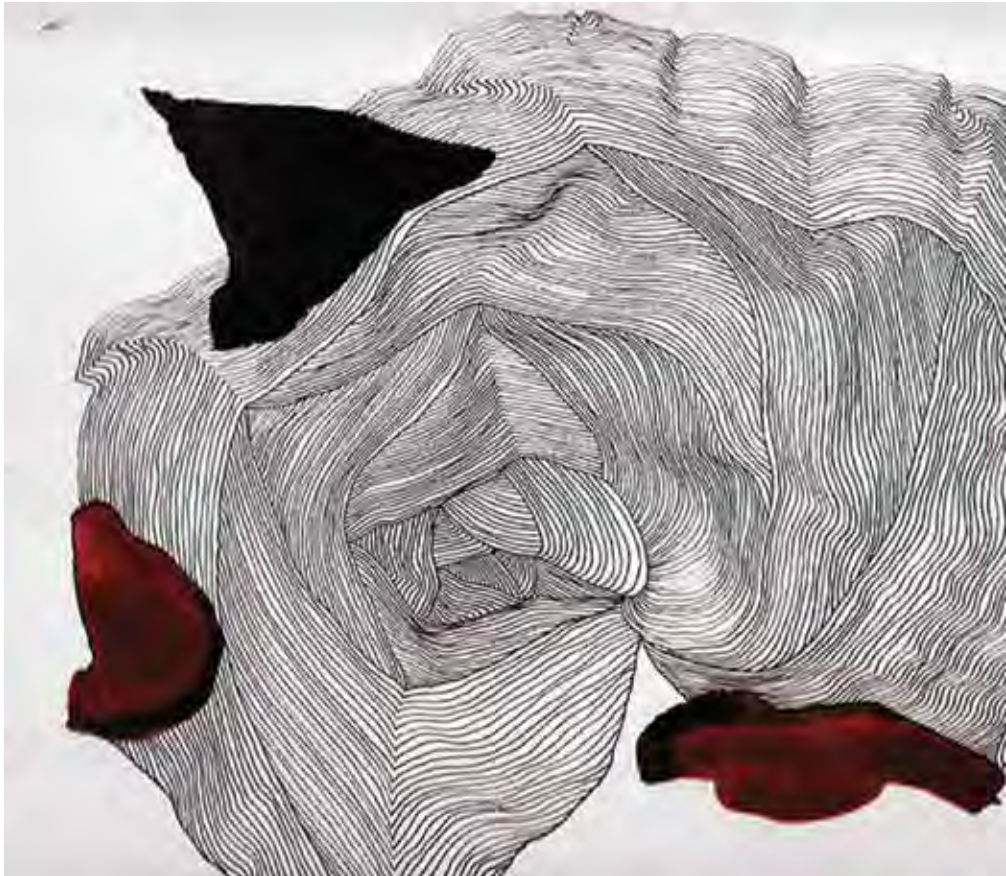


Tony Rave
Artist / Muralist
Detroit



Glenn Barr
Artist / Muralist
Ferndale Resident

water



*line quality and forms
for earth theme.*



Mike Ross
Artist
333 Midland Studios - Highland Park

rock



*geometric forms
for wood theme.*

Joey Salamon
Artist / Muralist



*graphic sensibility
pattern exploration*



Desiree Kelly
*Graphic Designer / Artist / Muralist
Detroit*



wood

air



*organic natural forms
for leaf theme*

Matt Eaton
Artist / Curator



*large scale experience
and graphic forms*



Phil Simpson
*Artist / Muralist
Detroit, MI*

leaf

large scale experience
color and lightness of
compositions for sky theme



Ellen Rutt
Painter / Muralist
University of Michigan



color and lightness of
compositions for sky theme



Lisa Goedert
Illustrator
Hamtramck, Michigan

sky

theme.

murals.

approach.

items.

Ceiling, walls and floors and pipe can be considered canvas for paint



themed public art murals by local artists painted on columns, or walls of lower levels.



Sections of unpainted concrete can become a design element



*paint sections of ceiling and columns
some finished block or concrete remain unpainted*

air



Design Thinking:

*Balance complexity and simplicity.
Use concrete to "frame" murals and
blocks of color on ceiling.*

*Use concrete as transition from color
to color and to distinguish artists.*



Parameters:

- Artists may decide to extend elements of their artwork onto floor or adjacent walls
- Murals may leave open areas (unpainted) within their murals, using concrete as a color.
- Basement and Level 1 murals occur on walls, leaving the columns plain.
- Levels 2-4 have fewer wall surfaces, so murals occur on columns.
- No murals on South interior columns, placing focus on North side of building not the residential side.


theme.

murals.


approach.

items.

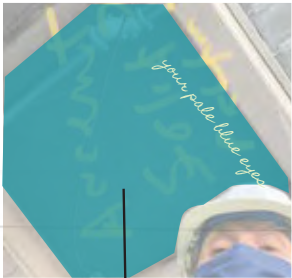
30" high 1" thick fabricated metal letter painted custom color, mounted to block at mortar.



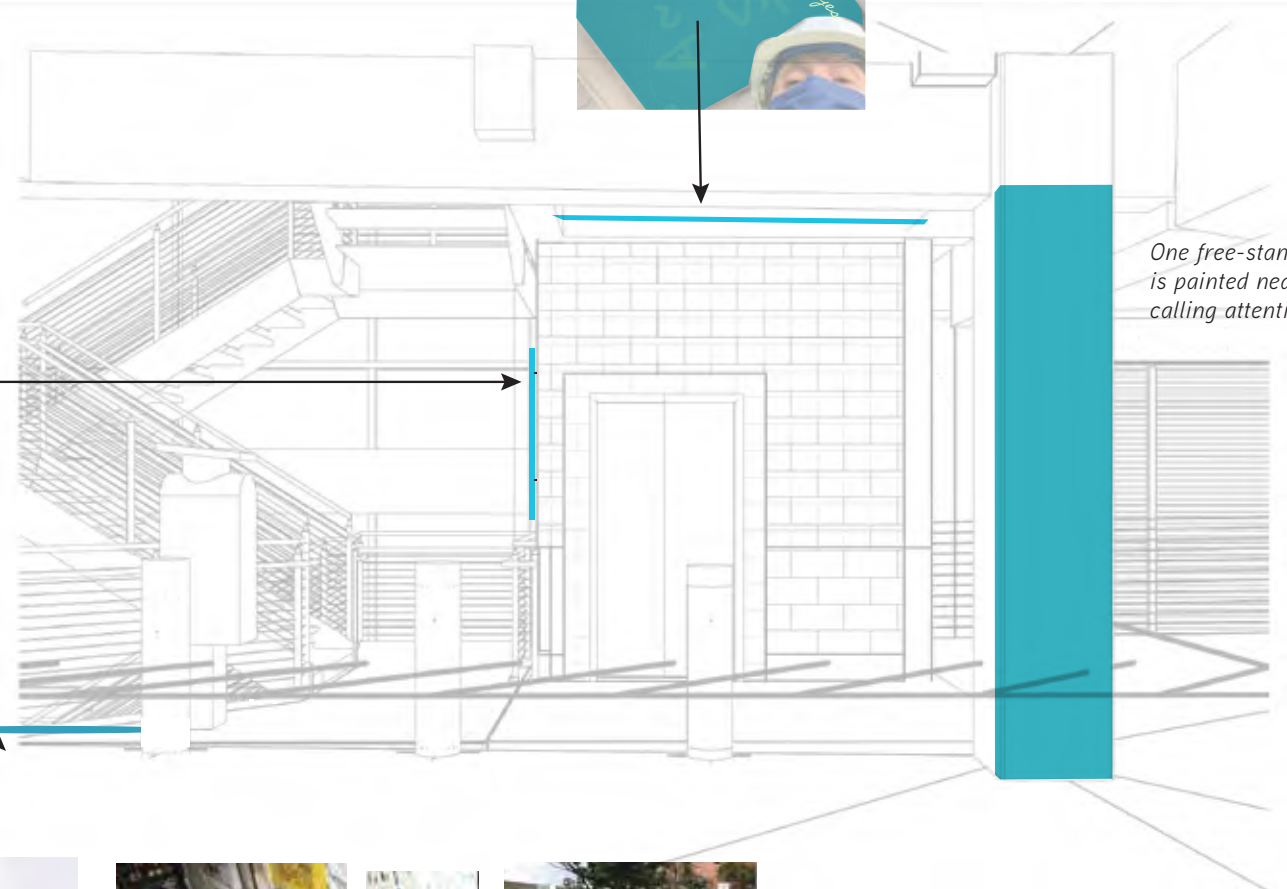
Level 1 only (floor at East and West entrance) 25" color wheel design terrazzo inlay into concrete.



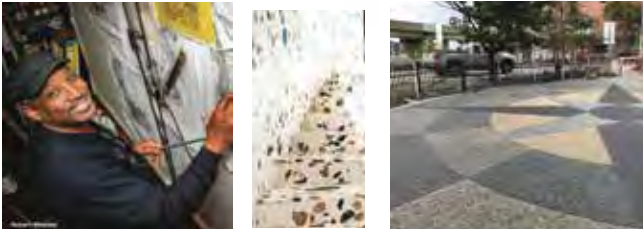
Ceiling at elevator painted theme color. Unexpected messaging painted on ceiling visible while waiting for elevator, useful for "selfie" background.



One free-standing column is painted near each stairwell calling attention to exits.



Detroit artist **Herbert Massey**. An example of multicolor terrazzo material. An example an outdoor terrazzo installation.



Community survey to make song lyric selections to appear near elevator. Song lyrics respond to the color and/or theme of each level and represent diverse musicians and styles.

A COAT OF PINK CASHMERE

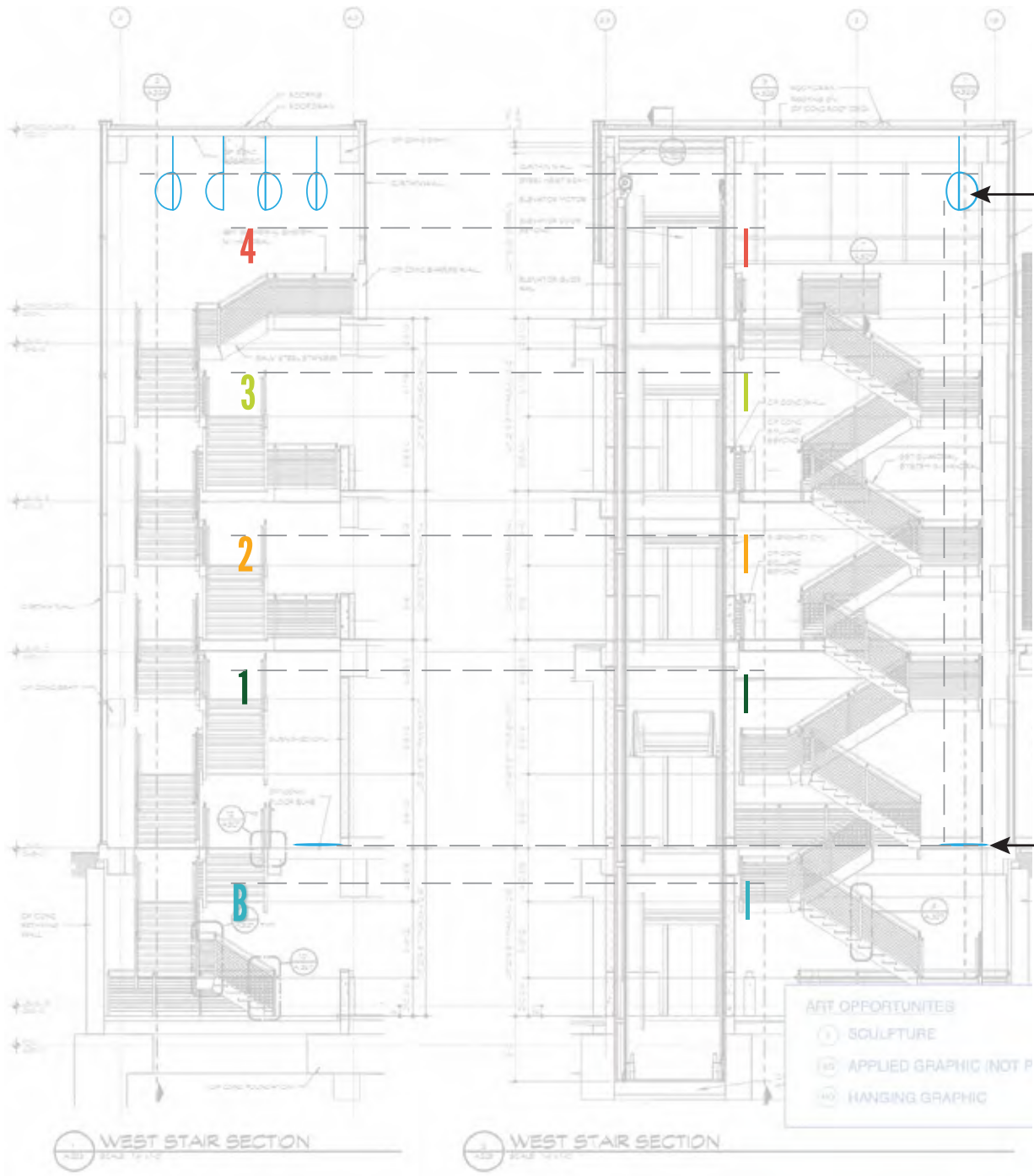
its not easy being green

TANGERINE, SHE IS ALL THEY SAY

a brown-eyed handsome man

your pale blue eyes

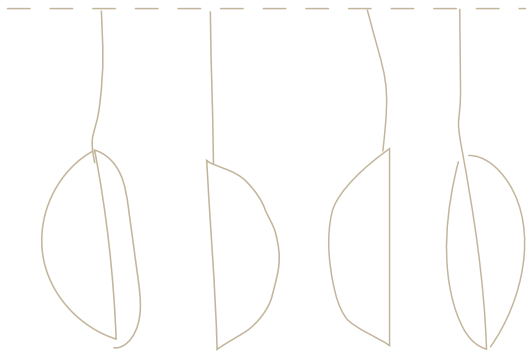
STAIRWELL HANGING SCULPTURE



Row of mobiles, semi-circle forms, at right-angles, constructed from architectural felt and metal armature, suspended from concrete ceiling with cable and turnbuckle for mobile effect.

50" circle, wool, flat individual circles cut by manufacturer.. 4 units, 3 colors each (sandwiched). Each circle cut in half, and reattached at a right angle. Designer felt manufacturer and sculptor, Rick Gage, to collaborate on build and installation.

Floor graphic on level one aligns with sculpture and view from above



Folded dot shape is less literal than flat circle but is an extension of a "dot". Angled form plays with shadow and light in stairwell.

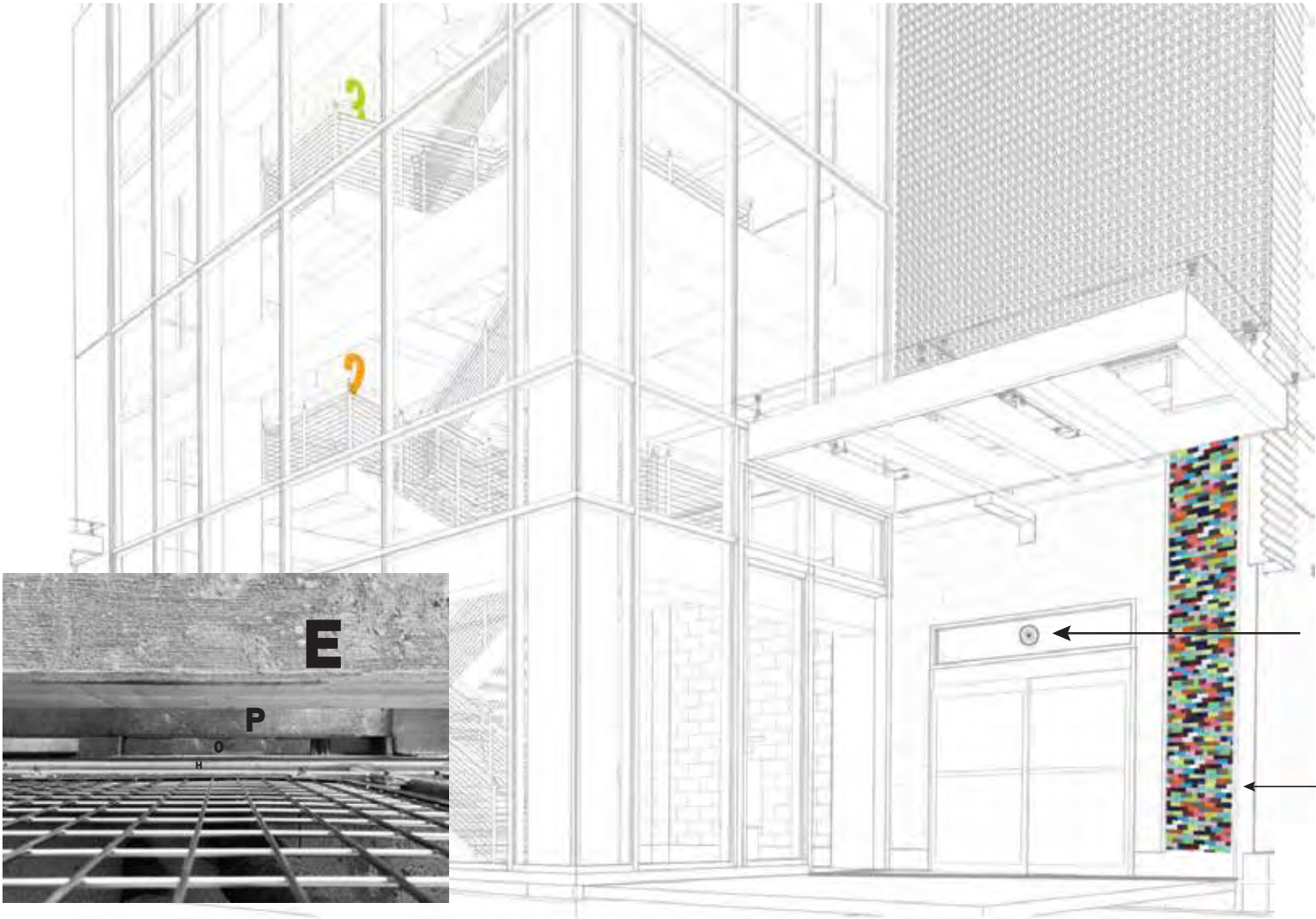
The shape appears different from ground level or upperlevels. Resembles leaf or phases of the moon.

Large, simple shapes contrast complex and detailed, galvanized stair and railings.

Forms are multi-color and movable indicating playfulness and change. Color palette compliments with interior artwork.



Fiber and metal cable are in keeping with natural materials. Architectural felt is natural, durable and suitable for commercial and semi-enclosed structures.



Painted letters create a typographic puzzle in stairwell, seen when looking down from upper levels. (individual letters spell HOPE at west stairwell and LOVE at east stairwell).

Bicycle wheel graphic vinyl on glass 10" x 10"



Glass tiles applied to concrete section of exterior structure. Approx 15' x 4'



Carlos Nielbock
Metal Work Artist

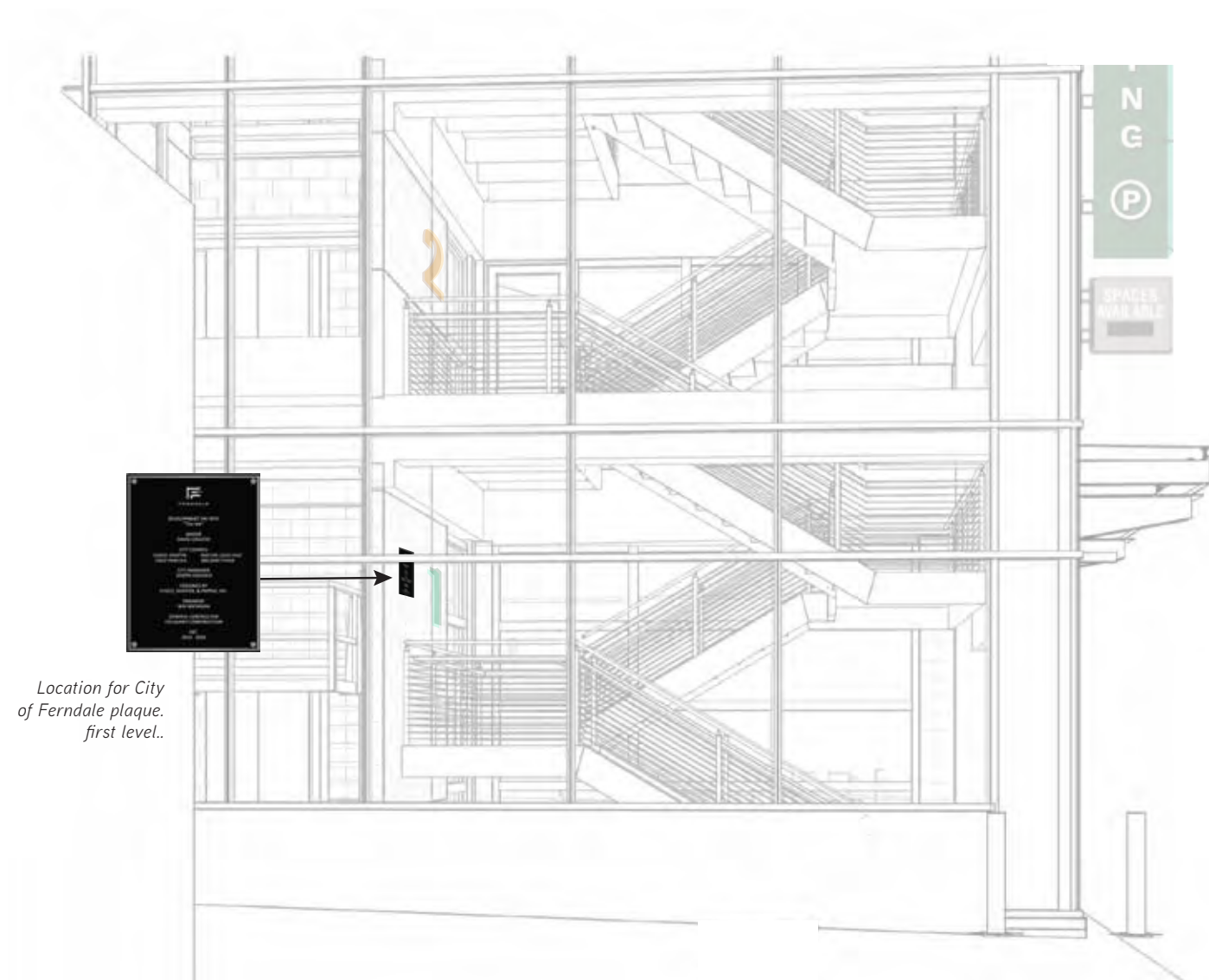
Phone-charging sculpture at public space near west entrance.

Detroit Windmill is an innovative and patent pending, fully self sustaining, low level wind turbine and micro-grid, it's the future of fully upcycled, energy generating, public art. Invented and fabricated in Detroit.

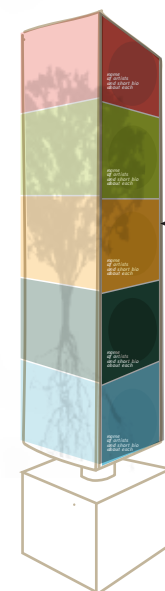
<https://detroitwindmill.com/>



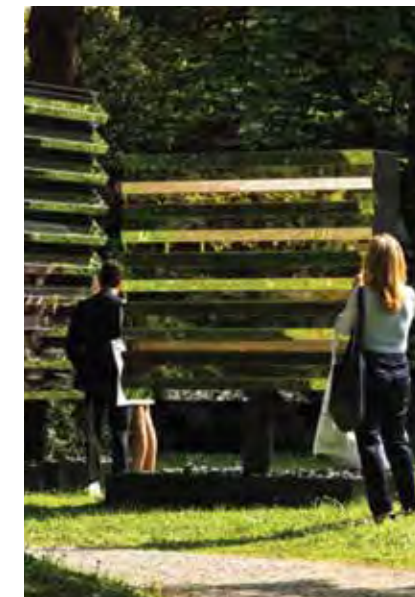
Carey Gustfson
Glass Artist - Ferndale, Oak Park



Location for City of Ferndale plaque. first level..

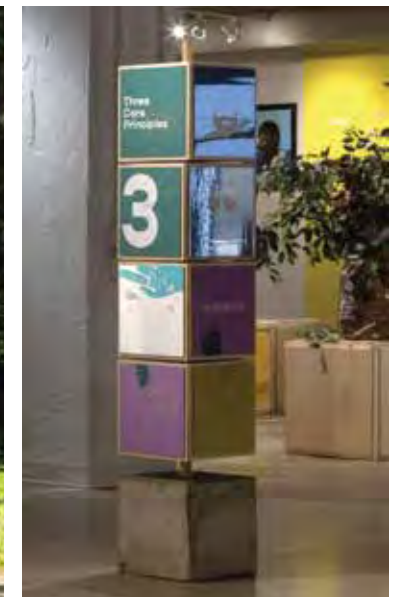


Inspiration for color blocking, reflective surfaces and vertical tower sculpture with rotating cubes.



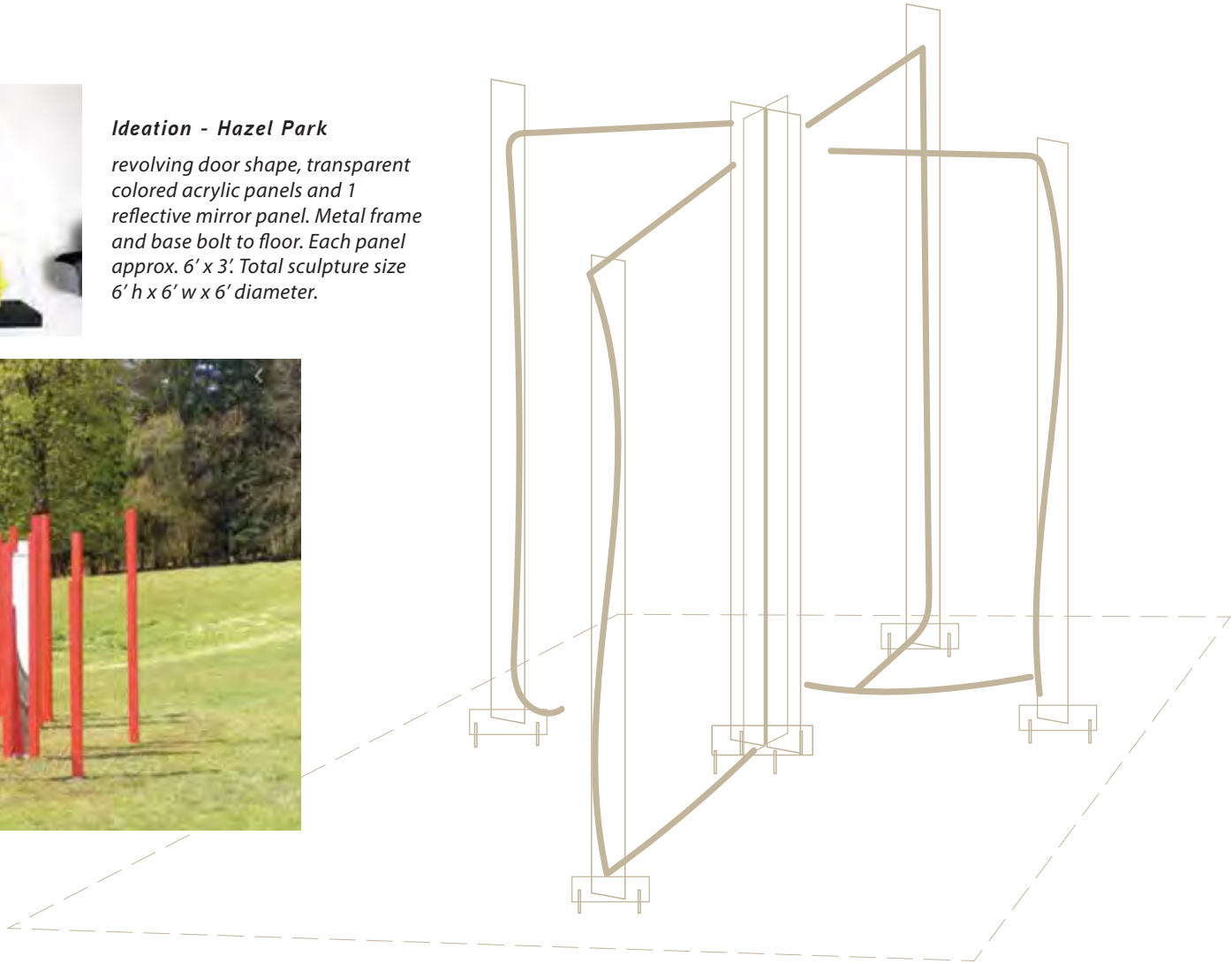
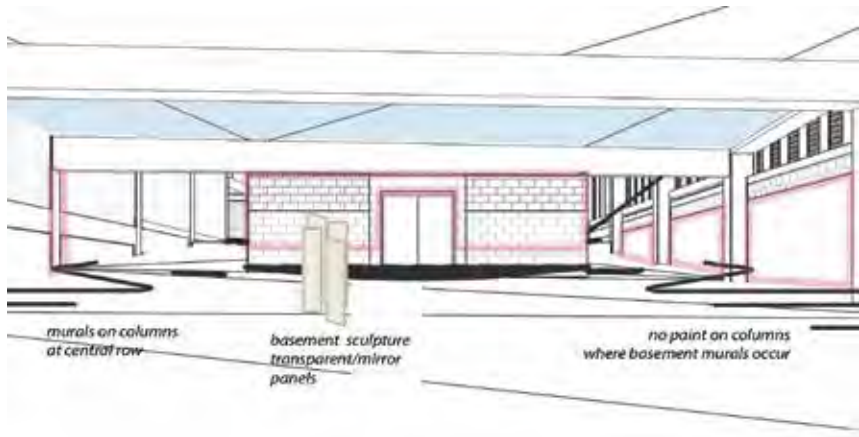
5' tall infographic introduces the themes, color and local artists who's work appears inside the structure.

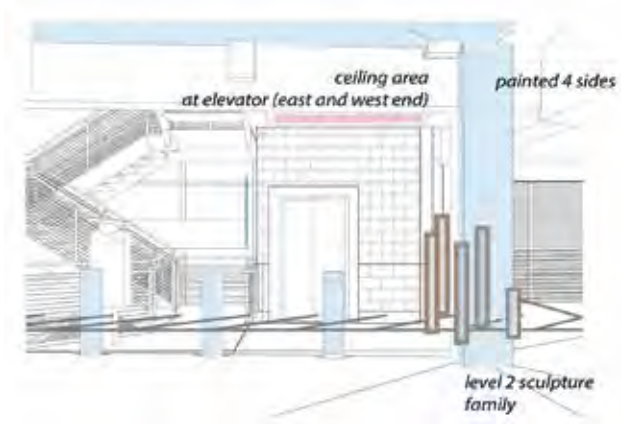
Poured concrete base, rotating fabricated metal tower with multi color design and sections of reflective surfaces (mirror).





Ideation - Hazel Park
revolving door shape, transparent colored acrylic panels and 1 reflective mirror panel. Metal frame and base bolt to floor. Each panel approx. 6' x 3'. Total sculpture size 6' h x 6' w x 6' diameter.

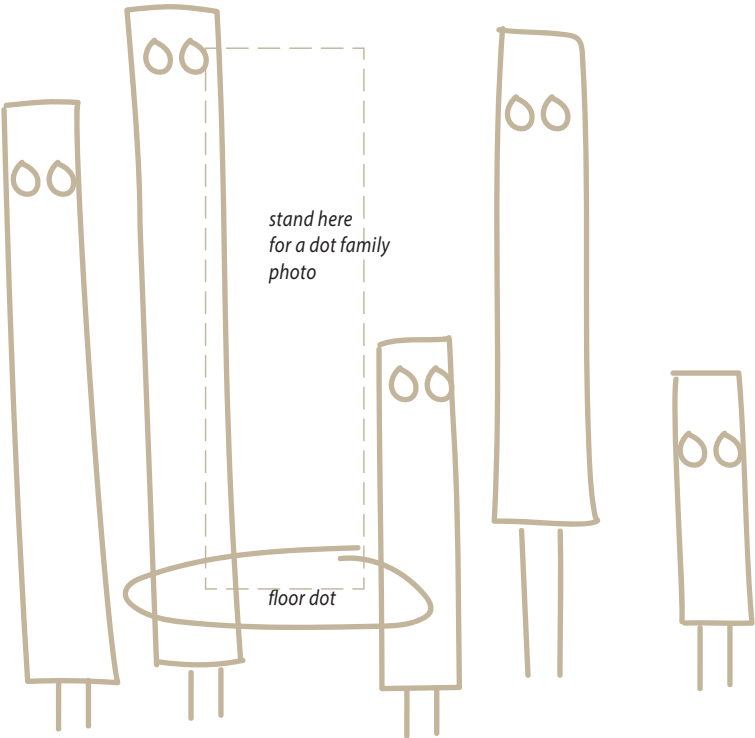


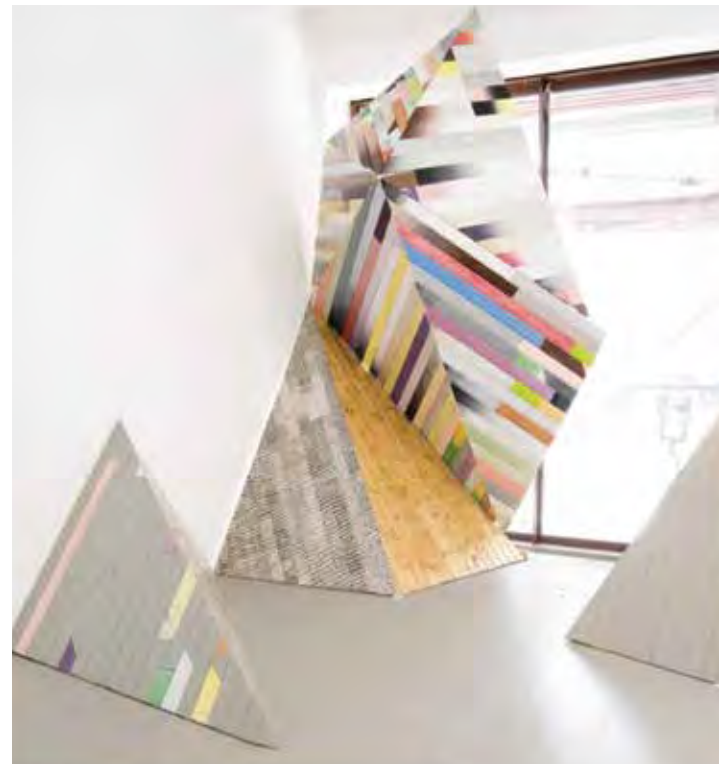
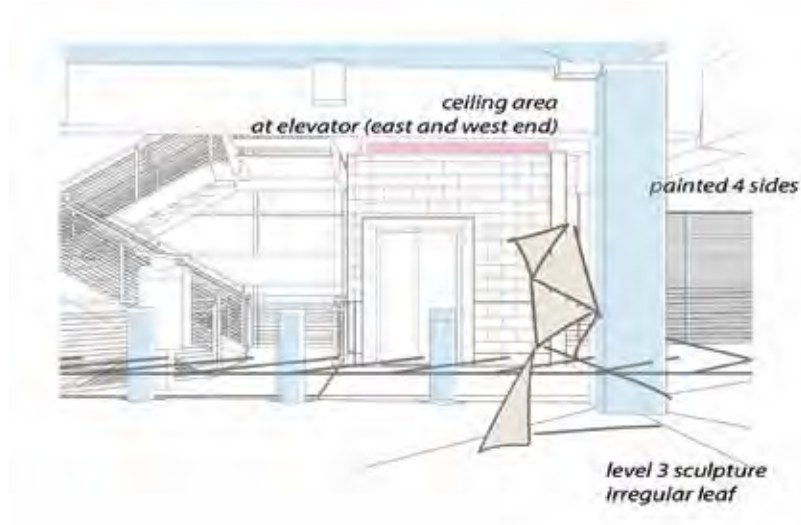


Ideation - Hazel Park

A multi-color family of painted square tube structures. Visitors may peer through holes, or stand independently on floor dot for a "family" photo.

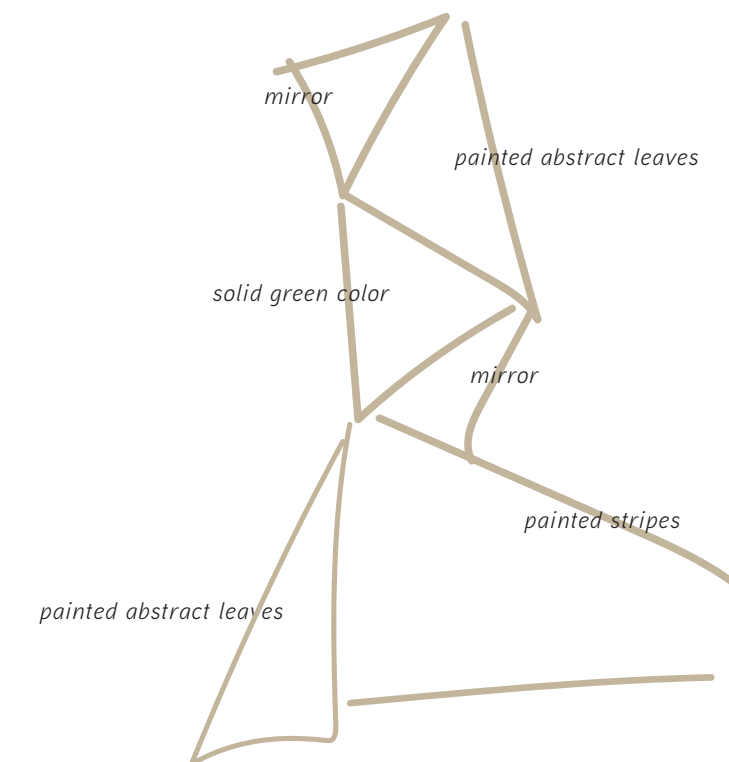
Five 4" x 4" square tubes, vary in height from 36 inches to 6 ft. with 1" openings for eyes, both sides (to see through from back of each tube)

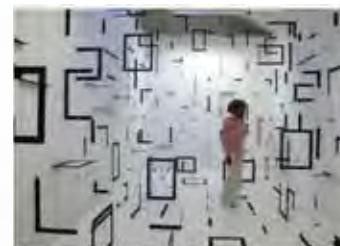
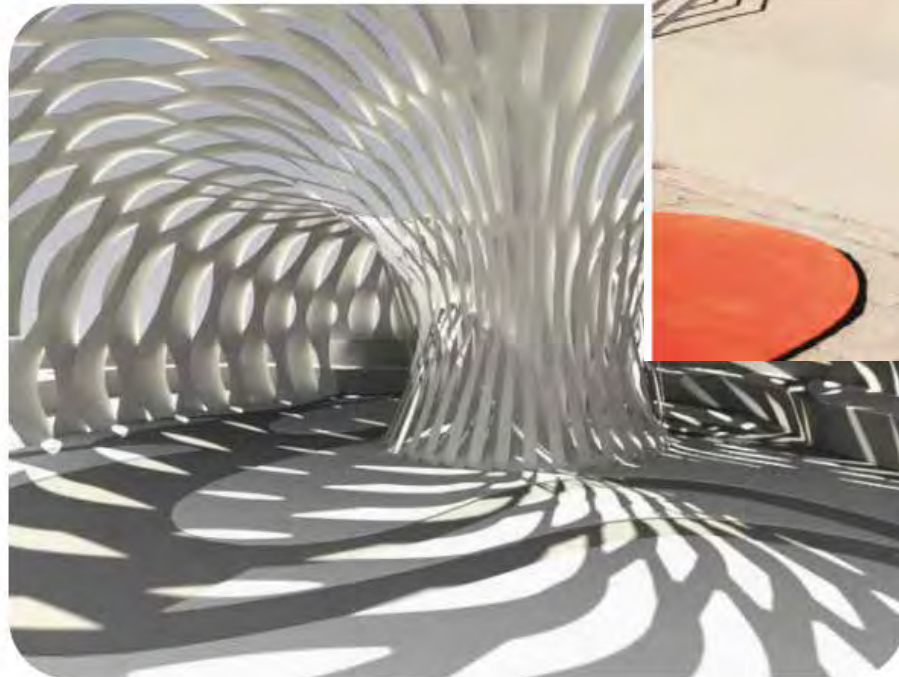
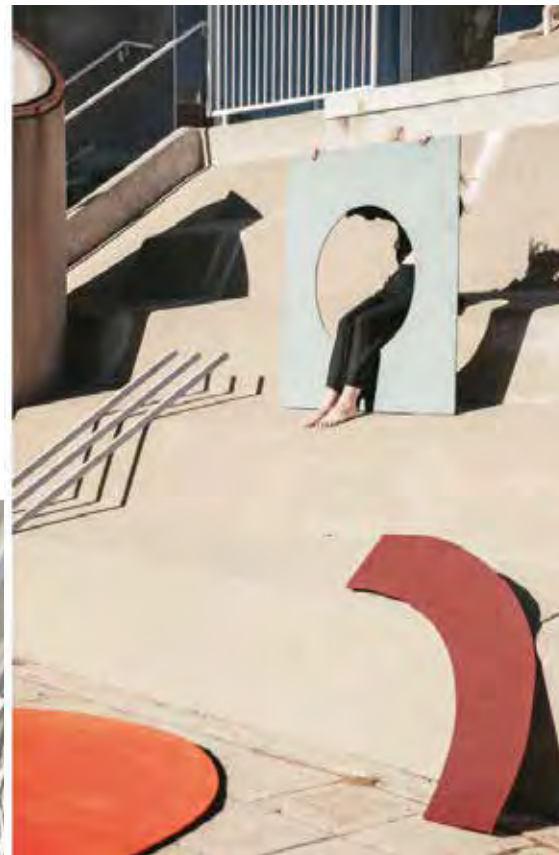
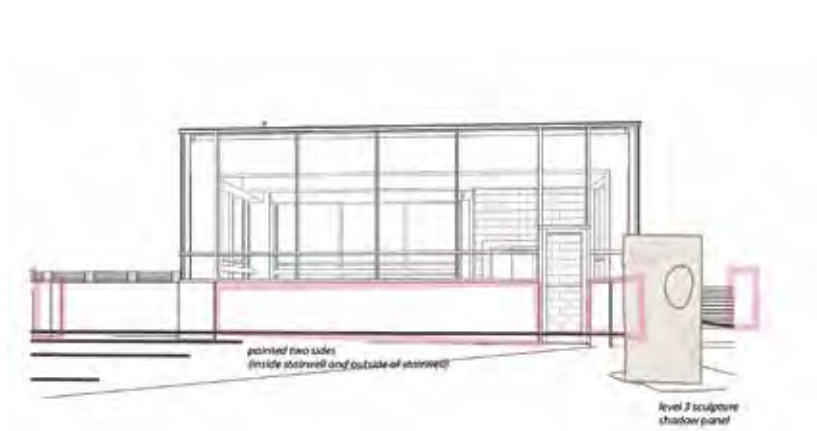




Scott Berels - Detroit

One irregular shape structure with 2 or 3 reflective surfaces, reflecting ceiling color and or sky (outside gap in structure wall). Metal structure with painted metal panels applied. Can be built in sections with installation on site. Forms imply leaf forms. Overall height 5'.

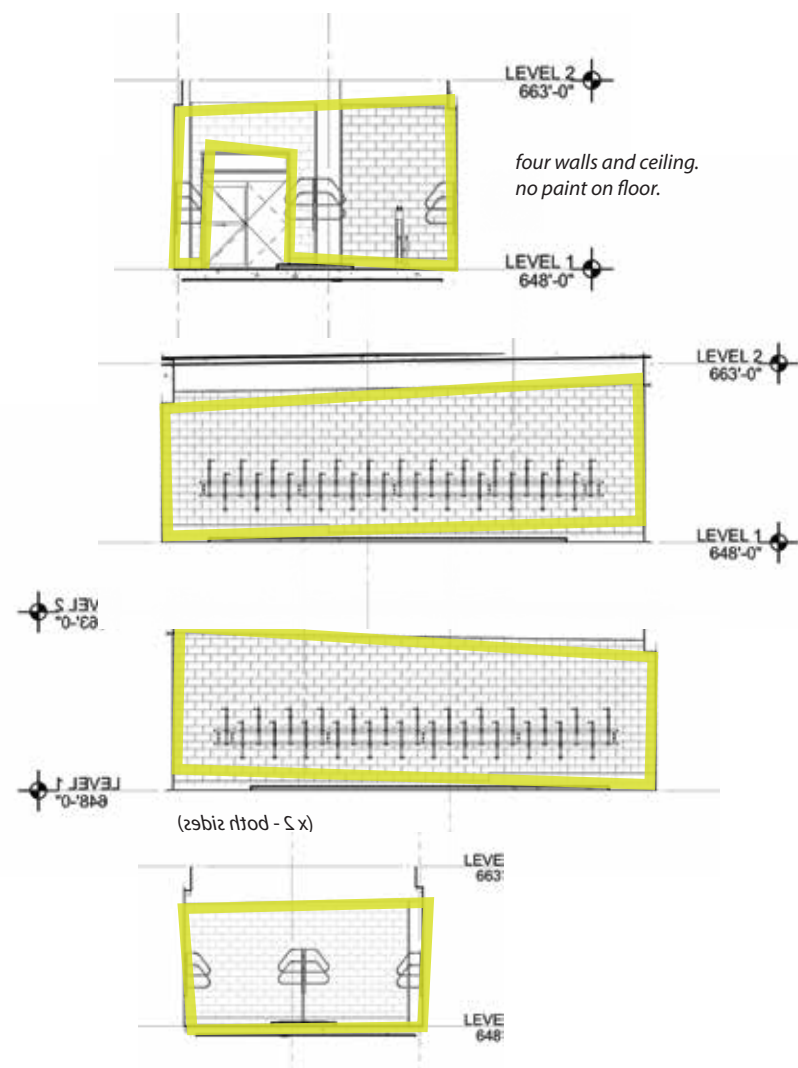




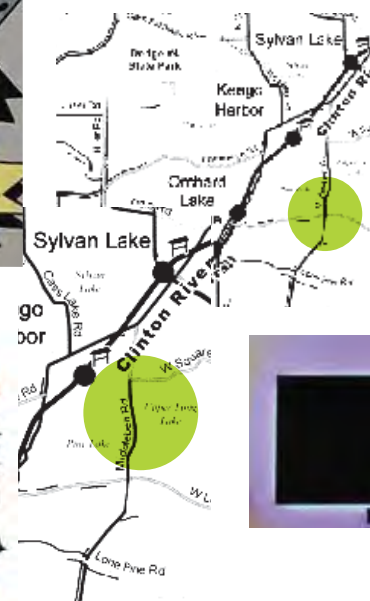
Scott Berels - Detroit

Shadow light panel, perforated in sections, geometric, compliments muralist and uses outdoor environment 6ft high.





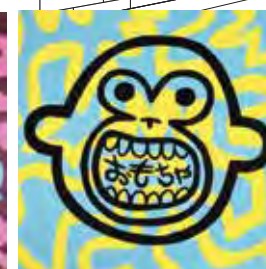
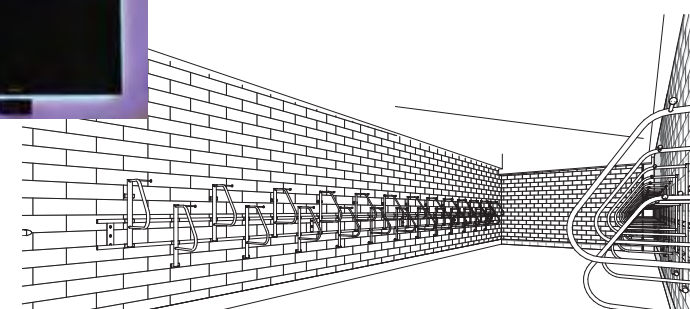
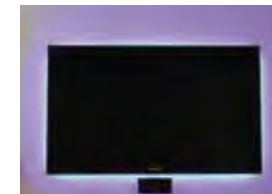
Jessel Kassel
Muralist - Metro Detroit



*painted murals on walls of Metro Detroit
Bike routes (stoney creek, heines park, dequindre cut,
farmington hills...)*

ceiling painted black or white - install black lights
around perimeter of ceiling

- *fluorescent paint used for trails and/or DOTs to indicate stops on bike trails each level has an active sculptural element*



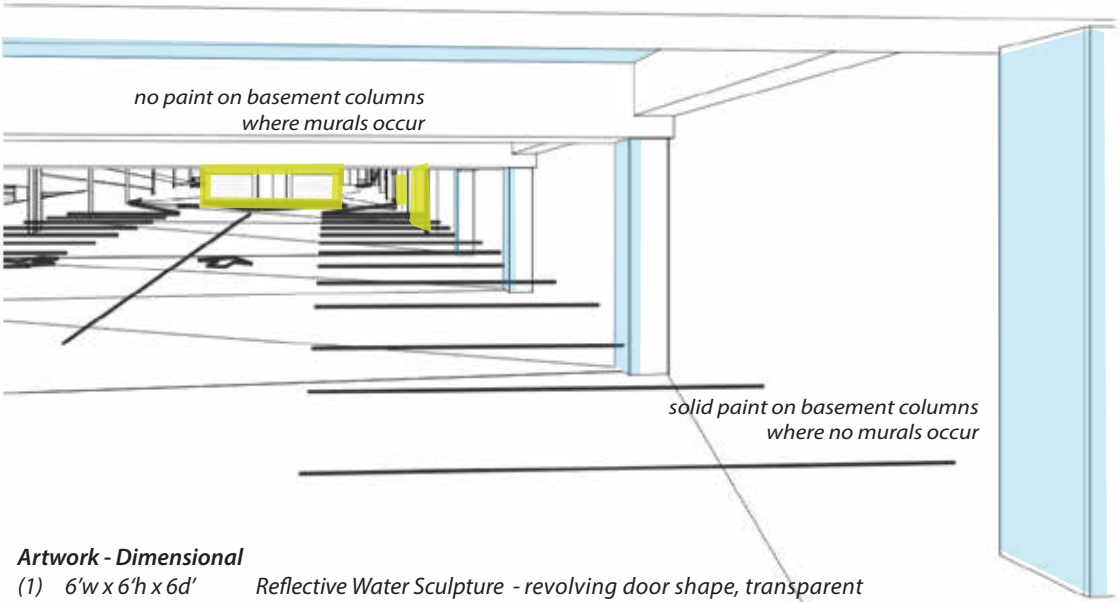
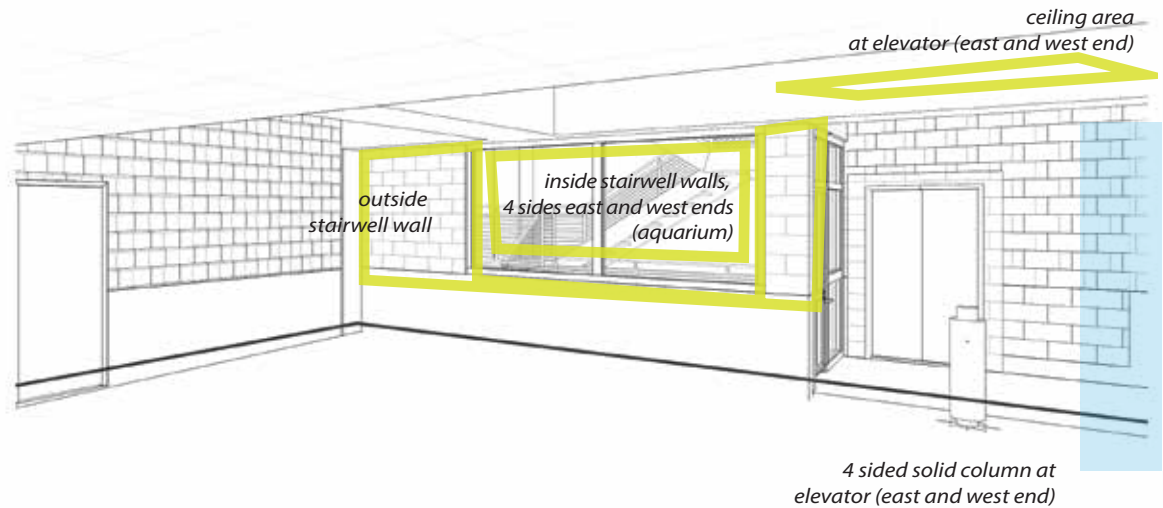
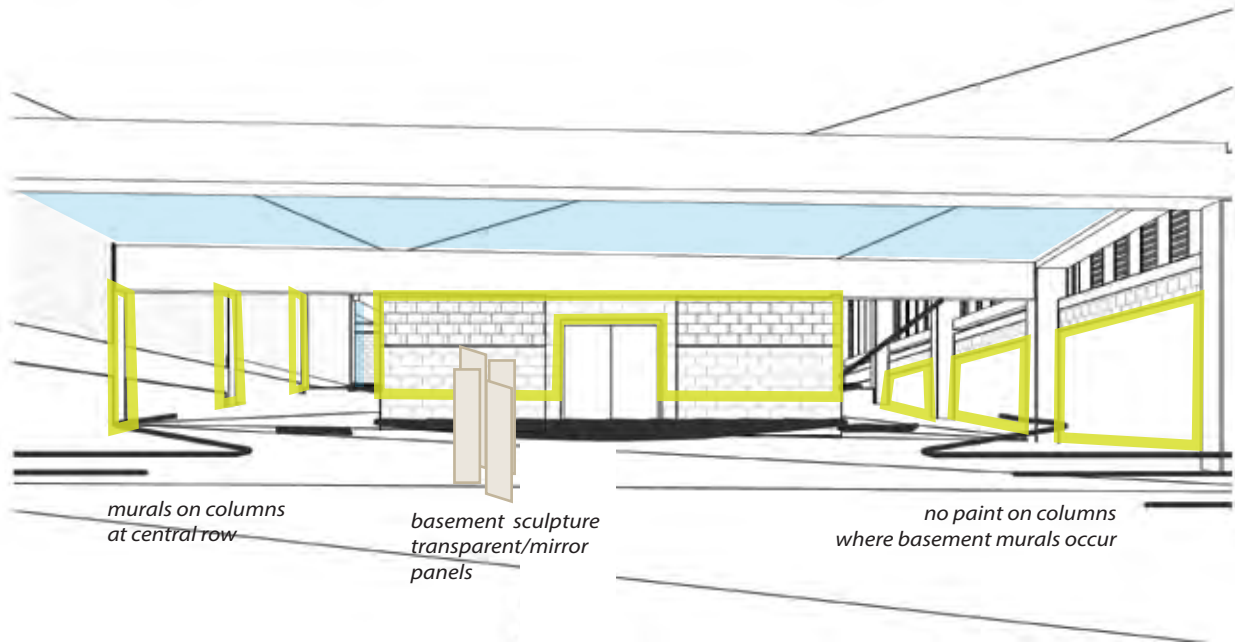
Carl Oxley III
Artist - Ferndale

Please review this proof carefully. Signature
e represents approval for final production.
PDF's and proofs are not 100% color accurate.

Client Approval & Date:

0420 THE DOT EXPERIENCE
Troy Street, Ferndale Michigan, 48220

ideation orange
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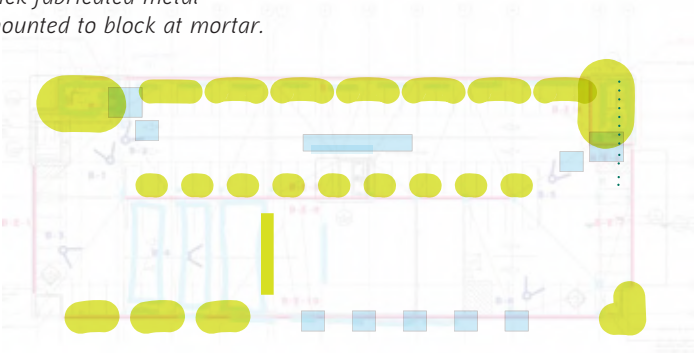
Artwork - Dimensional
(1) 6'w x 6'h x 6d' Reflective Water Sculpture - revolving door shape, transparent colored acrylic panels and 1 reflective mirror panel. Metal frame and base bolt to floor. Each panel approx. 6' x 3'

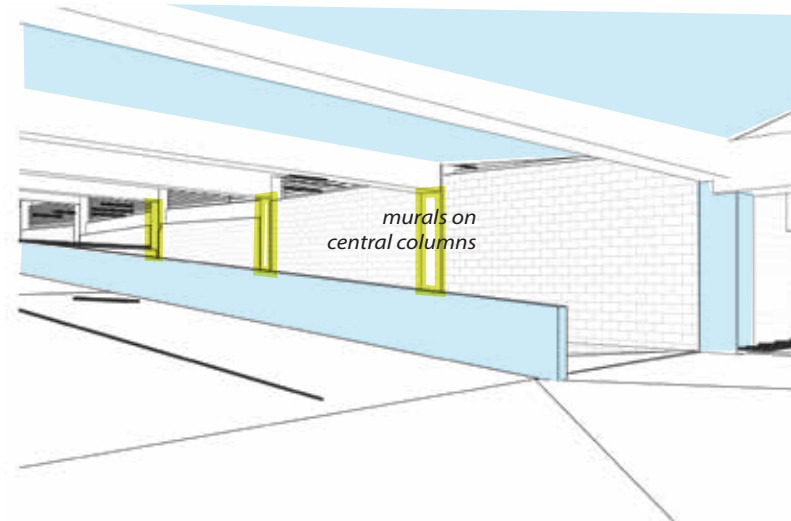
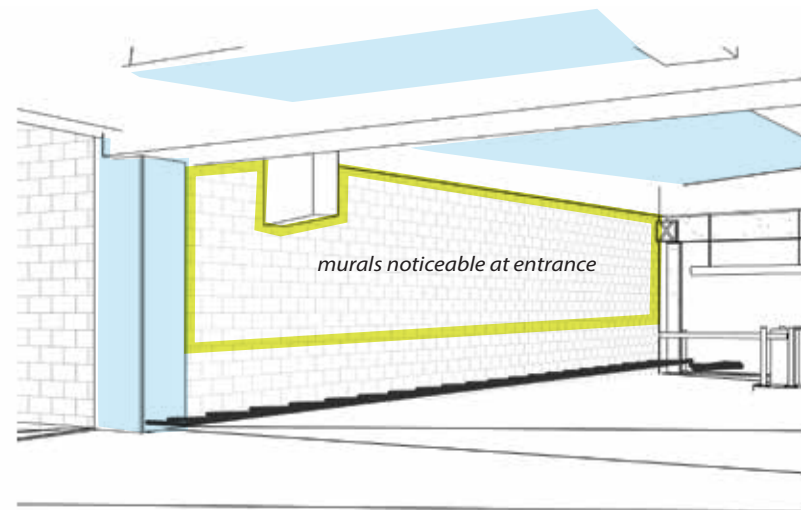
- Artwork - Mural**
- (3) South side wall sections at upward ramp going out
 - (14) Basement wall sections
 - (2) Inside all walls of both basement stairwells (aquarium)
 - (10) 3' X 6' Column murals (face and 3" wrap) central row
 - (2) 50" x 4" Elevator ceiling - Sign Painter lettering 12 words

- Commercial Paint (solid color)**
- (2) 8' x 8' Elevator ceiling
 - () Parking structure ceilings
 - (2) 3' X 6' Columns 4 sides (near stairwells)
 - (5) 3' X 6' Columns (face and 3" wrap) south/alley
 - (1) 15' x 4' Central row low wall facing north

Fabricated Letters
(2) 30"h x 1"d Letter B - one for each stairwell 1" thick fabricated metal letter painted custom color, stud mounted to block at mortar.

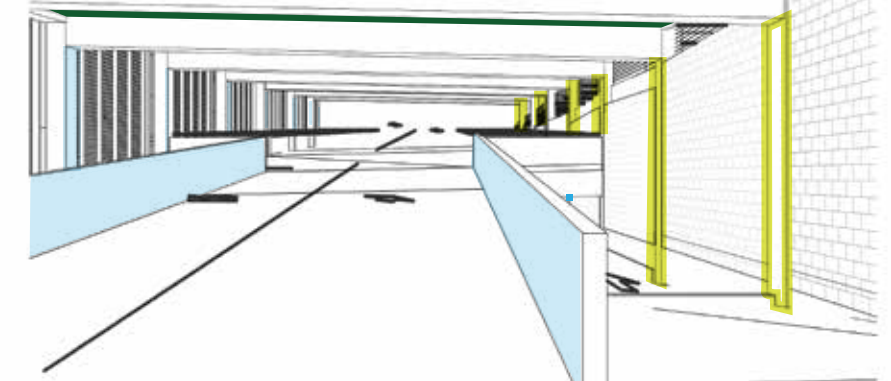
Floor Dots
(4) 18" x 18" MacTac permanent floor graphic printed 4 color





solid colors
on south columns

murals on
central columns



Artwork - Dimensional

- | | | |
|-----|------------------|--|
| (1) | 15' x 4' | Multi color tile wall section (exterior) |
| (5) | 15" diameter | |
| | 12"-20" high. | Seat sculpture (exterior) |
| (1) | 5'h x 1' w x 1'd | Tower sculpture (exterior) |
| (2) | 25" diameter | Terrazzo (semi-enclosed) |

Artwork - Mural

- | | | |
|-----|----------|--|
| (1) | 16' X 4' | East end short wall |
| (4) | | West end ground floor entrance: E 8-10 and south wall at alley |
| (9) | 3' X 6' | Column murals (face and 3" wrap) central row |
| (2) | 50" x 4" | Elevator ceiling - Sign Painter lettering 12 words |

Commercial Paint (solid color)

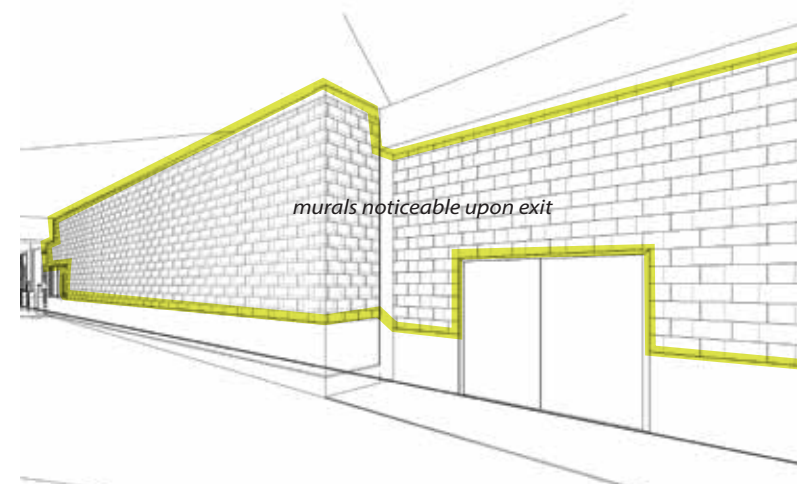
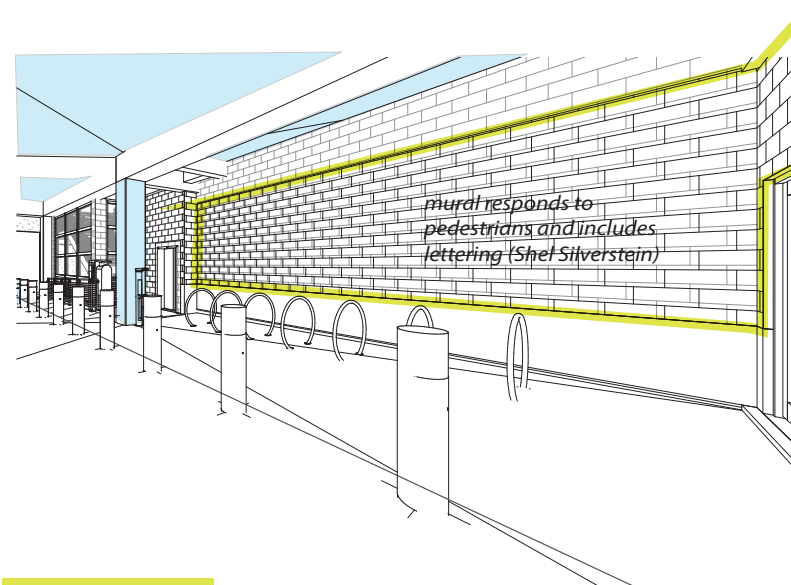
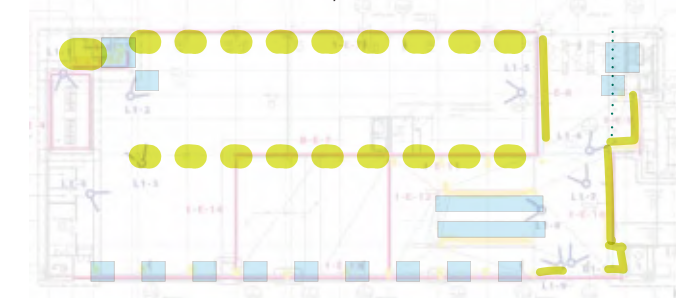
- | | | |
|------|---------|---|
| (2) | 8' x 8' | Elevator ceiling |
| () | | Parking structure ceilings |
| (2) | 3' X 6' | Columns 4 sides (near stairwells) |
| (10) | 3' X 6' | Columns (face and 3" wrap) south/alley |
| (2) | | Ramp walls (upward ramp side of walls only) |

Vinyl

- | | | |
|-----|----------|--|
| (1) | 5" x 40" | Bikehouse Lettering on transom window first surface exterior |
|-----|----------|--|

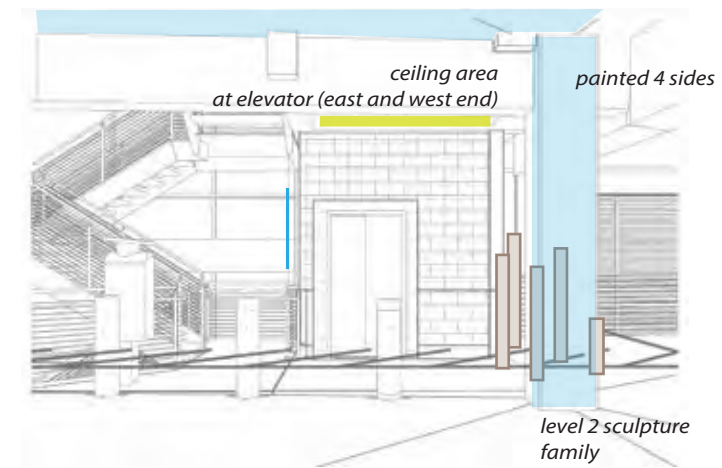
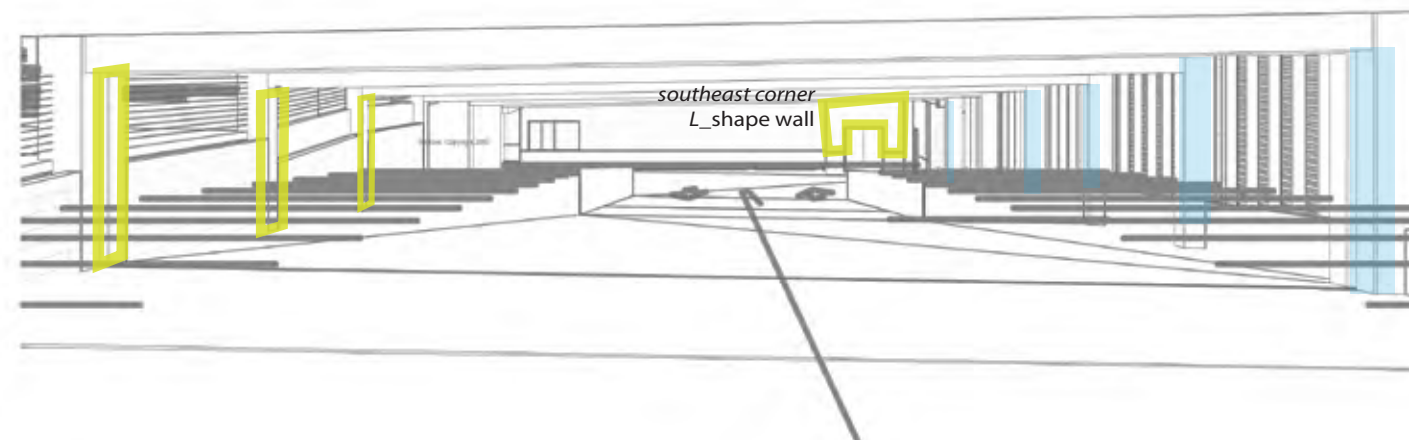
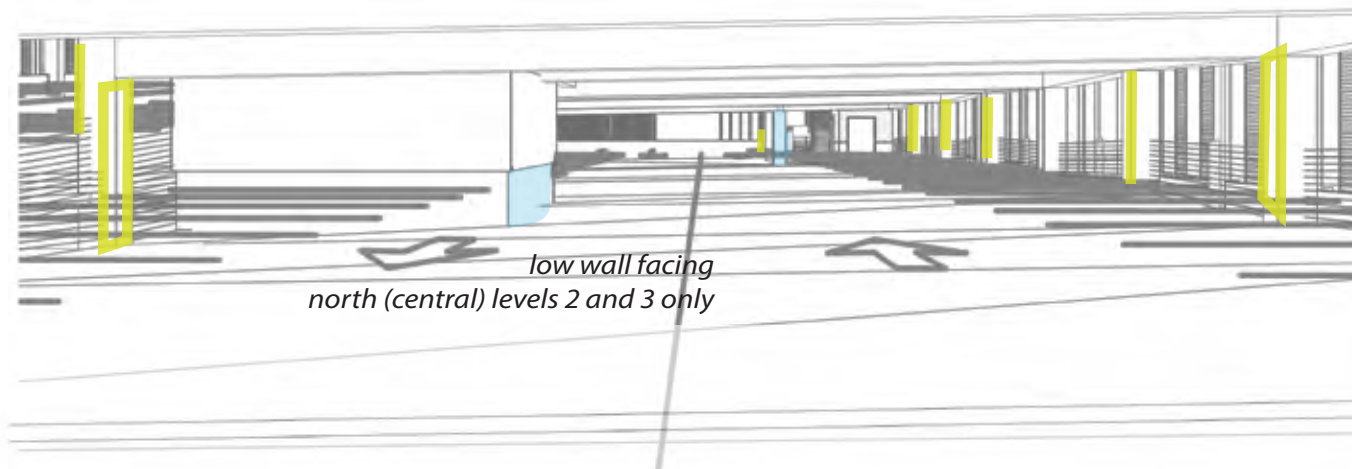
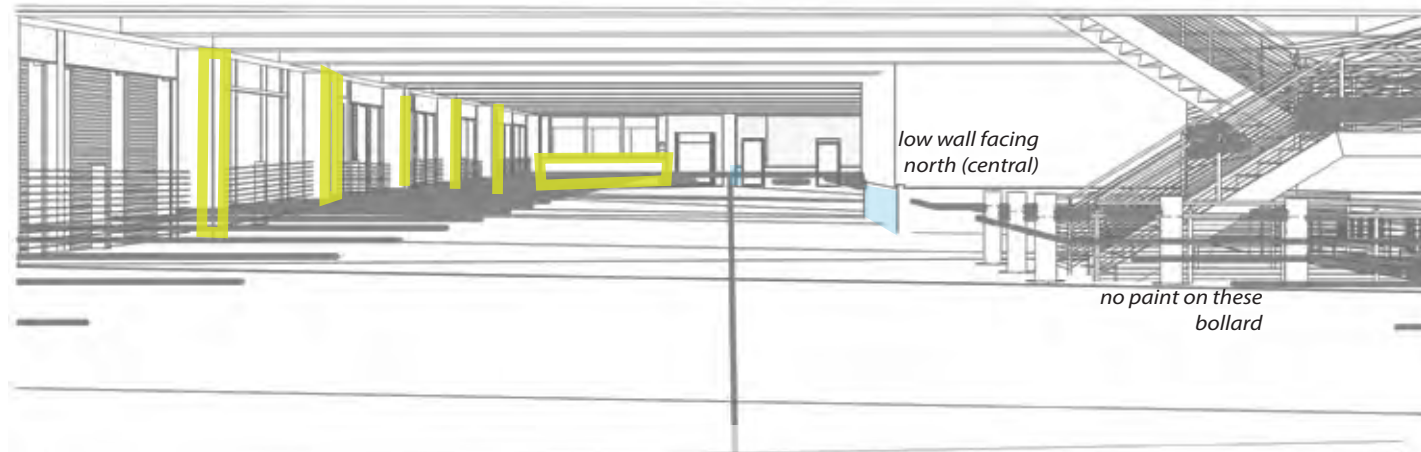
Fabricated Letters

- | | | |
|-----|------------|---|
| (2) | 30"h x 1"d | Number 1 - one for each stairwell 1" thick fabricated metal letter painted custom color, stud mounted to block at mortar. |
|-----|------------|---|



short wall at west entrance
inside stairwell

two sections of south wall flanking
vehicle opening to alley



Artwork - Dimensional

- (5) 5' x 5' x 5' Geometric Family Sculpture - 4" x 4" square tubes, vary in height 36 inches to 6 ft. with 1" openings for eyes, both sides (to see through from back of each tube). Powder coated one different color each

Artwork - Mural

- (2) 16' x 4' Walls near stairs, one side only
(22) 3' x 6' Column murals (face and 3" wrap) central row and north
(2) 50" x 4" Elevator ceiling and between steps - Sign Painter lettering 16 words
(2) 7' x 9' Southeast Corner walls

Commercial Paint (solid color)

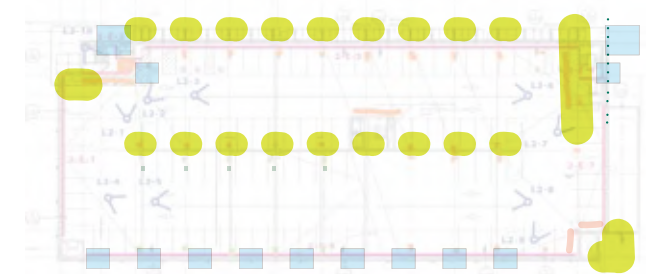
- (2) 8' x 8' Elevator ceiling
() Parking structure ceilings
(2) 16' x 4' Short wall 1 side (near stairwell)
(2) 3' x 6' Columns 4 sides (near stairwells)
(5) 3' x 6' Columns (face and 3" wrap) south/alley
(1) 16' X 4' Low wall facing north (central)

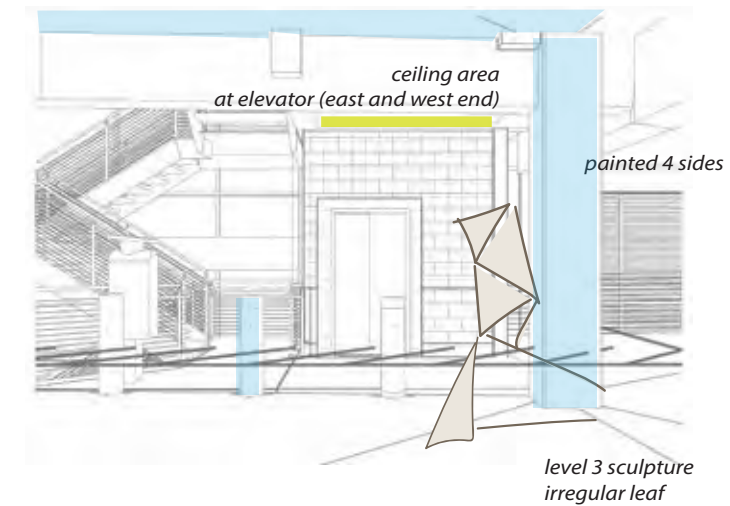
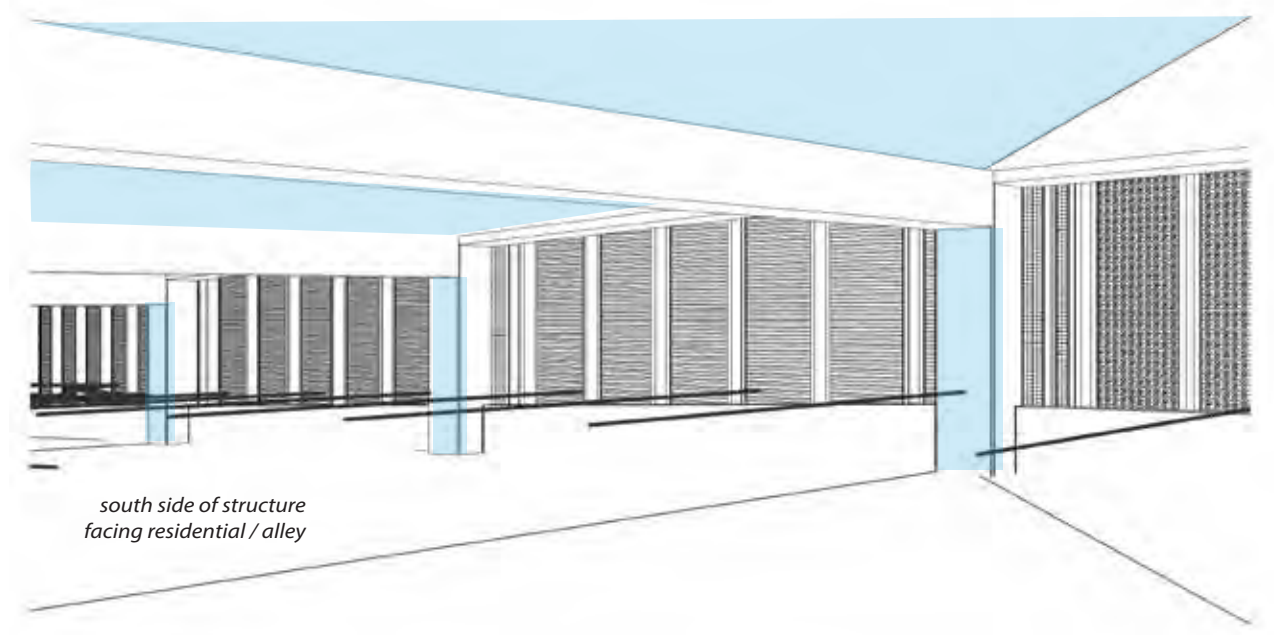
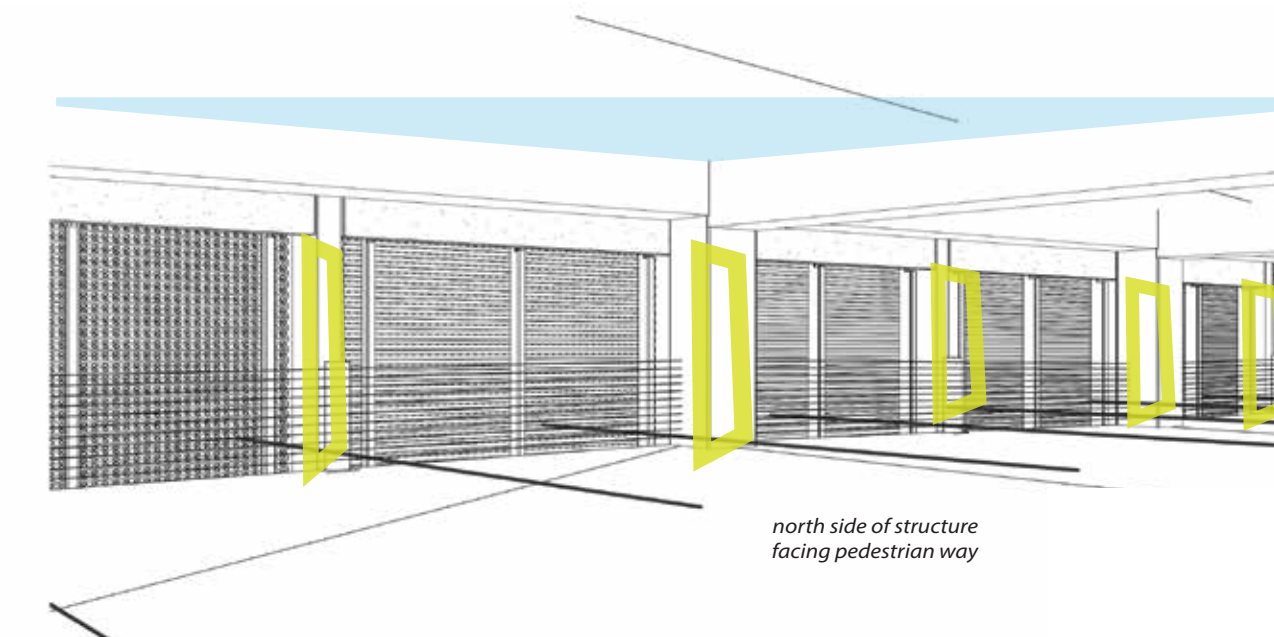
Fabricated Letters

- ((2) 30"h x 1"d Number 2 - one for each stairwell 1" thick fabricated metal letter painted custom color, stud mounted to block at mortar.

Floor Dots

- (1) 18" x 18" MacTac permanent floor graphic printed 4 color





Artwork - Dimensional

- (1) 5" x 5" x 5" *Folded Leaf Sculpture* - Irregular shape with 2 or 3 reflective surfaces. Metal structure with painted metal panels applied. Can be built in sections assembled on site.

Artwork - Mural

- (2) 16' x 4' Walls near stairs east and west end, one side only
(22) 3' x 6' Column murals (face and 3" wrap) central row and north
(2) 50" x 4" Elevator ceiling and between steps - Sign Painter lettering 16 words
(2) 7' x 9' Southeast Corner walls

Commercial Paint (solid color)

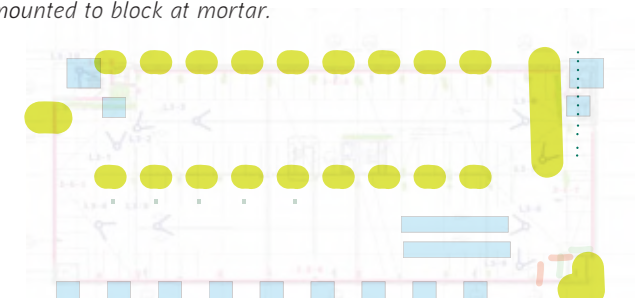
- (2) 8' x 8' Elevator ceiling
() Parking structure ceilings
(2) 3' x 6' Columns 4 sides (near stairwells)
(5) 3' x 6' Columns (face and 3" wrap) south/alley
(1) 16' X 4' Low wall facing north (central)

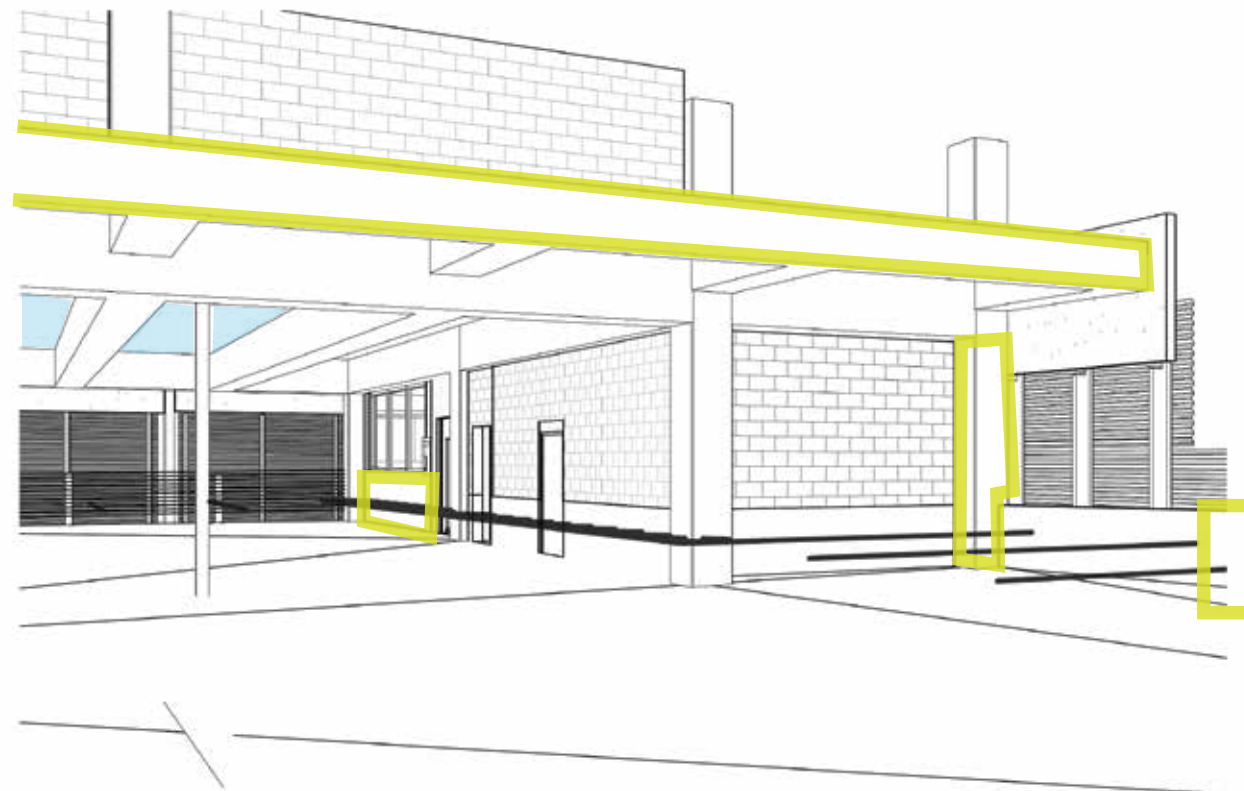
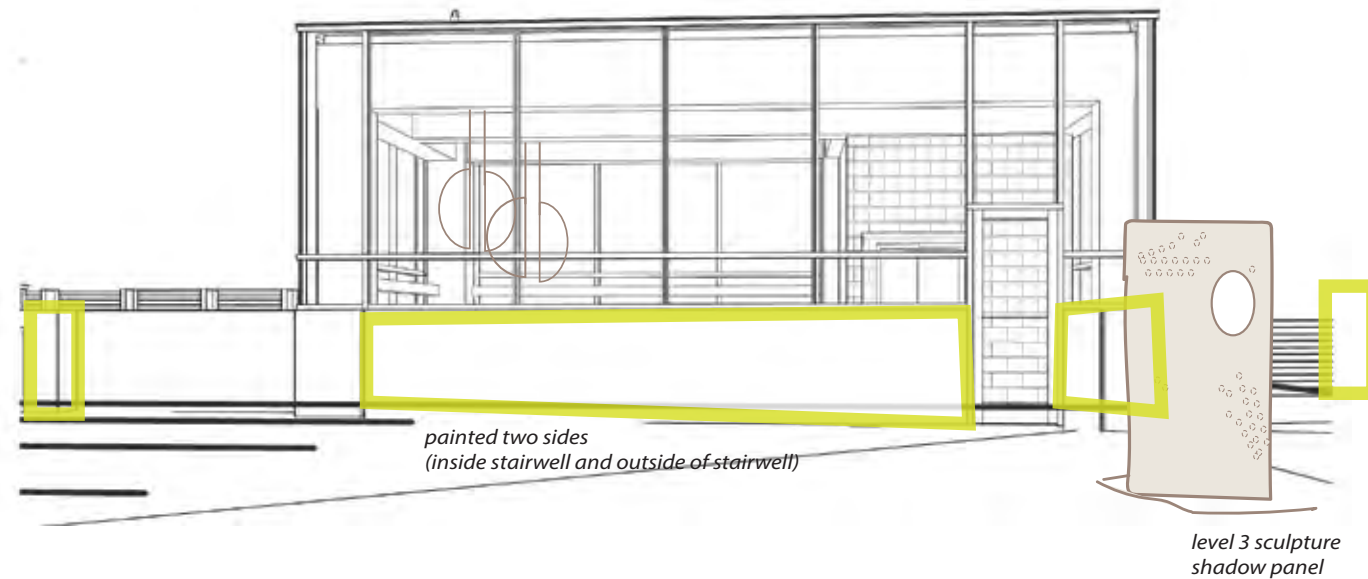
Fabricated Letters

- (2) 30"h x 1"d Number 3 - one for each stairwell 1" thick fabricated metal letter painted custom color, stud mounted to block at mortar.

Floor Dots

- (1) 18" x 18" MacTac permanent floor graphic printed 4 color





Artwork - Dimensional

- (1) *Cloud Shadow Sculpture - standing metal shadow panel*
- (1) *The dot Fiber Mobile - hanging felt forms*

Artwork - Mural

- (1) *Face (edge) of concrete "awning" above cars*
- (17) 3' x 6' *Column murals (face and 3" wrap) central row and north*
- (2) 50" x 4" *Elevator ceiling and between steps - Sign Painter lettering 16 words*
- (2) 5' x 9' *Southeast Corner walls*
- (2) 35' x 4' *Short walls at west stairwell, wrap around corner, two sides*

Commercial Paint (solid color)

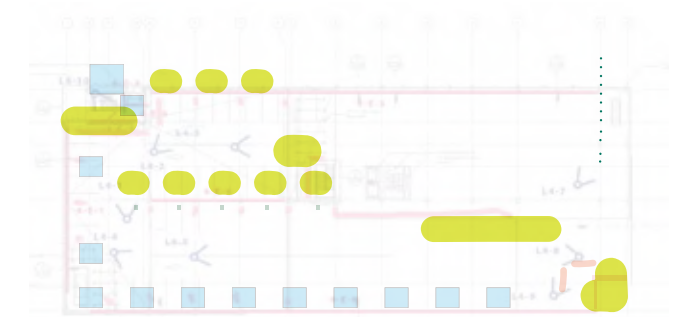
- (2) 8' x 8' *Elevator ceiling*
- () *Roof - inside ceiling of stairwell tower*
- (1) 3' x 6' *Columns 4 sides (near stairwells)*
- (11) 3' x 6' *Columns (face and 3" wrap) south/alley*
- (2) 20' X 4' *L-shape central and southeast corner*

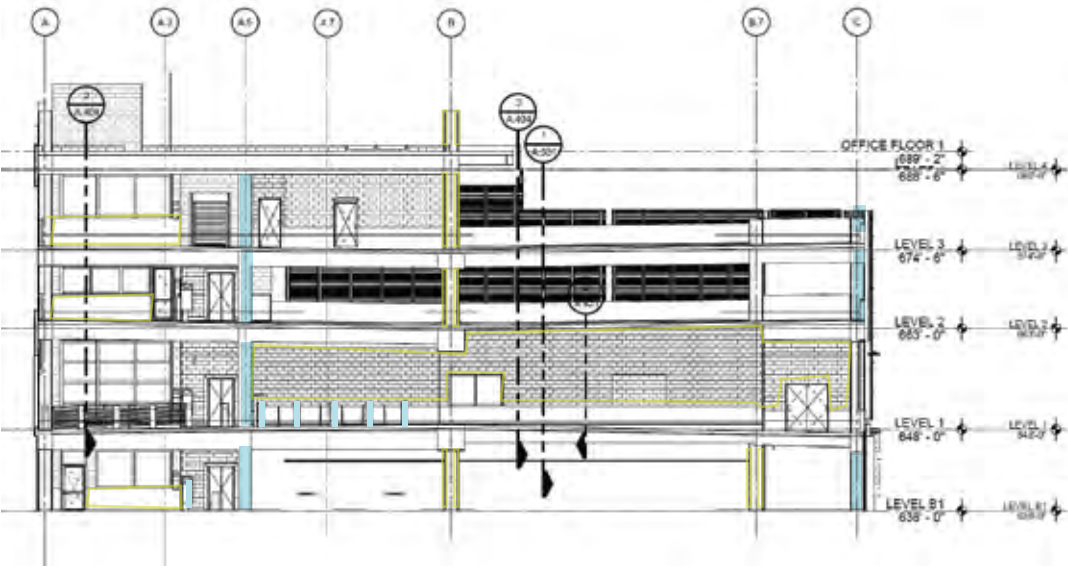
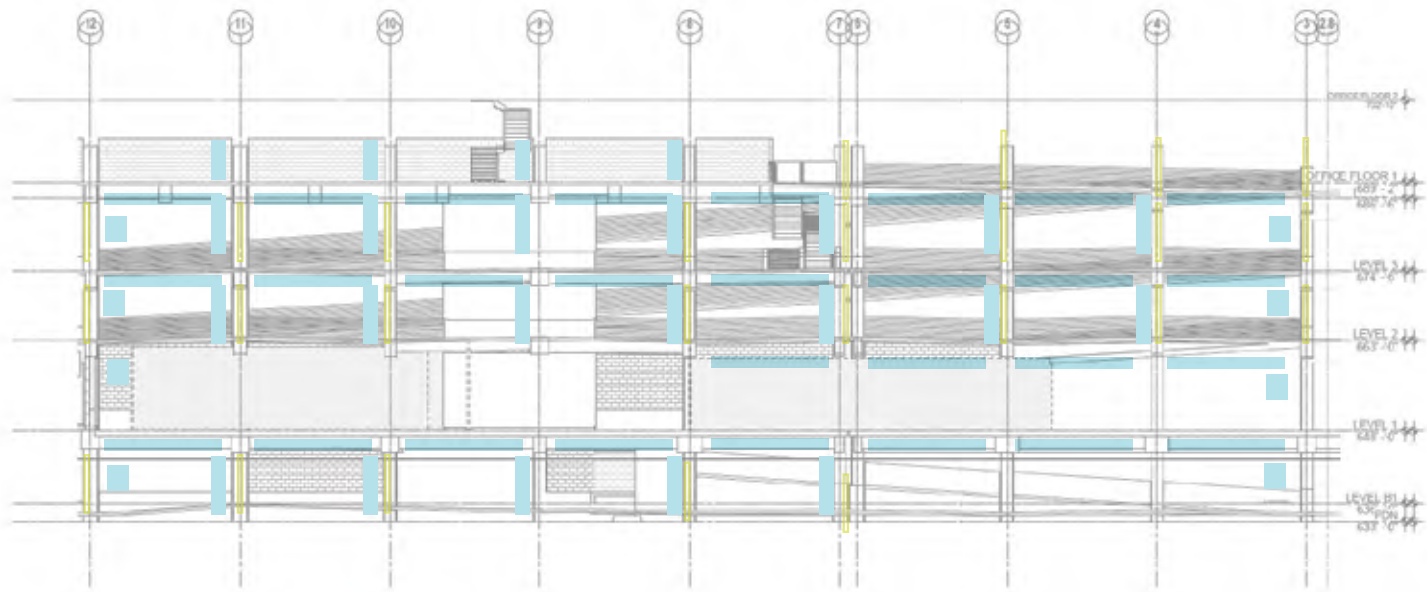
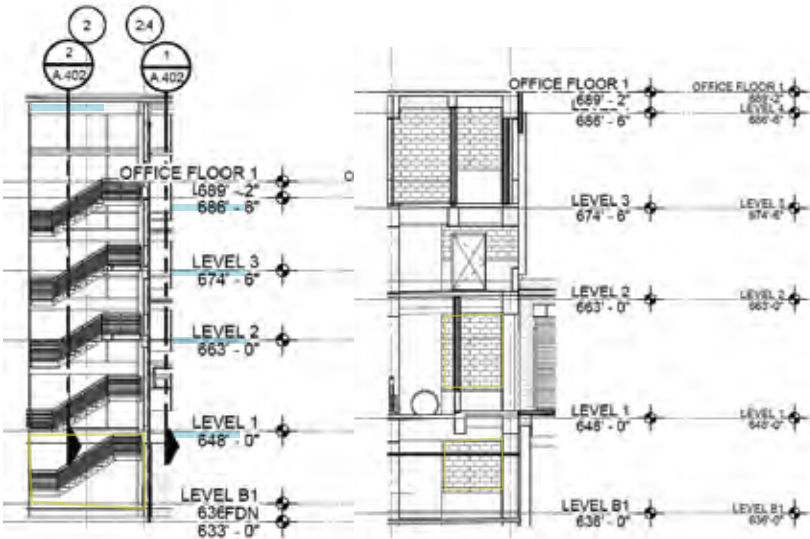
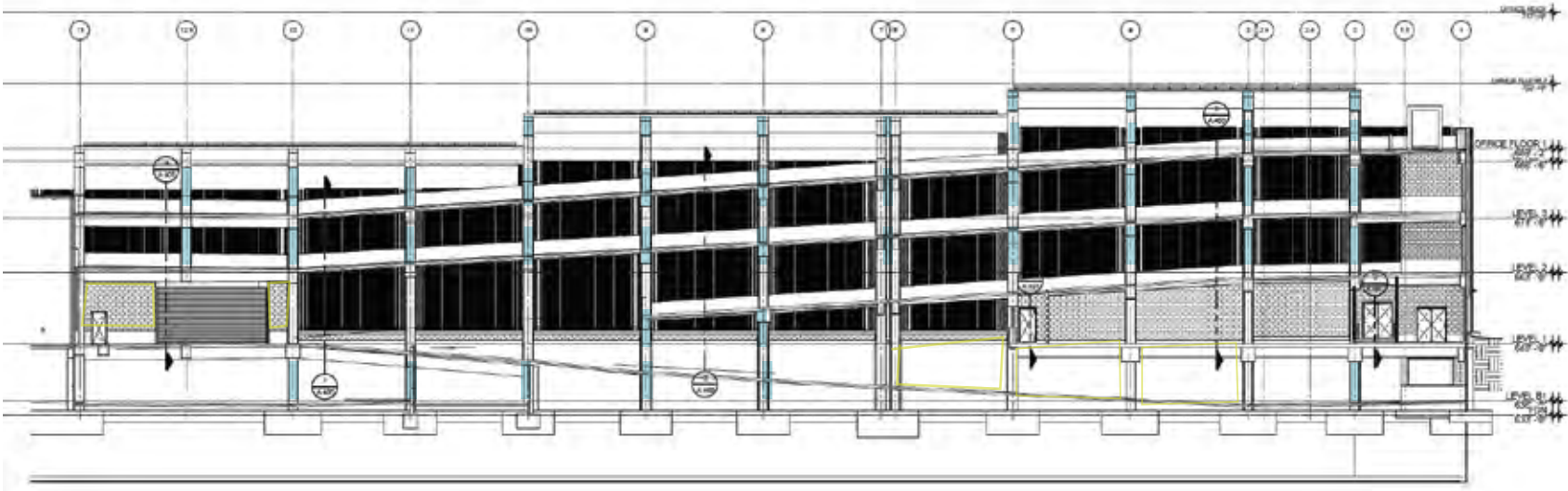
Fabricated Letters

- (2) 30"h x 1"d *Number 4 - one for each stairwell 1" thick fabricated metal letter painted custom color, stud mounted to block at mortar.*

Floor Dots

- (3) 18" x 18" *MacTac permanent floor graphic printed 4 color*







Home / Receptacles / 32 Gal. Personalized Diamond Trash/Recycling Bins With Doors

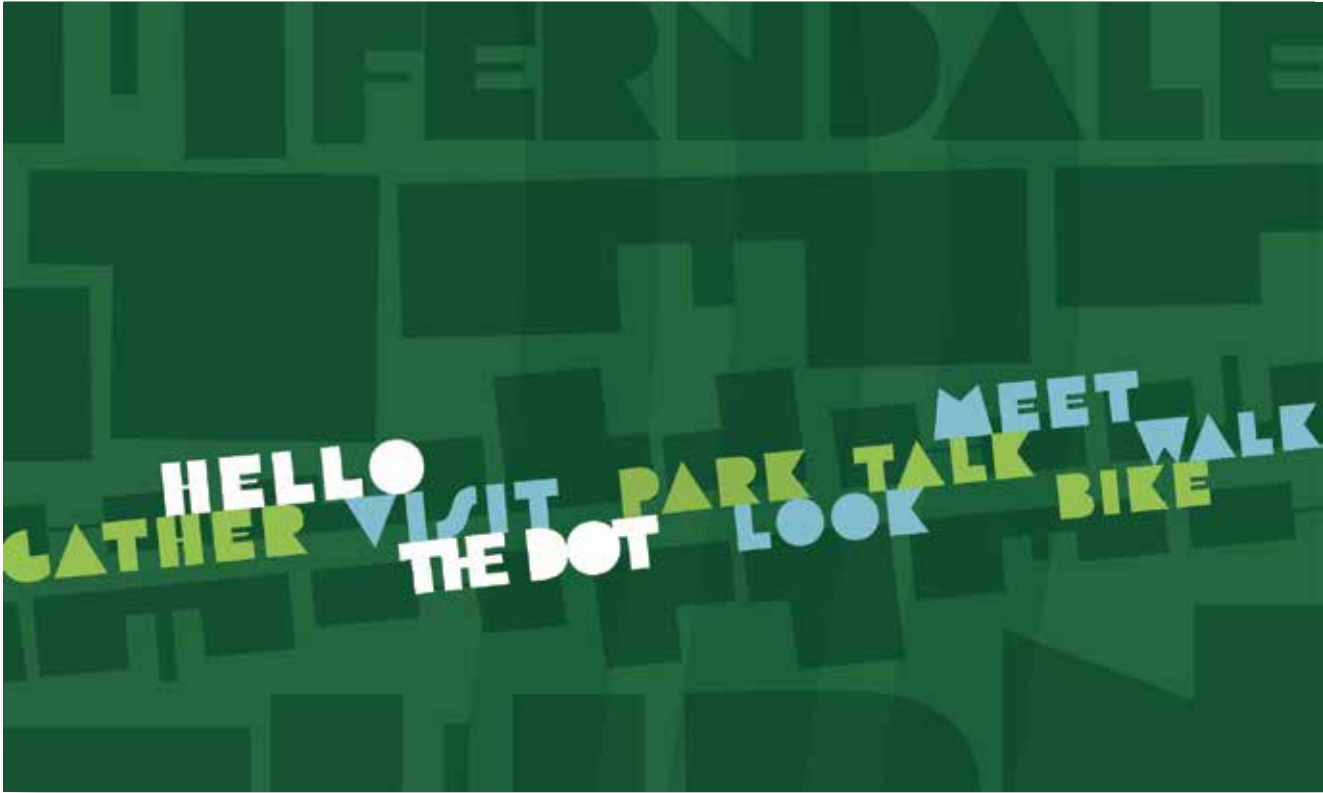
Trash Bins
recycling stations throughout.



Privacy
*alley trellis, incorporate weaving
on upper area until foliage grows in.*

*fiber could be uniform, systematic
neutral and tidy or colorful*

adds warmth to the exterior.



Temporary printed banner. Visible from residential street. Public art not advertising.

Opportunity to be proud of Ferndale and assure residents the development will respond to residents and visitors.

This design can be produced in either size.



Temporary printed banner. Visible from residential street. Public art not advertising.

Opportunity to be proud of Ferndale and assure residents the development will respond to residents and visitors.

This design can be produced in either size.



April 8, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Broadway in the 'Burbs Event Proposal and DDA Financial Contribution Not to Exceed \$4850

SUGGESTED ACTION

Approve proposal for Broadway in the 'Burbs and maximum financial contribution from DDA of \$4850

Agenda Item Category

Other

Agenda Item Deadline Date

2021-04-08

Item Description

Broadway in the Burbs, a community driven musical theatre showcase presented by Michigan Stage and the Downtown Development Authority of Ferndale. Four Broadway performers. Six musical numbers. Five local business partners. Three performances. Ten local youth performers. Unlimited community engagement.

Item Background

The initial concept for Broadway in the 'Burbs was presented to the DDA Board of Directors in March 2021. The concept was well received and this proposal represents the financial contribution from the DDA that would be required. The date of the event would remain at the discretion of the Executive Director based on public safety considerations.

Item Costs

The DDA commits to a matching financial commitment at the rate of 200% of event specific fundraising efforts (cash or in-kind) conducted by Michigan Stage, up to a maximum contribution of \$4850. This contribution represents approximately 67% of the projected project budget. Michigan Stage pledges to focus fundraising efforts on minimizing the financial contribution from the DDA to the greatest extent possible while still ensuring an engaging and successful event.

GL#

Special Programs 248-000-885.000. FY20-21 Budget: \$65,000. Year to date spend: \$26,666. Primary

focus of programing has been the PPE Marketplace this year with minimal spend for Hallowindow and Best in Snow Decorating Contest.

CIP#

n/a

Additional Notes

ATTACHMENTS:

[Proposal- Broadway in the 'Burbs.pdf](#)

Michigan Stage

PLAYLAB PRODUCTIONS AND PERFORMING ARTS ACADEMY



BROADWAY IN THE 'BURBS

Michigan Stage & Dntwn Ferndale

Broadway in the 'Burbs is a free community driven musical theatre showcase series, presented by Michigan Stage and the Downtown Development Authority of Ferndale. A mini-scale, but impactful Broadway concert in The dot. Four Broadway performers. Six musical numbers. Five local business partners. Three performances. Ten local youth performers. Unlimited community engagement.

 **MichiganStage.org**

Expanding the Boundaries of Theatre. Ferndale, MI.

Michigan Stage

PLAYLAB PRODUCTIONS AND PERFORMING ARTS ACADEMY

Baseline Programs: [Off Broadway in the Boros](#) produced by The Bushwick Starr and Mayor's Office of Media and Entertainment (MOME).

Brooklyn Borough President Eric Adams. "At a time when our city faces challenging times, these shows offer a much-needed opportunity to lift our spirits. I thank MOME and their partners for their commitment to elevating and supporting the arts, which are needed now more than ever."

BACKGROUND

At Michigan Stage our mission is to expose new audiences to the performing arts, and in doing so nurture a curiosity to explore new cultures, communities, and opportunities. *Expanding the boundaries of where theatre can take us.* Our Playlab League for youth nurtures creative expression, develops positive social and emotional identity, and encourages collaboration and critical thinking, all through performing arts. Our community Playlab productions are developed in collaboration with local organizations, community groups and centers, or educational institutions. Productions are conceived in partnership, to address community interests head on. Fully realized productions are mounted with a mix of professional, amateur and student performers.

Artistic and Cultural Merit:

Michigan Stage is only in its infancy. We are aiming for an official launch in Fall of 2021. To achieve a wider impact, we will present a series of musical revues, produced in collaboration with the Downtown Development Authority (DDA) of Ferndale. The *Broadway in the 'Burbs* musical revue could become an ongoing series each summer. The revue will focus on celebrating the supreme talent of our community, performing alongside professionals and inspire others to build and follow pathways to experience more performing arts near home.

Broadway in the 'Burbs

Michigan Stage Musical Revue

[Brand New Day](#), From the musical, *The Wiz*, by William F. Brown and Charlie Smalls
[If You Knew My Story](#), From the musical, *Bright Star*, by Steve Martin and Edie Brickell
[Just Breathe](#), From the musical, *The Prom* by Matthew Sklar, Chad Beguelin
Additional songs to be determined.

Why? Producing with intention. Life outside of screens is diminishing. Our commitments, our connections, our communication, has all moved online. Consider the last time you sat in stillness just being with others. This sacred moment of peace exists less and less, and in the



Expanding the Boundaries of Theatre. Ferndale, MI.

Michigan Stage

PLAYLAB PRODUCTIONS AND PERFORMING ARTS ACADEMY

majestic moments it does, the threat of impulse is all too real. Muscle memory engages as you reach for your phone. Theatre is the one place this type of distraction can not be satisfied. Theatre is participatory and requires your attention. By producing the showcase in public, our goal is to broaden our reach, to expand our impact, to command the attention of onlookers, instigating a ripple and inspiring an electric current, through which the crowd suddenly is drawn together, even slightly.

Programming a diverse, yet recognizable revue is daunting. Our history imprints itself online almost immediately. Visual evidence is carved like cultural artifacts into our technological collective consciousness for future generations to consider. YouTube videos and cell phone recordings live in distinction, to be uncovered time and again. The triumphant moment in its infinitesimal space, exists purely when the performance meets the energy of the crowd. When the performers shine forth, rays of emotion too great for spoken word and pedestrian movement shower the crowd. Mirror neurons send synapses to the body. The joy is contagious. This moment can not live online. This moment is a product of effort, anticipation, admiration and reflection in communion.

In choosing these select numbers to showcase, I envision capturing a moment unique to the times. Progressive, joyful, optimistic, and nostalgic. Each number embodies, if not all, most of these themes. My goal is to accomplish a moment of purity, even fleeting, where someone looks up, sees something new and is *changed*. I hope this will unite a diverse population of spectators through live performance.

Community Impact:

Broadway in the 'Burbs is a *free* community driven musical theatre showcase series, presented by Michigan Stage and the Downtown Development Authority of Ferndale. Four Broadway performers. Six musical numbers. Five local business partners. Three performances. Ten local youth performers. Unlimited community engagement.

A mini-scale, but impactful Broadway concert in The dot, downtown Ferndale. Featuring (4) star performers, the showcase will consist of two group numbers, four solos and one closing, with a small local youth ensemble. We hope to partner with Ferndale High School and The Ringwald to also feature a number from their Spring production of *Head Over Heels*, featuring local drag queens.

Concert will be professionally arranged, conducted and performed three times throughout the day 2PM, 4PM and 6PM. The showcase is about 20-25 minutes long. Audience will be seated in cars inside of The dot. Socially distanced public viewing will be available on the sidewalk in denoted spaces. Live streaming with RSVPs allows us to reach a wider audience safely.

Local businesses will offer food, drinks for 'tailgating.' Local businesses will also sponsor 'voting booths' where the public can vote to select the encore number of the final Broadway in the 'Burbs performance. Booths would be an event poster with QR code.



Expanding the Boundaries of Theatre. Ferndale, MI.

Michigan Stage

PLAYLAB PRODUCTIONS AND PERFORMING ARTS ACADEMY

Implementation:

April - May	Outreach to local businesses, local groups (Ringwald, FHS)
	Producing rights secured and approved.
May 1st - 31st	Launch local business campaign (in windows) and voting.
	Launch parking space auction via FB.
May 3rd	Michigan Stage finalizes creative team.
June 15th-19th	Rehearsals begin. All performers tested by May 24th allowing for results.
June 19th	Performances - 2PM, 4PM and 6PM

Covid Protocols: Guided and supported by the efforts of Patient Education Genius. We have a firm belief that all involved will be vaccinated before rehearsals begin, but in the interest of continued safety we have taken the following provisions to ensure safety to all those involved.

Sponsored by [Patient Education Genius](#).

Performers: Rehearsals will follow standard social distancing protocols (performers 6ft from one another, and/or in small groups, individuals). Before all rehearsals begin, all actors will receive a Covid-19 pre-screen test administered by a local organization. Temperature checks will be administered daily. *(There is a strong reason to believe most will be vaccinated.)*

Audience: Will view from their cars (every other space) as well as tailgating in the parking lot, with appropriate socially distanced measures. Food vendors could sell outside for dining in cars, or nearby. A select few spots will be auctioned off as VIP parking spots near performers. Standing room will be available for the public with pre-determined socially distanced boundaries. Masks will be required for all public audiences and signs will reinforce. Volunteers will be masked. Volunteers will also collect phone numbers of attendees for control if there is an outbreak. To be tracked through Patient Education Genius software.

Rehearsals: Will be held in an open theatre space, approx. 1200 square feet. There are three vent systems and air conditioning to ventilate the room consistently. We will open the doors during dinner to allow for natural air ventilation. There is a small secondary rehearsal studio which will be used as necessary, with the doors left open. No more than three people at a time permitted. Masks must be worn, unless singing, while inside.

Equipment: Stationary mics will be sanitized in between performances. All handheld mics will be sanitized in between songs, if shared among performers.

Michigan Stage

PLAYLAB PRODUCTIONS AND PERFORMING ARTS ACADEMY

Management:

Co-producers of Broadway in the 'Burbs, DDA Executive Director, Lena Stevens and Michigan Stage Artistic Director, Tim Paré, will hold discretionary powers to finalize the concert date in relation to public safety.

Michigan Stage Artistic Director will assemble and manage the team of professionals, as well as direct and choreograph the pieces. Professionally I will acquire a musical director/arranger, who will double as accompanist. Supporting musicians (2) as designated by the music director. Sound support and professional equipment for amplification, will be provided in-kind. Community members will volunteer to assist the audience on the day of performance.

Tim Paré (AD Michigan Stage)			
Music Director	Volunteer Coordinator	Local Businesses (5)	Michigan Stage Admin Coordinator
Cast (4)/Band (2)	Volunteers (10)		Community Organizations (2)

Budget:

Productions	
Music Director	\$750.00
Band	\$1,500.00
Cast	\$2,500.00
Housing	\$500.00
Travels	\$1,000.00
Production Rights	\$500.00
Printing	\$500.00
TOTAL	\$7,250.00

The DDA commits to a matching financial commitment at the rate of 200% of event specific fundraising efforts (cash or in-kind) conducted by Michigan Stage, up to a maximum contribution of \$4850. Michigan Stage pledges to focus fundraising efforts on minimizing the financial contribution from the DDA to the greatest extent possible while still ensuring an engaging and successful event.

Desired Public Spaces: The dot. Local Business support, any business along 9 Mile. Business support will require posting of a small poster and a QR code with voting instructions. QR will lead to Michigan Stage website for voting.

 **MichiganStage.org**

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Michigan Stage

PLAYLAB PRODUCTIONS AND PERFORMING ARTS ACADEMY

Marketing: A local campaign of posters to advertise the students, organizations, community involvement and overall event will be offered for local businesses to hang in windows. Social Media and local business campaign to advertise to include variations of;

Meet the performers

Meet the local businesses

More from Michigan Stage

Biography

Tim Paré, Founding Artistic Director, served as Director of Education for the Tony Award winning Barrington Stage Company in the Berkshires, managing the nationally acclaimed Playwright Mentoring Project, recipient of the Coming Up Taller award, the nation's highest honor in after school arts programming. While working at Barrington Stage he helped develop the now acclaimed Music Theatre Conservatory, a 10 wk program offering intensive training for students ages 18+ in the areas of Performing, Directing and Choreography. His other programs at BSC include an international internship program, providing opportunities to study and train in various theatrical fields, student matinees for local youth, an annual musical for young audiences, and youth performance programs Kids and TeensAct! A total annual impact of reaching 7500 community members.

Prior, Tim served as Director of Education at Lake Dillon Theatre Company (CO). Pioneering the position, he expanded existing program offerings such as the Youth Theatre Workshops, to year round youth programming and launched an in-school professional development initiative for educators, incorporating theatre arts into common core curriculum. In response to an absence of youth opportunities in the area, Tim created programs for teenagers and young adults such as internships, community performances, and college preparation support. In partnership with ARBY (Activities Run By Youth) in Summit County, CO, he developed after school programming during peak at-risk hours for local youth. His adult program offerings included expansion of a Play Reading Club, a series of symposiums, and an adult acting workshop.

Prior, Senior Director of Programs, Play Rugby USA (NYC) and Broadway Bound Kids (NYC). As an educator, Cohoes Music Hall (NY), Warren Consolidated School of Performing Arts (MI), Arts Academy in the Woods (MI), STREB Action Lab's SLAM (NY), Stagedoor Manor (NY), Granbury Opera House (TX), Little Theatre on the Square (IL), The Co-op School (NY). At the college level, Tim has taught workshops in auditioning, various styles of dance, and the business of theatre for PACE University, Boston Conservatory at Berklee and Ithaca College. He taught adjunct for Colorado Mountain College. A graduate of Michigan State University, Tim has worked creatively as a writer, director, choreographer, and performer all over the country.