



HOUSE of REPRESENTATIVES

STATE OF MICHIGAN

Appropriations Requests for Legislatively Directed Spending Items

1. The sponsoring representative's first name:
Joe
2. The sponsoring representative's last name:
Tate
3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.
N/A
4. Name of the entity that the spending item is intended for:
The Parade Company
5. Physical address of the entity that the spending item is intended for:
The Parade Company, 9500 Mt. Elliott, Detroit, Michigan 48211
6. If there is not a specific recipient, the intended location of the project or activity:
Future home of The Parade Company, Brodhead Naval Armory, 7600 East Jefferson Avenue, Detroit 48214
7. Name of the representative and the district number where the legislatively directed spending item is located:
Representative Joe Tate, 9th District
8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution. A request for \$10M appropriation is being made to the State of Michigan to help fund the New Parade Company Studio at the Brodhead Armory in Detroit. This transformational project will positively impact the City of Detroit, the southeast Michigan region and the entire state through the elimination of blight, the creation of a major tourist destination attraction and significant arts and education initiatives. The purpose of this project is to build a New Parade Studio which not only houses the creativity and production seen in

everything The Parade Company does but also creates new opportunities for the community including tours, events, education, a Veterans Office, internships and jobs. We envision a new home that partners with the Detroit community in a way that sets the gold standard for opportunity, inclusion, sustainability, creativity, education and civic pride.

Snapshot of the Broadhead Project:

The new home will not only serve as the new Parade Company home, but it will also hold the largest summer camp for children each summer. In addition, there will be internships and educational opportunities. The new home will also include a veteran's office for vets to come and go each day.

Veterans will also be able to hold a few large events in the building each year. Also included in the assets of this new building there will be a substantial opportunity for jobs. The building will serve as a tour destination for people to visit from across our state and country. In addition, it will serve as a large event center which will also serve as job creation vehicle. The project eliminates blight on Jefferson Ave and the neighborhood is hoping this happens soon.

9. Attach documents here if needed:

Attachments added to the end of this file.

10. The amount of state funding requested for the legislatively directed spending item.

10000000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.

["Federal","Private"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:

Non-profit organization

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?

Yes

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?

Yes

15. For a non-profit organization, does the organization have a board of directors?

Yes

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'

Michigan Thanksgiving Parade Foundation Executive Committee: Robert G. Riney-Chair, Daniel J. Loepp- Immediate Past Chair, Linda Forte-Vice Chair, Tony Michaels- President & CEO, Matthew Howell -Treasurer, Rod Alberts, Van Conway, Matthew P. Cullen, Bud Denker, Deborah I. Dingell, Eric B. Larson, Ryan Maibach, Sean Moran, Sandra E. Pierce, Matthew J. Simoncini Board of Directors: Tiffany Albert, Beth Chappell, Rodney Cole, John Cullen, Mary Culler, Bob Davies, Marla Drutz, Bob Ellis, Bill Emerson, Warren C. Evans, Luanne Thomas Ewald, Denise Fair Razo, Mike Falahee, Patrick Fenton, John Fikany, Steve Finateri, Ron Gantner, Steve Grigorian, Ray Harris, Kenneth Hayward, Debbie Kenyon, Michael Land, Thomas J. Lewand, Dennis Mannion, Mary Messana, Claude Molinari, Vivian Pickard, Angelique Power, Lauren Rakolta, Terry Rhadigan, Rochelle Riley, Gino Roncelli, Sydney Ross, Paula Silver, Paul W. Smith, Rachel Stewart, David L. Stone, Esq. Margaret Trimer, Roland Trombley, Stephanie Washington, Alexis Wiley

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."

Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:

Based on fundraising status we would like to start the project in 2026. Exterior design work is finalized.

19. "I hereby certify that all information provided in this request is true and accurate."

Yes

The New Parade Company Home Project Summary
Campaign Goal: \$45M
Current Status: \$13.5M with numerous requests pending

The Parade Company's New Home project will positively impact the southeast Michigan region and the entire state. Corporate and civic leaders are enthusiastically supporting this project. The total amount needed to complete the project is \$45M. We are currently at \$13.5M with many additional requests pending. Private and corporate funds continue to be contributed and we recently received a federal grant in support of the project. We are requesting the State of Michigan provide support of \$10M for this project. Once we reach \$35M we will finalize the deal with the City of Detroit and will raise the additional \$10M during the construction phase.

Michigan's Thanksgiving Parade Foundation is an independent, nonprofit, 501(c)(3) organization. The Parade Company is the operating arm of the Foundation and is run by President and CEO, Tony Michaels, and governed by an Executive Committee and Board of Directors. Our mission is to produce major events that unite our community and shine a bright light on our great region and state. Our major events include America's Thanksgiving Parade presented by Gardner White, the Ford Fireworks, the Strategic Staffing Solutions Turkey Trot and Hob Nobble Gobble presented by Ford.

The current Parade Studio building has significant structural issues and is no longer suitable for our business initiatives. The purpose of this project is to build a New Parade Studio which not only houses the creativity and production seen in everything we do, but also opens up new opportunities for the community including tours, events, education, internships and jobs. We envision a new home that partners with the Detroit community in a way that sets the gold standard for opportunity, inclusion, creativity, education and civic pride.

This project will eliminate blight and coincide with the improvements on the Detroit Riverfront. The Brodhead Armory was built in 1930 and, when it closed in 2004, was home to the largest collection of federally funded Depression-era artwork in Michigan. Unfortunately, that artwork has taken on significant damage and the building has been subject to repeated break-ins, theft, vandals and scrappers and is now dilapidated and in some spaces, irreparable. The Parade Company spent five years working with the Historic District Commission of Detroit to gain move-forward status based on key project deliverables before beginning fundraising in late 2022.

The Parade Company is planning to refurbish the front portion of the building to its original glory. The back portion of the current building will be demolished after salvaging all the art that can be saved and restored. We will build a two-story production and display space in the back where the floats will be created. An event center will be featured on the second level above the production area with a clear view to the float displays. This will also serve as a designated area for summer arts camps for school children. Our offices will be housed in the existing front portion of the building and will feature historical artifacts not only from the building itself but from Parades and events from over 97 years.

The legacy of the Brodhead Armory will be integrated into the design of the building. Part of the development includes the creation of an office for the Detroit Veterans Coalition where Veterans can gather, host meetings and plan their events. Veterans will also be able to host a few large events in the building each year free of charge. In addition, The Parade Company will continue consulting with the Veterans for the staging and execution of the annual Veterans Day Parade in downtown Detroit.

The Parade Company produces world-class, free events for people from our great State of Michigan and all across the country. This new facility will broaden The Parade Company's scope and be the destination space for summer camps, arts programs, STEAM workshops, internships and more. One of the greatest assets of our events and activities is that they supersede all boundaries and dividing lines, uniting our community. From our high profile fundraising events to our grassroots educational outreach programs, The Parade encapsulates the spirit of Detroit, our great region and the state of Michigan. The building will serve as a new, iconic destination for people from our state and guests visiting Michigan from across the globe.