



# HOUSE of REPRESENTATIVES

## STATE OF MICHIGAN

### Appropriations Requests for Legislatively Directed Spending Items

#### Form Submission Details

**Sponsoring legislator's full name:**

Rep. Joseph Tate

**1. Cosponsoring legislators' names (if applicable):**

Rep John Roth

**2. Intended legislatively directed spending item recipient:**

The Parade Company

**3. Physical address of legislatively directed spending item recipient and the intended location of the project or activity:**

Recipient Address: The Parade Company, 9500 Mt. Elliott, Detroit, Michigan 48211

Intended Location: The Parade Company, Brodhead Naval Armory, 7600 East Jefferson Avenue, Detroit 48214

**4. The recipient's employer identification number:**

38-2684772

**5. Requested amount of the legislatively directed spending item:**

10,000,000.00

**6. What is the purpose and how does the legislatively directed spending item provide a public benefit that is an appropriate use of taxpayer money?**

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.

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.

**7. Has the legislatively directed spending item previously received or been awarded any of the following types of funding in the past 5 years? If so, how much? Check all that apply.**

Federal

**8. Estimated time frame for completion of the legislatively directed spending item project:**

October 1, 2026-September 30, 2027

**9. Has the nonprofit corporation continuously operated in this state for the preceding 36 months?**

Yes

**10. Has the nonprofit corporation had a physical office in this state for not less than the preceding 12 consecutive months?**

Yes

**11. Does the nonprofit corporation have a board of directors?**

Yes

**12. List all of the officers and active members on the board of directors:**

Michigan Thanksgiving Parade Foundation

Executive Committee

Robert G. Riney Chair

Daniel J. Loepf 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

Counsel  
Zan M. Nicolli,  
Partner Dickinson Wright, PLLC

Officers  
Tony Michaels President & CEO  
Jessica Kaminskas Chief Operating Officer  
Sham Sriharsha Vice President of HR & Finance  
Kim Lowell-Leverett Vice President of Community & Volunteer Services

**13. "I certify that my immediate family members, legislative staff members, and I have no direct or indirect pecuniary interest in the requested legislatively directed spending item."**

**"I certify that the intended recipient of this legislatively directed spending item is not a for-profit entity."**

**"I certify that the information in this form is true to the best of my knowledge."**

Rep. Joseph Tate

**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.