

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: JEFF MUCK, PRCS DIRECTOR
KIT KIESER, OAS MANAGER
SUBJECT : 2025 MEMORIAL DAY ACTIVITIES
DATE: JUNE 18, 2025

Planning and execution of the Memorial Day Parade is a multi-department effort. It includes staff from Parks and Municipal Grounds, Department of Public Works, Police and Fire, Emergency Management, Community Relations, and all hands from Parks, Recreation, and Cultural Services are on site for the event.

The City kicked off Memorial Day 2025 with the thirteenth annual Memorial Day Run, where more than 370 participants took part in the 5K and 1-mile fun run. The event was supported by full-time and part-time PRCS staff and approximately 20 volunteers, with no reported issues.

Following the run, a continental breakfast was held at Meadowbrook Commons for veterans, city officials, and Meadowbrook residents. Prior to the breakfast, members of VFW Post 1519 were chauffeured by a City of Novi driver in our 14-passenger van to conduct remembrance services at both Oakland Hills Memorial Gardens and Novi Cemetery.

The Memorial Day Parade set off at 10:00am from Meadowbrook Commons and concluded at the Novi Civic Center. This year's parade included 35 entries from community organizations and local businesses. While veteran participation has declined in recent years, we were fortunate to have 20 local veterans take part, either walking the route or riding on the veterans' float.

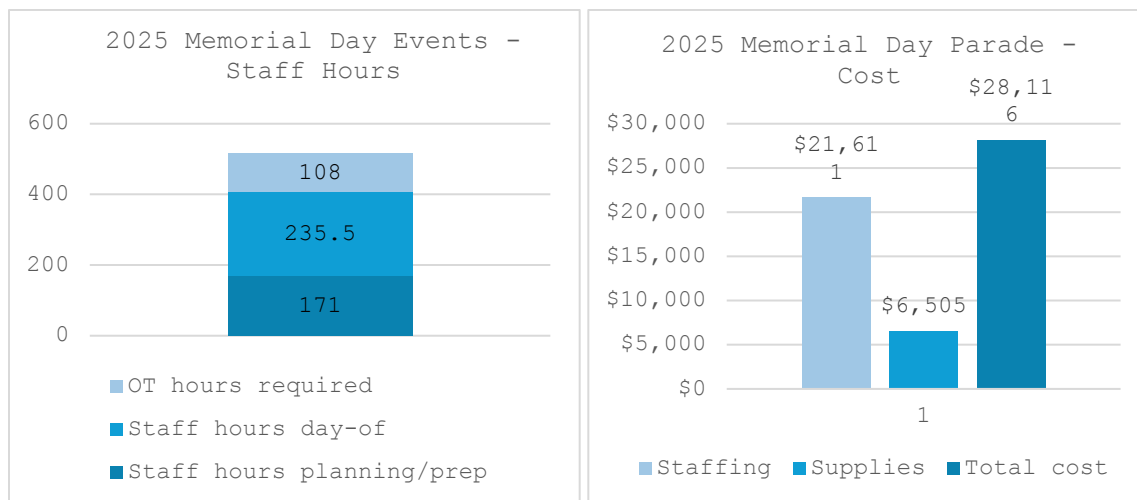
City staff from all participating departments (PRCS, DPW, Public Safety) met to debrief following the event and identified a few areas for improvement in future years, focusing on safety, logistics, and the participant experience.

Key recommendations included:

1. Strengthen crowd control near the Civic Center – Position additional CERT and police support to manage high-traffic areas and prevent spectators from entering the roadway.
2. Enhance signage and physical barriers for clarity and safety – Install large, visible directional signs for staging areas, drop-off zones, and increase the number of barricades and cones to streamline traffic flow throughout the staging areas.

3. Explore creation of a designated pick-up area at the Civic Center – Assess the feasibility of setting up a safe, clearly marked spot for parents to pick up children from youth groups post-parade.
4. Add a water station along the route – Offer hydration support in lower-traffic areas to accommodate participants during warm weather.

The 2025 Memorial Day Parade required a total of 41 staff members on the day of the event, with 235.5 hours logged during parade operations and an additional 171 hours of preparation work. In total, staff contributed 406.5 hours, including 108 hours of overtime. The combined staffing cost for both preparation and day-of support was approximately \$21,611. Supply expenses totaled an additional \$6,505, bringing the overall estimated cost of parade operations to \$28,116. These figures reflect the allocation of resources needed to safely and successfully deliver the event. There are no revenue streams to offset parade expenses; all supply and staffing costs are absorbed within the existing budgets of the departments involved.



A post-event survey was distributed to parade participants and received a 45% response rate. Of those who responded, 94% rated their overall experience positively, and 100% gave positive feedback on their interactions with staff. Many shared appreciation for the event and the chance to be involved, though some noted issues with crowd safety near the Civic Center, delays in parade pacing, and confusion around drop-off logistics. When asked why they chose to participate, responses ranged from supporting the community and honoring veterans to promoting their organization or advertising their business.

City staff have established an effective workflow for managing parade operations under the current format. As a result, no major changes are being recommended at this time. Instead, staff intends to focus adjustments on enhancing safety for both spectators and participants and improving staging logistics to support continued success.