



FoolMoon 2021 – Shining a Light on our CommUNITY!

March – Friday, April 9, 2021

In Town / At Home / Virtual Experiences

ADDITIONAL INFORMATION

Location: FoolMoon 2021 is designed for safe and socially distanced public art experiences centered in the Kerrytown, Main Street, and State Street downtown districts in Ann Arbor, and including FoolMoon activities at home and via an online, virtual event platform.

Event Activities/Experiences: FoolMoon 2021 will be designed this year to ensure safety and social distancing in compliance with all COVID-19 public health and safety protocols. Public art making and installation experiences will be planned for safe participation in town, at home, and on the virtual event platform. FoolMoon making activities – at home and online -- will be offered by WFP and its community partners beginning in March. Socially distanced public art installations in the Kerrytown, Main Street, and State Street downtown districts will emerge in late March and culminate on the evening of Friday, April 9, 2021. These installations are proposed to illuminate business windows, building walls, structures, or landmarks in highly visible and accessible locations for safe, passive, and socially distanced viewing from sidewalks, streets, or parking areas. Experiences will be designed for viewing by attendees as pedestrians, on bikes, or in cars and to avoid any large public gatherings at any location. No street closings are requested, and no plans are designed to create a special event presence at any central location. FoolMoon 2021 is modeled after the safe and successful experiences for ypsiGLOW in Ypsilanti on October 23, 2020.

Street Closings: No street closings are requested.

Parking Meter Bagging: No parking meters are requested for bagging at this time. Should a need for short-term parking spaces be needed for art installations or WFP team members, WFP will notify the City of Ann Arbor, Ann Arbor Downtown Development Authority, and Republic Parking as may be needed.

City Parks: Kerrytown Market Plaza is proposed as an art installation site such as illumination of the market sheds or adjacent building walls for passive viewing on foot, bike or car. No request to close the parking lot is anticipated at this time.

Attendance: WFP is working to balance the aim to engage the Ann Arbor community in FoolMoon 2021, but in ways that maximize public safety and social distancing during the COVID-19 pandemic. Attendance is challenging to estimate given the passive viewing nature of the event activities and efforts to maximize other activities such as outdoor restaurant dining or business promotions such as FoolMoon Madness organized by the downtown district associations. An estimate of 500 to 1,500 attendees is noted for the evening of Friday, April 9th to include those coming downtown specifically for FoolMoon, but not including other downtown visitors that day.

Refreshments: There are no plans to provide additional refreshments as part of the event. WFP is committed to designing FoolMoon 2021 as a way to encourage visitors to downtown Ann Arbor who will support local restaurants, cafes, and bars as part of the experience. We will align these activities with the Share Your Love Ann Arbor campaign working to support local businesses navigating challenging times during the pandemic.

Refuse Plan: No additional refuse is anticipated based on the proposed plans.

Excess Noise: There are no activities planned for staging, music, announcements, or other elements that would result in excess noise. If any art installations involve sound, such elements would adhere to the City's noise ordinance requirements.

Electrical Service: The only electrical service that may be needed would be for art installations, such as for the illumination of the Kerrytown Market Plaza sheds or adjacent building walls. A request has also been made for the downtown holiday lights to be turned on for FoolMoon. This request is being coordinated by the Ann Arbor Downtown Development Authority and the downtown district associations. It is anticipated that other electrical needs would be supported by private building owners. If a need for electrical service is identified to support any art installations, WFP will notify the City of Ann Arbor to coordinate necessary information and next steps.

Luminary Processions: No luminary processions are planned for 2021.

FoolMoon Map: A map will be designed to share locations of all FoolMoon installation locations and activities once confirmed. The map will be shared on WFP's website, and available for download, as well as distributed via FoolMoon partner organizations such as the downtown district associations and Destination Ann Arbor. This permit application includes a general map showing the downtown districts that will be updated once installation sites and activity locations are defined.

FestiFools: The FestiFools puppets will not appear in 2021 due to the University of Michigan's protocols during COVID-19. We look forward to the puppets returning in 2022.

For More Information:

Jennifer Goulet, Executive Director
WonderFool Productions
wonderfoolproductions.org
wonderfoolproductions@gmail.com
734-834-4288 cell

SHARE

GLOW

CONNECT

FoolMoon COMMUNITY

Ann Arbor // March - April 9, 2021

CREATE

SUPPORT

ILLUMINATING ANN ARBOR'S LOCAL BUSINESSES

Share Your LIGHT + Make COMMUNITY SHINE!

Traditions like FoolMoon matter more than ever in 2021. There is an urgent need to be together and to imagine the power of light + hope + healing that we can create together.

Big things disconnect us + make us feel isolated. A pandemic. Racial injustice. Virtual everything. Zoom. Social distancing. Businesses struggling. Economic hardships. Uncertainty.

We invite you to join us + imagine new ways to celebrate our COMMUNITY. Dust off those luminaries, make new FoolMoon creations, and create a new celebration that truly shines a light on the power of creativity all over Ann Arbor. Together, our lights will SHINE brighter than ever!

FoolMoon with Us!

www.wonderfoolproductions.org

FoolMoon 2021. New Moon Rises!

FoolMoon magic will unfold in March with in-town, at-home, and virtual experiences culminating with a community-created celebration on Friday, April 9.

MoonLight Making activities--at home + online in March--inviting Ann Arbor's underserved youth + teens, and kids of all ages, to express themselves creatively and amplify their voices.

Public Art illuminating Ann Arbor's downtown districts -- Kerrytown, Main St. + State St. -- and neighborhoods, bringing light + creativity to public spaces, storefronts, and favorite places all over town.

FoolMoon Madness on Friday, April 9 promoting A2's local businesses when you need it more than ever. Grab a bite, quench your thirst, find a treasure + share your love A2!

MoonLight Map highlighting the sights + sounds so you can FoolMoon at your own pace -- social distancing + masks for safe MoonLighting!

Virtual, online platform so you can celebrate FoolMoon at home, dance in your living room, + share your own MoonLight!



FoolMoon 2021 + YOU!

Inviting Ann Arbor Businesses to SHINE Bright!

HOW CAN YOUR BUSINESS SHINE?

It's been a tough year for local businesses navigating a pandemic. More than ever this year, we're excited to share some love + shine a light on you in 2021. Let FoolMoon bring customers + visibility to your doors!

Maybe you want to share some light + help make Ann Arbor's CommUNITY SHINE. Here are some easy + illuminating ideas to consider:

- Get the holiday lights back in your windows.
- Make FoolMoon Madness plans with business neighbors + stay open late on Friday, April 9.
- Offer FoolMoon Madness promotions, menu + drink specials, and let us promote them with you.
- Let TreeTown Murals + Brush Monkey artists create some painted FoolMoon magic on your windows.
- Let us match you with a local artist + sponsor an arts installation in your window.
- Offer MoonLight making arts materials + help Ann Arbor make some magic.
- Share FoolMoon 2021 happenings with your networks + share the MoonLight on social media.

Maybe you're able to share some more love with your community, help more kids participate, support our local artists, or bring some light to a business neighbor.

Consider being a FoolMoon 2021 Sponsor + help us all SHINE brighter.

Share YOUR Light + Love A2!

HOW DOES MY BUSINESS BENEFIT?

- Be part of the FoolMoon brand--a beloved community tradition + official rite of Spring.
- Attract customers to your business during + post-FoolMoon so they share some love with you.
- Gain visibility with cross-promotions by WonderFool Productions + its partners like Destination Ann Arbor.
- Share your promotional plans + we'll share them on our website, event map, social media + anywhere else we can SHINE a light on you.
- Help promote downtown Ann Arbor as a destination for local visitors, day-trippers, weekend travelers + more.
- Invite your employees to join in + find connections at a time of isolation + working remotely.
- Feel the love + light + goodness knowing you have helped your community SHINE, at a time when everyone needs it more than ever.

THANKS TO OUR BUSINESS PARTNERS!

- KerryTown District Association
- Main Street Area Association
- State Street Area Association
- Ann Arbor Downtown Development Authority

FOR MORE INFO

FoolMoon is produced by WonderFool Productions, a nonprofit arts organization, in partnership with the Ann Arbor community.

Jennifer Goulet, Executive Director
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wonderfoolproductions.org
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FoolMoon 2021 -- OUTDOOR SPECIAL EVENT
COVID-19 SAFETY and EMERGENCY ACTION PLAN (CS/EAP)
WonderFool Productions (WFP)

I. GENERAL

FoolMoon 2021 will be designed this year to ensure safety and social distancing in compliance with all COVID-19 public health and safety protocols. Public art making and installation experiences will be planned for safe participation in town, at home, and on the virtual event platform. FoolMoon making activities – at home and online -- will be offered by WFP and its community partners beginning in March. Socially distanced public art installations in the Kerrytown, Main Street, and State Street downtown districts will emerge in late March and culminate on the evening of Friday, April 9, 2021. These installations are proposed to illuminate business windows, building walls, structures, or landmarks in highly visible and accessible locations for safe, passive, and socially distanced viewing from sidewalks, streets, or parking areas. Experiences will be designed for viewing by attendees as pedestrians, on bikes, or in cars and to avoid any large public gatherings at any location. No street closings are requested and no plans are designed to create a special event presence at any central location. FoolMoon 2021 is modeled after the safe and successful experiences for ypsiGLOW in Ypsilanti on October 23, 2020.

II. PURPOSE

- A.** This plan lays out the actions to take before and during FoolMoon in compliance with COVID-19 public safety protocols and in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, volunteers and attendees. These actions represent those required prior to the event during preparation and those required during an emergency.
- B.** The EAP portion of this plan is intended to be flexible due to the wide variety of potential hazards that may exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

III. ASSUMPTIONS

The possibility of an emergency or breach of COVID-19 safety protocols is present at any special community activity or event including FoolMoon. There are a variety of potential emergencies that could require the response of the City of Ann Arbor Fire & Rescue, Emergency Medical Services, and Police.

IV. COVID-19 SAFETY/EMERGENCY ACTION PLAN

- A. CS/EAP Event Representatives**
 - 1. The primary emergency contact for all communications is Jennifer Goulet, WFP Executive Director.

2. The alternate emergency contacts are Jeri Rosenberg, WFP Board Chair, and Shary Brown, WFP Board Member.

B. Emergency Notification

1. In the event of an emergency requiring emergency services, organizers and volunteers will call 911. The caller should have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
2. In the event of an emergency requiring shelter, event goers may be instructed to enter adjacent businesses operating during the event. The Kerrytown District Association, Main Street Area Association, and State Street Area Association, and potential businesses will be notified of this prior to the event.

C. COVID-19 Public Safety Protocols

1. WFP will follow guidelines, regulations, and protocols for COVID-19 public safety measures as issued by the City of Ann Arbor, Washtenaw County Health Department, State of Michigan, and Centers for Disease Control.
2. All public art installations will be designed for placement that maximizes social distancing by time and space. Installations are planned to begin emerging in the two-week period prior to Friday, April 9, and may remain in place post-event to maximize the timeframe for public viewing over a longer timeframe.
3. Locations of installations will be located inside business/storefront windows, on building walls, structures, or landmarks, and similar highly visible and accessible locations for passive public viewing from sidewalks, streets, and parking areas—on foot, bike or by car. Installations will be located in the Kerrytown, Main Street, and State Street downtown districts meeting the additional safety measures above.
4. Social distancing markings will be marked on sidewalk or other viewing locations at least six (6) feet apart, using temporary utility paint or neon duct tape.
5. Signage will be provided at all installation locations reminding participants to follow the social distancing and masking requirements for public safety in experiencing FoolMoon 2021.
6. WFP will provide volunteer monitors at each primary art installation on the evening of Friday, April 9, 2020 to assist in managing participant numbers and avoid any large gatherings.
7. All COVID-19 safety protocols will be clearly provided on WFP's event website (www.wonderfoolproductions.org/foolmoon) and reminders will be incorporated in all event communications.
8. WFP acknowledges that COVID-19 conditions may change at any time prior to FoolMoon 2021 and stands ready to make any

- adjustments, changes, or cancellations to the planned activities.
9. WFP is designing FoolMoon 2021 to avoid any large public gatherings at any place or time, and to encourage safe participation by members of the community at their own pace and on their own time, in keeping with normal day-to-day activities in the downtown districts. Should any concerns regarding COVID-19 safety measures or community adherence to guidelines arise, WFP will respond immediately to eliminate or alleviate such concerns, working with public health agencies and engaging public safety officials, as may be needed.

D. Severe Weather

1. Weather forecasts and current conditions will be monitored through the National Weather Service' area Weather Forecast Office web site at www.weather.gov/ as well as other radar enabled weather forecasting apps.
2. Before the event - If severe weather is predicted prior to the event, the CS/EAP event representative will frequently monitor and evaluate the conditions and determine if the event will remain scheduled. The CS/EAP event representative or his/her designee will be identified as such and will be responsible to monitor the weather conditions before and during the event.
3. During the event - If severe weather occurs during the event, the CS/EAP event representative or his/her designee will make notification to those attending the event that a hazardous weather condition exists and direct them to shelter.
4. There are adjacent, open businesses along the event site for sheltering participants in the case of severe weather. Seek shelter warnings will be issued to attendees from the stage and other sound systems as well as by volunteers sent into the crowd.
5. This event will follow the 30-30 Rule for lightning. If lightning is observed and thunder is heard within 30 seconds, the event will be delayed until 30 minutes have passed since thunder was last heard.

E. Fire

1. No specific hazard has been identified as an increased risk of fire at this event.
2. No open flames will be permitted at the event without permission from the Fire Department.
3. At least one fire extinguisher will be available at the FoolMoon operations area on site during preparations and during the event.
4. Should an incident occur that requires the Fire Department organizers and volunteers are instructed to call 911. The caller should have the following information available to the 911

operator: nature of emergency, location, and contact person with callback number.

F. Medical Emergencies

1. As with any outdoor activities or event, there is potential for injury to the participants. The types of injuries are various and include individual health emergencies as well as traumatic injuries.
2. There are no provisions for on-site Emergency Medical Services needed at this event.
3. Should an incident occur that requires Emergency Medical Services, organizers and volunteers are instructed to call 911. The caller will have the following information available including the nature of emergency, precise location, and contact person with callback number.

G. Law Enforcement

1. Additional Law Enforcement presence at this event been identified as not being necessary. Bike patrol service, if determined by the City of Ann Arbor to be needed, will be requested from the AAPD Community Service Officer.
2. Should an incident occur that requires Law Enforcement, organizers and volunteers are instructed to call 911. The caller will have the following information available including the nature of emergency, precise location, and contact person with callback number.

H. Emergency Vehicle Access

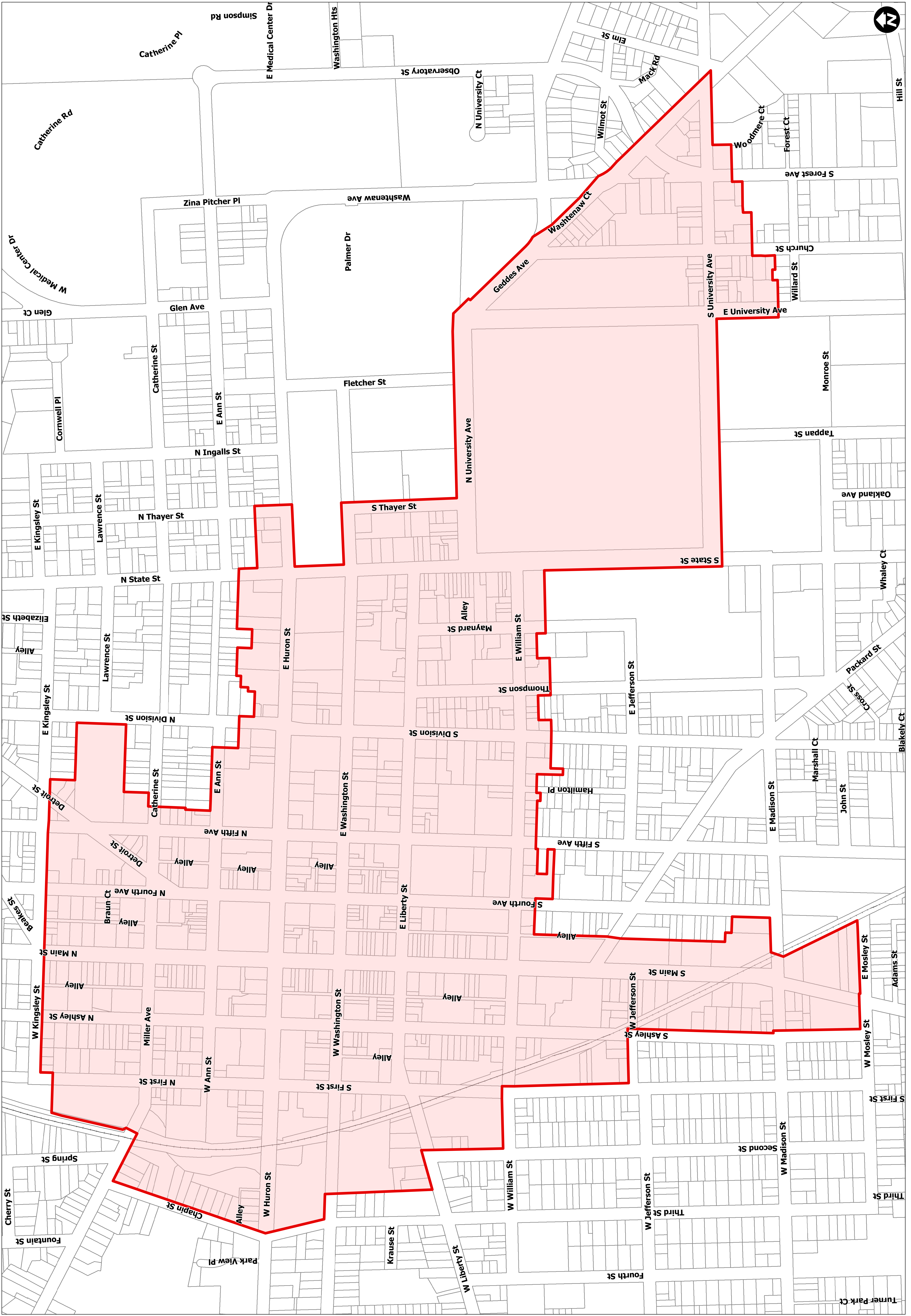
1. Access for emergency vehicles will be maintained at all times.
2. Fire lanes and fire hydrants will not be obstructed.
3. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks, or public thoroughways.
4. Crowd control will be managed by staff and volunteers. This is not anticipated to be a concern in 2021 due to COVID-19 safety and social distancing measures.
5. If needed, parking for staff or artist vehicles will be assigned in areas not obstructing emergency vehicle access.
6. Parking for attendee vehicles will be local public parking locations.

V. Key Contact Information

WFP Primary Contact	Jennifer Goulet	734-834-4288
WFP Second Contact	Jeri Rosenberg	734-223-2836
WFP Third Contact	Shary Brown	734-476-9321
Emergency-Police, Fire,	City of Ann Arbor and Washtenaw	911

Medical	County Emergency services	
Ann Arbor Fire Department	Non-Emergency	(734) 794-6961

VI. Event Area Map (attached next page)

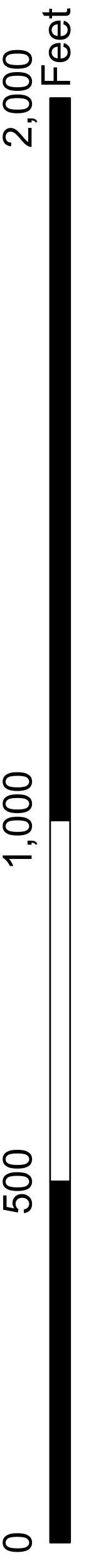


Map Legend

- DDA Boundary
- Railroads
- Parcels



Maps available online:
<http://gisweb.ewashtenaw.org/website/mapwashtenaw/>



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