

April 8, 2021

Dear Catherine,

As an Army veteran and Parade Company volunteer, thank you for helping us reach our goal of bringing new life to the Broadhead Armory and a beautiful new home for our Parade Company staff and volunteers!

The Parade, now in its 93rd year, has been a one-of-a-kind spectacle of fantasy, holiday spirit, and community enthusiasm. Over the past nine years, the organization has created a business model that provides sustainable growth, financial stability, and success for Detroit. THE PARADE COMPANY AMERICA'S THANKSGIVING PARADE DETROIT FORD FIREWORKS DETROIT HOBBLE NOBBLE GOBBLE STRATEGIC STAFFING SOLUTIONS TURKEY TROT INITIATIVES 5 THE PARADE CO | BROADHEAD ARMORY STUDY & DE

The Broadhead has been vacant and falling into disrepair for over 16 years. By moving to this location, we will provide much needed space and better accommodations for our artists, Parade staff, and volunteer family. The move to the new building will not only provide a better space and location for our staff and volunteers, but it will also bring in much needed revenue to the City and added value to the neighborhood.

The Parade Company has been evaluating sites for a new home for the past nine years. Our dream is to build a Parade Studio which not only houses all of the creativity and production seen in everything we do, but also opens up new opportunities for the community: tours, events, education, internships, and jobs.

One of the ways we will be adding value is by offering services to those like myself who have served in the military. We plan to designate office space for veteran organizations inside the building and offer accommodations along the Jefferson block for veterans' activities. We veterans will also have the opportunity to host some events inside the facility.

Thanks again for your support,

Norm Levy
Army Reserve Veteran, 1963-1969
Parade Company Volunteer Float Driver