ABOUT DOWNTOWN STREET EATS
An initiative and program of the Downtown Detroit Partnership that provides food and beverage vending opportunities to Michigan based caterers and mobile food truck/cart operators throughout the Downtown Detroit Parks, including: Cadillac Square, Beacon Park, Spirit of Detroit Plaza, and the Woodward Esplanade. Applications are accepted on a rolling basis and vendors are scheduled once all required documentation has been received, reviewed, and accepted.

OPERATING HOURS (*subject to change)
• March 17th – October 16th for lunch, Monday – Friday, 11:00am – 2:00pm
• Vendors are scheduled on a daily rotating basis and must be available every day for the assigned week
• Participation for extended hours, weekends and special events participation is at the discretion of the Program Administration.

BENEFITS OF PARTICIPATION
• Earn Revenue – sell your menu items to more than 50,000 projected visitors in one of the highest per capita spending markets in the country
• Marketing Opportunities – generate awareness for your businesses + brand and drive traffic to your website, social accounts, and restaurant establishment. Marketing opportunities include: the option to distribute promotional materials within assigned space, present giveaways and coupons, and a chance to participate in TV and radio appearances or be interviewed by the media.
• The Downtown Detroit Partnership is committed to helping your business thrive. The Parks + Public Spaces team will:
  o Promote the Downtown Street Eats program on all traditional, print, web, and social media marketing channels providing extra exposure through channels with 70,000+ followers
  o Offer regular programming, such as music, games, markets, events, and activities to drive foot traffic
  o Provide colorful and comfortable seating and umbrellas to enhance the experience for customers
  o Partner with downtown-based companies to promote the program through company newsletters and communications
  o List the weekly food truck lineup on the Downtown Detroit Parks website
QUALIFICATIONS TO PARTICIPATE

- Each participant must be a fully licensed and insured food / sales operation with the primary function of preparing and selling food and non-alcoholic beverages.
- Food must be prepared in a legally-recognized commercially-zoned location on its permanent premises or at an off-site catering company, or in a licensed food truck or cart.
- Applicants must submit their menu at the time of submission, so that the Downtown Detroit Partnership can review selections and ensure a diverse mix of quality offerings within the program.
- All new applicants are required to provide a comprehensive sampling of menu items and may be asked for references from organizers or clients that have used applicants for events. If an applicant has participated in the program in prior years, but has changed the menu, the applicant must provide a comprehensive sampling of menu items.

PARTICIPATION OPTIONS

- Food truck + trailer applicants must include dimensions. Oversized trucks or those requiring special accommodations must specify within the application. Each truck will receive:
  - One parking space in assigned area (trailers must be detached from vehicle).
  - Electricity (Only available at Beacon Park. It is a requirement that food trucks use park power when vending at Beacon Park).
- A program representative will act as a liaison with the Health Department and Fire Department and can assist in general consulting to help choose menu items, determine pricing, lay-out selling area, and plan staffing.
- Participants without the financial ability to invest in a food truck, trailer or capital mobile food asset, may inquire directly about information to be considered for DDP’s mobile food kiosk / cart program, which is an evolution of DDP’s food hut program providing catering and brick and mortars an opportunity to participate.
- Mobile food kiosk / carts are offered at Cadillac Square only, which are equipped with:
  - A restaurant quality kitchen in a 50 square footprint with zero-emission and silent operations. Designed to be an extension of a brick and mortar or catering operation, DDP’s kiosk / carts can, within certain parameters, support various kitchen equipment to deliver your targeted menu-mix in a quick service, mobile environment.
- A program representative will act as a liaison with the Health Department and Fire Department and can assist in general consulting to help choose menu items, determine pricing, lay-out selling area, and plan staffing.

RULES & REGULATIONS

- While qualifying food + beverage operators have multiple locations operating at the same time, participants are expected to be open all hours and days of the program.
- Accepted participants may sell non-alcoholic beverages. Park sponsored Detroit-based beverages FAYGO and ABSOPURE must be sold in addition to other offerings.
• Accepted participants must maintain the highest degree of cleanliness and professionalism at all times
• Using recyclable, biodegradable, or compostable packaging and serving products is mandatory. The Downtown Detroit Partnership will be enforcing this policy in 2020 and participants not in compliance will be removed from the program
• Locations will be assigned by Parks + Public Spaces staff to ensure a variety of menu choices at different locations within the site and in the best interest of the program and public
• There is no dumping of food, food waste, grease, water, ice, or beverage waste into the sewer drains, parks, or plant beds. It is the participants responsibility to ensure spills are prevented within the Parks + Public Spaces.

***Failure to comply with ANY rule or regulation can result in immediate dismissal from the program with no refund provided***

COST OF PROGRAM
The 2020 Downtown Street Eats program weekly cost of participation is a flat rate of:

• $500.00 per week

Note:
* A one-time business license fee per season is required in addition to weekly fees
* Shorter weeks will be pro-rated
* Please inquire directly for pricing and to be considered for DDP’s mobile food cart / kiosk
* For pricing and more information about DDP’s mobile food cart / kiosks, please inquire directly for availability and consideration

PAYMENT
Payments should be made to: Detroit 300 Conservancy

Acceptable forms of payment are:
• Check
• Money Order
• Cashier’s Check

Note:
• Onsite payments will not be accepted
• Payment must be received at least 2 weeks prior to scheduled dates and failure to pay in full and on-time will result in automatic removal from the schedule. Refunds will not be approved based on participant oversight or negligence.
WHAT THE PROGRAM EXPECTS FROM PARTICIPANTS:

The Downtown Street Eats program, an initiative and program of The Downtown Detroit Partnership requires compliance to program Rules and Regulations, the submission of necessary checklist items outlined in the application, and to cooperate with the Parks + Public Spaces staff throughout the program.

Just as it is with your business and food establishment, the safety and satisfaction of visitors to the Parks + Public Spaces is our priority.

All participants must provide two (x2) valid insurance certificates with a minimum of $1 million coverage having listed as additionally insured:

1. Detroit 300 Conservancy and the City of Detroit
2. Detroit 300 Conservancy, DTE Energy Company, DTE Beacon Park Foundation, DTE Energy Foundation
APPLICATION FORM 2020

Primary contact name: ______________________ Title related to business: ________________

Best number to reach you: ________________ Email address: ______________________

Secondary contact name: ________________ Title related to business: ________________

Best number to reach you: ________________ Email address: ______________________

Business / Restaurant Address: _____________________________________________________

Phone number: _________________________ Website: ________________________________

Describe your culinary style and inspiration:
____________________________________________________________________________
____________________________________________________________________________

How did you hear about the Downtown Street Eats program? ______________________
____________________________________________________________________________
____________________________________________________________________________

Truck, trailer, or food hut participation?

Truck
Trailer

If a Truck or Trailer, provide dimensions and any necessary special accommodations:
____________________________________________________________________________
____________________________________________________________________________

How long have you been in operation? ________________________________

Have you participated in the Downtown Street Eats program before? __________________
If so, which years have you participated?

Please list (4) other programs / events where you have participated:

1. ________________________________________________________________
2. ________________________________________________________________
3. ________________________________________________________________
4. ________________________________________________________________

Please provide any fun facts about your business and tell us what is unique or special about your menu:

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Do you currently use compostable, biodegradable, and/or recyclable packaging materials for your products?

If yes, please explain type and vendor of products:

____________________________________________________________________________________
____________________________________________________________________________________

I have read this application for the Downtown Street Eats program and the accompanying information in its entirety. I hereby agree that if my application is accepted for participation, I will abide by all Rules, Regulations, and Requirements. I understand that failure to do so will result in removal from the program. Due to the nature of this program, it is further understood that fees are non-refundable after acceptance, even if my business cancels their participation before the program begins.

Name of Business Owner (print):

Signature of Business Owner:
NEW FOOD VENDOR APPLICATION
DOWNTOWN STREET EATS CHECKLIST 2020

PLEASE COMPLETE AND RETURN THE FOLLOWING

Completed Application

Proof of Business Ownership

Photocopy of Current Health License

Photocopy of Current Tax License

General Liability Insurance Accord Form

Detroit Fire Department Food Truck Permit (Trucks / Trailers)

Photocopy of Recent Hood Suppression Inspection

Detroit Special Events Business License Application

Photos of Food Truck, Trailer, Cart or other qualifying Downtown Street Eats operation

Menu in PDF format

*For questions related to the application or any of the above requirements, please email downtownstreeteats@downtowndetroit.org for assistance