

## FOOD VENDOR APPLICATION DOWNTOWN STREET EATS 2021

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### 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 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)

- May 7 – October 15<sup>th</sup> for lunch, Monday – Friday, 11:00am – 3:00pm
- Trucks that are in the DSE program will be considered for additional opportunities such as extended hours, weekends, and special events. Participation is at the discretion of the Program Administration.

### BENEFITS OF PARTICIPATION

- Earn Revenue – sell your menu items 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:
  - Promote the Downtown Street Eats program on all traditional, print, web, and social media marketing channels providing extra exposure through channels with 100,000+ followers
  - Offer regular programming, such as music, games, markets, events, and activities to drive foot traffic
  - Provide colorful and comfortable seating and umbrellas to enhance the experience for customers
  - Partner with downtown-based companies to promote the program through company newsletters and communications
  - 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. Any updates to the menu or items served, must be reviewed in advance by the Downtown Detroit Partnership prior to selling
- 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

## PARITICIPATION OPTIONS

- Food truck + trailer applicants must include full specs and dimensions – i.e. weight, length, height, width, window placement, etc. Oversized trucks or those requiring special accommodations must specify within the application. Each truck will receive one space in assigned area (trailers must be detached from vehicle) and is designated by the onsite program manager.
- 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 food + beverage operators may have multiple locations operating at the same time, participants are expected to be open all hours and days of the program
- Truck owners are expected to operate in a professional and considerate manner at all times – both onsite and online. The Downtown Detroit Partnership has **zero tolerance** for aggression, profanity, racism, intimidation, threats, or discriminatory behavior of any kind toward *anyone*, including Downtown Street Eats program administration, staff, park guests, or other members of the food truck or mobile food community
- 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
- Whenever possible and to remain responsive to consumer needs, participants should offer online or call-ahead ordering and/or curbside pickup
- Using recyclable, biodegradable, or compostable packaging and serving products is **mandatory**. The Downtown Detroit Partnership will be enforcing this policy in 2021 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 2021 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.
- \* Special event participation by invite only, outside of normal program operations, may be priced differently
- \* Participation in Beacon Park special events will require an additional business license

## **PAYMENT**

Payments should be made to: Detroit 300 Conservancy

Acceptable forms of payment are:

- Paypal
- 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.

Released on:  
3.31.2021

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 current CDC regulations and government mandates must be followed.

All participants must provide the onsite coordinator the daily sales ticket count for program metrics.

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

Detroit 300 Conservancy and the City of Detroit  
1 Campus Martius, Suite 380  
Detroit, MI 48226

If participating at a special event at Beacon Park a valid insurance certificate naming the following as additional insured:

Detroit 300 Conservancy, DTE Energy Company, DTE Beacon Park Foundation, DTE Energy Foundation  
1 Campus Martius, Suite 380  
Detroit, MI 48226

## APPLICATION FORM 2021

Primary contact name: \_\_\_\_\_ Title related to business: \_\_\_\_\_

Best number to reach you: \_\_\_\_\_ Email address: \_\_\_\_\_

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Secondary contact name: \_\_\_\_\_ Title related to business: \_\_\_\_\_

Best number to reach you: \_\_\_\_\_ Email address: \_\_\_\_\_

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Business / Restaurant Address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Website: \_\_\_\_\_

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Describe your culinary style and inspiration:

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How did you hear about the Downtown Street Eats program? \_\_\_\_\_

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Truck, trailer, or food hut participation?

- Truck
- Trailer

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

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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:

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

If yes, please explain type and vendor of products:

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- 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 2021

### 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@detroitdetroit.org](mailto:downtownstreeteats@detroitdetroit.org) for assistance.