

General Services Department

# Opportunity in the D!

*#TakePart in #FunintheD*



**TAKE PART**  
Opportunity Rising

## OPPORTUNITY IN THE D OUTREACH 2024



Food Trucks, Dry Vendors and Event Businesses are invited to attend one of three outreaches to learn how to #TakePart in Recreation Events, Park Event Partners, Spirit Plaza, Hart Plaza and City Parks!

**FEBRUARY 1ST**  
Heilmann Recreation Center  
19601 Crusade  
1pm-3pm

**FEBRUARY 8TH**  
Crowell Recreation Center  
16630 Lahser  
6pm-8pm

**FEBRUARY 22ND**  
Patton Recreation Center  
2301 Woodmere  
10am-12pm

Office of Contracting and Procurement  
Detroit Rec Events Team  
Total Access Events

**Get Connected**

- Fire Department
- Health Department
- Civil Rights, Inclusion and Opportunity Department

- Detroit Economic Growth Corporation
- Hart Plaza Promoters

# What are the Opportunities?



**TAKE PART**  
Opportunity Rising





# Annual Events Calendar

- 4K-20K attendees each event
- All events free to the public
- Only food trucks and vendors at cost.
- Total Access Events (TAE), on behalf of Detroit Rec, hires event suppliers based on programming plans developed by Detroit Rec. TAE also books food trucks.
- Dry Vendors are selected by Detroit Rec.



**Opportunity  
Rising**

#TAKEPART IN  
**FUN IN THE D**  
WITH #DETROITREC  
**2024 DETROIT REC EVENTS!**

**SAVE THE DATES**

JAN 13	WINTER FEST
MAR 30	EASTER FUN FEST
APRIL 13	DRAFT FEST
APRIL 20	DRAFT PEP RALLY
JUNE-SEPT	SUMMER MUSIC SERIES (OPERA & MUSIC IN THE PARKS)
OCT 19	FALL FEST
OCT 26	SCARE FEST

#FINDYOURFUN: [DETROITMI.GOV/RECEVENTS](https://detroitmi.gov/recevents)  
@DETROITPARKSREC

City of Detroit  
General Services Department  
PARKS AND RECREATION DIVISION

# Spirit Plaza

- In collaboration with Detroit Rec, Total Access Events hires suppliers and books food trucks and dry vendors on behalf of Detroit Rec.
- Over 150,000 visitors annually from April-October
- High Social Media Engagement
- Programming Overview:
  - M-T: 11am-3pm;W: 5pm-9pm
  - F: 11am-3pm;5pm-10pm
  - S: 5pm-10pm
  - Sun: 12pm-4pm



**Opportunity  
Rising**





# Ribbon Cuttings and Ground Breakings

The General Services Department hosts ribbon cuttings and ground breakings as community celebrations for premiere projects.



**Opportunity  
Rising**



# Park Event Partners

- Host Events within City Parks in Partnership with Detroit Rec
- No park rental fee
- Detroit Rec handles all marketing, promotions and food truck/vendor booking
- Partner provides programming and operations
- Events must be free



**Opportunity  
Rising**

A promotional flyer for becoming a Park Event Partner. The flyer features a photo of people participating in a hula hoop event in a park. Text on the flyer includes: "#TakePart in #ParksintheD", "BECOME A PARK EVENT PARTNER", "Host your event or event series in collaboration with Detroit Parks and Recreation. Your event must be free to the public", "Apply Today: detroitmi.gov/recreation", and the City of Detroit logo with "General Services Department PARKS AND RECREATION DIVISION".



# Park Event Partner Examples



#TakePart in  
**FREE**  
**YOGA**  
CLASSES

Yoga by Imani Janée  
@Riverside Park 3085 W. Jefferson Ave.

<b>Tuesdays 6pm-7pm</b>	<b>Saturdays 9am-10am</b>
June 20 July 18	June 17 July 8
June 27 July 25	June 24 July 22
July 11	July 1

All participants must sign a liability waiver.  
Spaces are limited. Bring your own mat.  
Food Trucks and Dry Vendors with be available at cost.  
[detroitmi.gov/recevents](http://detroitmi.gov/recevents)

Please Register



#TakePart in  
**RIVERSIDE**  
**PARK**  
**EatsWeek**  
@Riverside Park  
3085 W. Jefferson Ave.

Eat from Detroit's hottest food trucks!  
Shop with local vendors!

<b>June 14 11am-7pm</b>	<b>June 17 11am-7pm</b>
<b>June 15 11am-7pm</b>	<b>June 18 11am-6pm</b>
<b>June 16 11am-7pm</b>	

#FindYourFun with #ParksintheD

# What are we looking for?

- Event Suppliers
- Food Trucks
- Dry Vendors
- And More!



**Opportunity  
Rising**

## DETROIT RECREATION EVENTS



General Services  
Department  
PARKS AND RECREATION  
DIVISION

### UPCOMING SUPPLIERS NEEDED:

- Aerial Artists
- Candy
- Candy Filled Eggs
- Carnival Rides
- Event Characters
- Decor
- Design and Construction (Large Photo Props)
- Easter Bunny
- Equipment
- Event Organizers and Event Promoters
- Face Painters
- Fire Breathers
- Fitness Instructors
- Flyer/Banner Print and Design
- Food Trucks
- Game Trucks
- Games and Interactives
- Halloween Characters
- Hustle Instructors
- Inflatables
- Interactive Games and Activities
- Jugglers
- Magicians
- Mobile Entertainment and Mobile Games
- Petting Zoos
- Pony Rides
- Stilt Walkers



#TakePart #OpportunityIsTheD



# Other Opportunities

- Hart Plaza
- City Recreation Centers
- Other Department Events (Mayor's Office, Fire, DPD, Health, etc.)
- Events in city parks hosted by external event organizers (*food trucks and dry vendors only*)



**Opportunity  
Rising**



# Food Trucks & Dry Vendors



**TAKE PART**  
Opportunity Rising





# How to Become a City of Detroit Vendor?

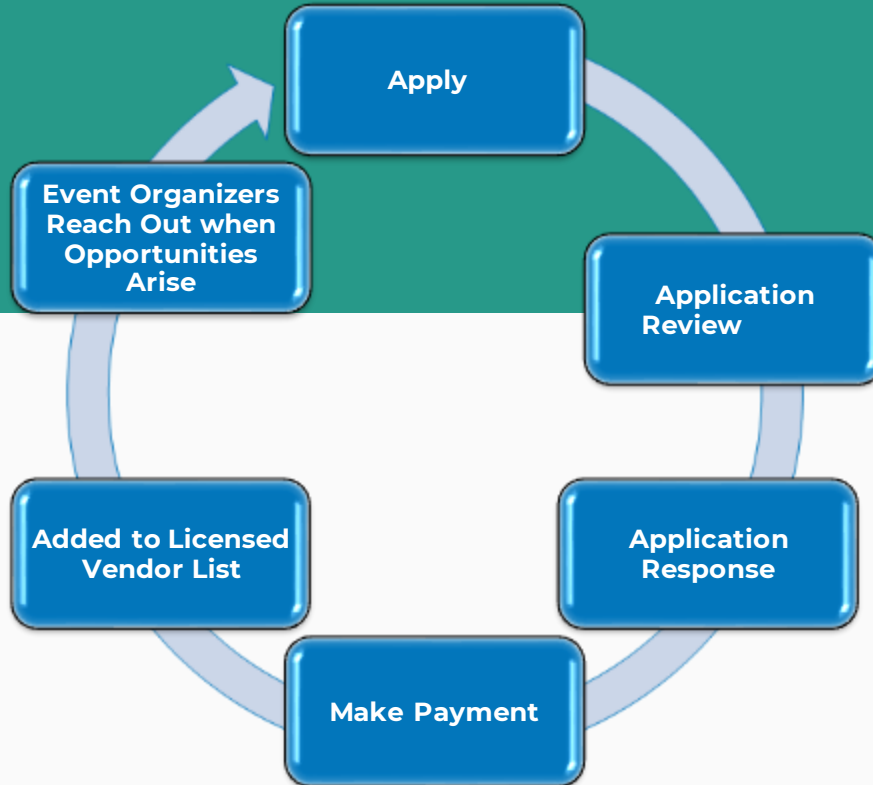
- Vendors must be licensed to sale by the Buildings, Safety, Engineering and Environmental Department. (BSEED)
- Vendor License is \$115 per event.
- This process is managed by the BSEED licensing division.
- The General Services Department does not have authority or input in vendor selling outside of recreation assets: city parks and recreation centers.
- It is strictly prohibited for vendors to pull up and sale at city parks.
- Vendors must be scheduled or booked by an event organizer.
- Event Organizers: Groups that host events in city parks.
  - City Departments
  - Community Groups
  - Organizations
  - Businesses
  - Sororities, Fraternities, etc.

# General Services Department-Licensed Vendor List

- In 2022, Total Access Events (TAE) launched an equitable process to lessen the cost for dry vendors and food trucks to do business at Spirit Plaza due to the multiple bookings throughout the season.
- The General Services Department in collaboration with the Buildings, Safety, Engineering and Environmental Department, the Health Department and the Fire Department expanded on the TAE process to lessen the cost to do business in city parks, city recreation centers and at Spirit Plaza.
- As the administering agency, the General Services Department is an event organizer during the peak event season, April-October.
- This allows vendors to pay the license fee one time for the season rather than each time they are hired.
- Once payment is made, approved vendors are added to the licensed vendors list to be booked by the General Services Department, other departments and other event organizers.



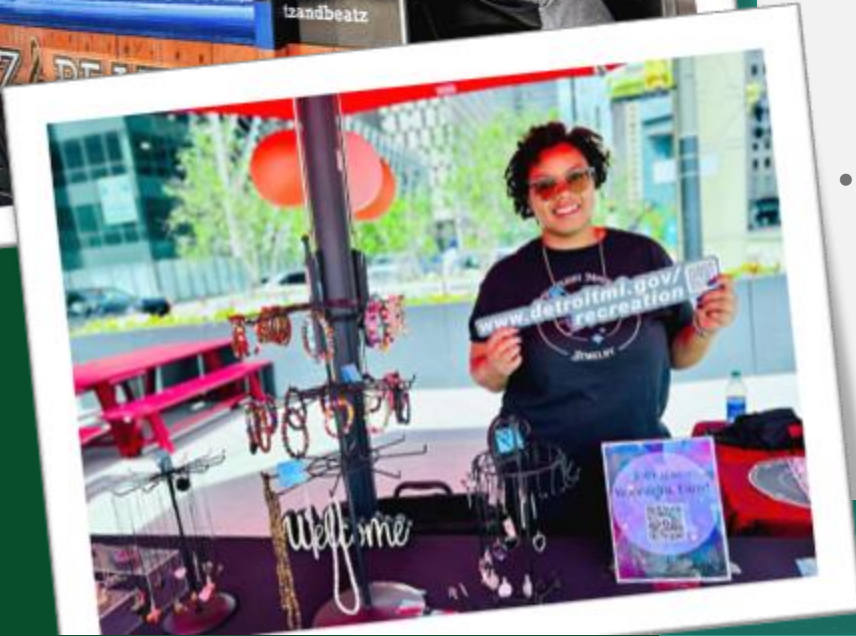
# Licensed Vendor List Process





## How do you get on the licensed vendor list?

- **Mobile Food Units**
  - **Must have:**
    - A valid form of identification
    - An up-to-date fire and health permit
    - Pictures of your mobile food unit
- **Dry Vendors**
  - **Must have:**
    - A valid form of identification
    - Pictures of the items that you want approval to sale





## Non-Mobile Food Units

- **Businesses selling convenience items, baked goods, etc. are not eligible for the licensed vendor list.**
  - These business are still allowed to be booked by an event organizer. However, they are not eligible for the licensed vendor list due to health and safety relative to public food consumption.





## Scheduling

- The General Services Department only schedules vendors for departmental events at city parks, recreation centers and at Spirit Plaza.
- Other event organizers receive the list and book at their needs.



## Scheduling

- The General Services Department events team schedules vendors for annual calendar events, Spirit Plaza and for event park partners.
- Recreation center staff schedules vendors for recreation center events.



# Take Part

**Park Reservations. Park Permits. Recreation Special Events Opportunities.**

[www.detroitmi.gov/recreation](http://www.detroitmi.gov/recreation)

# Find Your Fun!

Stay Engaged and Connected to Detroit Parks and Recreation!

Follow Us on Facebook, Instagram and Twitter!

[@detroitparksrec](https://www.instagram.com/detroitparksrec)