

Spirit Plaza Program + Event Application

Spirit Plaza is a pilot public space in the center of Downtown Detroit. Positioned at the foot of the Spirit of Detroit statue and adjacent to the municipal center, the "public square" plaza is intended to be a civic gathering space for all to gather for civic and arts and cultural purposes.

The public space is operated, maintained, and programmed through a joint partnership between the City of Detroit General Services Department (GSD), City of Detroit Media Services Department Special Events, and the Downtown Detroit Partnership (DDP).

This application is for you. It is for all Detroit residents, visitors, community groups, business owners, and employees. It is for creatives, performers, artists, and those who prefer to sit back and enjoy the show. Please complete the application if you are interested in providing a program or event within Spirit Plaza. Events can include, but are not limited to:

- 1st Amendment Rally/Demonstration
- Cultural Event/Festival
- Vending or Selling Products or Services
- Neighborhood Meet Up (i.e. church potluck, book club, recreation)
- Resource Fair
- Religious Ceremony
- Sports/Recreation
- Filming
- Concert
- Political Event
- Parade
- Convention/Conference
- Carnival/Circus


Please review rules and guidelines for using the plaza before submitting your



application. For your application to be considered, it should be submitted 30 days prior to the proposed day of the event. You may submit the application digitally through this from or:

Mail: Detroit Parks and Recreation Department
% Erica Hill
18100 Meyers Rd.
Detroit, MI 48235

In person: Detroit Parks and Recreation Department
18100 Meyers Rd.
Hours: Monday - Friday, 8:00 a.m. - 4:00 p.m.

 The City of Detroit and DDP will review and notify you of the status of your application within 10-12 business days.



Spirit Plaza Rules and Guidelines

1. All events are free and open to the public. No entry fees are permitted.
2. Production: If your event does not have a producer and is expected to draw over 100 people and has a load-in with equipment, you may be assigned a producer who will work with you to manage logistics for your event, including equipment load-in and load-out, AV, and acquiring cleaning and security services.
3. Preference will be given to groups that are Detroit-based.
4. Amplified sound is not allowed between the hours of 9am - 4pm Monday through Friday so as not to disturb work. Additionally, all noise ordinances must be followed.
4. Film shooting should also fill out the Location Use Form, located here <http://www.detroitmi.gov/Government/Departments-and-Agencies/Detroit-Film-Office/Detroit-Film-Office-FAQs>.
5. Selling alcohol in the plaza is allowed, but applicant must follow the established City of Detroit process to acquire a liquor license from the State of Michigan through the Detroit Police Department. More information can be found here: <http://www.detroitmi.gov/How-Do-I/Apply-for-Permits/Special-Events-FAQs>
6. Food vendors must have appropriate food service licenses and permits. More information can be found here: <http://www.detroitmi.gov/FoodSafety>. If food is sold, it must be outside the hours of 11 a.m. - 2 p.m. Monday - Friday OR, to sell food during these hours, the vendor must be a participant of the Downtown Street Eats program. Email downtownstreeteats@downtowndetroit.org for inquiries and application information.
7. Vendors on the plaza must get a temporary business license (listed as a Special Event Vendor Form) to cover the full period of the event. More information about the Special Event Vendor Form can be found here: <http://www.detroitmi.gov/How-Do-I/Apply-for-Licenses/Business-License-Forms>



Applicant Name (First and Last)*

Name of Company or Organization*

Company or Organization Street Address*

Phone Number*

Email Address*

Name of Event On-Site Contact (First and Last)*

___ Check if same as applicant name

Please circle the Detroit City Council District(s) that Your Organization or Group Represents*

1 2 3 4 5 6 7



Other:

Program, Event, or Activity Information

Name of proposed programming, event, or activity*

Check all that apply to the type of event you are proposing:

- 1st Amendment Rally/Demonstration
- Cultural Event/Festival
- Vending or Selling Products or Services
- Neighborhood Meet Up (i.e. church potluck, book club, recreation)
- Resource Fair
- Religious Ceremony
- Sports/Recreation
- Filming
- Concert
- Political Event
- Parade
- Convention/Conference
- Carnival/Circus
- Other; Explain: _____



Describe why you believe the program or activity would benefit the public and the community, and specifically, Detroit residents, employees, visitors:*

How much space in Spirit Plaza will the event, program, or activity use?*

Proposed Date(s) and Time(s):*

Are the dates and times flexible?*

Yes No

Describe why you believe your event aligns with the mission of Spirit Plaza to be an open and accessible civic gathering space for Detroit (as mentioned above in the description).*



Number of expected guests:*

Is the proposed program or activity free to attend and open to the general public?*

Yes

No

Yes, but optional services for purchase

Event Needs

Does your event include or require any of the following?

Stage

Access to food trucks

Audio/Visual (AV) Equipment

Tables and/or Chairs

Yard Games (cornhole, ground checkers, Connect 4)

Other: _____

Of these needs, which of the following items do you need GSD or DDP to provide for you?

Stage

Access to food trucks

Audio/Visual (AV) Equipment

Tables and/or Chairs

Yard Games (cornhole, ground checkers, Connect 4)



___ Other: _____

Event Production

Does your event have a producer (someone who is hired to manage the logistics of the event)?*

___ Yes ___ No ___ Maybe

If yes, what is your producer's name (First and Last)?

___ Check if same as applicant name

Have you or your organization produces this event or program previously?*

___ Yes ___ No

If so, where? List all relevant experience*

Experience and References

Please list references and contact information for previous venues or locations for events by you or your organization.*



Marketing

What is the intended target audience for this program?*

What steps will you take to ensure that your organization or company is reaching and marketing to the intended target audience?*

What marketing channels will you use to promote your event? Please share your social media handles for cross-promotion opportunities.



Budget and Funding

Who is funding this initiative?*

What are the costs associated to produce the program?*

Are there existing or potential funders/sponsors involved in this partnership? If so, please list all below:*

Food and Beverage

Are you proposing food and beverage as a component of this program, event, or



activity?*

Yes

No

Onsite Sales

Are you proposing any onsite small businesses, temporary vendors, or selling of any kind as a part of this program, event, or activity?*

Yes

No

If so, how are you prioritizing Detroit-based vendors and small businesses?*

How many of the total number of businesses onsite are Detroit-based?*

Please list all vendor and small business names as well as the price range of offerings by each vendor or small business:*

Onsite sales within Downtown Detroit parks Require a City of Detroit Special Events Business License (\$115) and is the responsibility of the applicant, if program or event is approved*

I understand this requirement

Insurance Information



Does your insurance company or organization carry general liability insurance?*

___Yes

___No

If you are an official production company, DDP and the City of Detroit may require the program partner to carry insurance of \$1 million and list Downtown Detroit Partnership and the City of Detroit with any appropriate affiliates as additionally insured.*

I understand this requirement

Describe the insurance and coverage amount your company or organization currently carries:

Deadline

When do you need to make a location decision for this event, program, or activity?*

Application Submitted

Within 10-12 business days, someone will notify you on the status of your application. If any additional information is needed, we will reach out directly to the applicant at the contact information provided.

