

2024

# Dearborn Homecoming Festival Food Truck Corridor Application

Food trucks are welcome to apply for vending space in the **Dearborn Homecoming Festival Food Truck Corridor**.

Carefully read through the following packet and complete the attached application by March 28, 2024.

Because space is limited, vendors are encouraged to apply as early as possible. Applications will not be considered after the deadline.

**NOTE** - The Food Truck Corridor promotes a diversity of offerings and accommodates a variety of dietary interests and needs. A committee of festival organizers executes the selection of vendors. While the committee aims to rotate featured vendors each year, space is limited, and therefore, not all vendors will be selected.

## **PARTICIPATION DETAILS & FEES:**

Food trucks must commit to all three days of the festival throughout the entirety of festival operating hours. The festival will take place rain or shine.

Food Truck Fee - \$2,000.00



Based on our festival audience, halal menu options are strongly recommended for the event but are not required.

Food vendors without a truck unfortunately cannot be accommodated at this time.

Selected vendors will be notified via email no later than April 1, 2024. A payment invoice will be sent upon selection.

Please email completed applications or questions to Jon Golich, Assistant Director of Parks & Recreation, at [jgolich@dearborn.gov](mailto:jgolich@dearborn.gov).





## OUR REACH

**Attendance:** Each year, Dearborn Homecoming Festival welcomes **20,000+** visitors throughout the festival weekend.

**Social Media:** Dearborn Homecoming Festival updates are shared via both the City of Dearborn social media accounts as well as several new, standalone Dearborn Homecoming Festival accounts, reaching **33,000+** followers in total on Facebook, Twitter, and Instagram.

**Website:** Event details & updates can also be found at [dearbornhomecoming.com](http://dearbornhomecoming.com). Last year, the website saw **38,630+** hits from the website's launch through the end of the festival in early August.

**Press Releases:** The City of Dearborn shares festival information via press releases, which are sent to our media list of over **1,000+** individuals and publications.

### HOMEcoming 2024 DATES AND TIMES:

Friday, August 2, 2024, 12:00 – 10:30 p.m.

Saturday, August 3, 2024, 12:00 – 10:30 p.m.

Sunday, August 4, 2024, 12:00 – 10:30 p.m.

**Media Partners:** Historically, Dearborn Homecoming Festival has been honored to partner with a wide variety of media outlets to spread the word about our event. Some of our past partners include TV news outlets such as Fox 2 Detroit, Local 4 / Click on Detroit, and CBS News Detroit, radio stations like WJR-AM, 96.3 WDVD, and 99.5 WYCD, newspapers including the Detroit News, the Dearborn Press & Guide, the Dearborn - Dearborn Heights Times-Herald and the Arab American News, and social media influencers such as @connies\_sweetest\_things, @summers\_homemade\_meals, @halalfoodjunkie, & @detroitalaleats.

# FOOD TRUCK CORRIDOR RULES & REGULATIONS

**1** Proof of general liability insurance, including product liability insurance, with a minimum value of \$1,000,000 (one million dollars) is required. Your insurance provider must complete the certificate as follows:

**The description must EXACTLY state:**

“The City of Dearborn, Michigan, its elected officials, officers, employees, boards, commissions, authorities, voluntary associations, and any other units operating under the jurisdiction of the city and within appointment of its operating budget including the City of Dearborn are named as additional insured and said coverage shall be considered to be the primary coverage rather than any policies and insurance or self-insurance retention owned or maintained by the City of Dearborn.”

The certificate holder must list:

City of Dearborn

16901 Michigan Avenue

Dearborn, MI 48126



If a complete certificate is not on file, you will not be permitted to operate your booth and all deposits and fees will be forfeited.

**2** All food trucks require a Wayne County Department of Health Temporary Food Service permit or must submit proof of a Wayne County Food Service Permit.

**3** All food trucks require a City of Dearborn Food Truck permit, which may be obtained from the Dearborn City Clerk's office.

**4** All food trucks must pass a City inspection on Friday, August 2., 2024

**5** All onsite vendors require an I-Chat authorization from the Dearborn Police Department (further instructions will be sent upon selection).



**6** Each assigned space must be left in the same condition in which it was found. All waste must be disposed of properly. If not, the food service operator will be responsible for compensation to the City of Dearborn in the amount required to return the area to its original condition.

**7** The decision to cancel Dearborn Homecoming Festival due to inclement weather will be made by the City of Dearborn Festival Director. If canceled, the City of Dearborn will not be held responsible for any cost(s) or loss of potential earnings incurred by operators. However, in the event of a full cancellation of the Dearborn Homecoming Festival ahead of the festival start date, participation fees will be refunded.

**8** Vendors will have between the hours of 9 - 11 a.m. each morning of the festival for setup. **NO** vehicles will be permitted to move through festival grounds past 11 a.m. After 11 a.m., a vendor transport cart service will be provided by the festival to move supplies to and from the vendor parking lot and your truck. Failure to comply with this rule may result in the immediate forfeiture of your vending privileges without refund.

**9** Final say regarding truck placement in the Food Truck Corridor is at the discretion of festival organizers. Because trucks are allowed to leave the festival site at the end of each night and return the following morning, your consistent placement within the corridor cannot be guaranteed each day of the festival.

**10** The City of Dearborn has established an exclusive community partnership for bottled water sales at Dearborn Homecoming Festival. All bottled water sold or given away at the festival **MUST** be purchased through the City of Dearborn. To avoid price gouging on a weekend where we normally experience extreme heat, all water sales must be capped at \$2 per bottle. Pricing info will be provided upon selection.

**11** Dearborn Homecoming Festival offers exclusive onsite ice sales to vendors. Pricing info will be provided upon selection.

# FOOD TRUCK CORRIDOR APPLICATION

**COMPLETELY fill out the application below.** The more details you provide, the better your chances of selection! Completed applications and additional requested items are to be sent to Jon Golich, Assistant Director of Parks & Recreation, at [jgolich@dearborn.gov](mailto:jgolich@dearborn.gov) by no later than March 28, 2024, for consideration.

**Contact Name:**

**Name of Food Truck:**

**Street Address:**

**City:**

**State:**

**Zip Code:**

**Email:**

**Phone Number:**

**Website URL:**

**Provide a one paragraph description of your food truck business & the items you serve:**

## RELEASE

I hereby release and discharge, The City of Dearborn, Michigan, its elected officials, officers, employees, boards, commissions, authorities, sponsors, voluntary associations, and any other units operating under the jurisdiction of the city and within appointment of its operating budget including the City of Dearborn from any responsibility, personal liability claims, loss, or damage arising out of or in conjunction with my participation in the Dearborn Homecoming Festival. The City of Dearborn and all operating units will not be responsible for any injury sustained by a vendor and its employees or guests while within the space designated. I hereby apply to be a vendor and agree to abide by the rules and regulations outlined in this application.

If your application is accepted, you will hear from one of our team members to receive additional details.

**Name of Business:**

**Print Name of Representative:**

**Signature of Representative:**

**Date:**

