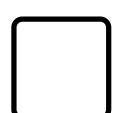




# Spirit Plaza Weather Protocol

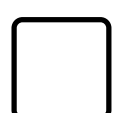
## For Spirit Plaza Programming



### Rain Conditions

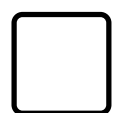
If rain is expected during the day or if rain is occurring.

- If rain is forecast to occur the entire day, all activities will be postponed for the day.
- If rain is expected to occur before 12pm, morning activities will be postponed. The weather situation will be reevaluated by noon to determine if activities scheduled to start after 12pm can occur
- If rain is not expected until after 12pm, then morning activities scheduled to be completed by 12pm will take place. The weather situation will be reevaluated by noon to determine if activities scheduled to start after 12pm can occur.



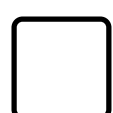
### Cold Temperature Conditions

Should the temperature forecasted by local weather authorities exceed below 48 degrees or wind chill factor that bring temperature below 50 degrees, to protect the safety of staff and patrons events will be postponed.



### Severe Weather Watches

Severe weather watches give an extended warning that severe weather could occur within the next few hours. If a severe weather watch is issued all activities must be suspended within the watch timeline.

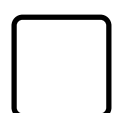


### Severe Weather Warning

Severe weather warnings mean that severe weather is going to occur within 15-30 minutes.

Everyone should be in their cars and away from windows. Warnings are always preceded by watches (approximately 1-3 hours before).

- If a severe weather warning is issued, all activities are suspended during the warned timeline.
- If thunder or lightning is heard is seen, all activities on stage are suspended for 30 minutes after the last time thunder or lightings is seen or heard.



### Heat Advisories

Heat advisories mean that temperatures and/or heat indexes are expected to exceed safe levels and could cause heat related injuries such as a code RED. If a heat advisory is issued, or expected to be issued, all activities are suspended during the advisory timeline.



# SPIRIT PLAZA STANDARD OPERATING PROCEDURES

## STAFF SPIRIT PLAZA OPENING AND CLOSING PROCEDURES

### OPERATIONS STAFF RESPONSIBILITIES

#### Morning

- Trash Pick-Up- all debris picked-up ex, bottles, paper, misc Check garbage receptacle half full contact project manager to contact city liaison to call for pick up.
- Sanitize Hard Surfaces- Wipe down all hard surface picnic, cocktail, s and chairs
- Umbrellas- Open all umbrellas check for signs of weather distress ex. rips, tears or track displacement and report to management.
- Check Programming Calendar for set up needs for daily activations.
- Set out Table and Chairs make sure they are in its proper place.
- Set up lawn games if schedule requires
- Set up audio equipment
- Set up. Tents if required
- Set up tables if required
- Squeegee stage if necessary
- Check lawn area particularly if weather event the night before
- Unlock Porta Johns and check condition
- Remove pylons in preparation of food truck arrivals
- Coordinate with vendor coordinator food truck placement
- Coordinate with program staff scheduled performances and activities
- Complete Spirit Plaza event report and place in binder in storage container

#### Mid- day

- Police area for trash
- Sanitize tables and surfaces
- Rearrange chairs around tables if necessary
- Monitor any lawn games and keep neat

#### Closing Procedure

- Pick up all large trash items, check garbage receptacles and if pick up is needed notify COO.
- Place tables and chairs in storage container if required
- Secure audio equipment in storage container
- Check condition of porta john and lock
- Lock storage container
- Coordinate move out of food truck and performers and activities
- Make sure pylons at food truck lane are in place

### EVENT AND PROGRAM STAFF RESPONSIBILITIES

#### Onsite Procedure

- Advance any performing artists, DJ's or vendors
- Assist with any set up needs for vendors or event producers
- Set up Plaza base on Map lay out for the specific day
- Advance the performers, DJ's and activity providers at least 3 days prior to scheduled event
- Check weather forecast 2 days prior to scheduled event or activity
- Check weather forecast 1 day prior to scheduled event or activity
- Check weather forecast morning of scheduled event or activity
- Coordinate event and program needs with operations staff at least 2 days prior to event
- Meet scheduled performers or activity leaders 30 minutes before scheduled performance
- Assess performer or activity needs and coordinate with operations staff
- Monitor performance or activity
- Coordinate with operations move out of performer(s) and or activities
- Complete program assessment form



# Food Vendor SOP

## For Spirit Plaza Programming



Inquiries by potential food vendors are referred to the spirit interest form smart sheet to complete the online process.

TAE will contact each prospective vendor and review their request, ensure it meets Spirit qualifications and date availability.

If qualifications are met and date is available as well as based on nature of menu and variety menu items they are vending, they are contacted by vendor coordinator to assess condition of food truck or trailer, menu, connection with themed event days, turn over capabilities, level of experience, and permitting status. If is satisfied vendors are put in vending rotation based on general calendar

Once vendors are approved a vendor agreement is prepared and executed per event or per series or as a part of the spirit food vending program

To ensure a variety food fare the vendor coordinator does outreach to potential food trucks and trailers as well, utilizing TAE prepared concession vendors as well as monitoring social groups and sites focused to food trucks and Detroit based food or restaurant entities.

- Accepted food vendor may not sell beverages of any kind unless approved by the Total Access Events. Total Access Events reserves the right to designate all beverage brands and pricing.
- Accepted food vendors may not sell novelty items in their assigned vending space (i.e., T-shirts, etc.). Vendors may only serve items listed on their application and approved by Total Access Events and/or City of Detroit.
- Vendor must adhere to deadlines for submitting applications, paperwork, and any required business license or security deposit payments. Failure to meet deadlines will result in the disqualification of a participant from the Spirit Plaza vending program.
- Accepted vendors and their employees must always maintain the highest degree of cleanliness and professionalism in their assigned space and on spirit plaza grounds or other assigned locations within the plaza footprint
- Participation in pre-event promotions if requested is essential for a successful event. Such participation will benefit both your company and the event. We ask that you make every effort to participate in these promotions prior to events when invited or required.
- Accepted vendors are responsible for providing all necessary equipment for their operation. All equipment must meet City of Detroit Health, Building and Safety and Fire Department safety and health standards.
- Recycling is important to the Event and use of recyclable or compostable serving products are recommended.
- The Event reserves the right to prohibit the sale or display of any items that may be illegal, obscene or pornographic as deemed by the Total Access Events and the City of Detroit.
- Each food truck or trailer vendor is responsible for their own generator or power supply and water supply and must have and post their Detroit Fire Department inspection receipt.
- Food Vendors are responsible for their own refrigeration and ice.
- Vendors shall not assign, sublet or apportion any assigned vendor apace to another vendor in whole or par. Any successor or assignee or vendor shall have no right to vend without the express written consent of the event management
- Vendors must supply all equipment, including deep fryers, necessary for cooking and vending operations.
- Food menus and prices should be submitted with vendor agreement.
- Vendors agree to maintain a clean, attractive, and safe booth area.
- Vendors must provide fee payment for Health Department License and City of Detroit Business License.
- Vendors must complete if required Health Department Application and abide by all City, County, State and event regulations and standards.
- Vendors agree to clearly display food license, and other required vendor licenses and credentials always.
- NO rain dates.
- All products and/or services offered for sale during this festival must be the same products and/or services approved during the selection process.
- Vendors selling items **NOT** on approved list will be asked to leave spirit plaza grounds.
- Vendor applicant **MUST** be always at vending location.
- Vendor applicant will be held responsible for all infractions at their location.
- Event assumes no liability with respect to any property, of any kind, placed upon the premises by the vendor.
- The City of Detroit and Total Access Events are not responsible for accidents or stolen items.
- Unruly behavior by event vendors or their workers (including intoxication, verbal abuse, or threatening behaviors) **will not be tolerated and are cause for immediate removal from the grounds.**
- Event does not advocate the endorsement of political candidacy; therefore, the distribution of political paraphernalia or information is expressly prohibited.
- All concessions vendors will cease all sales at the designated time by vendor coordinator.

Any violation of these rules may result in the vendor having to immediately vacate the premises or leased space.



# Merchandise Vendor SOP

## For Spirit Plaza Programming



**Inquiries by potential merchandise vendors are referred to the spirit interest form smart sheet to complete the online process.**

**TAE will contact each prospective vendor and review their request, ensure it meets Spirit qualifications and date availability.**

**If qualifications are met and date is available as well as based on nature of items or materials, they are vending they are contacted by vendor coordinator to either be place on general calendar or coordinated with the open markets program.**

**Once vendors are approved a vendor agreement is prepared and executed per event or per series or as a part of the open markets program**

**Regarding the open market program, the vendor coordinator does outreach to organizations, entities and various market program coordinators to solicit their involvement in the open market program.**

- Accepted merchandise vendors may not sell food and or beverages within their assigned space.
- Accepted merchandise vendors may only serve items listed on their application and approved by Total Access Events and/or City of Detroit.
- Vendor must adhere to deadlines for submitting applications, paperwork, and any required business license or security deposit payments. Failure to meet deadlines will result in the disqualification of a participant from the Spirit Plaza vending program.
- Accepted vendors and their employees must always maintain the highest degree of cleanliness and professionalism in their assigned space and on spirit plaza grounds or other assigned locations within the plaza footprint
- Participation in pre-event promotions if requested is essential for a successful event. Such participation will benefit both your company and the event. We ask that you make every effort to participate in these promotions prior to events when invited or required.
- Accepted vendors are responsible for providing all necessary equipment for their operation. All equipment must meet Building and Safety and Fire Department safety standards.
- Spirit Plaza reserves the right to prohibit the sale or display of any items that may be illegal, obscene or pornographic as deemed by the Total Access Events and the City of Detroit.
- Spirit plaza will use its best efforts to provide electrical power, if possible, based on proposed vendor location and safety concerns.
- Merchandise Vendors shall not assign, sublet or apportion any assigned vendor apace to another vendor in whole or par. Any successor or assignee or vendor shall have no right to vend without the express written consent of the event management
- Merchandise items for sale and prices should be submitted with vendor agreement.
- Vendors agree to maintainan clean, attractive, and safe booth area.
- Vendors must provide fee payment for City of Detroit Business License.
- Vendors agree to clearly display business license,and any other required vendor licenses and credentials always.
- NO rain dates.
- All products and/or services offered for sale at Spirit must be the same products and/or services approved during the selection process.
- Vendors selling items **NOT** on approved list will be asked to leave spirit plaza grounds.
- Vendor applicant **MUST** be always at vending location.
- Vendor applicant will be held responsible for all infractions at their location.
- Event assumes no liability with respect to any property, of any kind,placed upon the premises by the vendor.
- The City of Detroit and Total Access Events are not responsible for accidents or stolen items.
- Unruly behavior by event vendors or their workers(including intoxication, verbalab use, or threatening behaviors) will not be tolerated and are cause for immediate removal from the grounds.
- Event does not advocate the endorsement of political candidacy; therefore, the distribution of political paraphernalia or information is expressly prohibited.
- All vendors will cease all sales at the designated time by vendor coordinator.

**Any violation of these rules may result in the vendor having to immediately vacate the premises or leased space.**





# Entertainment SOP

## For Spirit Plaza Programming

Inquiries by potential entertainers are referred to the spirit interest form smartsheet to complete the online process.

A TAE team member will review smartsheet responses and assess nature of artistry and type of performance activity.

Based on the response from potential artist and nature of performance they will be referred to entertainment lead for specific performance, i.e., DJ, live performance, fitness instructor, family activity artist or performer, cultural or ethnic themed performer, etc.

A member of the TAE entertainment team based on their respective area of skill will contact prospective artist, performer, DJ, instructor, or activity leader or performer and review their request and solicit additional information which may or may not include, a sample of video, Facebook performance, YouTube performances or other media platforms to assess nature of performance, ensure it meets the family friendly dynamic during family and noon time programming or if evening programming that it meets the TAE and City of Detroit standards for public space presentations.

TAE entertainment team goals and objectives is to provide quality emerging artists and performers an opportunity to perform in and at a downtown space, give local and regional artists a performance venue and exposure. Give fitness and wellness instructor and studio owners an opportunity to exposed plaza attendees to their services and businesses.

The TAE entertainment team also uses if extensive knowledge of the local, regional and national entertainment landscape to perform outreach to existing artists, groups and named artists to perform at spirit plaza.

TAE uses the following criteria to evaluate and determine offers for opportunity for exposure and performance on the spirit stage whether it is live performance, DJ set, fitness or wellness, cultural presentation, or family friendly presentations.

- Quality of Performance or activity
- Ability to engage audience or program attendees
- Level social media followers if applicable
- Potential to build capacity
- Status of performance level
- Appeal to plaza event attendees
- Availability
- Requested performance or activity fees
- What's in the best interest of the City of Detroit

Once, one or more of the above criteria is met, an offer is made per our budgeted line items and an artist agreement is prepared and executed with the artist.

The TAE entertainment team member then identifies needs for performance or activity and coordinates with operations staff based on assigned date and time, including audio, staging, equipment, etc.

On performance or activity date a TAE program assistant meets artist or activity leader and works with TAE operations staff and artists or activity presentations during the assigned hours per programming schedule.



# Revenue Generation For Spirit Plaza Programming



## Introduction:

Spirit Plaza is designated the “People’s Plaza”, a civic space where cultural experiences, civic demonstrations and arts immersion are to be created and facilitated. This open-air event space has the suitability for presentations, performances, casual and small formal events. This event space affords the opportunity for local artisans, performers and entertainers, and entrepreneurs to thrive in a downtown space the “People’s Space”

It is the goal of Parks and Recreation and Total Access Events that all revenue generation at Spirit Plaza be reinvested into Spirit Plaza programming and operations to ensure continuity of programming efforts and to assist with future programming in support the goals and objectives of the People’s Plaza

TAE recognizes that as the “People’s Space” city council and parks and recreation wants to provide those community-based users, emerging businesses, Detroit based entrepreneurs a performance and activity space that doesn’t limit their opportunities based on inability to pay for the opportunity to perform. As you know there is currently no fee or space usage fee schedule and that there are no fees for vendors, or organizational or commercial use of the space.

It is also our understanding that there may be a willingness to explore security deposits for vendor or events.

TAE however, based on our experience at different venues, parks, both for free events and paid events and programs that there could be effective and beneficial potential revenue generating opportunities for Spirit Plaza while keeping the opportunities still available for artists, artisans, performers and entertainers and entrepreneurs.

TAE believes that an opportunity to initiate some form of the following will allow for revenue generation to benefit the Spirit Plaza programming:

TAE would look at building Strategic Marketing Partnerships to support series-based programs and presentations which may or may not include event series marketing sponsorships with the goal to highlight events but give marketing or sponsorship identification on banners or signage or on collaterals.

**For Profit/Commercial Based** entities and organization fee structure for presentations that or free to the public but serve some marketing or commercial benefit to the for profit and commercial entity. The department or City still can institute a fee waiver structure if certain entities meet a specific criterion.

**Event Space Rentals** – Non-Programming Hours in the food truck lane TAE would like to explore the feasibility of event space rentals for community based and nonprofit entities for the purpose of having fundraising events to support their mission, particularly if it programs and activity is aligned with the City of Detroit, and Parks and Recreation missions. Beverage Exclusives fee structure or fee waiver structure

**City Sponsor Events** equipment needs must go through the city to request it or they must provide themselves at their cost. Any equipment provided by TAE must be rented at a cost. They are responsible for any damage of any equipment that we provide that we have available.

## Revenue External Events

We are recommending a usage fee to cover manpower assigned which should be at the rate that entities are charged for park usage

A fee for use of any of TAE’s equipment whether it is tent, audio, tables or chairs

The fee is based on the components of their event that require additional personnel to be assigned to facilitate the event beyond the normal one to two person staffing as indicated and required by contract

**In the event these arrangements are viewed more like short-term leases (e.g. vendor or commercial entity pays a fee to essentially run its business or advertisements in the Plaza), rather than public use, then I think it is possible that the arrangements will each meet the 50-day exception. That exception provides: (1) the term of the arrangement, including all renewal options, does not exceed 50 days.**

## Merchandise Revenue

Spirit Plaza and Spirit of Detroit Branded merchandise program for sale to public on site and through an online portal.

**Detroit Based Vendor vs. Non-Detroit Based Vendor** fee structure or fee waiver structure.

Food and Merchandise vendors will receive a waiver of fees for **Detroit based vendors. Non-Detroit based** vendors would pay a nominal fee for inclusion in the Spirit Plaza vendor program. This not unlike what is done in other communities.

**Temporary Marketing** partnerships for specific event based potential collaborations with major events with a fee schedule based on levels of program support and marketing space designated along the Jefferson Ave frontage that will impact approximately 30,000 cars daily

**Commercial presentations “open to the public** “event space rentals would provide a revenue stream to offset expenditures and would be an example of a public space that favors and support community and nonprofit activations while ensuring that for profit and commercial entities don’t take advantage policies focus to community access for noncommercial means

**Non-Profit/Community** Based fee structure that gives the plaza and programs value but allows the department to provide a fee waiver structure that waves fee based on criteria aligned with the purpose of Spirit Plaza





# Spirit Plaza Beverage Plan



Spirit Plaza Beverage Plan would include alcohol and non-alcohol beverage sales conducted by the location, with non-alcoholic sales during lunchtime and family-based program and activities. Alcohol based program during specific evening hour adult-oriented programming on weekend days, within a designed area for consumption on the event site, with appropriate security to monitor ingress and egress to that designated area, along with an age verification system, and clear limit to number alcoholic beverages that can be purchased at any given time.

Due to Spirit Plaza being a public use space MLCC Requires you to pull a Non-profit Special License in order to conduct any Alcoholic beverages sells on the premises.

The Management Company (TAE) , engages a Non-Profit Group, and the Non-Profit Group hereby accepts such engagement, to operate the alcoholic beverages concessions at any Event (the “Concessions”) The Non-Profit Group agrees to be responsible for all aspects of the sale of alcoholic beverages, subject to TAE’s right to act as Group’s management agent in connection with such sales. Non-Profit Group agrees to comply with the Liquor Control Code and the Administrative Rules there under in connection with all aspects of the purchase of alcoholic beverages by Non-Profit Group and the sale of alcoholic beverages by Group at the Event.

## Spirit Plaza Alcohol Procedures:

- The designated area will be a barricade area specifically for consumption and sales of any alcohol beverages.
- This area will include one entry and one exit with a entry checkpoint for ID Check for 21 and over
- We recommend using wristbands or some other identifying tool to differentiate between minors and those of legal drinking age. All IDs should be checked to prevent serving to underage persons.
- Non-Profit shall staff the Concessions with an appropriate number of experienced, uniformed food service professionals trained in sound health safety practices
- Non-Profit shall provide adequate staff to assist with restocking and organizational assistance.
- All personnel provided by Group shall conduct themselves in a dignified manner and shall refrain from consumption of alcohol on the premises.
- Non-Profit Group shall conform to the TAE’s highest traditions of service and courtesy.
- All Non-Profit staff shall wear uniforms approved by TAE.

## Spirit Plaza Beverage Map

