



# City of Detroit

## CITY COUNCIL

**JAMES E. TATE JR.**  
CITY COUNCIL PRESIDENT PRO-TEMPORE

DISTRICT 1

### MEMORANDUM

TO: Jessica Parker, Deputy Chief Operation Officer  
THRU: Neighborhood and Community Services  
FROM: Council President Pro Tempore James E. Tate Jr.  
DATE: March 15  
RE: Special Events – Business Engagement

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Please see following questions regarding business engagement when special events take place.

- What is the engagement strategy for businesses outside of the local downtown area for major events?
- Please describe the step-by-step process for how businesses are engaged and included for such events.
- What is the process for local businesses to submit interest to serve as a merchandise host / verified reseller for events?
- Are businesses required to re-register for each event?
- How does the engagement strategy engage re-occurring business that have served past events? How can sustainability and elongation of engagement be promoted?

If there are any questions, please contact Sumaiyah Ahmed, at [sumaiyah.ahmed@detroitmi.gov](mailto:sumaiyah.ahmed@detroitmi.gov).

CC: Honorable Council Members

Mr. Malik Washington, Mayor's Office