



DAY ON THE TOWN

JULY 26, 2025, 9:00 AM – 5:00 PM

INFORMATION, RULES AND REGULATIONS

- **Sidewalk sales are specifically for Birmingham, MI businesses that own, operate, and are licensed to do business in the city. Merchants are not permitted to place another business in front of their store.**
- **You must register by July 7, 2025 for Day On The Town!**
- Arrangements for tents and tables are the merchant's responsibility. Although we are not endorsing them, we will be renting some equipment from Pegasus Entertainment. They have tents, tables, and other items you may need available. You can reach them at: showroom@pegasusentertainment.com or 248-353-6130. Make sure you let them know that you are renting for Day On The Town.
- **BE PREPARED!** Staff up for the day and make sure to have enough merchandise!
- Set-up can begin at 7:00 AM.
- Please do not tear down your display until the event officially ends at 5 PM.
- We will do our best to accommodate location requests. Although most merchants requesting space on the street will be placed directly in front of their business, this cannot be guaranteed.
- Key streets, including parts of Old Woodward, Maple, Pierce, and Merrill, will be closed allowing for you to set up in the street with merchandise.
- The BSD is providing music throughout the event area.
- **Tents:** 20' x 20' or smaller tents DO NOT require a city permit, but are subject to inspection (For detailed information about city permits & requirements, contact City Code Enforcement at 248-530-1859).
- All tents must be weighted (5 gallon buckets are acceptable if filled with water or sand at each corner). If your tent is larger than 400 square feet, a City permit is needed and an inspection will be required.
- **Tables:** For this event, the city will allow outdoor tables to be used if flush against window or on the street directly in front of respective store. Tables can be no more than 36" wide and their total length cannot exceed 50% of store frontage. Tables may not block entrances/exits.
- **Clean up and teardown:** All booths, tents, and tables **must be removed from the street by 6:00 PM.** After 5 PM, merchants can continue their sale off the street by moving merchandise to the sidewalk directly in front of your store, allowing 5 feet for pedestrians to pass.
- Please make sure that you help by cleaning up your area. All trash and empty boxes must be removed from the street, and disposed of properly.

Birmingham Shopping District merchants NOT LOCATED IN DESIGNATED EVENT AREA:

- BSD businesses **NOT LOCATED IN DESIGNATED EVENT AREA** may set up a tent and tables in the event area for free. These merchants must still fill out an application. The BSD will contact you with your assigned space.

Birmingham Merchants not located in the BSD:

- The fee for non-BSD businesses to participate is \$150. Make checks payable to the Birmingham Shopping District, 151 Martin Street, Birmingham 48009.
- Merchants who are not in the Birmingham Shopping District will be assigned specific locations to sell merchandise or to hand out promotional materials. **Space is limited - register early!** The Birmingham Shopping District will notify you one week in advance of your location in the event footprint.

DAY ON THE TOWN 2025 EVENT FOOTPRINT

Event Area A – (green) streets closed, tents in streets

Maple from Bates to Peabody
Old Woodward from Brown to Willits
Hamilton from N. Old Woodward to Ferndale
Pierce from W. Maple to Merrill
Merrill from Pierce to S. Old Woodward

Event Area B – (yellow) streets open, tents on sidewalk/right of way leaving walking path at least 5 feet wide

N. Old Woodward from 526 N. Old Woodward to 588 N. Old Woodward

Event Area C – (purple) streets open, only tables on sidewalks leaving walking path at least 5 feet wide

N. Old Woodward from Oak to 474 N. Old Woodward (Market North End)

