



2026 VENDOR EVENT PARTICIPATION INFORMATION

CITY OF MOBILE, ALABAMA



THANK YOU *for* CHOOSING MOBILE!

The City of Mobile Events Department is passionate about bringing people together and creating unforgettable experiences that enrich the lives of both residents and visitors. Our events are full of energy, community spirit, and fun, and vendors play a key role in making them come alive!

To make participation simple, we've launched an easy-to-use online vendor application. Whether you're a food truck, market vendor, or non-profit, this system makes it quick and clear to get involved. **Ready to join us? Apply today at MPRD.RecDesk.com!**

Inside, you'll find a full list of our 2026 vendor opportunities, from markets and concerts to festivals and signature celebrations. More events may be added throughout the year, and our vendor email list is the first to know. Want to be added or have questions? Reach out anytime at Events@cityofmobile.org.

We're excited to work with you and can't wait to see how your business helps make Mobile's events even more special!

All City of Mobile events are grouped into three exciting tiers — **Magnolia, Port City, and MOB Signature** — designed to help vendors choose the opportunities that best fit their business. Each tier offers unique visibility, audience reach, and value. Check out the details below to see the general pricing and benefits for each tier.

EVENT TIERS & PRICING

TIERS	MAGNOLIA TIER	PORT CITY TIER	MOB SIGNATURE TIER
VENDORS	\$15.00	\$30.00	\$60.00
FOOD VENDORS	\$25.00	\$50.00	\$100.00
NON-PROFITS	WAIVED	WAIVED	WAIVED

MAGNOLIA TIER EVENTS

These events are smaller in scale but occur more frequently, providing consistent opportunities to connect with the community.

Average Attendance: 200–800 attendees per event

Spring Market in the Park – April 25 | May 2, 9, 16, 23, 30 | June 6, 13, 20, 27

Ten event series: sign up for all events in this series at once to get 2 free!

Wheels & Reels: Drive-In Movie – April 3 | June 27 | July 25 | December 4

Fall Market in the Park – October 10, 17, 24, 31 | November 7, 14

Six event series: sign up for all events in this series at once to get 2 free!

PORT CITY TIER EVENTS

Port City Tier events are larger, single-day activations with higher foot traffic and broader visibility.

Average Attendance: 1,000–3,000 attendees per event

Mardi Gras Tree Lighting & Brass Band Showcase – January 10

Spring Fling – March 28

Juneteenth Celebration – June 19

Gulf Coast Grooves – May 30 | Aug. 29

Inflatable Night: Grown Up Edition – August 1

Small Business Saturday – November 28 | \$50 for vendors and food trucks

MOB SIGNATURE TIER EVENTS

MOB Signature Tier events are the City's signature, large-scale festivals with the highest visibility, attendance, and promotional reach.

Average Attendance: 5,000–10,000+ attendees per event

Kites Over Mobile – April 18 & 19

4th of July Celebration – July 4

MOB-tober Fest – October 31

Lighting of the Christmas Tree – November 20

LODA ARTWALK

ArtWalk takes place on the second Friday of each month (except February). The artist and performance zone are coordinated by the Mobile Arts Council. Interested in joining? Contact Sydney Cramer scramer@mobilearts.org for vendor opportunities or visit their website: <https://mobilearts.org/mac-vendor-applications/>

Please note that some events may have restrictions on the types of non-profits, vendors, and food trucks permitted, as well as limited space for participation. **We encourage you to review each event application carefully for specific guidelines.**

Thank you for your interest in joining us to bring vibrant, high-quality events to life for the residents of Mobile and our visitors. Together, we can make these community celebrations unforgettable!

IMPORTANT TENT REQUIREMENTS

Every vendor is required to secure their tent with proper tent weights. No stakes are allowed. This rule applies to all setups for safety and site protection.

HOW TO CREATE AN MPRD RECDESK ACCOUNT

1. Visit MPRD.RecDesk.com and click Create Account.
2. Fill in your name, phone number, and email before clicking Continue.
3. Fill out the required information and create a username and password.

Congratulations! You've just created a Mobile Parks & Recreation Department RecDesk account where you can sign up for classes, programs, and events!

HOW TO APPLY FOR EVENTS AS A VENDOR OR FOOD VENDOR

1. Visit MPRD.RecDesk.com and click Programs. Then, on the drop-down menu, select Events. You may additionally filter by Food Vendor, Vendor, and Non-Profit Applications to easily locate the application you need.
2. Click on the program/event name you wish to apply for and click on the green Register button.
3. Click on your name in the Member Dropdown. Select the Fee Type and click Save. The fee type will be \$0.00 until your application has been reviewed for approval.
4. Next, Go To Checkout. Again, there will be no fees until your application has been reviewed for approval.
5. Fill out the program/event application including uploading any required documents (City of Mobile Business License, Health Department Release, etc.) then click the green Submit Form button.
6. Finally, read and review the waiver before clicking Accept Waiver if you wish to proceed.

Your application is complete when you see the "Checkout has been successfully completed!" message. If you have an email on file, you will receive a confirmation email.

Once your application has been reviewed and approved, you will receive an invoice at the email address you entered during registration. If your application is rejected, you will also receive a notification email with an explanation.

Thank you for registering with the City of Mobile Events Department!

**For any questions or assistance, please contact us at
Events@cityofmobile.org or (251) 208-1550.**

Our office is open Monday through Friday, from 8 am until 5 pm.

LICENSES & PERMITS

A valid City of Mobile business license is required for any company or person engaged in business within the corporate limits as well as the police jurisdiction. As a vendor participating in an event, you are required to have a business license. This is an annual license which expires on December 31 for the calendar year in which it is issued.

INITIAL PEDDLERS LICENSE INCLUDES:

LICENSE	\$50.00
TAX DEPOSIT	\$70.00
ISSUE FEE	\$14.00
TOTAL	\$134.00

A half year license (starting July 1) is a \$25 license, \$70 deposit, and \$14 issue fee.

INITIAL FOOD VENDOR LICENSE INCLUDES:

LICENSE	\$120.00
ISSUE FEE	\$14.00
TOTAL	\$134.00

A half year license (starting July 1) is a \$60 license fee and a \$14 issue fee.

YOU CAN APPLY FOR YOUR BUSINESS LICENSE IN-PERSON AT:

City of Mobile, Revenue Department
205 Government Street, 2nd Floor, S. Tower
Mobile, Alabama 36652
251-208-7462, Option 1

OR ONLINE: <https://www.cityofmobile.org/business-license-overview/>

TO OBTAIN A BUSINESS LICENSE YOU WILL NEED TO PROVIDE THE REQUIRED DOCUMENTATION:

FOR A SOLE PROPRIETOR:

- Copy of your government issued photo ID or valid driver's license.
- Signed Citizenship form located at: <https://www.cityofmobile.org/government/revenue/revenue-forms-and-applications/>

FOR A LLC, CORPORATION OR NON-PROFIT:

- Copy of the owner's/officer's current government issued photo ID or valid driver's license.
- Copy of your article of formation stamped/recorded by probate court including certificate.

FOOD TRUCK VENDORS ARE REQUIRED TO HAVE:

- Board of Health Clearance: 251-690-8116
- Fire Inspection Report: Call the Mobile Fire Prevention Bureau at 251-208-7484
- MPRD Park Permit (if operating within a city park)

YOU CAN APPLY FOR YOUR MPRD PARK PERMIT:

- In Person: 48 N Sage Ave, Mobile, AL 36607
- Or online at mprdpermits.org