

Vendor Proposal Form

Thank you for your interest in partnering with the Boston Public Market to grow your business – we're excited to start this conversation with you. To help us learn more about your business, please provide details for the following prompts. If you have any questions as you go please don't hesitate to ask. You can email Casey at chogan@bostonpublicmarket.org.

Business Plan

Please lay out your business plan including the following information broken down in corresponding sections. If you wish to include additional information, please break it out separately at the end of the plan.

i. Executive Summary (250 words or less)

Tell us about your business, your product, and why you'd like to bring them to Boston Public Market.

ii. Vending Plan (1000 words or less)

- a) **Assortment & Pricing:** Please provide a product list/menu of items that will be offered and their prices. Be as specific as possible (we understand there will be modifications.)
- b) **Sourcing and production:** Please explain (where applicable) the sourcing and provenance of your offering.
 - If you will be acting as an aggregator/consolidator of local products, please indicate the producers you'll be sourcing from.
 - If you will be selling prepared foods please highlight the locally sourced ingredients used in your products.
- c) **Seasonality:** If applicable, please indicate how your product offering is impacted by seasonal fluctuations and how you account for those changes.
- d) **One-Year Marketing and Education Plan** (500 words or less): Please share how you will tell customers about your new location and communicate who you are to current Boston Public Market customers. Please feel welcome to list ideas for collaboration with the BPM Marketing team.
- e) **Engagement in BPM Community** (Optional): All BPMA staff, volunteers and vendors are partners in making the market a welcoming and inclusive showcase for local food. Please describe potential areas of collaboration with the BPMA, other vendors, community organizations or the greater Market District. This may include: demonstrations, sourcing plans, marketing, community outreach, etc. This should include how you intend to promote a greater knowledge of locally produced food within your stall or through efforts you list.

iii. Operations Plan (1000 words or less)

Please list the following:

- a) **Hours of Operation:** The market hours are 8am - 8pm Monday – Saturday, and 10am – 6pm Sundays. Please indicate if you'd like to apply for a delayed open or if you plan to operate during full business hours.
- b) **Proposed Lease Term:** Please propose how long of a lease would be ideal for your space. Our minimum term is six months.
- c) **Proposed Lease Rent:** Please propose a per square foot rate and percentage of sales that would be sustainable for your business. Below are average rates for BPM stalls.
 - \$75-85 per sq ft (annually)
 - +2% of sales
 - +Common Area Maintenance (CAM) charge* (monthly)

*Once we learn more about your business's operations and requirements we can give you an estimated CAM charge.

- d) **Deliveries:** Please briefly describe how you would make use of the loading dock.
 - BPM has one loading dock that operates on an open schedule from 5am to 4pm Monday through Saturday and 7am to 4pm on Sunday. We ask that vendors keep loading times to no more than 25 minutes.
- e) **A Green Market:** Describe your operation's waste stream and how you will incorporate elements of environmental sustainability.
 - The market strives to reduce and recycle all market waste. Waste reduction and environmentally friendly products are encouraged.
- f) **Cleanliness:** Describe measures that will be taken to keep your stall clean and to code.
- g) **Employment:** List your total number of employees and the number of employees who will staff and stock your stall. Please also provide a brief response to the following:
 - How often will an owner or manager be on site?
 - Will your employees have a familiarity with your production standards?
 - Do you plan to hire new staff at BPM or for off-site operations? If so, how many?

iv. Existing Sales Outlets (200 words or less)

Describe current or past retail and wholesale outlets or any current sales models (grocery, CSAs, restaurants, farmers markets, etc.).

v. Pro Forma

Please provide income projection for first year of operation at BPM, illustrating sales projections and operating expenses.

vi. Letters of Support

Please provide at least two letters of support from your business associates.

vii. Photos/Videos (Optional)

We would love to see photos or video that showcase your business, products and/or production. This is not required, but is encouraged!

Submitting Your Proposal

Please email your completed proposal to chogan@bostonpublicmarket.org or mail it to: Boston Public Market Association, PO Box 130457, Boston, MA 02113.

All questions about the proposal process should be sent to: chogan@bostonpublicmarket.org