

# Church Street Marketplace Cart Vendor Program Overview

## City of Burlington, Vermont

For questions regarding the program contact Samantha McGinnis at [smcginnis@burlingtonvt.gov](mailto:smcginnis@burlingtonvt.gov)

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## I. BACKGROUND

Thank you for your interest in the Church Street Marketplace Cart Vendor Program.

This document will cover all the information you need to know to apply to be a cart vendor on the Church Street Marketplace. The goal of this program is to enhance the vibrancy and activation of the Church Street Marketplace and to support the growth of micro-businesses.

Once you have reviewed this document, you will need to complete the cart vendor application. **All vendors must apply annually. Cart locations are not guaranteed; however, returning vendors will receive seniority in placement.**

### THE CHURCH STREET MARKETPLACE DISTRICT COMMISSION

The Church Street Marketplace Commission, appointed by the Burlington City Council, is a nine-member board. Its purpose is to establish, improve, and maintain the Church Street Marketplace, for the benefit of Burlington, the County, and the State. The Commission sets policy for the Marketplace, which is a four-block business improvement district. The Commission makes the final decision on fees, placement, and vendor acceptance within the Cart Vending Program as advised by the Marketplace License Committee and Marketplace staff.

### MARKETPLACE LICENSE COMMITTEE

COMMITTEE ROLE: To ensure that Marketplace vending benefits everyone, the Marketplace License Committee, a subset of the Marketplace Commission, advises the Marketplace Commission on all things relating to Marketplace vending.

## II. SCOPE

The Church Street Marketplace Commission is now accepting applications from artisan, food, retail, and non-profit cart vendors to vend for a one-year term, May 2024 – April 2025, on the Church Street Marketplace.

The Church Street Marketplace is open year-round. The cart vendor expected schedule will be to have a minimum season of June 1<sup>st</sup> through August 31<sup>st</sup>.

- A. Types of vendors on the Marketplace fall into the following categories:
- **ARTISAN:** Sells "arts and craft items" of their own creation and nothing else. No imported goods! Annual fee for Artisans is 50% of the fee for retail vendor carts. (Please note: Fine arts (painting, photography, sculpture) are NOT part of the cart vendor program. Information on selling these wares through the Artist in the Alley program can be located at on [the Church Street Marketplace website](#).
  - **FOOD & RETAIL VENDOR:** Sells goods and/or food and/or nonalcoholic beverages. Vendors selling food need to comply with the State of Vermont Health Department regarding their regulations. Vendors selling food are prohibited by the City of Burlington from using materials containing chlorofluorocarbons.
  - **NON-PROFIT:** The Marketplace will support a total of three (3) local non-profit 501(c)(3) organizations that focus on entrepreneurship, sustainability, and/or youth empowerment. The programs must teach a solid based foundation of curriculum; have a proven track record and broad-based community support; and, sell a product that currently is not being sold on the Marketplace by any other vendor.
- B. The vending spaces each consist of a ten (10) square foot service area on the Church Street Marketplace bricks. Electricity can be provided upon request.
- C. Marketplace Vendor Program will have schedule requirements starting June 1<sup>st</sup> through August 31<sup>st</sup>. Vendors will need to notify Marketplace Staff the days and times they plan to vend between those dates. During that time period daily attendance can reach up to 5,000 visitors in a day, although varies upon weather conditions.
- D. Proposals for service(s) rendered shall meet all city, state, and federal regulations, licensing and insurance requirements, and be of a type expected and accepted by visitors to the Church Street Marketplace and Burlington in general.
- E. Fees for vending on the Marketplace will be due in four equal payments: June, July, August and September and will be payable upon Vendor's receipt of City invoice. The payment schedule is as follows:

<b>Food Carts</b> (City Hall Block)	\$2,400
<b>Food Carts</b> (Between College St & Cherry St)	\$1,800
<b>Retail Carts</b> (south of Cherry St)	\$1,500
<b>All Carts north of Cherry St</b>	\$1,200

### III. APPLICATION OUTLINE

Prior to applying interested parties must read the *Terms and Conditions of Marketplace Peddling* and the sample *Cart Vendor Agreement* .

A license for a vendor cart is valid for the year applied running from May 1<sup>st</sup> – April 30<sup>th</sup>. Existing and prospective cart vendors must re-apply each year. Locations are owned and managed by the City of Burlington and are not guaranteed to returning vendors nor can they be sold or purchased. Cart vendors must apply annually for a location. Returning vendors will receive seniority in placement. Application can be found on the Church Street Marketplace website at [www.churchstmarketplace.com/programs-and-licensing](http://www.churchstmarketplace.com/programs-and-licensing). Applications go live on January, 5<sup>th</sup>, 2024 and are due Monday, February 5<sup>th</sup>, 2024.

### VENDOR SELECTION

In compliance with the City of Burlington’s Procurement Policy, the Church Street Marketplace Department will evaluate ALL (new and returning) complete proposals from qualified applicants on the seven criteria listed below. They will then make recommendations for permit approval to the License Committee based upon this evaluation. Applicants will be scored up to a maximum of 100 points based on the following:

- Physical cart must meet all of the listed cart requirements above. **(25 points)**
- Priority will be given to those vendors whose attendance metrics (proposed schedule, past attendance data, submission of transaction data) have been met and submitted. **(5 points)**
- Reasonable affordability. Priority is given to those vendors who offer products that vary in price range. **(15 points)**
- Vendor diversity. Priority is given to those vendors who identify as BIPOC, women, and LGBTQIA+ **(15 points)**
- Priority is given to those vendors whose products are hand-made and/or locally sourced. **(15 points)**
- Inclusive menu (for food/drink vendors). Priority is given to those vendors whose menu includes a range of items, including vegetarian, vegan, dairy free, gluten free etc. **(10 points)**
- Priority is given to those vendors who are in non-compete with other cart vendors and Marketplace Vendors **(15 points)**

### IV. APPLICATION TIMELINE AND NEXT STEPS

Applications should be submitted through the online link at:

<https://churchstmarketplace.com/programs-and-licensing#cartvendorprogram>

Questions concerning this application should be directed to Samantha McGinnis by emailing [smcginnis@burlingtonvt.gov](mailto:smcginnis@burlingtonvt.gov).

Please note that our office receives many questions from prospective cart vendors during the application period. We will do our best to respond within 1-2 business days.

To apply you will need to:

- 1. Complete the online application form.** To access the application form, click the link [HERE](#). In the application, you will be required to:
  - Complete and include detailed drawings or designs OF ALL FOUR OR MORE SIDES OF THE CART (if the cart has not been constructed) or photographs of the cart with a cover sheet describing all dimensions are required with the application. The drawings or cover sheet MUST include either samples or descriptions of ALL materials and must show ALL sides of the cart.
  - Include a Valid photo ID. (Government issued ID is best.)
  - Applicants can include: an individual, a married couple, a business partnership with five or fewer partners, or a corporation with five or fewer shareholders.

**Your application and plans will be reviewed in early February 2024.** The Marketplace License Committee will meet to review completed applications. If the License Committee approves your application, it is referred to the February 21, 2024 meeting of the Church Street Marketplace Commission for its review and approval. If the Commission approves, you will be provided with written permission to build or buy your cart. All Commission meetings are posted on the [City's public meeting calendar](#).

- 2. Receive written notice that your cart has been approved or denied and Vendor Agreement.** You will receive a written notice, via e-mail, that your cart has been approved or denied. At this time, you will also receive a vendor agreement that will need to be executed prior to the start of vending. If you are a cart vendor selling food, you must provide the Marketplace with a copy of your certificate from the Vermont Department of Health at least seven working days prior to your first day of operations on Church Street. The Marketplace Cart Vendor Program logo decal must be placed on your cart with an un-obstructed view.
- 3. If your cart has been denied, you may appeal that decision, first with the License Committee and then with the Church Street Marketplace Commission.**
- 4. Cart Inspection.** All new carts must be inspected before doing business on the street for the first time and must match the drawing or photographs that were provided with the application. If you fail inspection, you will be given two-weeks to make the necessary adjustments to pass inspection and can then schedule a re-inspection. If you fail the inspection again, you have failed the inspection for 2024 and will be asked to leave the Marketplace. You may reapply for the following fiscal year.

**Please submit all application materials by 4:00 P.M. on Monday, February 5<sup>th</sup>, 2024.**

### **Quick Glance Timeline**

- January 5, 2024: Application Window OPENS
- February 5, 2024: Application Window CLOSES
- February 6 through February 20, 2024: Application Review Period
- February 21, 2024: Final decisions made & applicants notified at
- February 26, 2024: Contract agreements sent
- April 17, 2024: Mandatory virtual orientation
- May 1, 2024: First day vendors allowed on Marketplace
- June 1, 2024: Required vending season begins (June 1<sup>st</sup> – August 31<sup>st</sup>)