



## **PARTICIPANT PROPOSAL PACKAGE**

### **GENERAL PROPOSAL GUIDELINES**

Are you a can-do person who does interesting things and can present them in a professional and beautiful way to really take advantage of the location and the attention it will get?

Are you a maker of fashion, jewelry, home wares, millinery, art objects, toys, kids clothes, trinkets, or other fantastic things; or a creator of prints, photography, illustration, sculpture, painting, textiles, or other works; or do you have a fantastic business idea that doesn't exist in the Wellington North area; or do you want to run a gallery or exhibition space for yourself and/or a collective of artists.....then this Program is for you and we want to hear from you!

Renew Northern Wellington is open to artists, artisans, craftspeople, creative enterprises, entrepreneurs or community groups with ideas for projects that could take place in vacant shop fronts and commercial spaces in the Wellington North areas of Arthur, Kenilworth and Mount Forest. Unfortunately, we cannot support anybody that has had a similar storefront previously, MLM (Multi-Level Marketing) companies or people affiliated with established organizations are not allowed, and no food services with eating in the space (we will allow retail food products).

This is an amazing opportunity with excellent exposure in a high profile and well-positioned location for an entrepreneur who is dedicated to being there as agreed and building their business.

Please make sure you take the time to think through your ideas before submitting a Proposal to us. We are not in a position to help you come up with ideas only to help make them happen!

Renew Northern Wellington manages the Proposal Process but it is up to the Renew Northern Wellington Proposal Committee, and the owner's specifications as to which project will take place in which store front.

## **COSTS TO BE INVOLVED IN THIS PROGRAM**

The benefit of this amazing Renew Northern Wellington Program is that you get a downtown storefront location but you don't have to pay rent while you are on a thirty day (30) rolling Agreement. This allows your business to gain great attention and success for a very small investment.

There are some costs involved to become a part of our amazing Program:

- **Participant Membership Fee** – This Fee starts at twenty-five dollars (\$25.00) per week and increases every three (3) months by twenty-five dollars (\$25.00). It is paid to Renew Northern Wellington to become a member in our organization and gain access to an available space.
- **Sales Percentage Fee** – This Fee only comes into effect when your Gross Sales exceed the Participant Membership Fee you are paying during the specified month. It is calculated at ten percent (10%) of Gross Sales which are over your monthly Participant Membership Fee. You are required to submit your sales revenue figures every month and any applicable Sales Percentage Fee will be invoiced to you for payment to Renew Northern Wellington.
- **Utilities** – Since you will be using the owner's water, heat, and hydro, you will be responsible to pay the owner for these utilities and keep them paid current. Most spaces will be shared with other Participants, so costs will be split and shared.
- **Business Registration** – Once you are selected as a Participant, if not already obtained beforehand, you need to register your Business with the Government. The cost, on average, is sixty-eight dollars (\$68.00) for a five (5) year Business Number.
- **Insurance** – To ensure you are covered for any accidents or damages that may occur while you are operating your business, you are required to obtain one hundred percent (100%) replacement costs and liability insurance in the amount of two million dollars (\$2,000,000.00) coverage. The cost, on average, is fifty dollars (\$50.00) per month.
- **Refundable Key Deposit** – To ensure the return of the store key, a Refundable Key Deposit is required to obtain a key to your space. The Owner will decide how this Deposit is to be paid (cash with receipt or a cheque). This Deposit is refunded to the Participant once the space is no longer needed and the key is returned.

## HOW TO APPLY

Please make sure to read the *Information Package for Possible Participants* before submitting your Participant Proposal Package which consists of the following:

### **1. PARTICIPANT APPLICATION**

By answering the questions in our Application we will have a better understanding of you, your product, and your business. This will allow us to place you in a viable and appropriate area that will best fit your requirements and allow you a better opportunity for success.

By signing the Application it confirms that the information provided on the Form is correct and accurate. The completion and submission of this Application, in no way constitutes a confirmed place with the Renew Northern Wellington Program. If chosen to be a part of our Program, any information provided on this Form may be used for marketing or advertising purposes both internally and externally.

### **2. SUPPORT MATERIALS**

In order to get a feel for you and your Proposal we require Support Materials which demonstrate your ideas. Applications that Renew Northern Wellington receives usually exceed the properties we have available, so it is a competitive process.

The Support Materials are important in telling the story of you and your business, your arts practice, or of demonstrating your history as a person who has initiative. We are trying to get a feel for how ready you are to take on a space within the Renew Northern Wellington Program, how your Proposal will fit in with what we are already doing, or how a project might work in an available property.

We require, at a minimum, the following to be included in your Participant Proposal Package:

- **RESUME** – Provides us with a history of your experience, previous successes, and talents.
- **QV or PORTFOLIO** – This includes samples, pictures, website link, and Facebook link.

The types of materials you submit can depend on the type of project you are proposing. Based on best examples of previous Applications, here are some suggestions. A combination of the items below is best.

- **RETAIL SHOP SPACE**

- Sample of photos of the products you will stock;
- Images which help us see how you will present your space. Create an Inspiration / Vision Board which references other shops/places you are inspired by, colour palettes, styling, etc;
- For you or the artists/makers/designers involved – provide links to your blogs, websites, and online portfolios – where relevant;
- Your CV or artist portfolio.

- **GALLERY / EXHIBITION**

- Sample of photos of works from the artists you are planning to exhibit;
- Images which help us see how you will present this gallery. Create an Inspiration / Vision Board which references other gallery spaces you are inspired by, or which demonstrates the type of space you are opening;
- For you or the artists/designers involved – provide links to your blogs, websites, and online portfolios – where relevant;
- Your CV or artist portfolio.

- **STILL NOT SURE?**

- Links to your website, blog, photo gallery, or other online profile;
- Your CV or portfolio;
- Relevant images – No more than 5. If submitting electronically then collect images in a **flickr** folder and send us the link, or send us a link to a **Pinterest** pinboard.

## **ASSESSING YOUR PROPOSAL**

Once we have received your Application we will make a Preliminary Assessment – to let you know if your project is suitable for the Renew Northern Wellington Program and to identify shortlisted Applicants and invite them for an in-person interview.

If your Proposal seems viable then the following may occur:

- **INVITATION TO VIEW AVAILABLE SPACE** – This is to make sure you feel the space would work for what you had in mind. Sometimes it does and sometimes it doesn't. If it doesn't that doesn't mean that you wouldn't be offered another available space in the future.

- **INTERVIEW WITH THE PROPOSAL COMMITTEE** – An in-person interview will be scheduled with the Proposal Committee to decide which projects would best suit the space available. The interview is to discuss your project in more detail. This is your chance to shine and promote your idea or talent. The interview helps us gauge suitability for the initiative. We may advise on ways that your project will need to be developed or shaped in order to be eligible for our Program.
- **SUBMISSION AUDITIONS** – These are events that are publically promoted and viewed with a panel of judges who pick the best presented proposal and business to fill an empty space. Done on a yearly basis.

**SUCCESSFUL PROPOSALS**

You will be notified if your Proposal has been chosen for the selected store front. You will then be required to action, complete, and submit the following:

- Business Registration and Number;
- Insurance Policy for coverage;
- Participant Member Agreement;
- Provide a \$50.00 refundable deposit for a key to access the store.

**INFORMATION FOR PREVIOUS APPLICANTS**

If your Proposal was excellent but just not for the specific store front or we had to decide on just one business to fill the available space, then your Proposal will be kept on file for future opportunities. Please understand, though, that we receive far more Applications than we have space available. We encourage you to refresh and resubmit your Proposal each time we call for new Proposals to show us that you are still interested in this amazing opportunity.

As some time may have passed since your last Application, your ideas or circumstances may have changed. We need to know if your Proposal is still current, if you are still interested in participating, or if you have a new venture you want us to consider.

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We thank you in advance for your interest in our program and wish you the best of luck with your initiative!

If you have any other questions that have not been addressed, please contact us. We are more than happy to help you with any concerns or inquiries you may have.

**Contact:**

**Wellington North  
Project Coordinators**  
Mount Forest, Kenilworth & Arthur  
[www.wellington-north.com](http://www.wellington-north.com)

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**April Marshall & Dale Small**

7490 Sideroad 7 W, PO Box 125

Kenilworth, ON N0G 2E0

[P] 519-848-3620

[E] [amarshall@wellington-north.com](mailto:amarshall@wellington-north.com)

[E] [dsmall@wellington-north.com](mailto:dsmall@wellington-north.com)