



Renew Northern Wellington Arts & Business Association

PARTICIPANT INFORMATION AND APPLICATION PACKAGE

WHAT EXACTLY IS RENEW NORTHERN WELLINGTON? *Renew* Northern Wellington, also known as Renew Northern Wellington Arts & Business Association, is a not for profit corporation that finds short and medium term uses for buildings that are currently vacant, disused or awaiting development in the downtown cores of Minto, Mapleton and Wellington North. *Renew* Northern Wellington supports artists, crafters, entrepreneurs, cultural projects and community groups enabling them to use and maintain these buildings until they become commercially rented, viable, or are redeveloped. It is not setup to manage long term uses, own properties, or permanently develop sites but to generate activity in them until a future long term activity occurs.

WHAT ARE THE BENEFITS FOR ARTISTS, CREATIVES AND ENTREPRENEURS? Access to a space to work from, to sell your work from, and to rehearse or to create is of immense value to creative projects and growing businesses that typically begin without much financial support. *Renew* Northern Wellington will give an artist, a small business, or a creative community the opportunity to take a major step forward in what they are doing. Many people are often realizing a long held dream to open a shop, start a gallery, set up a studio, or take their work to the next level.

CAN I MOVE MY EXISTING BUSINESS TO ONE OF YOUR VACANT SPACES? It is very important to *Renew* Northern Wellington that we don't undermine existing businesses and existing commercial tenancies in our communities. We are prioritizing new projects and initiatives that do not directly compete with the viable businesses that already exist here. Projects or businesses that involve relocating from a commercial space to a subsidized one are ineligible. Our priority is to encourage original creative projects, businesses, and community initiatives. For example, if you wanted to open a fashion retail store then we would need to be convinced that your shop won't take business away from other existing retailers. However, if you make original clothes, or bags, or jewellery, and you have no retail presence then we would strongly encourage you to apply – you are exactly who we are looking for! If you are an artist or crafter who is currently working from home or running a creative enterprise outside the Northern Wellington area then we would love to have you join us!

CAN A SINGLE EXHIBITION BE DONE? *Renew* Northern Wellington finds it much easier to make a building available to a group or individual that wants to run a gallery or full time business than it is for us to organize a series of exhibitions or multiple businesses ourselves. We are excited to hear from people with all sorts of plans for the empty shops – whether short term, medium term, or long term. We do expect that we will have access to a range of properties that are only available on a short term basis or for which there are no long term uses. In these cases, we would be happy to try and arrange temporary access for appropriate projects.

CAN RENEW HELP ME ACCESS A SPECIFIC BUILDING? In most cases, the answer is no. *Renew* Northern Wellington matches willing property/building owners with great projects. We do not search for specific buildings for specific projects however in some circumstances *Renew* is willing to reach out to a Building Owner who may not currently be in the program if a great opportunity arises.

CAN RENEW NORTHERN WELLINGTON BE USED TO START MY COMMERCIAL BUSINESS? Yes, providing that it is creative, unique, or a cultural enterprise of some kind. We are trying to stimulate excitement and life into the downtown core that will translate into your business becoming viable and will lead to a long-term lease with the owners. The only key criteria are that the business idea can't be identically competing with existing businesses in the community you start up in. Our Program goal is to offer unique, vibrant, diverse, and eclectic businesses and projects so that the downtown cores will become more active. This will ensure that our towns are economically strong places to live and shop.

CAN I LIVE IN A RENEW NORTHERN WELLINGTON PROPERTY? Unless the building has all the relevant council permissions and approval for residential use we are unable to let anyone live in them. In most cases buildings that are suitable for residential use are being lived in already and aren't the ones we are targeting.

COSTS TO BE INVOLVED IN THIS PROGRAM: The benefit of this Program is that you get a downtown storefront location, rent free, while you on a 30-day rolling contract. This allows your business to gain attention and get established for a very small cost/investment. Following are some of the costs:

- **Participation Fee** – The fee, paid to the *Renew* Northern Wellington organization to be a member of our Program, is as follows:
 - For locations of 1,000 sq. ft. or less the first month membership fee would be \$100.00, and the monthly membership fee would increase by \$50.00/month
 - For locations > than 1,000 sq. ft. the first month membership fee would be \$100.00, and the monthly membership fee would increase by \$75.00/month.
- **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. If you are sharing a space with others then this expense will be split evenly. The average cost is \$1.00 per square foot per month.
- **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 DO I APPLY FOR THE RENEW PROGRAM?

1. PARTICIPANT APPLICATION:

At any time, you can apply to *Renew* Northern Wellington by submitting a Participant Application, (pages 5 – 7 attached) to one of our Project Coordinators. You will be contacted for further information if required or to notify you that you have been invited to an in-person interview with our Proposal Committee.

Please ensure you take the time to think through your ideas before submitting an application 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.

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.
- **CV 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.

- **RETAIL SHOP SPACE**
 - Sample of photos of the products you will stock along with images that will 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 along with your CV.
- **GALLERY / EXHIBITION**
 - Sample of photos of works from the artists you are planning to exhibit along with 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 and provide a copy of your CV or artist portfolio.
- **STILL NOT SURE?**
 - Letters of reference both from a personal and/or professional perspective are always valuable and provide good support to your application.

3. 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 invite you 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 if your project is a good fit for the space available. The interview is to discuss your project in more detail. This is your chance to 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. Renew Northern Wellington intends to complete these auditions on a yearly basis.

4. 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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PARTICIPANT APPLICATION

(Please answer the following questions, to the best of your ability. If you require more room then please add more paper.)

1. YOUR NAME: _____

2. CONTACT INFORMATION:

Home Address _____

Phone Number: (H) _____ (Cell) _____

Email address: _____

3. YOUR BUSINESS NAME: _____

4. YOUR BUSINESS IDEA _____

5. WHICH RENEW NORTHERN WELLINGTON COMMUNITY DO YOU WISH TO OPEN YOUR BUSINESS IN?
(Circle One)

Wellington North	Arthur	Kenilworth	Mount Forest
Township of Mapleton	Alma	Drayton	Moorefield
Town of Minto	Clifford	Harriston	Palmerston

6. WHAT WOULD YOUR 2ND AND 3RD CHOICES BE IF SPACE WAS NOT AVAILABLE IN YOUR PREFERRED LOCATION?

Second Choice _____

Third Choice _____

7. HOW MANY DAYS AND HOURS PER WEEK DO YOU PLAN TO BE OPEN AND EXPLAIN WHY:

8. HAVE YOU EVER RUN THIS BUSINESS IN A STOREFRONT BEFORE? IF SO, WHEN, WHERE, AND DESCRIBE ITS FUNCTION AND SUCCESS.

9. WHAT MAKES YOU THINK THAT THIS PROJECT/BUSINESS IDEA WILL BE UNIQUE AND INTERESTING ENOUGH TO BE SUCCESSFUL?

10. HAVE YOU COMPLETED A BUSINESS PLAN AND/OR COMPLETED ANY MARKET RESEARCH? EXPLAIN

11. IF YOU ARE SUCCESSFUL DO YOU PLAN TO REMAIN IN THE DOWNTOWN CORE AND WHY?

12. WHAT DO YOU SEE AS YOUR MAJOR HURDLE(S) REGARDING THE SUCCESS OF YOUR BUSINESS AND WHAT ASSISTANCE DO YOU SEE YOURSELF REQUIRING AS YOU MOVE FORWARD?

12. PLEASE PROVIDE A BIOGRAPHY, OF 250 WORDS OR LESS, EXPLAINING HOW YOU GOT TO WHERE YOU ARE TODAY. THIS MAY BE USED IN OUR ADVERTISING IF YOU ARE CHOSEN AS ONE OF OUR PARTICIPANTS. PLEASE INCLUDE YOUR RESUME, CV, SAMPLES, PORTFOLIO AS WELL.

