



## Vendor Application Guide

Are you interested in being a seasonal vendor at Prescott's Pop-Ups? Apply now for the 2022-2023 season! Learn more about this exciting new program and complete the [online application form](#).

Application packages are also available for pick up and submission at Prescott Town Hall located at 360 Dibble Street West Prescott, ON K0E 1T0 or by email at [dvalentyne@Prescott.ca](mailto:dvalentyne@Prescott.ca).

### 1. Introduction

Prescott Pop-Ups is a Town of Prescott initiative designed to support a vibrant waterfront experience that attracts visitors and supports entrepreneurs in the development and growth of their businesses. In the Town's Economic Development Strategy, RiverWalk revival, business supports, and tourism development are key priorities. Prescott's Pop-Ups will support these priorities by stimulating new investment and job creation and elevating the image of our community through an enhanced waterfront and RiverWalk business district.

### 2. Vendor Categories & Experience

There is demand to see a mix of seasonal vendors across product areas. We are looking for pop-up businesses and services that will complement Prescott's existing business mix and enhance this waterfront space.

Example pop-up vendors include outdoor/sporting equipment rentals and sales, retail boutiques, artisans, food/beverage, experience/tour providers, activity/event related services, and fitness/wellness to name a few. Preference will be given to vendors featuring unique, locally made and/or sourced products and experiences. The opportunities are wide ranging and we welcome proposals for other ideas not listed above.

Applications for the sale of wine, craft cider, craft beer and spirits from AGCO licensed providers may be considered on a case-by-case, temporary basis.

### 3. Season

Pop-up rentals are available on a seasonal basis from May (Victoria Day Weekend) to October (Thanksgiving Weekend), weather permitting.

Rental options range from a full season to shorter term weekly/weekend/monthly rentals.

#### **4. Opening Days/Hours**

Vendors are required to be open for business, at a minimum, Friday to Sunday from morning to early evening. Vendors are also strongly encouraged to operate during the week/weekday and evenings where appropriate, and to remain open until 9 pm during special events taking place in the RiverWalk District. Vendors must confirm hours of operation at the time of application. Vendors wishing to deviate from the minimum required or pre-approved hours, must obtain permission from the Town of Prescott.

#### **5. Location/Facilities**

Prescott Pop-Ups will be located just east of the Sandra S. Lawn Harbour & Marina and at the Prescott Rotary Lighthouse. This site features easy access to the 2 km Prescott Waterfront Trail and the Highway 2 corridor for walking, cycling and running, and day-tripping and to the St. Lawrence River, which could support a variety of business types.

Two pop-up site options will be available including:

##### ***Shed Pop-Up Sites***

Pop-up Shed sites are located at the southeast corner of King & Water Streets, adjacent to the public parking area and Sandra S. Lawn Harbour & Marina.

Available vendor sites = Multiple

Approx. size = 120 sq. ft (10ft. X 12ft.)

Available for weekend, weekly, monthly, or seasonal rental.

Note: The use of one additional 10x10 pop-up tent is permitted per Shed rental unit. The tent must be placed directly adjacent to the Shed so as not to impede neighbouring vendors and public walkways. Tents must be secured and anchored with a minimum of 10lb of weight per corner and taken down at the close of each business day.

##### ***Mobile Food Truck Pop-Up Sites***

Mobile food truck sites are located at the southeast corner of King & Water Streets, adjacent to the public parking area and Sandra S. Lawn Harbour & Marina.

Available vendor sites = Multiple

Approx. size = 250 sq. ft (15ft. X 20 ft.)

Available for weekend, weekly, monthly, or full season rental.

##### ***Rotary Lighthouse Pop-Up Site***

The Rotary Lighthouse Pop-Up site is located at 181 Water St., just west of the Shed Pop-Ups site.

Available vendor sites = One

Approx. size = 250 sq. ft (ground floor area)

Available for full season rental only.

This site comes equipped with four bistro tables for outdoor set-up at the adjacent patio space. The installation of additional furnishings must be approved by the Town of Prescott in advance.

Vendors renting the Rotary Lighthouse Pop-Up Site must adhere to special operating procedures, outlined under *Section 19: Lighthouse Pop-Up Site Vendor Requirements*.

## 6. Rental Rates

### *Shed and Food Truck Pop-Up Sites*

Monthly	\$300
Weekly	\$100
Weekend (3-day)	\$75
Weekend (2-day)	\$50

### *Rotary Lighthouse Pop-Up Site*

Monthly	\$450
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## 7. Traditional Marketing

The Town of Prescott will undertake a traditional marketing campaign through radio and print media and install appropriate temporary directional signage at major roadways. Vendors will be able to place individual on-site signage during operating hours and are encouraged to pursue other traditional marketing avenues where appropriate, aligning with Prescott Popups guidelines and values.

## 8. Social Media Marketing

The Town of Prescott will be promoting the Prescott Pop-Ups across its social media platforms, including but not limited to the Town of Prescott (Official), Explore Prescott (Tourism), and Downtown Prescott BIA pages. Vendors will be required to share general Prescott Pop-Ups posts through their channels and are encouraged to create/maintain their own robust social media marketing campaign, including on emerging channels such as TikTok. Vendors will be eligible for Digital Service Squad support through South Grenville Digital Main Street to assist with social media marketing.

## 9. Special Events

Prescott's Downtown RiverWalk District is an active area, home to a variety of businesses, attractions and event sites where several Town and private events take place during the Pop-Ups season, including the St. Lawrence Shakespeare Festival, Summer Concert Series, Downtown events, recreation activities and much more. Pop-Up vendors are encouraged to operate during all events but should be prepared for these high traffic days.

## **10. Alterations**

The Vendor is responsible for completing the interior fit-up of the shop, as approved by the Town. No physical additions, alterations or renovations shall be started without first having obtained proper consent in writing from the Town of Prescott's representative and any building permits required. Should approval be granted, all approved renovations will be at the vendor's expense and become the property of the Town of Prescott unless otherwise negotiated.

## **11. Electrical**

Electrical services are available at both the Lighthouse and Shed Pop-Up Sites. Electrical service size varies depending on location. Vendors that require electrical service must identify this at the time of application.

## **12. Garbage**

The Vendor will be responsible for his/her own garbage collection and cleaning within their pop-up structure. The vendor is responsible for disposing of all waste material in the garbage receptacle identified for the exclusive use of Prescott Pop-ups vendors. Waste receptacles located within public areas of Pop-Up sites for the use of customers only and will be maintained by Town staff.

## **13. Washrooms**

Vendors will have access to the Sandra S. Lawn Harbour washrooms during regular operating hours May - June (8am-6pm), July – Aug (8am-8pm), Sept-Oct (9am-5pm).

## **14. IT Services**

Vendors will have access to the Town's private Wi-Fi network to support point of sale (POS) systems.

## **15. Liability Insurance**

Upon approval to operate a Pop-Up site, vendors will be required to show proof of \$2 million liability insurance. In addition, any vendor handling food/food trucks will be required to have all necessary permits and inspections, including a Town of Prescott Permit, 2022 Health, Fire Suppression and Propane Inspections, and TSSA and ESA stickers.

## **16. Parking**

The site is adjacent to a parking area with free parking. Vendors are required to park all vehicles, including employee vehicles in the designated parking lot located at the corner of East and Water Streets. The delivery of Pop-Up Site supplies shall take place during off peak times (before 11am or after 7pm), vehicles cannot be parked or driven outside of the designated parking area. No vehicles are to be driven on grassed areas or on multi-use paths within the Pop-Up Site or any public park areas.

## **17. Regulations**

The Vendor shall comply with the Public Health Act, R.S.O. 1970, Chapter 377, as amended, respecting foodstuffs, and all regulations and conditions within the food premises regulations under

the Public Health Act R.S.O., 1990, Chapter 409, Regulation # 840. The Vendor will be required to comply with all other municipal, provincial and federal regulations that may be applicable to their business activity.

### **18. Water/Wastewater Services**

Water & wastewater services will be available at the Lighthouse Pop-Up Site only.

In general, the Town does not provide water or wastewater services to Shed Pop-Up Sites. Vendors will be required to provide their own source of potable water. Vendors that require water service must identify this at the time of application.

There are no wastewater connections on the property for Shed Pop-Up sites. Vendors are responsible for collecting all wastewater produced by the business and disposing of it off-site at an approved disposal station. The disposal of wastewater in adjacent storm drains, waterways, parks or greenspaces is prohibited at all times.

### **19. Lighthouse Pop-Up Site Vendor Requirements**

Priority shall be given to vendors that demonstrate the need for power and/or water services, and interest in providing visitor related services as part of their tenancy. The selected Lighthouse Pop-Up Site vendor shall provide access to visiting members of the public wishing to tour the property and gain access to 2<sup>nd</sup> and 3<sup>rd</sup> stories for the purpose of viewing and capturing images of the scenic St. Lawrence River. Furthermore, the selected vendor must agree to provide space for the display of Prescott tourism publication materials and serve as a brand ambassador in the promotion of amenities/materials to visitors. Vendors will be equipped with supporting guidance and resources to provide tour guide/brand ambassador services to Lighthouse Pop-Up patrons throughout the operating season. This shared use approach to the space will position the lighthouse as a key visitor destination; thus, attracting a large market of potential consumers to the selected vendor’s business.

### **20. General**

Vendors are required to provide the Town with a detailed list of products, services to be sold, planned hours of operation and other pertinent business details as requested. Any adjustments to products/services, hours of operation or other relevant business changes, must be communicated and approved by the Town in advance.

### **21. Vendor Selection Process**

The evaluation of seasonal applications will be completed by the Town of Prescott. Successful applicants will be required to sign a lease agreement with The Corporation of the Town of Prescott. All seasonal applications submitted by the deadline will be evaluated and assigned marks according to the following criteria:

Category	Criteria	Weight
Submission Completeness & Quality	Is the submission substantially complete and include all relevant information?	10/100

Value Proposition Alignment	Does the vendor's proposed business align with the objective of Prescott Pop-Ups project to enhance economic and recreational activity on Prescott's waterfront while assisting in the creation a hub/public space to help activate the RiverWalk District? Does the proposed business complement the existing mix of RiverWalk District businesses?	30/100
Capacity	Does the vendor have the demonstrated capacity to successfully implement their proposed pop-up shop? Does the applicant demonstrate previous experience in executing on a similar project?	30/100
Marketing and Promotions	Does the vendor propose a viable individual marketing strategy above and beyond the Prescott Pop-Ups marketing strategy? Does the vendor either possess an existing social media following or demonstrate the capability to generate a social media presence that aligns with the strategic objectives of the Prescott Pop-Ups ?	30/100



# Prescott Pop-Up Site Map

