

January 22, 2018



Dear Prospective Civic Center EATS Vendor:

Thank you for your interest in Civic Center EATS, which returns to Civic Center Park on most Tuesdays, Wednesdays, and Thursdays from May 1 through October 4, 2018.

Civic Center EATS and its participating vendors play an important role in helping the Civic Center Conservancy activate and revitalize Downtown Denver's Civic Center Park – designated as Denver's first National Historic Landmark in October 2012. Thousands of people who would not otherwise be in the park now have a reason to visit Civic Center throughout the warm weather months – increasing both the vibrancy of the park and community engagement in its future. Proceeds from the event support the 501(c)(3) nonprofit Civic Center Conservancy's efforts, including free public programming aimed at elevating and sustaining this historic urban oasis as a vibrant and iconic cultural and community hub.

This year we are again using an online application through ManageMyMarket.com. A brief outline of the multi-step process follows, but please be sure to read the detailed instructions attached to this letter. Please note we will not be accepting paper applications; you must submit your application online. Additionally, we will be charging a \$20 fee this year to cover the costs of processing applications – the fee will be payable after you make your submission.

Applying to Civic Center EATS in 2018 is a four-step process. You must complete all four steps prior to the February 11, 2018, deadline to have your application considered.

Step 1: Create a ManageMyMarket Vendor Profile – Here you will create an account on Manage My Market.com and enter information about your business and the products you sell. Please note that this "system" was designed for farmers markets, so some of the questions may seem odd – do your best to answer them. You do not need to list all your products, but please at least include your five bestsellers to give us a sense of your menu. 2017 Applications will just need to update their profile.

Step 2: Apply for Civic Center EATS – Once you complete your profile, you will be given the option to apply to "markets" in your area. Find "Civic Center EATS" on the options and complete the application.

Step 3: Upload licenses, insurance, photos, and other documentation – After you submit your application, you will upload various required documents into your profile at ManageMyMarket.com.

Step 4: Pay the application fee – When you submit your application, you will automatically be invoiced the \$20 application fee. This must be paid on-line following the instructions in your invoice. Season fees will be invoiced after vendor selection.

All four of these steps must be completed by the application deadline of Friday, February 11, 2018. Please see the more detailed instructions, including screen shots, in the pages that follow this letter.

Please note that we plan to accept fewer vendors to season-long spots in 2018 and make more liberal use of drop-in opportunities. This will allow us more flexibility on the number of vendors in attendance based on where we are at in the season. For example, when we expect to be busy we will have season-long vendors and a number of drop-ins, but when it is less busy we may only have season long vendors. As always it is imperative that if you need to miss a scheduled shift you let us know as far in advance as possible.

Please note that your consistency and reliability is important to the customers you serve as well as to the coordination and management of the event, and your attendance record is a criterion during annual vendor selection and assignments.

Please note that by reducing the number of vendors we accept for each day and the overall EATS season, the application process should be even more competitive. In 2018, we are asking all vendors to request the day they want to be at EATS if they were only offered one-day of vending per week. We may offer a handful of vendors the opportunity for two days per week, but that will be by invitation after we have all applications in hand. We will continue to have a diverse lineup of vendors. Please note that vendors who are not selected or are selected for one-day will have the opportunity to "drop-in" when such opportunities arise.

As with 2017, the fee categories are Small, Medium, and Large – you will be charged based on the size of your set-up. Secondly, we have slightly reduced the per-day vending fee in response to vendor feedback. We still believe the per-day fee is less than nearly all other events in the Denver area.

As always, the Conservancy plans a multifaceted promotional effort to generate awareness of Civic Center EATS and drive traffic to the park on event days. Historically, we have used a combination of earned TV and print media coverage, social media (Facebook, Twitter and Instagram), newspaper ads, professionally-designed and distributed posters and flyers, subsidized coupons, e-mail blasts, lobby and elevator signage in several downtown office buildings, and other promotional partnerships. We intend to employ all of these elements in 2018 and are always looking for new avenues and partnerships to continue growing the event audience.

Marketing efforts deployed by vendors are equally important, and we encourage you to drive traffic to the event by posting on social media, offering special promotions, and providing a great guest experience. We are happy to supply fliers and posters for you to distribute as well. If you have new ideas for how the Conservancy might help to increase traffic, please do not hesitate to reach out to us.

Thanks again for your interest in Civic Center EATS! We look forward to receiving your application and having another successful season.

Sincerely,



Eric Lazzari
Director of Programming and Events
eric@civiccenterconservancy.org
303.861.4633 x 21

Important Information about the 2018 Civic Center EATS Season

EATS will run from 11:00 a.m. to 2:00 p.m. on most Tuesdays, Wednesdays and Thursdays between May 1 and October 4, 2018. There will not be EATS on 5/31, 7/3, 7/4, 8/8, 8/29, 8/30, 8/31, & 9/4.

Fees

- Small Vendor (under 20 ft) - \$400 + 10% of Daily Sales - one day per week
- Medium Vendor (20-30 ft in length) - \$525 + 10% of Daily Sales - one day per week
- Large Vendor (longer than 30 ft) - \$595 + 10% of Daily Sales - one day per week
- Drop-In Vendor - \$30/day + 10% of Daily Sales

All vendors who apply will be charged a \$20 application processing fee.

Key Application Dates

- January 22, 2018: Application Available
- February 11, 2018: Application Deadline
- March 7, 2018: Acceptance Notifications Sent

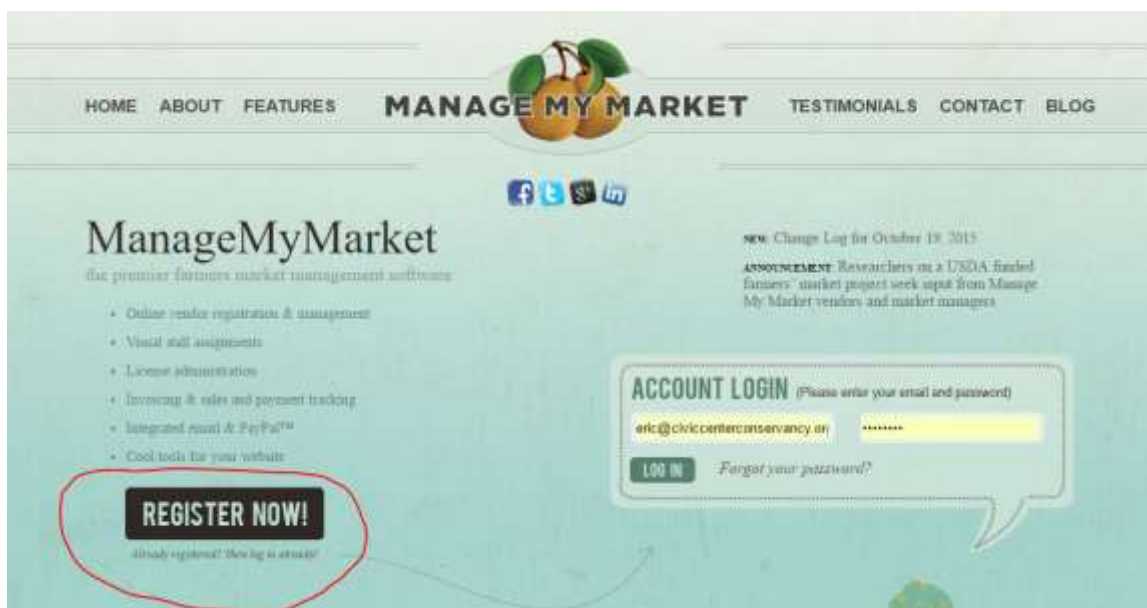
2018 Civic Center EATS Application Instructions

Applying for Civic Center EATS is a four-step process. Below are additional details and resources on each of the steps. If you experience technical issues, you may reach out to the ManageMyMarket.com helpline at 503.878.8466. If you need clarification on any application questions, please email eric@civiccenterconservancy.org; we will do our best to respond within one business day, but often sooner. We anticipate the entire process taking about 30 minutes to complete. You can save and come back to your application as necessary.

Step 1: Create a ManageMyMarket Vendor Profile

In this step, you will create an account on Manage My Market, enter information about your business and the products (ie: menu items) you sell. Please note that this “system” is set-up for farmers’ markets, so some of the questions may seem odd – do your best to answer them. Returning vendors will have to review their profile before starting.

Visit <https://managemymarket.com/> and click REGISTER NOW to get started.



The following link is a great tutorial from Manage My Market on how to set-up your vendor profile:

<http://portal.sliderocket.com/mmm/Creating-a-Profile-and-Applying-to-a-Market>

Please note that when you get to the product section - you do not need to list everything you will be selling. Please list at least five menu items for which you are best known. There is a chance that these products may be part of a public vendor profile listing and will be used when we review the applications. You can also update this section as your menu offerings change through the season.

Step 2: Apply for Civic Center EATS

After you complete your vendor profile, you will be given the option to apply to markets in your area. Find “Civic Center EATS” in the listing and click the “apply now” button.

Civic Center Conservancy

Civic Center EATS 2018
Civic Center Park (Colfax Ave & Broadway), 80202

The top of the application page looks like the following:



The screenshot shows a light green header with the text "Applying to the Civic Center Conservancy - Civic Center EATS 2018". Below this is a white box with a black border containing the text "Please Read" in a small font. The main content of the box is a large, bold, black heading "2018 Civic Center EATS Vendor Application" followed by a large, bold, red instruction: "PLEASE SCROLL THIS WINDOW TO READ ALL OF THE INFORMATION INCLUDING INSTRUCTIONS AT THE BOTTOM OF THIS MESSAGE". A vertical scrollbar is visible on the right side of the box, and a horizontal scrollbar is at the bottom.

Please be sure to scroll through the entire “Please Read” section for important information about the event and application process.

A few notes about other parts of the application:

- 1) Market Dates: The system will allow you to select all market days – however, please note we are only going to select vendors to all Tuesdays, all Wednesdays, or all Thursdays. Please only click the dates for the first day you are available **NOT DATES FOR THE ENTIRE SEASON**. We will fill in these dates once you are selected.
- 2) Market Staff: If you have this set-up in your profile, please check the staff who will be working at Civic Center EATS. If you do not know names at this point, that is fine.
- 3) Stall Type: This is the first place where you indicate how much space you need. Please select the category that best applies to you from the drop-down menu.
- 4) Application Fee: Please check this box as all vendors are required to pay the fee.
- 5) Type of Food – Additional Question #7 – please select the type of food you serve from the listed categories. Do not list something that is not on the options. This is the category we put you in on our marketing materials.
- 6) Additional Questions 13, 14, 15 – Day Preference – This is where you will let us know which day is your first, second and third choice for vending (Tuesday, Wednesday or Thursday). Please list at least a 1st and 2nd choice.
- 7) Additional Questions 16 & 17 – While we expect to select nearly all one-day-a-week vendors, this is where you let us know if you are interested in being a two-day a week vendor and if you cannot vend on a particular day of the week. For example, if you would like be considered for two-day a week vending, but you know you cannot vend on Thursdays - let us know here.
- 8) Measurements – Additional Questions 18 & 19 – We need the exact measurements of your set-up. Please get out a tape measure and get the measurements asked for in the application.
- 9) Statements and Market Legal Agreement – Please read these carefully as these are the rules, policies and procedures that will be enforced during the 2018 season.

Once you submit your application you will be taken to a confirmation screen and should receive a confirmation email that your application has been submitted. Please review the information on the email for what is required in steps 3 and 4 before the February 11, 2018, deadline.

Step 3: Upload licenses, insurance, photos, and other documentation

After you submit your application, go to the menu bar at the top of your Manage My Market profile and click on the licenses tab.



Here you will see a list of the documents we require you have in your profile. Please follow the on-screen instructions to upload each of the documents. If you do not have the required document, please upload a letter with an explanation as to when we can expect to receive the document.


Below is a list of the documents you will need to upload. If a document will expire before the start of the EATS season, please upload your most current version of the document and then update when you have a current version. Please pay special attention to the detail asked for in the Proof of Liability Insurance.

- A .PDF of your menu
- A copy of your State Sales Tax License
- A copy of your Denver Sales Tax License
- A copy of your License to Operate a Retail Food Establishment (State of Colorado)
- A copy of your Business Professional License from the City & County of Denver
- Photo(s) of your mobile food set-up – both interior and exterior or rendering of your set-up if still under construction.
- Proof of Liability Insurance - This should be a **certificate of insurance** not a copy of your insurance policy. The COI should list the **Civic Center Conservancy, 110 16th Street, Suite 905, Denver CO 80202** as the certificate holder. It must include the following language in the additional remarks: **CCC, its officers, directors, employees and volunteers and the City and County of Denver, its elected and appointed officials, employees and volunteers as additional insureds.** Your insurance provider should be able to provide this for you.


My Licenses


This list specifies the licenses you are probably required to obtain for the following organizations. These are based on the products you sell and the market managers' recommendations.


If a license does not apply to you, please mark N/A.


To add/edit a license, click on the  icon.


Civic Center Conservancy


2017 Civic Center EATS Menu (Please upload a copy of your EATS menu including pricing.)
no information on file 


Business Professional License from the City & County of Denver
no information on file 


Denver Sales Tax Licence
no information on file 


Exterior Photo #1
no information on file 


Exterior Photo #2
no information on file 

Interior Photo #1
no information on file 

Interior Photo #2
no information on file 

Liability Insurance (This should be a certificate of insurance not a copy of your insurance policy. The COI should list the Civic Center Conservancy, 110 16th Street, Suite 905, Denver CO 80202 as the certificate holder. It must include the following language in the additional remarks - CCC, its officers, directors, employees and volunteers and the City and County of Denver, its elected and appointed officials, employees and volunteers as additional insureds. Your insurance provider should be able to provide this for you.)
no information on file 

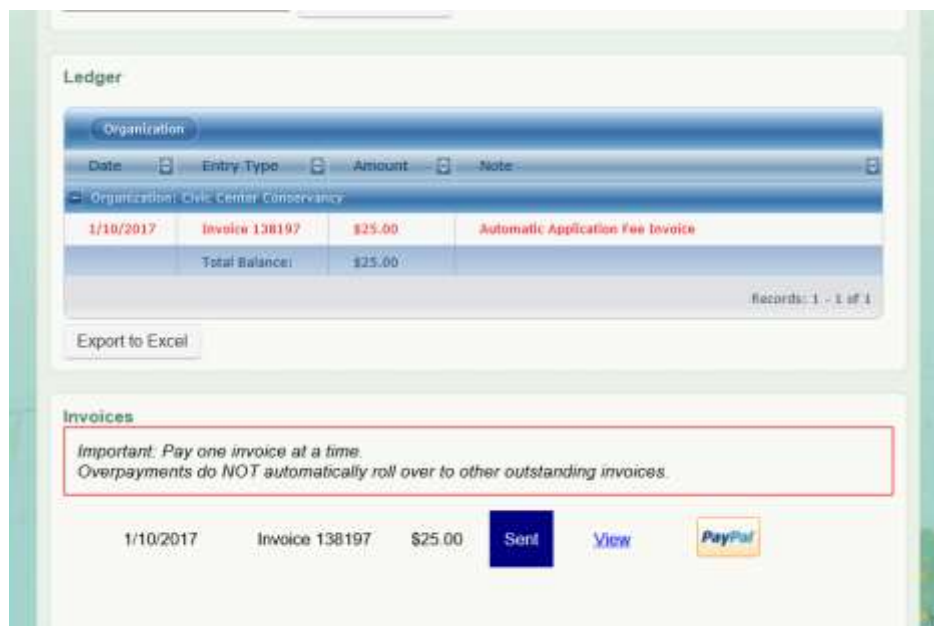
License to Operate A Retail Food Establishment (State of Colorado)
no information on file 

State Sales Tax License
no information on file 

As you upload your documents. If they expire, **please be sure to enter the expiration date**. The system is set-up to let both you and the event organizer know a document is approaching an expiration date.

Step 4: Pay the application fee

When you submit your application, an invoice for the \$20 application fee will automatically be emailed to you. Please click the link in this email to pay via PayPal. You will be able to pay with a debit card, credit card or via your PayPal account. Your application will be considered incomplete until this fee is paid. Incomplete applications will not be considered at selection time. **Application fees are not refundable, even if you are not selected for a permanent spot at Civic Center EATS.** Please note that vendors not receiving a permanent Civic Center EATS spot will go on our waiting list for drop-in opportunities, permanent slots that may eventually open-up, and other Civic Center Conservancy event opportunities.



The screenshot shows a 'Ledger' section with a table of transactions for the organization 'Civic Center Conservancy'. The table has columns for Date, Entry Type, Amount, and Note. A single entry is shown for 1/10/2017, Invoice 138197, for an amount of \$25.00, with the note 'Automatic Application Fee Invoice'. Below the table is a 'Total Balance' of \$25.00 and a 'Records: 1 - 1 of 1' indicator. An 'Export to Excel' button is visible below the table.

Below the ledger is an 'Invoices' section with a red-bordered box containing the text: 'Important: Pay one invoice at a time. Overpayments do NOT automatically roll over to other outstanding invoices.'

At the bottom, there is a row of information for the invoice: '1/10/2017 Invoice 138197 \$25.00'. To the right of this row are buttons for 'Send', 'View', and a 'PayPal' logo.