



16TH STREET MALL LICENSEE APPLICATION/BUSINESS PLAN

THIS IS AN APPLICATION FOR **CONSIDERATION** OF A TEMPORARY REVOCABLE LICENSE AGREEMENT (AGREEMENT). THE COMPLETION AND SUBMITTAL OF THIS APPLICATION AND/OR THE PAYMENT OF A FEE WITH THIS APPLICATION DOES NOT GRANT ANY RIGHTS TO THE APPLICANT AND DOES NOT GRANT, RESERVE, PRIORITIZE, ALLOCATE, PROMISE, WARRANT OR GUARANTEE THAT AN AGREEMENT MAY BE GIVEN BY THE DOWNTOWN DENVER BUSINESS IMPROVEMENT DISTRICT (LICENSOR). THE DATE OF FILING THIS APPLICATION HAS NO SIGNIFICANCE IN WHETHER THE APPLICATION WILL BE APPROVED OR DENIED.

THE APPLICATION IS TO BE COMPLETED BY EACH INDIVIDUAL APPLICANT, A GENERAL PARTNER OF A PARTNERSHIP, AN OFFICER OR DIRECTOR OF A CORPORATION, OR A MANAGING MEMBER OF A LIMITED LIABILITY COMPANY. INCOMPLETE OR ILLEGIBLE APPLICATIONS MAY NOT BE REVIEWED OR CONSIDERED.

Applicant Information

Name of Individual or Legal Entity:
(Corporation or Individual) If a Corporation, State of Incorporation is required

DBA:
(Doing business as) (Name of Retail Business)

Contact Name & Title:

Corp or Home Address:
Street Address City State Zip

Telephone: (Home) (Cell) (Bus) (Fax)

E-mail Address:

Website or Facebook:

*Copies of Articles of Incorporation or Social Security number and Driver's License/picture ID will be required if applicant is selected *

Proposed Business Terms

Description of Business

Type of Unit Desired: Food Trailer Kiosk* RMU** Other (explain)

*Kiosk: Enclosed retail unit provided by Licensor (limited availability)

**RMU: Open-air "Retail Merchandising Unit" provided by Licensor; similar to a cart but semi-permanent

If a unit will be provided by you, what is the current status?

Just an Idea Designed (Attach design/renderings) Built (Attach photos and dimensions)

How will you transport the unit to and from your site each day and where will it be stored?

What is the estimated cost of the unit?

Lease Term Desired: Year-round Seasonally from May1 - October 31 Short-term

Requested Start Dates: From To
(Month/Day/Year) (Month/Day/Year)

Electrical Needs: Please choose one

None

110v (household style plug)

220v (industrial style plug)

Please explain the equipment you will need the electricity for:

Operating Schedule

In most areas of the Mall, full-time hours of operation are required. Full-time hours are currently 11:00AM – 6:00PM from May1st – October 31st and 11:00AM – 4:00PM from November 1st – April 30th. Applicants may operate more hours if desired.

List your days and hours of Operation

Monday – Friday	<input type="text"/>	to	<input type="text"/>
Saturday	<input type="text"/>	to	<input type="text"/>
Sunday	<input type="text"/>	to	<input type="text"/>

Would you still be interested if operating 7 days a week with conforming hours were required? Yes No

*Licensor reserves the right to change the hours of operation as permitted in the License Agreement

Please Check One:

I am able to and interested in operating full-time and will have adequate staff/employees to do so

I am able to and interested in operating full-time and will sometimes operate later in the day (eveings/nights)

I am NOT able to operate full time. I am applying only for areas of the Mall with flexible hours

Business Information

What are your estimated start-up costs?

Inventory/Stock	<input type="text"/>	Display Fixtures	<input type="text"/>
Supplies/Packaging	<input type="text"/>	Cash Register	<input type="text"/>
Other	<input type="text"/>	TOTAL	<input type="text"/>

How will your new retail business be financed?

When will this financing be secured? Is it available immediately? Yes No

What are your financial resources?

Resources in Checking/Savings:

Line of Credit available:

Will you accept major credit cards? Yes No (Accepting credit cards is highly recommended)

How much time do YOU plan to work at this location (per week)?

How many full & part-time employees will you have? (full-time) (part-time)

What is your estimated monthly staffing cost for all employees (full & part-time)

Business Experience (if applicable)

Have you ever operated a retail, cart or vending business before? Yes No If yes, please list the location and dates:

Location 1 Dates

Location 2 Dates

Previous Unit Type: Food Trailer Kiosk* RMU** Other (explain)

What were the average sales in your most recent business?

Month(s) of: Sales:

Month(s) of: Sales:

References

Please list business references that may be contacted:

Name 1	<input type="text"/>	Phone/Email #1	<input type="text"/>
Name 2	<input type="text"/>	Phone/Email #2	<input type="text"/>

Merchandise/Product Line Description

Briefly explain your business identity, and/or theme

Types of merchandise to be sold: (Please attach photos and/or brochures of your products to the Application/Business Plan)

Do you have established resources/suppliers for your merchandise? Yes No

How long will it take to receive merchandise?

List Product Lines & Retail Pricing (if exceeds 4, please attach)

Product Line	Retail Price
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

What do you estimate as the dollar amount of the average sales transaction?

What is your profit margin/mark-up (percentage, three times, etc.)?

Which products are best sellers?

Which products are unique to the mall?

Projected Sales

What do you estimate as your average monthly sales - Summer?

What do you estimate as your average monthly sales - Winter/Spring?

What do you estimate as your average monthly sales - December?

Net Profit Projections (for one month time period)

Sales	<input type="text"/>
- Cost of Goods Sold	<input type="text"/>
= Gross Margin	<input type="text"/>
- Rental Fees	<input type="text"/>
- Payroll	<input type="text"/>
- Advertising	<input type="text"/>
- Other Expenses	<input type="text"/>
Earnings before Taxes	<input type="text"/>
NET PROFIT	<input type="text"/>

Visual Merchandising

Describe the visual merchandising plans for your requested retail location

Types of Fixtures

Color Scheme

Props

Signage

Marketing Strategy: It is your responsibility to market your business. (A strong marketing plan is favorable in the selection process.)

Who is your target/market customer?

Type of Customer/Lifestyle

Age Range

Household Income

Identify and describe your competition on the mall

What are your plans for advertising?

Do you have an existing customer base? Yes No

Do you have a website? Yes No

How often do you update your website?

Do you have a face book page? Yes No

How many friends do you have?

How often do you post?

Do you have Twitter account? Yes No

How many followers do you have?

How often do you tweet?

Are there social, environmental, health or community benefits to your product? Explain

What are your expansion plans?

Why will customers buy your product and what will make your business memorable? (Versus the competition)

Why do you feel that 16th Street Mall is the target market for your product?

I have read and understand the following: Please initial next to each statement:

I understand that a committee will determine the applicants best suited for placement on Marketplace on the Mall based on the needs and desires of the area within the Downtown Denver BID, including in part, the following factors:

- Product uniqueness, diversity, and quality
- Commitment to program/hours of operation (as determined by Licensor) and to be clarified in the License Agreement
- Successful business experience
- Competition-existing similar businesses on or near the Mall

- Financial resources of the business
- Reasonable likelihood of success of the business
- Sales projections
- Visual Merchandising/Quality of structure and design/display
- Completeness of business plan
- Overall benefit of the business to the 16th Street Mall retail environment
- Potential detriment to the 16th Street Mall retail environment

A copy of the Articles of Incorporation, comparable entity organizational document **or** Social Security card and a valid driver's license/picture ID will be required **before** executing a License Agreement.

Licensee agrees that it is familiar with and it shall fully comply with the standards set for the Mall: (1) the Rules & Regulations For Vending on the 16th Street Pedestrian and Transit Mall of the Manager of the Department of Public Works, City and County of Denver; (2) the 16th Street Mall policies and procedures for the Temporary Use of the Public Right-Of-Way of the 16th Street Pedestrian Mall; (3) Denver Revised Municipal Code, Section 49-538; and (4) requirements of the Downtown Denver Business Improvement District, all as amended from time to time.

Unless higher limits are required by Licensor, Licensee shall furnish general liability insurance in an amount not less than \$1,000,000 liability insurance naming the Downtown Denver Partnership, Downtown Denver Business Improvement District, and the City and County of Denver as additional insured.

Licensee shall obtain and maintain statutory worker's compensation insurance as required by the State of Colorado for its employees.

This program is governed by Section 49-538 of the Revised Municipal Code and the "Rules and Regulations For Temporary Use of the 16th Street Pedestrian and Transit Mall." Food vendors are also governed by Section 23-46 of the Revised Municipal Code. By reference, they are made a part of the application.

Acceptance of this application by Downtown Denver Business Improvement District does not constitute approval or acceptance of the applicant or proposed Licensee into the 16th Street vending program nor does it grant, reserve, obligate, license, lease, warrant or guarantee that a location on the 16th Street Pedestrian and Transit Mall will ever be approved.

Please return this Application along with any other additional information you would like to submit in consideration of your application for a vending location on 16th Street Mall. Include brochures and/or photos of your business (Only items that we may keep on file. Keep your originals). The information and photos presented with this business plan will be instrumental in selecting participants for the 16th Street Mall vending program.

Licensor reserves the right to simultaneously negotiate with other prospective applicants regardless of similarity in products. Licensor is not obligated to license a location to the Applicant unless and until such time as a License Agreement has been fully executed by both parties, the fees have been submitted in an acceptable form for the location agreed upon by both parties, and the Licensee is in continuous compliance with all applicable rules and regulations for use of the Mall.

This application will expire December 31st of the year in which it is submitted and will be null and void after this date.

Applicant's Signature/Title

Date

Please return this Application to:

Senior Specialist, Downtown Environment
 Downtown Denver Business Improvement District
 1515 Arapahoe St, Tower 3, Suite 100
 Denver, CO 80202
 Phone: 303.534.6161
 Fax: 303.534.2803

Frequently Asked Questions:

When will I hear back? Applicants should generally expect to receive a response within 60 days of application submission.

If selected: After we contact you, the next step is location and cart/kiosk/display approval. *Final* approval is contingent upon finding an agreeable location and approval of the structure and all branding. No changes can be implemented by applicant after final approval.

If not selected: **Applications are valid only through December 31st of the year in which they are submitted.** There is no waiting list. Selection is based on the specific factors listed within this document and for the time period in which it is received. Applicants may apply in subsequent years if not selected.