

Western Market Chalet Rental 2019 Application

General Information

This program is designed to attract small businesses and create retail shopping in downtown Muskegon. This program offers an opportunity to sell and showcase products and services of interest to area residents and tourists. Vendors located in the chalets will be exposed to traffic from the Muskegon Farmers Market, Art Fair, Rebel Road, First Fridays, and all other events held downtown. In exchange, there will be down times with little pedestrian traffic as we work to build retail traffic in downtown Muskegon. We anticipate having a very limited number of chalets available and a large number of applications in 2019. Your application **WILL NOT** be considered unless it is complete and submitted with a \$25 application fee. The committee will strive to provide diversity in our vendor offerings to the public and applications will be reviewed with this in mind. An agreement will be provided and a location assignment will be made by staff. All new vendors must participate in marketing and events. **All accepted applicants must take a class with GROW and submit a business plan before their application can be approved.** A non-refundable application fee of \$25 is required. ***Deadline to apply is Friday, February 1, 2019 at 5 pm.***

Cancellation Policy

No refunds for vendor cancellations will be given. Vendors may not sub-let their location to another vendor. Vendors who do so will forfeit their lease and will not receive a refund. Only vendors listed and approved on the original agreement will be allowed.

Electricity/Lighting

We have a very LIMITED supply of electricity available. Please let us know specifically what your power needs are. Generators are not allowed. Running water is not available.

Application/Payment Process

Payment may be made to:

City of Muskegon
City Clerk's Office
933 Terrace Street
Muskegon, MI 49440

Cash, check, and credit card are accepted. There will be a 3% fee added to credit card transactions over \$60 or \$2 fee for charges under \$60.

Please include:

Vendor Application

Photos of Items to be sold or website link

Applications will not be accepted without a complete list of items to be sold and photos.

Vendor Information

_____	_____
Business Name	Primary Contact
_____	_____
Address	Telephone Number
_____	_____
City State Zip	Email Address
_____	_____
Website (if one)	Onsite Contact (If different)

Description of items to be sold (please attach photos):

Please note. Other applications may be approved that sell similar items. **This does not mean you will be the only vendor to sell this product but if approved, you may not add additional products without approval of the committee first.**

Booth Type & Price
(Please number 1 through 3 your preference for chalet size. Please note, your first or second choice may not be available.)

___ 90 square feet - Seasonal Rental Fee \$1,325

___ 120 square feet – Seasonal Rental Fee \$1,750

___ 150 square feet – Seasonal Rental Fee \$2,125

Are you still interested in a chalet if your preferred size is not available? _____

An additional cost of \$50 will be charged for Electricity for EACH approved appliance. Cell phone charger, cash registers, air conditioners, heaters are already included in the lease. All other items such as coolers will have pay a surcharge of \$50 for the season. These items must be approved first.

Minimum Required Hours Please note the dates and times are the minimum requirements. Vendors may stay open longer than the dates and times listed.

Hours

May 27 – September 2 open Wednesdays through Fridays from 11 am to 6 pm

May 27 – September 2 open Saturdays from 9 am to 3 pm

Open Sundays for the month of July from noon to 3 pm

Open all cruise ship and festival days

Open Saturdays, September 7 through October 26 from 9 am to 3 pm

Open Small Business Saturday, November 30 from 9 am to 4 pm

Open Saturdays, December 7 and December 14 from 9 am to 3 pm

*These dates and times are subject to change and will be finalized in the spring.

These days and hours are *MANDATED*. Please consider who can cover your chalet if you cannot be there. Vendors will be given five days they can close throughout the season for emergencies, illness, vacation, etc. Any days after this, the vendor will be fined \$50 per day and could be subjected to eviction.

Contact Info

Vendors having additional questions or needing additional information, may contact:

Ann Meisch

City Clerk

City of Muskegon

933 Terrace Street

Muskegon, MI 49440

231-724-6705

Email: ann.meisch@shorelinecity.com

Vendor Signature: _____ Date: _____

Date Application Received: _____ Approval: _____

Deposit received : _____

Photos/Sketches received: _____