



ESSEX STREET MARKET

Merchant Application



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ABOUT THE ESSEX STREET MARKET

Essex Street Market provides Manhattan's Lower East Side community with a venue for high-quality products, artisan offerings and valuable services.

LOCATION

Essex Street Market is located at 120 Essex Street between Rivington and Delancey streets on Manhattan's historic Lower East Side. Essex Street Market is in the heart of a bustling retail corridor that includes Grand Street from Ludlow Street to Allen Street, and Orchard Street from Grand Street to Delancey Street. The Market has excellent proximity to public transportation, with five subway lines and four bus lines just a short walk from the Market's entrance.

SIZE AND LAYOUT

The building that houses the Market is approximately 15,000 square feet and is divided into approximately 35 market stalls, which vary in size from 90 square feet to 600 square feet. The Market underwent extensive renovation in 1997, including a new façade, entrance, interior layout and lighting. Additional improvements are planned for the future.

CUSTOMER BASE

Essex Street Market draws customers mostly from the surrounding neighborhoods. The popularity of the Lower East Side as a historic neighborhood and tourist attraction adds considerable foot traffic to the Market.

MARKET PROMOTION AND SUPPORT

Essex Street Market organizes special events and promotions to attract new customers to the Market. Merchants shall be listed on Merchant Directories throughout the market. There is also a dedicated website, www.essexstreetmarket.com, which provides merchant profiles and which is updated continuously with upcoming events, including the year-round program of special events and promotions as well as recent press coverage.



ABOUT THE ESSEX STREET MARKET

CONT'D

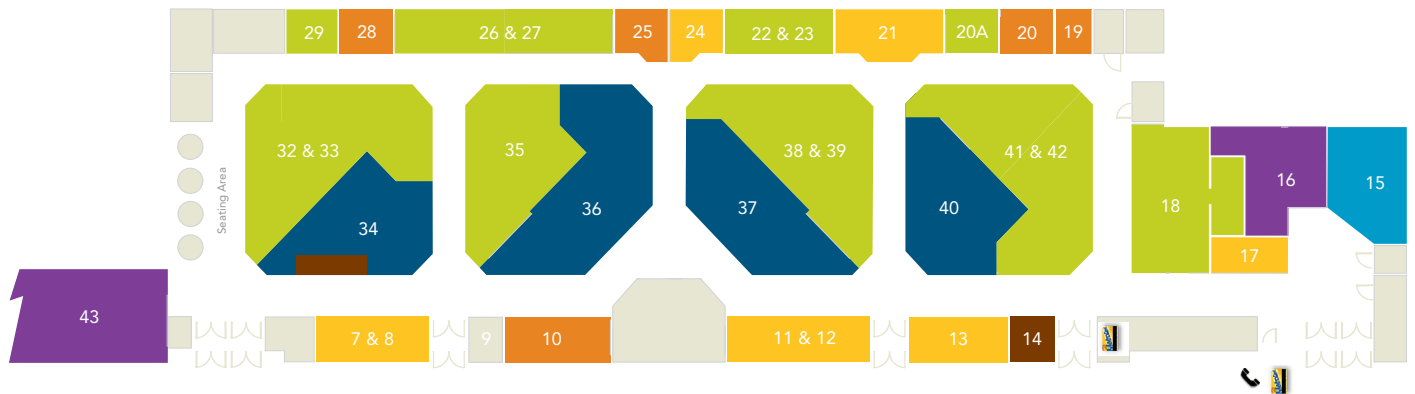
MANAGEMENT AND OPERATIONS

Essex Street Retail Market (referred to in general and in this merchant kit and application as the "Essex Street Market") is owned by the City of New York and managed by New York City Economic Development Corporation ("NYCEDC"). There is a management and maintenance staff on site. Essex Street Market is open Monday through Saturday 8am – 7pm and closed Sundays and holidays (New Year's Day, Independence Day, Thanksgiving Day and Christmas Day).

The information set forth in this application, including, without limitation, in any attachments, photos, exhibits, appendices, emails and Website, concerning the Essex Street Retail Market is believed to be accurate, but is not so warranted. NYCEDC and the City of New York assume no responsibilities for errors or omissions. Applicants are advised to independently verify the accuracy of all information and to make their own judgments of the risks involved in the opportunities, services and requirements as contemplated in this application. NYCEDC and the City of New York reserve the right to change, remove and add to any terms, conditions and representations set forth in this application without notice and at their discretion.



FLOOR PLAN



MEAT & FISH

Jeffrey's Meats	.36
Luis Meat Market	.40
New Star Fish Market	.37
Rainbo's Fish	.34

GOURMET FOODS

Formaggio Essex	.21
La Tiendita	.13
Rainbo's AND...	.7-8
Roni-Sue's Chocolates	.11-12, 24
Saxelby Cheesemongers	.17

PRODUCE & GROCERIES

Batista Grocery	.18
Batista Mini Market	.20A, 41-42
Essex Farm Fruits and Vegetables	.32-33, 35
Essex Farm Grocery	.26-27, 29
Viva Fruits and Vegetables	.22-23, 38-39

EATERIES

Essex Restaurant	.43
Shopsin's General Store	.16

BEVERAGES

Porto Rico Importing Co	.14
Tra La La Juice Bar	.34

CULTURE

Cuchifritos Art Gallery	.15
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ADDITIONAL

Aminova's Barber Shop	.25
JCC Electronics	.20
Mr. Smith Expert Tailor	.19
Santa Lucia Religious	.10
Three Brothers Clothing	.28



MERCHANT OPERATING PRINCIPLES



The market stalls in public retail markets are typically small, thereby underscoring the need for an efficient layout and maximization of space for a business to be successful. Merchants in these markets are successful because they know how to sell.

High sales volume in public retail markets do not happen automatically. In general, success of a market depends upon a combination of factors such as the market's location, its physical facility and size and the amenities offered to customers. The most crucial factors, though, are the merchants, the products they offer and the development of a loyal customer base. Quality products and exceptional customer service make a market successful over time.

Listed below are some key principles for operating a successful market stall:

QUALITY OF PRODUCTS

First and foremost, the success of your business in the market is determined by the quality of your product or service. Quality is one of the most important considerations for shoppers when selecting where to shop. Quality does not mean expensive or unique; it is a combination of appearance, freshness, price and taste. Quality will sustain a market over the long run and is what can distinguish you from your competition.

MERCHANT GUIDELINES

All stalls must be neat, attractive and professional. Your staff should also appear professional and use proper food preparation/handling methods (if applicable) and hygiene.

UNIQUENESS AND INNOVATION

Essex Street Retail Market customers expect high-quality products at the market. They also enjoy finding unusual and unique items not commonly available. A wide variety and evolving product selection is one method of responding to the customers' preferences as the management strives to make Essex Street Market an enjoyable and unique experience for all our customers.



MERCHANT OPERATING PRINCIPLES

CONT'D



ATMOSPHERE AND SERVICE

Aside from the merchandise, customers visit public retail markets because of the people. The market environment is very social and people love to mingle with their neighbors and get to know the merchants. It is important that you initiate contact with your customers and try to establish a relationship. Also, it is important to be attentive to all customers and provide them with personalized service as quickly and friendly as possible. A friendly and personal shopping experience will attract repeat customers to the Essex Street Market.

MARKET STALL APPEARANCE AND MAINTENANCE

All merchants are expected to design and maintain the market stalls in an aesthetically pleasing and customer friendly manner. Merchants should also ensure their market stall is consistently clean, organized and professional with special attention paid to signage, product layout and displays. Essex Street Market implements a standardized signage policy applicable to the market stalls. A well-laid out and attractive market stall will appeal to customers and contribute to the success of your business.

PRICING

Merchants are expected to offer competitive pricing on all their products and are encouraged to offer a variety of price points that appeal to the Essex Street Market's diverse customer base.



MERCHANT MIX



The categories below outline the types of businesses and products that are appropriate for the Essex Street Market. Your business should fit within one of these categories. If it does not, please contact the on-site manager to discuss your proposed business plan.

FRESH SEAFOOD

The emphasis should be on fresh. Some prepackaged frozen seafood and some dried fish is permitted.

DAIRY/DELI PRODUCTS

Offerings could include popular imported and domestic cheese products, as well as dairy products and specialty dairy items (e.g. goat's milk).

PREPARED FOODS/RESTAURANT

Meals and snack foods should be available for takeout and on-premises eating.

PRODUCE

Merchants should offer a wide range of fresh fruits and vegetables, with few prepackaged products. Emphasis should be on tropical, ethnic and exotic goods, but regional staples should also be available.

GROCERY

Desirable products include dried beans, grains and flours, cereals, nuts and dried fruit. Products may also include other bulk, packaged, canned or bottled grocery food items.

BAKERY

Products could include breads and dessert items such as wedding cakes, pastries and puddings.

SPECIALTY FOODS

Products could consist of candy and nuts, health foods, vitamins, coffees, teas, seasonings, spices, tortillas and salsas, jams, jellies and imported food products.

OTHER PRODUCTS

Products could include plants, flowers, dietary supplements, vitamins, health drinks and other items.



MONTHLY CHARGE INFORMATION



MONTHLY PERMIT CHARGE

Monthly permit charge rates vary depending on the size and location of the stall.

ADDITIONAL CHARGES

Permittees can be assessed charges related to their market stall and a prorated share of the charges related to the common areas of the Essex Street Market.

PERMIT TERMS

Merchants are offered a one-year revocable permit, with two additional one-year renewal options, at the City of New York's option. A security deposit equal to two months' permit charges is required upon signing of the permit. Applicants should thoroughly review the terms and conditions of the market stall permit form before submitting an application. Selected applicants shall have 30 days from the date of their selection to accept and enter into the most current Essex Street Market Stall Permit.



APPLICATION PROCESS

Thank you for your interest in becoming one of the valued merchants at Essex Street Market.

We value the diversity of our merchants and recognize how essential they are in keeping Essex Street Market vibrant and successful. In order to maintain a desirable variety for our customers, the evaluation of applications takes into account the current product selection available in the Market and upcoming vacancies. Only applications for food and farm related merchants will be considered, as further described in the section entitled "Merchant Mix".

On average, the application process will take approximately eight weeks.

The Market's consent is required for the assignment of any permit, which consent will be dependent upon, among others, the Market criteria set forth in the Merchant Application.

OUTLINED BELOW IS THE APPLICATION PROCESS

1. Read the enclosed materials and carefully complete the Market Stall Space Inquiry and Financial Information forms found at the end of this application. In addition, please submit a business plan including a description of the product(s), offering(s) and/or service(s) to be offered for sale and cost range of items to be offered for sale, any physical improvements that you propose making to the market stall, as well as any other information you would like us to consider in our review. Only complete applications will be considered. Please send applications via US Mail or by overnight courier to the address below.
2. The review process includes an analysis of the type of product(s)/service(s) offered, the strength of the business plan, the feasibility of the proposal, the impact on the market and the existing product mix, the amount of space required, and professional references.
3. Applicants who best fit with the Essex Street Market's current needs and vacancies will be contacted to continue with the next stage of the application process.
4. Applicants may be asked for additional documentation or clarification to their business plans before a final decision is made.
5. Applicants are subject to a background check, including an Internal Background Investigation Questionnaire.
6. An applicant that is selected for an available market stall will be offered a Market Stall Permit from the New York City Department of Small Business Services ("DSBS").
7. Each application will be evaluated based upon the fit with the Essex Street Market's existing product selection, the applicant's space requirements, and other considerations as described in the Merchant Application.

Please submit the application and accompanying information to:
New York City Economic Development Corporation*
Attn: Asset Management
110 William Street, New York, NY 10038

*Essex Street Market is managed by New York City Economic Development Corporation

ESM APP. (May 2009)



APPLICATION

MARKET STALL SPACE INQUIRY FORM

Name: _____ Date: _____

Address: _____ Apt.: _____

City: _____ State: _____ Zip Code: _____

Phone/Daytime: _____ Evening: _____

Description of proposed business including the products, offerings and services to be offered for sale at the market stall:

(Additionally, please provide your business plan as an attachment to this Market Stall Space Inquiry Form, including, but not limited to, a description of the product(s), offering(s) and/or service(s) to be offered for sale at that market stall and the cost range of items to be offered for sale, any physical improvements that you propose making to the market stall as well as any other information you would like us to consider in our review)

Are you currently in business/working: yes no

If yes, describe: _____

Business Address: _____

Approximate square footage needed: _____

References (Name, Address and Phone Number please):

1. _____

2. _____



APPLICATION

FINANCIAL INFORMATION

Name: _____

Address: _____

Telephone Number: _____

Social Security Number: _____

If you currently own a Business complete this section

Type of Business: _____

Number of Years in Business: _____

Business Name: _____

Business Address: _____

Business Telephone Number: _____

Employer Identification Number (if available): _____

Bank: _____

Account Number: _____

Please also supply

- Last 3 years of Financial Statements or Tax Returns for Business
- Name and Phone Number of Three (3) Suppliers

If you do not own a Business

Employer Name: _____

Employer Address: _____

Employer Telephone Number: _____



APPLICATION

FINANCIAL INFORMATION (CONT'D)

Bank: _____ Account # _____

Savings: _____ Account # _____

Please also supply

- Copies of last 3 years of tax return (corporate tax returns if owns business, personal tax returns if not).
- Names and phone # of personal references
- Landlord's name, address, phone #

All Applicants

Provide an estimate and breakdown of your start-up cost.

- Inventory \$ _____
- Licenses or permits, if applicable \$ _____
- Security Deposit \$ _____
- Other \$ _____

Explain sources of funding for start-up costs

If approved, provide the earliest date for opening: _____