



Anyone interested in opening a business at the Indianapolis City Market must submit a comprehensive business proposal to the Indianapolis City Market Corporation for consideration. All materials and inquiries should be directed to the Indianapolis City Market Executive Director.

The decision of the Indianapolis City Market Corporation (ICMC) regarding approval of new businesses to join our family of merchants is based on the overall mission and vision statements of the ICMC board of directors adopted on May 3, 2011, which state:

#### **Indianapolis City Market Mission Statement**

The Indianapolis City Market feeds the community and our guests by offering distinct foods, products and services in an environment that preserves and perpetuates Central Indiana's agricultural, architectural and cultural history.

#### **Our Vision**

To be the premier cultural and commercial destination that perpetuates the agricultural heritage and entrepreneurial vitality of the Indiana marketplace.

#### **Our Values Statement**

The culture of the Indianapolis City Market is built upon these values:

- Excellence in products, services and facilities;
- Entrepreneurialism and owner-operated business;
- Indiana's heritage and its preservation;
- Diversity in people and products;
- Fiscal responsibility
- Collaboration and partnership;
- Creativity; and
- A healthy environment.

To preserve and enhance these qualities, the Corporation has the sole responsibility to promote and maintain the balance of product mix, shopper experience, and opportunities for Merchants at the Indianapolis City Market.

# Written Proposal Guidelines

For consideration, please include the following information:

**1. Personal Information:**

Name, address and phone number(s) of the owner(s) of the proposed business.

**2. Type of Business:**

This is an important part of your proposal. Provide a thorough description of the concept for the business you would like to operate at the Indianapolis City Market. Help us understand how your business will add to our current mix of products and businesses.

**3. Product Line:**

Provide a detailed list of all of the products that you would like to offer for sale, including name brands and information about your suppliers. Remember, if you will have a prepared food offering we will expect that you will offer a grocery selection for at-home preparation of your specialty product, as well. Include any information about the research you've done for preparation of your business proposal. If your proposal is approved, you will be expected to fulfill your business plan exactly as it is described in your written proposal.

**4. Qualifications:**

List your current business or occupation. Describe in detail your background, specific qualifications, knowledge and expertise that has prepared you for operating of the proposed business.

**5. Staffing:**

How much time will you personally be working at the City Market business? Who else will work for/with you? Family members? Paid employees? Describe the planned responsibilities of each worker, including the owner.

***It is expected that the owner will work onsite in the Market at least 50% of the required hours of operation. Our experience clearly indicates that the more the owner is on site, the more successful the business will be.***

**6. Marketing and Promotions:**

How do you plan to make the public aware of your new business? How much do you plan to spend on advertising, and when? Describe what your efforts will be to market your products externally and internally. Prepare a marketing plan and present your budget for the entire first year.

**7. Financial Information:**

You must prepare and submit a Financial Plan showing expenses and income projections for the *first three years* you are in business. In addition, you must prepare

and submit your sales projections by month for the first year and attach on a separate worksheet.

This information will be shared only with the Indianapolis City Market Corporation Board of Directors and Management in order to help determine the viability of the business proposal. You must identify your source of capital and access to financing.

**8. References:**

Please submit three professional references including name, position, company, phone number, length of acquaintance and business relationship. *Do not include family members or personal friends.*

**9. Credit Reference Authorization:**

Please complete and submit the Credit Reference Authorization form and submit along with the rest of your written proposal.

**10. Range of Space and Equipment:**

Your application indicated that you required approximately \_\_\_\_\_ square feet. Please prepare a rough drawing of equipment and fixture layout to efficiently and effectively operate your business. We want you to give us a true sense of how the space will function. Provide a brief description of the color scheme, signage, or special lighting fixtures you'll be using.

## **The Proposal Review**

The Indianapolis City Market Corporation (ICMC) reviews all proposals. The ICMC will lease space based on the availability of space and the appropriateness of the business in relationship to the overall product mix of Indianapolis City Market. Be aware that preparing a proposal is only the first phase toward final approval.

If your business proposal is approved we will proceed into a second, very specific design phase of the business proposal process. At that time we will provide you with exact dimensions of the space available and you will be required to submit for approval a professional rendering of the exact layout of fixtures and equipment. Additional instructions will be provided to you about the design requirements when your business proposal is approved.

If at any point as you are working on the proposal you have questions or need additional information please contact Stevi Stoesz, Executive Director, at 317-634-9266.