

# Retail! Retail! Retail!

Become an inaugural Tiny Retail™ participant at the Hill District's premiere special event, *August on The Ave*.



## VENDORS WANTED!

Download the vendor application at [hilldistrict.org/tinyretail](http://hilldistrict.org/tinyretail)

Centre Avenue, Centre of Culture

# August on The Ave

August 1st - 31st, 2015, 11AM - 7PM

FOOD | MUSIC | CRAFTS  
FASHION | GAMES | ARTS

Your front door to the Hill District. | [hilldistrict.org](http://hilldistrict.org)

Hill Community Development Corporation 2015 - 2017 Centre Ave, 2nd Floor, Pittsburgh PA 15219 P 412.765.1820 F 412.765.1829

## Opportunities for...

Hill District residents

AND

Artisans and merchants

Home-based businesses

Creative entrepreneurs

Innovative businesses

Emerging businesses

Eateries & Caterers

Maker businesses

Small businesses

in

# PGH

APPLICATION  
DEADLINE

# July 17<sup>th</sup>



## About Hill Works

Sensitive to the economic state of the community and its gradual development, the Hill CDC program, *Hill Works*, was designed to activate empty storefronts, abandoned properties, and vacant lots. Hill Works aims to make no- and low-cost temporary space, business training, and technical assistance available to small businesses, e.g., artists, creative entrepreneurs, organizations, and community groups, in order to nurture successful projects that transform the Hill District into a stronger, more commercially-active neighborhood.

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In response to the vacant lots lining Centre Avenue, the Hill CDC has a multi-faceted approach. Primarily, the Hill CDC is focused, on long-term development. To support this goal with an early stage solution, the Hill CDC has launched an initiative to build clusters of *Tiny Retail™* on the corridor to augment and support economic development in the Hill District. *Tiny Retail™* is a functional, mobile and economic concept, similar to Tiny Houses (small-scale dwellings built to abate financial and environmental concerns), yet with an application directed for the retail market.

The Hill CDC has begun to develop *Tiny Retail™*, an activation strategy identified in the [Centre Avenue Redevelopment and Design](#) plan, using a design-build-barter structure intended to raise project awareness; identify optimal retailers; build the capacity of our businesses; implement branding strategies; encourage and support small and/or new business; and celebrate the cultural legacy of the Hill District. The project delivery approach of design-build-**barter** extends beyond construction, allowing stakeholders to contribute to the conceptual process (design), place-making (build) and trading and selling (barter) of *Tiny Retail™* development.

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Over a four (4) week period at different activation points, the Hill CDC will partner with retailers to activate Centre Avenue with *Tiny Retail™*. Each retailer will provide a distinct, transactional experience that enriches the commercial landscape of the Hill District.



*Tiny Retail™* \_ Hill Works application

## *Tiny Retail™* ALPHA | August on The Ave

*August on The Ave* is a month-long event of retail activations targeting local home-based businesses as well as retailers aspiring to do business in the Hill District, social programming, civic engagement, community participation, and place-making. *August on The Ave* will unfold with the soft launch of the *Tiny Retail™* initiative – *Tiny Retail™* ALPHA.

|                    |  |                    |
|--------------------|--|--------------------|
| <b>Pre-Launch:</b> | <b>Saturday, August 1st</b>  | <b>Noon – 5PM</b>  |
| <b>Week 1:</b>     | <b>Thursday, August 6<sup>th</sup> – Monday, August 10<sup>th</sup></b>  | <b>11AM – 7PM*</b> |
| <b>Week 2:</b>     | <b>Thursday, August 13<sup>th</sup> – Monday, August 17<sup>th</sup></b> | <b>11AM – 7PM*</b> |
| <b>Week 3:</b>     | <b>Thursday, August 20<sup>th</sup> – Monday, August 24<sup>th</sup></b> | <b>11AM – 7PM*</b> |
| <b>Week 4:</b>     | <b>Thursday, August 27<sup>th</sup> – Monday, August 31<sup>st</sup></b> | <b>11AM – 7PM*</b> |

\*Every Sunday at 11AM - 4PM

*Tiny Retail™* ALPHA will be activated near the historic New Granada Theatre, on the lot next to the Hill District Federal Credit Union on Centre Avenue unless otherwise noted.

## Apply to Hill Works :: *Tiny Retail™*

The Hill CDC is currently accepting Hill Works applications for *Tiny Retail™*. Selected retailers will have a pre-event meeting between **Thursday, July 23, 2015 - Saturday, July 25, 2015** at the Hill CDC Business Center located at 2015-2017 Centre Avenue, Pittsburgh, PA 15219. Time TBD. Please read through the guidelines and checklist below.

Please select pre-event meeting availability (check all that apply):

Thursday, July 23, 2015     Friday, July 24, 2015     Saturday, July 25, 2015

### **HILL WORKS APPLICATION**

**Deadline: Friday, July 17, 2015 at 5:00 P.M.**

Retailers, if selected, will be notified no later than **Wednesday, July 22, 2015**.

Submit applications online at [www.hilldistrict.org/tinyretail](http://www.hilldistrict.org/tinyretail) or at the Hill CDC office.



## *Tiny Retail™* \_ Hill Works application

### **Eligibility**

The Hill CDC welcomes businesses that offer these specific qualities, as follows:

- Innovative small businesses or creative projects
- Both transactional and experiential retail offerings
- Capacity to operate project for up to five days at the defined times;
- Capacity to offer a select quantity of samples of retail product or food
- Capacity to engage consumer beyond purchase (e.g., art demonstration)
- Capacity to implement a creative idea over a longer duration (e.g., 6 months)
- Demonstrate clear benefits and value to the Hill District community and culture
- Great talent but have minimal business resources and ability to rent space

### **Activation examples:**

- Art installation or exhibition
- Event or performance space
- Marketplace boutique
- Trade store or shop
- Maker shop
- Craft store
- Artistic/Music studio
- Eatery or beverage shop
- Wellness store or studio
- Apparel shop

Whether innovators, artists, chefs, entrepreneurs or tradesmen, *Tiny Retail™* offers the opportunity to test new products; target a specific market or establish a brand in a low-cost, highly visible space; or build support for an innovative business model. Participation affords additional opportunities with the Hill CDC, e.g., business and pre-development services. *Tiny Retail™* provides relevant and meaningful business opportunities to grow the Hill District's emerging identity and produce quality destination activity that engages and transforms the community.



# Tiny Retail™ \_ Hill Works application

## About the Spaces/Timeline



In August 2015, the Hill CDC plans to launch *Tiny Retail™* ALPHA with the special event, [\*August on The Ave.\*](#) The *Tiny Retail™* ALPHA structure (about 24' x 24') will be a three-occupant, portable retail structure near the New Granada Theatre. *Tiny Retail™* ALPHA, a design-build-barter initiative intended to stabilize the social fabric of the neighborhood before pursuing a full-scale development project, will accommodate Hill District retailers and vendors during business hours, for

diverse events, and ultimately year-round. The project delivery method of *design* (design-thinking and conceptual planning) – *build* (place-making and streetscape) – **barter** (socio-economic programming and trading/selling goods) will demonstrate how to strategically plan beyond construction. The Hill District's imminent development along Centre Avenue presents a rarity to utilize creative concepts and innovative funding as a catalyst for economic development.

Each retailer will have full access to approximately an 11' x 15' space or 8' x 20" space, depending on project type and needs. This will be agreed upon once the application is reviewed and accepted. Please include space preferences under the narrative section.

The Hill CDC reserves the right to pair selected individuals/groups with retailers and spaces at its discretion.

|            |   |   |
|------------|---|---|
| Pre-launch | Saturday, August 1 <sup>st</sup>                                    | <b>All participating retailers (meet &amp; greet)</b>             |
| Week 1:    | Thursday, August 6 <sup>th</sup> – Monday, August 10 <sup>th</sup>  | <b>Retailer 1 “xyz,” Retailer 2 “xyz,”... Retailer 7 “xyz”</b>    |
| Week 2:    | Thursday, August 13 <sup>th</sup> – Monday, August 17 <sup>th</sup> | <b>Retailer 8 “xyz,” Retailer 9 “xyz,”... Retailer 14 “xyz”</b>   |
| Week 3:    | Thursday, August 20 <sup>th</sup> – Monday, August 24 <sup>th</sup> | <b>Retailer 15 “xyz,” Retailer 16 “xyz,”... Retailer 21 “xyz”</b> |
| Week 4:    | Thursday, August 27 <sup>th</sup> – Monday, August 31 <sup>st</sup> | <b>Retailer 22 “xyz,” Retailer 23 “xyz,”... Retailer 28 “xyz”</b> |



## Tiny Retail™ \_ Hill Works application

### Selection Criteria

The selection process is competitive and the review committee will be looking for a diversity of offerings. All applicants will be selected based on the following criteria:

- Quality of work as exhibited in the application (e.g., narrative and work sample)
- Feasibility and ability to execute proposal
- Ability of the project to engage the community including passersby
- Ingenuity and strength of concept/proposal
- Benefit to the community and appropriateness for the public realm

### Selection Process

Hill Works applications for *Tiny Retail™* will be reviewed by a committee comprised of the Hill CDC, artists, entrepreneurs, business professionals, community groups and stakeholders, and/or commercial property owners.

**Deadline: Friday, July 17, 2015 at 5:00 P.M.**

| <i>Tiny Retail™</i> Application |  |
|---------------------------------|--|
| Retailer/Vendor Information     |  |
| Business name:                  |  |
| Business description:           |  |
| Primary contact name:           |  |
| Primary contact address:        |  |
| City, State, Zip Code:          |  |
| Primary phone number:           |  |
| Email address:                  |  |
| Website:                        |  |
| Social media handles:           | (Facebook / Google+ / Twitter / Instagram) |



## PAYMENT INFORMATION

**Application Fee:** \$25 (non-refundable)

*All retailers are required to submit the Application Fee with the application.*

**Retail Fees\*:**

Multiple Day Activation (Thursday – Monday)

- (Hill District resident) Merchandise and Non-Food: \$150; Prepared Food: \$225
- (non-Hill District resident) Merchandise and Non-Food: \$225; Prepared Food: \$300

One Day Activation (Day to be determined)

- (Hill District resident) Merchandise and Non-Food: \$50; Prepared Food: \$75
- (non-Hill District resident) Merchandise and Non-Food: \$75; Prepared Food: \$100

*Individual checks for Application Fee and Retail Fees are required with the application.*

*\*Fees will be deposited only upon acceptance. For more information, see Terms & Conditions.*

Please indicate retail participation:    Multiple Day Activation    One Day Activation

**Check Payment** (Make check payable to: Hill Community Development Corporation)

Submit check in-person or mail check to:

Hill Community Development Corporation  
Attn: 2015 Tiny Retail  
2015-2017 Centre Avenue, 2<sup>nd</sup> Floor  
Pittsburgh, PA 15219

**Popmoney** (visit <https://www.popmoney.com> to make online payment to the Hill CDC)

Send money (via Popmoney) with three simple steps:

- 1) Send specified amount to the recipient's ("Hill CDC") email at [info@hilldistrict.org](mailto:info@hilldistrict.org)
- 2) The Hill CDC will receive a notification to accept\* payment
- 3) Once accepted, payment will deposit between 1-3 days.

*\*application fees will be deposited immediately; retail fees will be deposited upon acceptance for Tiny Retail™ ALPHA. Each fee must be sent separately.*

Please indicate payment method:    Check    Popmoney

**SIGNATURE**

I agree to adhere to the requirements and terms as stated above and have provided accurate information in the application.

Signature of applicant:



## **APPLICATION CHECKLIST**

Submit all application materials (excluding work samples) with the name "LastName-FirstName\_TinyRetailApp.pdf" as one (1) file [.pdf] and be 10MB or less.

### **NARRATIVE**

Please provide a response to each inquiry that clearly articulates the project concept and goals, and demonstrates your ability to successfully implement the project. (3 pages max.)

1. **Project Title:** What is the name/title of your proposed project/enterprise?
2. **Project Description:** Explain your project/enterprise and what you will be selling.
3. **History:** Describe your (or the business's) background. Please describe a successful project that you (or your group) have completed.
4. **Business Impact:** How would your business/enterprise benefit from *Tiny Retail™*?
5. **Goals:** What are your goals while occupying the space? What are your immediate goals after vacating the space? How will you achieve those goals?
6. **Space:** Describe your ideal space requirements. How many square feet would be ideal? Include any special requirements necessary. Why do you need a space, and how will it help further your business goals?
7. **Duration:** Do you prefer a one-day activation or multiple-day activation? If one-day, would you be willing to extend your vision to a multiple-day activation?
8. **Hours:** Do you plan on hosting any special events and/or activities during your duration? Provide an outline of activity and programming for the time specified (e.g., Week 1: Thursday – Monday). Include special events and activities.
9. **Community Benefit:** How would your project benefit the Hill District community? What experience are you providing potential consumers? Include any specific ideas about outreach, marketing, special events, etc. related to your project.
10. **Collaboration:** Will you collaborate with other artists, businesses, or community groups during *Tiny Retail*? If so, please name these groups, and explain the collaboration.
11. **Other Resources:** Please list additional resources needed for activation. For example: Budgeting/Accounting, Marketing, Space layout assistance, etc.
12. **Tiny Retail Participation:** Are you looking for long-term space after activation? If so, what type of space and lease requirements do you anticipate?

### **WORK SAMPLE** (If applicable)

- **Digital Images:** Submit three (3) images that demonstrate the applicant's past work, products and/or services relevant to the *Tiny Retail™* space.
- **File Format/Size:** Submit only "High" quality JPEG files; 2 MB max. per image
- **File Name:** Submit each image with the following name sequence: "LastName-FirstName\_Work-Sample\_00.jpg," "LastName-FirstName\_Work-Sample\_01.jpg," and so forth. If using Mac OS 8 or later, be sure to include a ".jpg" extension at the end of each title.
- **File Upload:** Submit each image as a single Jpeg document





## *Tiny Retail™* \_ Hill Works application

- AND/OR up to three Online Video Shorts of the applicant's past public interactions

### **WORK SAMPLE DESCRIPTIONS** (2 pages max.)

Provide the following information for each submitted image on an additional page:

- Provide heading of each submitted image, for example, "Work-Sample\_00."
  - Title of each work represented or activity depicted in the image
  - Media & dimensions (H x W x D"), if applicable, and description of activity
  - If a collaborative work, explain your role in the project
- *Optional:* For online video shorts, please provide the exact web address for viewing

### **RESUME** (3 pages max.)

- If submitting as a team, a current resume should be submitted for the contact person and all relevant team members.

### **SUPPLEMENTAL MATERIALS** (3 MB max.) *Optional*

Submit any supplemental materials that may help describe your project, e.g., business plan, marketing materials, or press release. Include a contents page. Submit as one (1) .pdf document and name: "LastName-FirstName\_Materials.pdf".

***Please prepare all your materials prior to submitting the application.***

### **Submit applications to the Hill Community Development Corporation:**

Online      [www.hilldistrict.org/tinyretail](http://www.hilldistrict.org/tinyretail)

Hardcopy      2015-2017 Centre Avenue, Second Floor, Pittsburgh PA 15219



## **TERMS & CONDITIONS**

Submitting this application indicates that you have read and accept these terms and conditions.

### **The following terms will be used as defined below in this document:**

**Retailer** – The approved applicant (“vendor”) for a one day activation or multiple day activations of *Tiny Retail™* ALPHA and the *August on The Ave* event.

***Tiny Retail™* Operator** – Hill Community Development Corporation (“The Hill CDC”).

***Tiny Retail™* initiative Soft Launch** – *Tiny Retail™* ALPHA (“ALPHA”).

**Hill District Special Event** – *August on The Ave* (the “event”).

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### **1. Eligibility**

- I. The Hill CDC has the right to determine whether an individual, business or product is eligible for ALPHA.

### **2. Operating Hours\* and Staff Requirements**

- I. Regular Operating Hours:
  - i. Thursdays – Mondays, 11:00 AM – 7:00 PM (excluding Sundays)
  - ii. Sundays, 11:00 AM – 4:00 PM
- II. Set-up and Clean-up:
  - i. One Day Activation vendors will have access to the structure on the day of the operation at 9AM and must be set-up by 11AM; and will have to fully and completely clear the premises by 8PM.
  - ii. Multiple Day Activation vendors will have access to the structure beginning Wednesday at 12PM, the day prior to operation, and must be set-up by Tuesday at 11AM; and will have to fully and completely clear the premises by Tuesday at 12PM.
- III. Vendors are required to be open during the operating hours listed. The space must be staffed at all times and stocked with sufficient merchandise or products. \*Hours of operation are subject to change at the Hill CDC’s sole discretion.

### **3. Location**

- I. Adjacent to the New Granada Theatre at Centre Avenue and Devilliers Street.
- II. The Hill CDC has the right to modify the location on Centre Avenue in the Hill District in the best interest of ALPHA and the event.

### **4. Vendor Space**

- I. The Hill CDC will provide the approximate space described in the application.
- II. It is the responsibility of the vendor to supply any additional items (e.g., extension cords, lighting, displays, etc...) necessary for operation.



## *Tiny Retail™* – Hill Works application

- III. The Hill CDC will provide all vendors with a space plan in advance to illustrate all on-site amenities.

### **5. Non-refundable Application Fee**

- I. The application fee is \$25.00 and is non-refundable.

### **6. Payment due with Application**

- I. All fees must be submitted with application.
- II. The non-refundable application fee will be deposited upon receipt of application.
- III. The retail fees will ONLY be deposited upon acceptance for ALPHA.
- IV. Individual checks and Popmoney payment is required with the application.

### **7. Compliance with laws/standards**

- I. All vendors are responsible for reporting their taxable income from ALPHA in accordance with the Pennsylvania Tax Code.
- II. All food vendors must review and adhere to the Allegheny County Health Department Guidelines for Temporary Food Facilities and contact ACHD for certification prior to the event date.

### **8. Insurance**

- I. The Hill CDC is not responsible for lost, stolen or damaged goods or for claims arising out of the operations of businesses, exhibitors and retailers at the event.
- II. INSURANCE IS HIGHLY RECOMMENDED
- III. The Hill CDC recommends all vendors procure liability insurance for the ALPHA and event dates.

### **9. Sanitation and Trash**

- I. All vendors must maintain a high standard of cleanliness. This includes the cleanliness of all service items, food preparation and surfaces within and immediately around their direct space.
- II. All vendors are responsible for complete disposal of their trash at the end of each event day.
- III. An additional fee of \$100 will be charged to all vendors who fail to comply.

### **10. Inclement Weather Policy**

- I. ALPHA varies from a traditional vendor market operation. One objective of Tiny Retail™ is an opportunity to provide traditional retail opportunities through non-traditional methods (e.g., the Tiny Retail structure). Therefore, the structure will accommodate retail operations rain or shine.
- II. ALPHA is a rain or shine operation.
- III. In the event of severe weather, the Hill CDC reserves the right to close operations temporarily, or give vendors the option to close. Under no circumstance will closures result in a reduction or refund of vendor fees.

### **11. Vendor's Indemnity**

- I. Vendor shall indemnify, defend, and save and hold the Hill CDC, and their respective employees, directors, representatives, agents or assigns, harmless from and against any and all claims, suits, actions, damages, liabilities or expenses (including actual attorney's fees and costs) arising from or out of, or in any way



related to or connected with the Vendor's participation in the event or the use by the Vendor or its agents, employees, or contractors, guests, or invitees of ALPHA.

**12. The Hill Community Development Corporation's Rights**

- I. Should the Vendor default in payment or performance of any obligation of Vendor hereunder, Vendor agrees that the Hill CDC shall have, in addition to each and every remedy available at law or in equity, the following rights and remedies which may be exercised by the Hill CDC at its sole discretion and without prior notice to vendor: the right to terminate the Vendor's participation in the event; the right to seek specific enforcement of Vendor's obligations under this Agreement; and the right to secure and remove any and all of Vendor's property from ALPHA, at the Hill CDC's sole discretion and at the vendor's expense.

**13. Government Licenses and Taxes**

- I. Vendors are responsible for obtaining any necessary licenses and registration required to conduct business in the Commonwealth of Pennsylvania and the City of Pittsburgh. Vendors are responsible for any taxes due to the Commonwealth of Pennsylvania and the City of Pittsburgh. Vendors may be inspected at any time by government agencies.

**14. Retail Offerings, Merchandise and Products**

- I. The Hill CDC reserves the right to approve all products and merchandise for sale or displayed during the event and with ALPHA. The Hill CDC further reserves the right to require the removal of any items deemed, at the Hill CDC's sole discretion, unattractive, inappropriate or a misrepresentation to the Hill District community and culture.

**15. Vendor Remedies**

- I. Vendor specifically waives any and all claims, suits, actions, damages, liabilities or other remedies arising from or out of, or in any way related to or connected with the Vendor's participation in the event; or the use by the Vendor or its agents, employees, or contractors, guests, or invitees of ALPHA. The Hill CDC provides no guarantee of results of event to the vendor.

***By submitting this document, I agree to the terms and conditions listed in this document and confirm my willingness to participate in the event and with ALPHA.***



*Tiny Retail™* \_ Hill Works application

Collaborators and Partners:



*If you have questions, please contact the Hill CDC:*

**Lake Byrd**

Urban Design and Development  
Project Manager

[lbyrd@hilldistrict.org](mailto:lbyrd@hilldistrict.org)



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