

## SEASIDE MERCHANT'S APPLICATION PROCESS

### **The application process includes the following documents:**

1. Seaside Merchant Applicant Questionnaire
2. Design Approval Process

### **Step 1. Conceptual Review**

The Seaside Merchant Questionnaire (attached) will help you formulate the concepts for your shop or restaurant. It is important to think through enough details for the Metropolitan Committee to determine whether your concept matches the needs of the Town. During the formulation of your answers to these questions it may be helpful to remember that each proposal will be reviewed for:

- A. Uniqueness and focus of concept – each new Seaside merchant should fill a unique niche in the Town. Diversity is important to maximize the experience of the visitor to or the resident of Seaside. Also, franchise businesses will not be considered.
- B. Level of Involvement of Owner(s) – one of the important elements of the character of a small town is the personal attention to its merchants.
- C. Quality of proposed merchandise – Seaside has developed a well-known reputation for quality.

### **Step 2. Preliminary Review and Interview**

If a business proposal meets the requirements of the first review, a prospective merchant will be asked to provide the following additional information:

- A. A detailed business plan including pro forma and information about how the business will be capitalized.
- B. A detailed description of the following:
  - a. Retail – all merchandise to be sold including brands, product lines, price points, etc.
  - b. Restaurants – a proposed menu showing menu items and pricing.
- C. Sketches of interior design concept, with written explanation. Include photos of places which convey the feeling or ambiance that you want to achieve.
- D. A sketch of the proposed logo graphic for the shop or restaurant. A sketch is necessary for a preliminary review as changes may be necessary before final artwork is done.
- E. For retail shops, a preliminary merchandising plan. This should clearly illustrate how your merchandise will be displayed. This can be done by photos or renderings.
- F. Written authorization to obtain credit information.

After submittal of this information, you will be contacted to arrange an interview with the Metropolitan Committee.

### **Step 3. Final Review**

Once the interview has taken place, any comments or recommendations made should be incorporated into your final presentation. At this point, you will need to submit the following:

- A. Any necessary revisions to the business plan.
- B. Final merchandise or menu descriptions (if changed).
- C. Scale drawings for the interior design of the shop or restaurant including floor plan, elevations and material specifications, photos or catalogue sheets showing all fixtures to be used. For restaurants, information on complete table settings and engineered equipment plans will be required.
- D. Final art work for logo graphic. For restaurants, final graphics review will also be required for menus.
- E. A final merchandising plan for retail shops.
- F. Personal Financial Statement

Once we have received and approved this information, and if an appropriate space is available, we will submit a draft lease for your review, and proceed with final negotiations.