

THE CITY OF SAINT JOHN

Saint John City Market



SAINT JOHN
CITY MARKET

Leasing Guidelines

Introduction

Thank you for your interest in the Saint John City Market, Canada's oldest continuing farmers' market. As a location steeped in years of tradition, the quality, service, and selection of our vendors has always been the strength of the City Market. High-quality vendors allow residents and visitors an opportunity to shop, experience, and gather in the urban centre of Saint John. Nestled in the heart of the city, the Saint John City Market has become a destination of choice for both locals and visitors, attracting over one million visitors each year. With its history, vibrancy, and character, our historic City Market is an ideal location for your future business venture.

History

On June 16, 1986, the Saint John City Market was designated a National Historic Site of Canada. Built between 1874 and 1876, the Saint John City Market narrowly escaped the great Saint John fire that swept through the City in 1877. Designed in the Second Empire Loyalist style by New Brunswick architects McKean and Fairweather, the Market building contains several shops on the ground level featuring all locally owned businesses the Saint John City Market provides one-of-a-kind business opportunities for entrepreneurs to develop their business in Canada's oldest continuously operated public market.

Section I: Tenancy Types

1. Permanent Vendor

Applicants interested in pursuing Permanent Occupancy must review the Leasing Guidelines and contact the City Market Manager to discuss their interest prior to submitting an application. Once this meeting takes place and an application has been successfully submitted, those that meet the Application Requirements and the Eligibility Criteria (Section III) will be contacted by Market Management to discuss their application and space availability.

i. Space Available

In the case that a space is readily available, the applicant will be invited to participate in a site visit to ensure the space is a fit for both parties;

ii. Space Not Available

In the case that a space is not readily available, the applicant will be informed and kept on file for a maximum of one (1) calendar year to be considered for future vacancies.

2. Temporary Vendor

Applicants interested in pursuing Temporary Occupancy must review the Leasing Guidelines prior to submitting an application. Once an application has been successfully submitted, those that meet the Application Requirements and the Eligibility Criteria will be contacted by Market Management to begin the occupancy process.

i. Booking Process

The applicant will be contacted by staff to select a date(s) on which the applicant is available and interested in selling their product or service. Once a date(s) has been selected, the applicant will be asked to complete a Temporary Occupancy Agreement. Payment must be submitted prior to using the space. Payment methods will be discussed with the applicant in advance.

ii. Allocation of Space

Applicants will be provided with a space to sell their product or service based on availability. Market Management has the authority and reserves the right, at any time during the operation of the Market, to assign a vendor to a specific location if in the opinion of Market Management such placement enhances the appearance, traffic flow, or efficient operation of the Market. There will be no reservation of space and no assurance of returning to the same space. Vendors will not be permitted to set up with outstanding payments due.

iii. Cancellation

Vendor cancellations must be received one (1) week prior to the booking date in order to incur no additional charges. Cancellations received less than one (1) week prior to the booking date will be charged 50% for the entire booked date canceled. Cancellations received less than 24 hours before the booking date will be charged 100% of the entire booked date canceled

3. Rates

Rates for Permanent Occupancy are determined based on the square footage of the stall otherwise referred to as the Rentable Area. The rentable area includes all interior space whether or not occupied by projections, structures or columns, structural or non-structural. Temporary Occupancy rates are \$30.00 per day for a standard space and \$35.00 for those requiring an electrical connection.

4. Vacancy

Permanent spaces available for lease will be identified by a sign physically located in the leasable space and on the City Market website. The City Market may release a public Expression of Interest for select spaces in high demand or considered to be prime real estate. All applicants will be informed and given the opportunity to submit a business plan. Temporary spaces available for occupancy will be discussed with the applicant once their application has been approved.

5. No Guarantee

Submitting an application is the first step in a multi-step process and is not a guarantee. Final approval to pursue tenancy must come from Market Management. The process to rent space is very competitive and available spaces are open until filled with a qualified vendor.

Section II: Approval Process

This Section Is Only Applicable to Permanent Occupancy

6. Submission of Business Plan and Credit Report

Once an applicant receives formal approval from Market Management that their submission will move into the official vetting process, applicants will be required to submit a formal Business Proposal for consideration. A business proposal template will be shared with the applicant.

*All permanent vendor applicants will be required to submit a **recent Credit Report**. Individual applicants must provide a personal credit report, while corporate applicants submit credit reports for both the corporation and the director.*

7. Application Review Committee

Once the Business Plan has been received, all applicants will be reviewed by a 'City Market Vetting Committee' that includes representation from the Department of Finance, Legal Services, and Growth and Community Support Services, as well as the City Market Manager. Applicants may be requested to provide additional information as the discretion of the committee.

8. Applicant Scorecard

Following the review of the application and business plan, the City Market Review Committee applies a standard score for each applicant by way of its 'Applicant Scorecard' to support the committee in reaching its final decisions and ensuring a fair and equitable process is conducted. The Applicant Scorecard covers the following categories:

- i. Business Proposal*
- ii. Product Offering*
- iii. Financial Viability*
- iv. Brand Potential*

9. Notification

Once the review has concluded, all applicants whether selected or not, will be notified of the status of

their application by Market Management. If an applicant is selected for a specific stall, they will be notified and required to submit Preliminary Plans to begin the Negotiation Process (Section IV)

i. *Preliminary Plans*

Preliminary plans include drawings and specifications prepared by the qualified applicant for the leasable space. Other applicable documents may be requested for consideration.

10. Timeframe

The revision process may take several weeks to conclude depending on whether additional information is required. Applicants will be notified once a formal decision has been made. A Request for Status can be submitted by applicants to Market Management at any time throughout the process city.market@saintjohn.ca.

Section III: Eligibility

11. Application Requirements

All application submissions require the following information:

- Agreed to having reviewed the Leasing Guidelines within their application*
- Agreed to the Transparency Oath within their application*
- Agreed that products are of their own production*
- Agreed to acknowledging requirement for credit report*

12. Eligibility Criteria

All products must meet the following ‘vendor criteria’ without exception:

- Products sold by non-food vendors must be of their own production*
- Products must be locally grown, made or created in Atlantic Canada*
- Products must complement existing offerings without direct duplication.*

Products that are automatically rendered ineligible include:

- Religious or political products or services*
- Mass-produced or overly manufactured goods*
- Applicants representing a franchise or corporate chain*
- Second-hand goods – antiques, collectibles and pre-owned may be accepted*

- Embellished goods such as decorated or enhanced pre-made goods*
- Illicit drug paraphernalia, cannabis or topical cannabis products*
- Firearms, explosives or combustible materials*
- Products that are a result of direct reselling*
- Assembled kits or goods made from kits*

13. Primary Preference

Preference will be given to the following applications to maintain an optimal vendor mix:

- Products that are considered unique with an ability to attract added interest*
- Products that are considered primary or secondary production sources*
- Products that fill an existing product or vendor gap within the City Market*
- Products and services that represent different ethnocultural groups*

Applicants of Primary Preference will be considered before applicants of Secondary Preference. Additional information on the process for Permanent Occupancy will follow. Applicants that do not meet the current criteria requirements will be contacted by Market Management and provided with an opportunity to re-apply once the eligible criteria have been met. Reapplying does not guarantee that a vendor will be selected.

14. Secondary Preference

The following items are currently overly represented at the City Market:

- Prepared Food and Beverage: Prepared meals cooked on-site*
- Handworks and Gifts: Pottery, jewelry, woodworks, soaps, souvenirs*
- Arts and Literature: Art, photography, illustrated designs*

Section IV: Leasing

This Section Is Only Applicable to Permanent Occupancy

Disclaimer

The City Market 'Lease for Stall Space' is the official leasing document, which will be reviewed with applicants selected to pursue permanent tenancy. This document, referred to as the Leasing Guidelines and Policy, is for informational purposes only. The Lease for Stall Space holds official power and right over the Leasing Guidelines and Policy.

15. Negotiation

If it is determined that the applicant meets the eligible requirements and Market Management has agreed to pursue a tenancy agreement, lease negotiations will begin. The City Market Manager will meet with

the applicant to review the City Market 'Lease for Stall Space'. Once negotiations are complete and a lease agreement has been reached, the agreement must be adopted by Saint John Common Council.

16. Space Preparation

Once the Lease is formally adopted by Common Council, stall construction is able to begin. The lease will allow time for modest construction by both parties. To ensure the process moves quickly, both parties will agree to a timely 'build-out schedule' to allow the city and the applicant to conduct agreed upon changes. Once the space is complete and ready to be occupied, the stall will be turned over to the vendor.

17. Length of Lease Term

A standard lease for Permanent Occupancy typically follows a term of five (5) years. The vendor will have the option to renew their Lease for a further one (1) term of five (5) years at the then prevailing market rate by providing written notice of its intention to renew no later than six (6) months prior to the expiration of the Initial Term.

18. Deposit and Pre-Authorized Payments

All vendors are required to submit a two-month deposit which the city will apply towards the payment of Gross Rent for the first and last months of the Term. The city may apply all or part of the amount retained for application towards the last month's Gross Rent as compensation for any loss or damage arising from a breach of lease provisions. Vendors are also required to participate in a monthly pre-authorized payment plan throughout their lease term without exception.

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