

HOW TO BECOME A STAR!

Shoppes On Broadway is a collection of unique boutiques and gourmet foods. All our vendors under one roof selling quality items to thousands of shoppers.

- We run the cash register so you can sell items without being present.
- We provide a customized ID on barcode labels which credits your account for every item sold.
- We collect and pay your sales tax, so you don't have to.
- We pay all the store bills i.e., water, electric, property taxes, insurance, etc.
- We hire and train the entire staff.
- Our one-of-a-kind, marketing team will promote and advertise the store.
- We create special events to drive traffic to the Shoppes. You do not want to miss our "Sip N Shops" EVERY Month, creative "workshops" bringing the community together and exciting one of a kind "seasonal" events perfect for driving customers into the shoppes and creating repeat business!
- We write you a check Every other Friday for all your sales and direct deposit it straight into your Bank account!

We feel so honored to provide a GRAND Stage for shop owners to Dream BIG and PERFORM with less risk and less stress – The atmosphere is BRIGHT just like YOU!

MOVE-IN & GET STAGE READY

We believe structures offering ample lighting and creative spaces are hugely successful and that is why we encourage you to make the space your Own!

PAINT AND STRUCTURES

We provide the space and walls, you make it your own. If you would like to make alterations to your space, build a structure, or paint walls in your space, please obtain approval of the plans and color by the Shoppes on Broadway staff. Failure to obtain permission for paint colors and/or construction deemed unfit may result in an additional cost for correction. Walls may be painted but trim or bookshelves (if applicable) may not. Our walls are 8' tall with 1"x6" trim extending 3-4" above the wall. The walls separating spaces on the right or left often stop up to 2' short of the aisle. This keeps the aisles wide and open enough for two-way traffic!

MARQUEES & SIGNAGE

We encourage the use of signage in your space as well as displaying your shop's business cards.

SHELVING AND RACKS

Our shelving and racks should reflect the creativity and originality of our store community. We encourage creativity in how you display your items and ask that you steer clear of pegboard, slat-board, metallic grid, tables with folding legs, or cardboard/plastic boxes to display items.

Our STAGES (Aka Floors)

All spaces must be clear of debris so that customers can walk freely without hazard. Rugs must have a mat underneath to ensure the rug does not move or slip. Shoppes on Broadway reserves the right to take up rugs and move items that may cause danger to others. Should you choose to lay a floor it should be a "floating floor," use of sticky tiles, glue, or paste is not allowed and will result in a forfeit of the deposit and other fees.

LIGHTS... Camera-ACTION!

Accent lighting may be the most impactful design element in a space! Chandeliers, track lights, spotlights, and lamps are crucial to attracting shoppers into your space. You should have access to at least one electrical plug in your space (approx. 1 foot off the ground) and one shared outlet above the wall, behind the trim, that you may use for accent lighting. Our friends at the Fire Department require that only one three-prong power strip/surge protector be plugged into each outlet. All other plugs should plug directly into the power strip. No other extension cords or power strips may be plugged into the initial strip (Please No daisy-chaining).

WHAT TO SELL

Shoppes On Broadway offers an unmatched variety of unique items ranging from Modern to Vintage Farmhouse and even handcrafted. Successful vendors often offer a mixture of types, sizes, and costs of items including:

- Gifts
- Home Decor
- Fashion
- Furniture
- Candles
- Jewelry
- Children's Items
- New Games
- Toys
- Original Artworks
- Patio & Garden
- Outdoor Items
- Signs
- Soaps
- Seasonal Item

WHAT NOT TO SELL

Shoppes On Broadway reserves the right to turn down items. Exceptions can be made for handcrafted or truly vintage items. The following items are NOT allowed:

- Used Toys or Games
- Mattresses
- Sleeper Sofas
- Electronic Devices
- Magazines
- Weapons
- CDs, DVDs, Tapes, etc.
- Vulgar or Adult Items

MARKETING & SOCIAL MEDIA -We all have an ACT to play!

Shoppes on Broadway is passionate about the success of your business! We utilize a variety of marketing platforms based on what has proven to work and what we've researched works the best in our area! We have a full-time marketing team that runs ads 24/7, 365 days per year. We plan events strategically throughout the season as well as different forms of marketing like:

- Social media marketing
- Search engine optimization and Google ads
- Email advertising
- Print advertising
- Press releases and PR and so much MORE!

While our marketing team is Topnotch, we believe the best advertising is you! With our handpicked and extremely passionate vendors, spreading the word to their family and friends, we can collectively reach thousands of people but we believe the most EFFECTIVE strategy – referrals from all those you love and Trust! The more you can do to spread the word in public and on social media, the better you will do and together the Shoppes on Broadway will be a SHOW STOPPING SUCCESS for all! We recommend starting social media pages for your shop at The Shoppes On Broadway and treating it as you would if your own brick and mortar business. Post new, creative content and post often. Offer great deals and share your exciting sales. We spend thousands on marketing, but a little towards your social media can go a long way in creating SUPERSTAR Business owners like yourself!

Theater SECURITY and MERCHANDISE TAGS

Shoppes on Broadway is serious about merchandise security. Each location has a security gate at the front door. Unlimited security tags are offered, at no additional cost, to be placed on your items. An alarm will be set off if the tag has not been disarmed or removed by the cashier.

CAMERAS

Like most major retailers, Shoppes on Broadway utilizes cameras, both real and dummy, placed throughout the store. Additionally, the staff at Shoppes on Broadway walks the aisles hourly as an effective way to deter theft. For heightened security, we encourage you to install your own camera in your space. Many of these cameras can be purchased for less than \$50 and record many hours of footage and further deter shoplifting. Of course, while we do our best to deter shoplifting, like other major retailers, it still occurs from time to time. Shoppes on Broadway is not responsible for any loss that occurs due to theft or any other reason and does not insure inventory or personal property for potential losses.

INVENTORY MANAGEMENT

Shoppes on Broadway uses a Point of Sale software that tracks and posts each sale in real time to the cloud. You will be given a vendor ID that links to your online account where you can see sold items, view your account balance, add new inventory, and manage existing inventory all from your computer or smartphone. When adding a new item, you can input the price, quantity, and description. Each of your items will have your own unique ID on the barcode labels that we print for you. When purchased, the

item will automatically be sold under your account where you can see your sales all day, everyday. Simply notify our team when you want to offer a sale and we will post a sign in your space sharing the details.

VIP VENDORS

When a vendor has more than 3 booths in our location or is spending \$1,000 or more in rent, they are considered a "VIP Vendor." VIP Vendor perks include 10% off rent, direct access to a VIP customer service rep and invitations to special events like free dinners and sporting events.

THE "TONY AWARDS"-Aka GETTING PAID RENT, FEES, & CHECKS

All lease contracts are 6 months with the opportunity to go month to month after the initial contract has been fulfilled. If paid in full, a 5% discount will be applied to the entire payment. Rent is due on the 1st of each month. Shoppes on Broadway will take out the rent payment and applicable fees from the previous month's sales. If there is a balance, we will send an invoice and the credit or debit account you provide will be charged for the balance automatically. In the event the credit or debit card is declined, the balance should be paid promptly though a five-day grace period is provided. Once defaulted, your account will be turned over to a collection agency for them to handle from that point on. This may impact your credit score. A 10% commission on total sales will be deducted from each payout which is primarily used to cover the costs of the sale like credit card fees, bags, wrapping paper, and staffing. Payout will be issued on the 1st of the month. The amount will be your total sales, minus 10% commission, and the next month's rent. Checks can be picked up at the front desk. Should the payout happen during a weekend, checks will be available the following Monday. Booth spaces are available in a variety of sizes i.e 2x2 4x4 6x8 8x4 16x8 and 20x10. The spaces range in price from \$100- \$1000 depending on the size. Stop by and take a tour of the stage and let one of our amazing staff members help you pick the perfect space for your business!

REFERRALS

When a current vendor Refers another Vendor to rent a booth, BOTH vendors receive a \$100 VISA Gift Card.

SALES TAX

Shoppes on Broadway will collect and pay all sales tax on your behalf. While in many cases, creating a separate entity for your business is not necessary, for those who do have an entity and are required to file monthly sales tax reporting, please report \$0 in sales for the portion of goods sold at Shoppes on Broadway.

WHAT IF?

- If a shopper asks to contact you directly about a product, Shoppes on Broadway staff will contact you to give you their contact information. Shoppes on Broadway will not give out your contact information unless you have made it public in your space.
- If you notice a missing item, please notify our staff and we will search for the item. Shoppes on Broadway are not responsible for missing items.

- If the leased space is damaged or destroyed by fire or other hazard not caused by the vendor, this lease will become null and void, and unearned rent paid in advance by the vendor will be refunded by Shoppes on Broadway.
- If there is a loss or injury in your space, the vendor agrees that Shoppes on Broadway is not responsible. Shoppes on Broadway does not insure vendor's inventory or personal property for any potential losses. Vendors may obtain insurance if desired. Vendor assumes the liability for potential injury or damages to persons or their property arising during the term of this lease, including theft, occurring in or about your space.
- If you owe more than \$250 in rent and do not pay the balance within 30 days, your actions will be considered abandonment of your space, inventory, furniture, and fixtures and Shoppes on Broadway will immediately become the default owner of your space and all its contents.
- If your sales for a period of time are not large enough to cover the rent for that period, or should Shoppes on Broadway feel it is necessary for the overall good of the store, Shoppes on Broadway reserves the right to discontinue the agreement at any time.
- If a customer returns an unused and non-damaged item within two days of the original purchase, Shoppes on Broadway will re-tag and restock the item. In rare cases, Shoppes on Broadway may make exceptions beyond the two day return policy if circumstances warrant.

The Curtain CALL

*** MOVING OUT SECURITY DEPOSIT AND WALK THRU***

After the agreed initial term, a vendor can end this lease with 30 days notice. A form at the front desk should be completed at the start of the 30 day period and the vendor should notify staff at the front counter when the space has been emptied. The employee will walk through the space with the vendor to go through the checklist in order to ensure the space is left in satisfactory condition. Fees can be up to \$50 for extensive holes in the walls, \$100 for items left in the space or incomplete/ poor paint, \$500 for flooring that is glued or stuck to the concrete, Wall coverings like faux brick, shiplap, and the like are considered improvements and will not incur a fine, nor will lighting and structures built above the space. Once the 30 day period is over, Shoppes on Broadway reserves the right to move vendor inventory in order to clear space for the next vendor, and may take over leftover inventory abandoned by the vendor. The agreed upon security deposit is refundable via their final check once vendor moves out and will be mailed to the address on file with the following exceptions: 30 days notice was not given; the space was not left clean; rent balance due was not settled; or items are present in the space beyond the expiration of the 30 day period.

JOIN THE SHOPPES ON BROADWAY FAMILY and say "yes" to your dreams!

brooke.shoppesonbroadway@gmail.com (214) 773-1867 Thank you so much for your interest in joining the Shoppes on Broadway Family! You don't have to start or run a business on your own. Here we share costs, resources, and all the successes! It is our pleasure to provide an unmatched opportunity for shop owners to become SUPERSTARS! If you'd like to sell your products alongside our collective group of other like-minded shop owners, APPLY today!

