

## Vendor Application

(If you would like us to consider more than one concept, please submit one completed application per concept)

### The Basics

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Last First M.I.

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Name of Concept or Business: \_\_\_\_\_

Web Address (if applicable): \_\_\_\_\_

Have you ever opened and/or owned a food service concept before? YES  NO  If yes, please describe it: \_\_\_\_\_

Is this an additional location for an existing business? YES  NO  If yes, where is it currently located? \_\_\_\_\_

Is this a new concept? YES  NO

Please provide a brief description of your concept: \_\_\_\_\_

### The Good Feels

What's your signature dish? \_\_\_\_\_

Describe the types of cooking equipment you'll use in your space: \_\_\_\_\_

Tell us a story about you and/or your food: \_\_\_\_\_

Tell us about any personal acknowledgments, articles, or reviews: \_\_\_\_\_

Describe how your addition to The Mercantile will benefit the dining scene in downtown Rochester: \_\_\_\_\_

### Getting Specific

Describe any impediments that you anticipate during the process of obtaining your health permits: \_\_\_\_\_

Who are your main competitors? \_\_\_\_\_

Describe your competitive advantage : \_\_\_\_\_

Describe the ownership structure of your business, naming the primary decision maker: \_\_\_\_\_

Summarize who will be responsible for the day-to-day operations: \_\_\_\_\_

Have you developed a business plan? YES NO Have you developed financial projections? YES NO  
(If yes, please submit via the attached template)   (If yes, please submit via the attached template)

What is the estimated cost of your equipment, and how will you finance it? \_\_\_\_\_

What is the name of your DBA (if applicable)? \_\_\_\_\_

Have you developed your menu? YES NO  
  (If yes, please attach a copy of your menu and pricing)

Please list your business social media handles: \_\_\_\_\_

Describe your most for innovative marketing idea for The Mercantile: \_\_\_\_\_

**Disclaimer and Signature**

*I certify that my answers are true and complete to the best of my knowledge.  
If this application leads to an invitation to participate in The Mercantile, I understand that false or misleading information in my application or interview may result in the termination of my licensing agreement.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_