

WORLD FAMOUS LEXINGTON MARKET SINCE 1782

APPLICATION

****PLEASE ATTACH YOUR BUSINESS PLAN OR CONCEPT TO THIS APPLICATION****

1. Name: _____
2. Address _____
3. City, State, Zip _____
4. Contact Phone Number(s): _____
3. Contact email: _____
4. Do you own a business now? Yes _____ No _____ (If Yes, go to #5. If No, go to #7)
5. What is your current business? _____
6. How long have you been in the business named above? _____
7. What business do you want to start or buy in Lexington Market? (If Buying an Existing Business, skip to page 4)

8. Spaces in the Market are 180 square feet to just over 400 square feet, plus some storage space. Non-Food Carts ("pushcarts") are 30 inches wide by 60 – 72 inches long. Is this enough space for your business? _____
9. Who will own and manage this business in the Market?

10. Experience in this business, in food retail, in non-food retail: **Attach a RESUME.**
11. **SUBMIT THIS APPLICATION WITH YOUR BUSINESS PLAN**

SINCE 1782

400 WEST LEXINGTON STREET BALTIMORE, MD 21201-1752 PHONE 410.685.6169 FAX 410.547.1864

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www.lexingtonmarket.com



The following information will indicate how you will operate this business. You may use a separate sheet or your pre-printed business plan if you already have one completed.

What is special about your product?

What need would your product fill in this Market?

How does your product fill this need?

What is the customer demand for this product? How do you know?

Where will your customers come from?

How will they know about your business?

Can you afford 6 months of product inventory? _____

Market spaces are leased on an AS IS, WHERE IS basis. Customizing and remodeling is YOUR RESPONSIBILITY. Can you afford to remodel and equip the space? _____

You should get to know the process of getting your Trader's License, your Food Handler Permit, and any building permits necessary to open your business. You should also know the requirements for having employees in Maryland. See page 6 of Basic Information.

COST SHEET

<u>BEFORE OPENING</u>	\$
**Remodeling (SEE Pg. 6 of <u>Basic Information</u>)	_____
Fixtures, equipment purchase	_____
Fixtures, equipment installation	_____
Services	_____
Supplies	_____
Start-up inventory	_____
Legal, professional fees	_____
Licenses, permits	_____
Telephone, utility deposits	_____
Insurance	_____
Signs	_____
Other	_____

TOTAL PRE-OPENING COSTS \$ _____

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
<u>Cash In</u>						
Sales and Receipts						
Accounts Rec/bl						
Other						
Totals						
<u>Cash Out</u>						
Equipment						
Licenses						
Fees						
Insurance						
Inventory						
Rent						
Payroll						
Supplies						
Taxes						
Utilities						
Emergencies/Other						
Loans						
Owner's Draw						
Totals						

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BASIC INFORMATION for PROSPECTIVE MARKET BUSINESSES

Lexington Market, founded in 1782, is the oldest continuously operating Market of its type in the country. As the Market makes more history in the new millennium, the mission and focus remain the same: a large diverse public marketplace serving the food needs of the people of Baltimore and those who visit. This marketplace is composed of small independent businesses providing opportunity, employment and community for the niche entrepreneurs in this area known as the Bromo Tower Arts & Entertainment District.

Since its establishment, the Market has provided a place where individual entrepreneurs were given an opportunity to start and grow a small business. By expressing your interest in starting a business here, you elect to participate in this ongoing tradition. In so doing, you should keep the following in mind.

Stalls currently available in the Market are primarily for FOOD. The Market, since 1952, has been housed in two permanent buildings. Food stalls are available in both buildings. Non-food carts and non-food outside mini-lots are also featured in the Market. If you are interested in non-food items, please ask for the cart and mini-lot information sheets. Some exceptions apply.

DESCRIBE YOUR BUSINESS

Be prepared to describe your business in terms of its products and target customers. Be as detailed as necessary (proposed menu or list of products in one category) to **make it clear how your business is different from any other in the Market**. Remember, the Market is a "diverse marketplace". Accordingly, our offerings to the public should be diverse, as well. On the other hand, you need to know your customers.

- Who will buy your products?
- Are there enough customers in the area to support your business?
- What do your customers need or want? How do you know?
- How much are they willing or able to pay? How do you know?
- Is the demand for your product likely to increase or decrease in the near future?
- How many customers a month do you need to succeed?
- Will your menu or products have a year-round appeal?

LOCATION, LOCATION, LOCATION

You know the rule of retail. At Lexington Market, you should choose one or two locations from those available. This will help Market management understand more about your plans. It will also help us determine the square footage to attach to your proposed business.

SIMPLE STEPS TO OPENING A NEW BUSINESS IN
LEXINGTON MARKET

- 1) Walk through the Market and identify two (2) locations that will suit your business.
- 2) Get an application package:
 - i) pick one up from the Lexington Market Management office, or
 - ii) download a copy online @ www.lexingtonmarket.com/leasing or
 - iii) request a copy by mail; call 410-685-6169.
- 3) Complete ALL required information on the application form.
- 4) **Return ONLY the application form and supporting documents (resume or business history, bank statement(s), accountant's verification of information).**
- 5) Send in (by mail or email attachment or hand delivery) the information to the Market.
- 6) Follow up by phone within 3 days of your delivery of the application to determine next steps.
Ask for the Assistant General Manager.
- *****
- 7) Once you have been scheduled for an interview:
 - i) Be prepared to discuss your proposal in detail and review the information on the application.
 - ii) Re-visit the stall space(s) with Market management.
- 8) If your proposal is approved:
 - i) Market management will draw up a lease and schedule an appointment to review the lease, Market Rules and Regulations other vital information.
 - ii) You and the Market will execute a lease with signatures, security deposit and first month's rent.
- 9) Obtain your licenses and Food Permit (if necessary).
- 10) Remodel the space as necessary, staying within Market guidelines.

Open up your business and get started!

OBTAINING A FOOD PERMIT

It is highly recommended that you schedule a meeting with the Plan Review Office of the Baltimore City Health Department when you have a solid concept plan for your business.

Take the following items to Plan Review for the meeting:

1. Your proposed menu/full product line
2. A list of required equipment and the specifications for said equipment
3. A sketch of the floor plan for your business. Make sure that you include a hand sink and a 3-compartment sink.
4. Your business plan.

The following items are required by the Baltimore City Health Department to obtain a food handler's permit for your business:

1. Menu
2. List of all food equipment
3. Signed Lease from the Market (original document or notarized copy)
4. Copy of contract for Licensed Pest Control Service provider
5. Articles of Incorporation if owner is a corporation (original document or notarized copy)
6. Workman's Compensation Insurance proof document
7. Approval Notice from the Health Inspector
8. Check or money order payable to the Director of Finance