

Garden Spot Residency Paper Application

February 13, 2023

Garden Spot Application

You can complete the online application [here](#). If you'd like to complete the paper application, please fill out the following and mail to: Lantern Restaurant, 423 W. Franklin St. Chapel Hill, NC 27516

Please respond to the following questions. Be sure to read *Garden Spot: Information for Vendor Applicants* before you begin.

Getting to Know You

1. Name: _____
2. Email: _____
3. Phone: _____
4. Mailing Address:

5. Business website (if applicable): _____
6. Instagram (if applicable): _____
7. Facebook (if applicable): _____
8. County or counties you do business in: _____

Demographics

We want to support entrepreneurs from a wide variety of backgrounds and identity, so we're collecting some basic demographic information. Response to these questions is optional:

Race: _____

Ethnicity: _____

Gender Identity: _____

9. In 2-3 sentences, tell us about who you are. What community do you bring with you into your business?

Tell Us about Your Business

Please keep your responses to 250-500 words.

10. Describe your business concept and product. What do you love about it? What do your customers love?

11. Tell us about your best day in business ever. What did you learn?

12. Tell us about your worst day in business ever. What did you learn?

What Have You Built So Far?

Answering “no” to these questions does not eliminate you from the vendor pool. If selected, we will work with you to have all requirements in place by the time of your Garden Spot residency.

13. Have you officially registered your business (LLC or Sole Proprietorship)? Y/N

14. Do you have business insurance? Y/N

15. Do you have a point-of-sale system? Y/N

16. What capital investments have you made: equipment, etc?

17. Describe your production team:

Number of team members: _____

Roles and skills of team members:

18. How do you price your product?

- Cost plus
- Follow my heart
- Competition pricing
- Other: _____

19. How do you find your customers?

- Social media accounts
- Word of mouth
- Print advertising
- Online advertising
- Other: _____

20. Have you participated in a pop-up or farmer's market-type event before?

- Yes and it was profitable
- Yes and we broke even
- Yes and it was not profitable
- No

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How Will You Grow?

Please keep your responses to 250-500 words.

21. Describe how you assess profitability. Do you know your fixed costs, labor costs and costs of goods sold? Do you know your profit margin for each item you sell?

22. Why does Garden Spot make sense for you at this point in your business's growth?

23. What kind of support would help you make a Garden Spot residency successful?

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24. We are holding the following dates for interviews and tours of the Garden Spot space. Please indicate your availability:

- Tues, Feb 28: 3-7pm
- Wed, Mar 1: 9am -1pm
- Wed, Mar 1: 3-7 pm
- Tues, Mar 7: 3-7pm
- Wed, Mar 15, 3-7pm