

Garden Spot Residency Vendor Information Packet

February 13, 2023

WELCOME!

We're glad you're here and on your way to Garden Spot.

Tucked behind Lantern Restaurant in Chapel Hill, Garden Spot will be a cozy, green and growing space downtown. We will host parties and pop-ups, music and markets, with familiar flavors, as well as those that are hard to find. Food entrepreneurs like you will be integral to creating this space!

On the following pages, you'll find more details about Garden Spot Residency offerings and expectations for vendors, as well as a link to an online application.

In the online application, we'd like to learn a bit about you and your business plans; however, let's be clear about what this application is NOT:

- It's not a place where you have to prove you already have everything figured out; it helps us figure out *where* you start, not *if* you become part of the Garden Spot network
- It's not a competition. We envision Garden Spot as a long-time venue, not a one-time-only chance to be in a pop-up. So if you're not selected for the first cohort, we hope you'll still consider other opportunities to be a part of the peer network.
- It's not a first-come, first-served situation. We want Garden Spot to showcase the efforts of *all* participating vendors. Crafting the right mix of vendors (and not setting up three cupcake shops at the same time!) will necessitate organizing according to the offerings, not order of application. But we'll do our best to keep you connected to each other and up-to-date on the Garden Spot calendar.
- It's not set in stone. Got a different idea about how to use the space to showcase your business? We'd like to hear about that, too!

Who We Are

Lantern Table, and our partners and advisory group (who you can learn about in the attached project description) are people who know the food industry and business development and want to smooth the way for people like you who are brave enough to dive in. We have connections and partners who can consult, commiserate, and cheerlead—as well as some additional support discussed in the next section.

We believe independent small businesses are not amenities, but foundational to our region's economic health. We have an expansive definition of hospitality that extends beyond guests to cooks, vendors, farmers, and our whole community. We believe that hospitality can create joyful gatherings *and* a more equitable future in Chapel Hill.

INFORMATION FOR VENDOR APPLICANTS

Introduction

The Garden Spot Residency is a new Lantern Table project seeking to lower the barriers of entry to the food industry with a particular focus on entrepreneurs who are women, people of color, and immigrants. **Businesses of all sizes and levels of experience are encouraged to apply.** The project will offer flexible retail space in downtown Chapel Hill, low-cost prep space, and business consultation. We will support entrepreneurs with mentorship, peer networking, marketing to Lantern's network of friends and customers, and connection to local business-development resources.

We are seeking motivated food businesses who want to reach new customers and grow into new markets. **Garden Spot will host a series of 4-week pop-up vendor residencies—a chance for entrepreneurs to test out new ideas and meet new customers and investors. Each residency will include 3-4 vendors, with a mix of emerging and well-known businesses to maximize both attendance and exposure.**

The Application and Selection Process

- Vendors for each residency will be selected through an online application and in-person interview process.
- For any given residency, we will select vendors based on complementary product and prep, equipment, and promotional needs.
- Applicants will have access to ongoing peer network and business consultation opportunities, regardless of their scheduled residency period.
- Applications will be accepted on a rolling basis, with selections for a slate of pop-up residencies made three times per year.
- The 2023 application will open in early February.

Expectations

| Vendors Prior to scheduled residency, vendors will: | Lantern For all selected vendors, Lantern will: |
|---|--|
| <ul style="list-style-type: none"> ● offer a safe and delicious made-to-order, prepared, or packaged product ● commit to the terms of the pop-up residency: 3 nights a week for 4-6 weeks ● abide by all required health and safety laws and regulations, including having a current ServSafe or other food safety certification ● be licensed to operate a business in Orange or Durham counties ● have all required insurance ● have a point-of-sale system ● participate in a kickoff orientation with Lantern staff and advisory group ● participate in at least one consultation session with the Durham Tech Small Business Center ● be an active contributor to the peer network of vendors | <ul style="list-style-type: none"> ● provide flexible, sheltered retail space, including tables and decor, in a beautiful outdoor garden space ● maintain communal seating, handwashing stations, and bathroom access for guests and vendors ● provide kitchen prep space, as available ● provide dedicated refrigerator, freezer, and pantry storage space ● ensure access to water, electricity, recycling, compost, grease collection, and garbage disposal during prep and sale time ● opportunity for consultation with expert Lantern staff and advisory group members ● facilitate a relationship with Durham Tech Small Business Center, to include business accelerator workshop series ● draw on extensive network to invite potential investors, real estate owners, commissary connections, and customers to ensure residencies are an opportunity for entrepreneurs to showcase their product ● Market Garden Spot and its events to Lantern’s customer base and followers via social media, email, and word of mouth. |

Lantern is not able to insure, receive supplies for, or provide point-of-sale for individual vendors.

LINK TO THE APPLICATION [HERE](#)

ATTACHMENT: Garden Spot Project Description

February 2023

The Problem

Downtown Chapel Hill businesses do not currently represent or serve the diversity of our Chapel Hill and Orange County communities. Like the “missing middle” of our housing crisis, Chapel Hill is missing crucial components that animate every vibrant downtown culture: compelling, year-round, accessible experiences for everyone in our community.

Independent food enterprises are essential building blocks of nearly every healthy “Main Street” ecosystem. While obviously important job-creators, they also attract year-round visitors from near and far *and* provide community gathering spaces that foster vital social connection and seed new businesses.

But new food businesses are also among the most challenging start-ups. While historically small business has represented 75 percent of the Chapel Hill economy, that number has been in sharp decline since 2018.¹ Young, small food enterprises (both existing and aspiring) are also disproportionately owned by BIPOC and immigrant entrepreneurs who may have severely limited access to capital. Start-up financial resources can be constrained by generational wealth inequality and discriminatory lending practices that disproportionately affect economically insecure communities and communities of color.

The Place

Garden Spot is a Lantern Table project that will target the barriers of entry to the food industry, with a particular focus on entrepreneurs who have struggled to secure capital, including women, people of color, and immigrants. Tucked behind Lantern Restaurant, Garden Spot will be a cozy, green and growing space downtown. We will host parties and pop-ups, music and markets, with familiar flavors, as well as those that are hard to find.

We will offer low-cost commercial kitchen space and support for new and growing entrepreneurs, including business mentorship, networking, marketing, and access to local business-development resources.

¹ *ReVive Chapel Hill: Recovery and Resiliency Plan*. February 2021.
<https://www.townofchapelhill.org/Home/ShowDocument?id=48501>

The Plan (and a Party)

In spring of 2023, we'll host a launch party in the Garden Spot. This party will kickoff a series of 4-to-6 week pop-up vendor residencies—a chance for motivated food entrepreneurs to test out new ideas and meet new customers. Each residency will include 3-4 vendors, with a mix of emerging and established businesses to maximize both attendance and exposure.

Lantern will provide:

- Flexible, covered stall space, including tables and decor, in a beautiful outdoor garden space
- Communal seating, maintenance of dining space, handwashing stations, and bathroom access for guests and vendors
- No-cost commercial kitchen space, as available
- Dedicated refrigerator, freezer, and pantry storage space
- Access to water, electricity, recycling, compost, grease collection, and garbage disposal
- Marketing support, including press releases and social media on Lantern and Downtown Chapel Hill channels
- Ongoing mentorship and support for product development, event logistics and execution and financial consultation from Lantern staff and an advisory group of restaurateur, food system, and entrepreneurial experts
- Consultation and business evaluation + opportunity to participate in a training series with the Durham Tech Small Business Center
- Networking with pop-up peers and established chefs and food vendors
- A stipend from the Town of Chapel Hill

We are engaging the Town of Chapel Hill, the Carolina Chamber, Chapel Hill Downtown Partnership, the USDA and the Lantern Table Foundation, and the following to support this effort:

- **Durham Tech Community College Small Business Center:** The SBC will provide tailored business development support for participants. The SBC serves existing and aspiring entrepreneurs in Durham and Orange counties. They bring no-cost, one-on-one counseling sessions and an educational workshop series designed specifically for participants, covering a full range of business topics. SBC clients can access resource partners, including marketing, finance, legal, and other professional services; funding may be available for additional consultation with SBC's partners.

- **Garden Spot Advisory Group:** We will tap into our community's rich network of entrepreneurial experience and advocacy; Garden Spot will be guided by the creativity and insight of:
 - Shorlette Ammons, FarmAid
 - Delores Bailey, EmPOWERment, Inc
 - Susan Brown, Chapel Hill Public Library
 - Spring Council, Mama Dips
 - Jennifer Curtis, Firsthand Foods
 - Gabrielle E.W. Carter, Cultural Preservationist
 - Savonala Horne, Land Loss Prevention Project
 - Ricky Moore, Saltbox Restaurant
 - Angela Salamanca, Centro Mexican Restaurant
 - Bill Smith, Chef and Author
 - Linden Thayer, Food Insight Group