

PARTICIPANT AGREEMENT

Background:

The YellowTruck Market (incubator program) Participant Agreement will be between the participant who applies, the owner of YellowTruck LLC, and the YellowTruck Market team comprised of City of Brenham Economic Development and Main Street staff. The primary purpose of a retail incubator is to provide retail entrepreneurs the proper training, resources, and tools to build confidence and grow their business during the early and most foundational stages of their business. In addition to the training and mentoring component, incubator participants will receive reduced rent in a prime Downtown Brenham retail location.

Location:

101 E. Main Street in Downtown Brenham is on the corner of Main and North Park Streets. The 2,400 square foot retail space is on the first floor of the building.

Features:

This program will train entrepreneurs and provide the knowledge and tools needed to launch and grow their operations. Participants will start with low rent costs that will gradually increase throughout the program to market value. Business-related education topics and mentoring sessions will be organized.

Program Participation:

Awarded applicants will participate in a 2-year program and commit to the following terms set out in this Participation Agreement.

Program Eligibility:

Selected participants must meet all eligibility requirements at the time of application. These requirements are listed on the application instructions page.

Selection Criteria:

YTM is searching for:

- Retail businesses filling downtown product gaps
- Makers or producers/creators of a unique product who already have a defined online, pop-up, or consignment presence
- Minority-owned businesses
- Veteran-owned businesses

A point system will be used as part of the review process when selecting applicants for the retail incubator spaces. During this process, extra points will be given to businesses that meet one or more of the above criteria.

Selection Process:

All submitted applications will be considered and evaluated by a committee. The applicants that best fit the criteria will be scheduled for an in-person interview. Participants will be notified by phone or email to schedule an interview. A total of 7 participants will be selected for the inaugural cohort of the incubator program.

PROGRAM SCHEDULE

Application Period (inaugural cohort): July 9 – August 30, 2021

Interviews: Starting the week of August 16, 2021

Notification of acceptance: Early September

Program Orientation: Mid-September

Retail Space Move-in Date: Late September

Program Completion Date: October, 2023

PROGRAM SERVICES

The following services will be provided to selected participants.

Services:

The following assistance will be provided for the participants:

- Retail space
- POS system
- Security system
- Merchandise shelving
- Advertising

PARTICIPANT COMMITMENT

Each participant will be held accountable for:

- Monthly rent payments
- Promotional items or signage
 - Any additional advertising
- Business Website

YellowTruck Market

- Social Media presence
- Merchandise and supplies
 - Presentation of merchandise
 - Inventory
- Staffing the Market for a minimum of 12 hours each week
- Educational course attendance
- Participant meetings
- Other to be determined

Lease Agreement:

Selected participants will enter into an agreement with the YellowTruck Market for space and program participation. The lease will be the length of the program (2 years).

Each participant will begin the program with reduced rent costs, including all utilities and business insurance paid. For the first 6-months, individual participant rent will be \$200 and will increase every six months to help participants acclimate to market rates. Month 7 will increase to \$300, month 13 will increase to \$450, and month 19 will increase to \$600. The end of the participant's 24th month will bring a close to rent owed and the lease agreement with the Market.

Staffing the Market:

Each participant is required to staff a minimum of 12 working hours at the Market each week and is required to find coverage for any missed shifts for which they are scheduled.

Hours of Operation

11 AM – 3 PM Sunday

10 AM – 6 PM Monday - Thursday

10 AM – 8 PM Friday

10 AM – 8 PM Saturday

Operational hours for holidays and special events will be determined.

Orientation Sessions:

Once YTM participants are selected and accept the opportunity, they are required to attend the following courses in person and before beginning their venture in the retail space. Late August-early September is the anticipated time frame for orientation.

- Incubator Orientation
- POS Training
- Merchandising in YellowTruck Market

Orientation training is mandatory for all YTM Participants and does not count towards the monthly educational requirements.

RESOURCES

Educational Sessions:

Attendance is required at monthly educational training courses. Topics will cover standard operational practices and how to apply lessons to each of the participant's operations.

Sessions will take place during the week (Mon – Thur) after business hours to not interfere with the YTM hours of operations. Participants must attend 10 out of 12 each year of the program to earn credit towards graduation.

Mentorship:

Industry and business-minded mentors will be available to participants to offer professional advice and support.

Services after Graduation:

Successful graduates of the program may receive ongoing support such as but not limited to:

- Opportunity to serve as a mentor to future participants
- Business and success story highlighted on the Yellow Truck Market website
- Pop-up merchandise opportunity at the Market (two weeks per year)
- Continued participation at education sessions
- Networking opportunities

Additional Recommended Activities:

Participants are encouraged to attend additional activities that may benefit them and their business professionally or personally. There may be further recommendations for participants throughout the program.

ACKNOWLEDGMENTS

No Guarantees:

Selected participants acknowledge that YellowTruck Market has no guarantees of the success or outcome of each business. The Market will assist with tools and resources. The outcome for each business is up to the participant.

Independent Businesses:

The participant's business will remain theirs. Nothing in this agreement will create an employment, partnership, joint venture, or other agreement tying the incubator participant's operation to the YellowTruck Market other than participating in the program.

Confidentiality:

We will collect data from participants to determine the performance of the individual businesses and the Market overall. This data may be presented to other local business owners or other communities developing their own incubator space. Information made public will be anonymous and not tied to a specific business or individual.

PROGRAM EXITING

Graduation:

Participant has met all program benchmarks, paid all rent, and successfully attended the entire length of the program ending the lease and participant agreement with YTM on good terms.

Early Exit:

Participant willingly decides to leave the program early for their own personal or professional reasons. It could be an early launch of the business or a decision to move their business in a new direction. The participant must provide a 30-day notice and continue their participation in the incubator space (including the 12-hour per week work requirement) until the end of the 30 days ending the lease and participant agreement with YTM on good terms.

Termination:

If participants do not comply with the Participant Agreement, the owner of YellowTruck Market in conjunction with the YellowTruck Team may notify or provide a warning to the participant. Continued violations may result in termination from the Market and termination of the lease and Participant Agreement with YTM.

QUESTIONS

Additional questions about the YellowTruck Market and retail space should be submitted in writing via email to incubator@downtownbrenham.com

PARTICIPANT AGREEMENT AND ACKNOWLEDGEMENT

Acknowledgment of receipt and review of this agreement is included in the YellowTruck Market Application.