



HARLEM LOCAL VENDOR PARTNER PROGRAM (HLVP)

Harlem Park to Park (HP2P) in partnership with Whole Foods Market (WFM), Columbia Harlem SBDC (CU), Harlem Community Development Corporation (HCDC) and Hot Bread Kitchen Incubates (HBKI) has launched a vendor outreach program designed to provide local Harlem vendors with the opportunity to exhibit their products for Whole Foods Market foragers/buyers, Columbia University procurement representatives and other program retail partners. The objective of the program is to provide a platform for local Harlem vendors seeking professional guidance regarding best practices and guidelines for vendor suppliers. Vendors are also provided the opportunity to pitch their products for consideration as a supplier to program retail and institutional partners. **To date, the HLVP program has assisted with securing supplier partnerships for twenty (20+) Harlem based vendors with retail and institutional partners including Whole Foods Market, Macy's and Columbia University Dining Program.**

Harlem Park to Park will conduct a community wide outreach effort to identify prospective local vendors for participation in the vendor partner program. The vendor application process includes submission of detailed information regarding vendor companies and product(s). Qualified vendor requirements requested on the application are consistent with vendor standards required by program partners' vendor supplier program. Applications will be reviewed to ensure vendors meet standards required for program partner vendor supplier programs. **HP2P will conduct the next HLVP application period from April 1st to April 30th, 2017.**

Vendor candidates will be selected for participation in the HLVP six (6) month business development program. Participation in the HLVP business development program is mandatory for vendors to be eligible for Buyer Appointments at HLVP vendor fairs. If accepted to the HLVP program, vendors will participate in three (3) HLVP vendor fairs and agree to pay the discounted vendor booth rate of \$150.

The HLVP program will include:

Mentoring Program

Mentoring program designed to provide a vendor peer support system

- Monthly Vendor Peer Networking Events
- Attendance at one (1) or more Industry Vendor Trade Shows

Business Education Program

An intensive business education program designed by Columbia Business School. Comprised of five mandatory classes, vendors completing the program will receive a certificate from Columbia Business School.

- A minimum of five One on One Business Counseling Sessions with business advisors at Columbia Business School, to include but not limited to:
 - Business Model Development
 - Financial Management/Cash Flow Support
 - Credit review, Financial Projections and Loan Packaging, if applicable.

- Marketing Assistance including Customer Engagement, Product Development, Pricing, Packaging, Promotion
- Evaluation of Operations Processes

Sales/Marketing Program

Marketing Support to include but not limited to:

- Public Relations/Marketing
 - “Harlem Made” marketing/public relations campaign inclusion
- Vendor Fairs/Expos to exhibit and pitch products
 - Marketing and display advice

Business Development Program

Business development opportunities to promote HLVP vendors and products

- Buyer/Distributor Appointments
(Appointments will be available only to candidates completing all requirements for HLVP program)
- Support for in-store demos/sampling programs

Food Industry Support Program

Food industry support including:

- Access to local commercial kitchen with equipment (additional requirements apply)
- Food Safety Education
- Food Product and Labeling Support

Funding Program

Funding partner(s) to assist qualified HLVP vendors with working capital needs for company growth/expansion in the areas of:

- Product Development
- Manufacturing and Distribution
- Marketing and Promotions

Vendors interested in applying for the HLVP Spring 2017 application period should visit www.harlemparktopark.org. For a list of program partners and calendar of events, see attached.



HARLEM LOCAL VENDOR PARTNER PROGRAM

FOUNDING PARTNERS

1. Harlem Park to Park
2. Whole Foods Market
3. Columbia University – Harlem SBDC
4. Hot Bread Kitchen
5. Harlem Local Development Corporation



HARLEM LOCAL VENDOR PARTNER PROGRAM

PROGRAMMING CALENDAR

APRIL

April 1st

Applications available

www.harlemparktopark.org

April 30th

Application deadline

MAY

May 1st

Application review process begins

May 12th

Application review process ends

May 15th

Vendors notified of application status

JUNE

June 24th

Shop Harlem Live Harlem Lifestyle Vendor Expo

MIST Harlem

June 30th

Lean Startup: Launch your business quickly and profitably

Columbia Business School

JULY

10 AM – 12 PM

July 7th

Small Business Finance 101 & 102

Columbia Business School

July 14th

Finding Your Niche Market & Scaling Up/Panel Discussion

Columbia Business School

July 21st

Food Safety, Legal Compliance, Request for Proposals

Hot Bread Kitchen

July 28th

Small Business Marketing/Branding 101 & 102

Columbia Business School

AUGUST

TBD

Vendor Networking Session

Hot Bread Kitchen

TBD

Best Practices for Success in Large Scale Retail/WFM

The Cecil

SEPTEMBER

TBD

Vendor Networking Session

The Cecil

TBD

Funding Your Business for Growth

The Cecil

OCTOBER

TBD

Harlem Buyer/Vendor Fair (Buyer Appointments)

Columbia University

October 7th

Harlem Harvest Festival (Buyer Appointments)

A. Philip Randolph Square

NOVEMBER

TBD

Vendor Networking Session

The Cecil

DECEMBER

December 9th

Shop Harlem Live Harlem Holiday Vendor Expo

MIST Harlem