



## 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 incubator 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 community wide outreach efforts each year to identify prospective local vendors for participation in the vendor incubator 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 conducted the 2017 HLVP application period from April 1<sup>st</sup> to April 30<sup>th</sup>, 2017.**

Vendor candidates were 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 2018 application period should visit [www.harlemparktopark.org](http://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 Incubates
5. Harlem Local Development Corporation



## HARLEM LOCAL VENDOR PARTNER PROGRAM

### PROGRAMMING CALENDAR

#### APRIL

April 1<sup>st</sup>

Applications available

[www.harlemparktopark.org](http://www.harlemparktopark.org)

April 30<sup>th</sup>

Application deadline

#### MAY

May 1<sup>st</sup>

Application review process begins

May 12<sup>th</sup>

Application review process ends

May 15<sup>th</sup>

Vendors notified of application status

#### JUNE

June 24<sup>th</sup>

**Shop Harlem Live Harlem Lifestyle Expo**

**MIST Harlem**

June 30<sup>th</sup>

**Building a Lean Business: Developing Your Business Model**

**Columbia Business School**

**10:00 am-12:00 pm** - Introduction to the same innovative entrepreneurship principles currently taught to Columbia MBA students. Building a lean business ensures that vendors grow their enterprise concurrently while developing a scalable business model.

**12:00 pm - 2:00 pm** - Networking Lunch

**2:00 pm-5:00 pm** - Small Business Coaching (30 minute sessions-as individually scheduled)

#### JULY

July 7<sup>th</sup>

**Finding Your Niche Market & Scaling Up/Panel Discussion**

**Columbia Business School**

**10:00 am-12:00 pm** – Determining which distribution channels customers prefer: Specialty boutique, large retail, trade show, online, etc.)

**12:00 pm-1:00 pm**- Lunch (On your own)

**1:00 pm-5:00 pm** - Optional Sounding Board sessions with panelists; (30 minute sessions-as individually scheduled)

July 14<sup>th</sup>

**Small Business Finance 101 & 102**

**Columbia Business School**

**10:00 am-1:00 pm** - Small Business Coaching (30 minute sessions-as individually scheduled)

**1:00 pm -3:30 pm** - **Small Business Finance 101: Introduction to Accounting**

Vendors are introduced to basic finance terminology and budget categories; invoicing; accounts payable and receivable; determining comfortable trade limits; cash flow recording process; controlling finances; business projections; understanding financial statements and reports.

**4:00 pm-6:00 pm - Small Business Finance 102: Financing your Enterprise**

Vendors will assess appropriate loan amounts, create a financing structure, decide on investors and collateralize. Vendors will also learn about personal and business credit, private equity and alternative lending.

**July 21<sup>st</sup> Food Safety, Legal Compliance, Request for Proposals Hot Bread Kitchen Incubates**  
(1590 Park Ave at 114<sup>th</sup> St)

**10:00 am-12:00 pm**

**Food Safety (for Food Vendors)**

**OR**

**Intellectual Property (for Designers/Product Vendors)**

**1:00 pm-5:00 pm - Optional Attorney Consultations; (30 minute sessions-as individually scheduled)**

**July 28<sup>th</sup> Small Business Marketing/Branding 101 & 102 Columbia Business School**

**10:00 am-1:00 pm - Small Business Marketing 101**

**1:00 pm - 4:00 pm - Working Lunch and Small Business Marketing 102**

Vendors will learn intensive techniques for conducting customer discover to ensure immediate success with their new ventures. They will learn the four P's of marketing with significant focus on product development and pricing.

**4:00 pm-5:30 pm - Final Presentations; Graduation/Conferral of Diplomas**

**AUGUST**

TBD **Vendor Networking Session Hot Bread Kitchen Incubates**  
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**

**October 7<sup>th</sup> Harlem Harvest Festival (Buyer Appointments) St. Nicholas Ave/117<sup>th</sup> St**

**NOVEMBER**

TBD **Vendor Networking Session The Cecil**

**DECEMBER**

TBD

**Shop Harlem Live Harlem Holiday Expo**

**MIST Harlem**

**December 15<sup>th</sup>**

**Harlem Buyer/Vendor Fair (Buyer Appointments)**

**Columbia University**