



HARLEM LOCAL VENDOR PROGRAM

(HLVP)

Harlem Park to Park (HP2P) in partnership with Whole Foods Market (WFM), Columbia University/Columbia Harlem SBDC (CU), Harlem Community Development Corporation (HCDC), West Harlem Development Corporation (WHDC) and Hot Bread Kitchen Incubates (HBKI) launched a business accelerator 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 procurement partners. The objective of the program is to provide a platform to assist local Harlem vendors/suppliers seeking to scale their businesses and successfully secure procurement contracts with program retail, restaurant and institutional partners. **To date, the HLVP program has assisted with securing supplier partnerships for fifty (50+) Harlem based vendors with retail and institutional partners including Whole Foods Market, Macy's, Fresh Direct and Columbia University Dining & Facilities.**

Harlem Park to Park conducts 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 are reviewed to ensure vendors meet standards required for program partner vendor supplier programs.

Vendor candidates are selected for participation in the HLVP five (5) month business accelerator program. Participation in the HLVP 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.

- Upon completion of five mandatory Business Intensive Education classes, vendors receive a certificate

from Columbia Business School.

Business Counseling Program

A minimum of five (5) 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 including:

- Public Relations/Marketing
 - “Shop Harlem Made” marketing/public relations campaign inclusion
- Vendor Fairs/Pop Ups to exhibit and sell products
 - Marketing and visual merchandising/booth design
- Sampling Programs to test products
 - Sampling opportunity at Columbia Business School
 - Student and Staff feedback solicited for product development

Business Development Program

Business development opportunities for HLVP vendors and products including:

- Buyer/Distributor Appointments with retail and institutional partners
(Appointments will be available only to candidates completing all requirements for HLVP program)
- In-store demos/sampling programs at Whole Foods Market
- Product trials in Columbia campus cafeterias, cafés, concessions

Food Industry Support Program

Food industry support including:

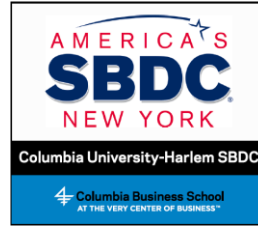
- Access to local commercial kitchen with equipment (additional requirements apply)
- Food Safety Education
- Food Product and Labeling Support

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 2019 application period should visit www.harlemparktopark.org. For a list of program partners and calendar of events, see attached.



HARLEM LOCAL VENDOR PROGRAM

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
6. West Harlem Development Corporation



HARLEM LOCAL VENDOR PROGRAM

PROGRAMMING CALENDAR

FEBRUARY

Orientation

Columbia Business School

Starting Your Lean Business

Columbia Business School

MARCH

Vendor Mentoring Session

Best Practices for Success in Large Scale Retail

APRIL

Visual Merchandising Workshop presented by Macy's

Macy's Herald Square

MAY

Harlem Eat Up! Food Festival

Morningside Park

Vendor Mentoring Session

JUNE

Shop Harlem Live Harlem Vendor Fair

St. Nicholas Avenue/117th Street

Business Intensive Education – Class 1

Columbia Business School

JULY

Summer Fancy Food Show

Javitz Center

Business Intensive Education – Class 2

Columbia Business School

Business Intensive Education – Class 3

Columbia Business School

Business Intensive Education – Class 4

Hot Bread Kitchen

Business Intensive Education – Class 5

Columbia Business School

AUGUST

**Business Intensive Education – Graduation
NY NOW Home, Lifestyle and Gift Market**

**Columbia Business School
Javitz Center**

SEPTEMBER

Vendor Mentoring Session

Columbia Business School

OCTOBER

**Harlem Harvest Festival (Buyer Appointments)
Vendor Mentoring Session**

**St. Nicholas Avenue/117th St
Columbia Business School**

NOVEMBER

Vendor Mentoring Session

DECEMBER

**Shop Harlem Live Harlem Holiday Fair
Vendor Mentoring Session**

JANUARY 2019

Harlem Buyer/Vendor Fair (Buyer Appointments)

Columbia University