



2022 EVERGREEN MARKET VENDOR OPPORTUNITY

OVERVIEW: EVERGREEN FESTIVAL

Evergreen Festival is a 4-week-long outdoor winter showcase of Nova Scotia's culture, food, spirits, craft, art, music, and performance, this Festival uniquely and intentionally embraces Nova Scotia's approaching winter and holiday season.

Local retailers, restaurants, hotels, attractions, public spaces throughout the Halifax region will offer holiday light displays and festive programming to create a festive feeling of celebration.

Dispersed along the Halifax waterfront and downtown Halifax, Evergreen Festival features a walkable, safe collection of outdoor experiences linked together through a series of illuminated installations and activations encompassing both businesses and public spaces. The festival is an invitation to Haligonians, Nova Scotians and visitors to dress for the weather and gather outside to enjoy the sights, sounds, tastes, and smells of the festive season as they savor time with friends and family, by day and night.

The Evergreen Festival represents a significant and impactful opportunity for Nova Scotia. As a motivator to engage Nova Scotians in a festive atmosphere, they will support local business, generate incremental sales for existing and "pop-up" businesses and operators within a diverse collection of sectors including retail, food and beverage producers and service providers, creative industries (musicians/artists/etc.) as well as accommodations and attractions.

The Evergreen Festival is intended to become the signature regional attraction of the Holiday season supporting a meaningful impact on season extension for the business community and Tourism industry. 2021's event saw pedestrian counts of over 80,000 people throughout the event.

NOV. 25 - DEC. 18, 2022
Halifax Waterfront/Downtown Halifax

OPPORTUNITY: EVERGREEN MARKET VENDORS

Nestled within the Festival is the Evergreen Market, intended to showcase Nova Scotian artists, crafters, producers and creators. Evergreen Festival is seeking vendors interested in operating one of Develop Nova Scotia's twenty-four (24) chalets for the duration of the festival, or a portion thereof, as outlined in the three options noted.

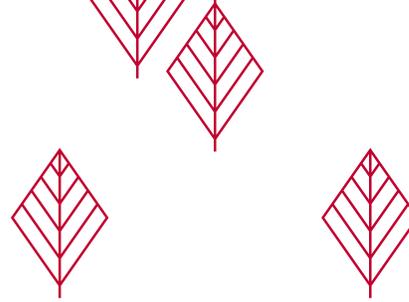
While existing businesses and organizations are encouraged to respond to this call for submissions, so too are independent artists and producers along with cooperatives or collections of producers.

Location

Vendor chalets will be located within the Foundation Place Parking Lot (1549 Lower Water Street) on the Halifax waterfront, within the Evergreen Village, a focal point of the Evergreen Festival. This area is surrounded by entertainment, music, lights and fun for kids.

Chalet Structure

These weather tight wooden structure chalets are 2.87m x 2.24m (see [License Agreement](#) for specifications) and equipped with two 15-amp electrical circuits (one for an interior light and heater, the other for use by the vendor). Vendors requiring an additional electrical circuit must identify this in their proposal, and a third circuit can be provided (subject to availability) for a fee.



Develop Nova Scotia will supply each vendor with a 2x4 sign that includes a logo and business name. Vendors can add their own shelving and product display and are encouraged to add accents, illumination and more to the interior of the chalets to reflect their brand and offering. Anything affixed to the interior or exterior of the chalets must be done without penetrating into the walls or framing of the chalet, and instead must be done using products such as 3M Command Strips, or similar.

Marketing Support

Participating vendors will benefit from Evergreen Festival schedule of events and be integrated within Festival marketing and promotions which will include but not limited to:

- Complimentary listing within Evergreen Market on the Festival website;
- Access to festival logos and marketing assets;
- Promotion on the Evergreen social media channels.



Evergreen Market Hours of Operation

It is expected that the vendors will operate within the Evergreen Market hours of operation at a minimum as indicated, noting that they may be subject to change. Additionally, should a vendor choose to extend their hours of operation up to 7 days a week during the November 25 - December 18 event, or lengthen the hours of operation on any day beyond the hours noted, they are welcome to do so.

November 25 - December 18, 2022

- **Wednesdays, Thursdays and Fridays: 4pm - 9pm**
- **Saturday: 11am - 9pm**
- **Sunday: Noon - 6pm**

*Hours may be subject to change

Vendor Options and License Fees - Early Bird Pricing

	BASE LICENSE FEE	PERCENTAGE OF SALES IN ADDITION TO BASE LICENSE FEE	MARKETING LEVY	CREDIT FOR ATTENDANCE PER DAY	BASE LICENSE FEES (NET ASSUMING FULL ATTENDANCE)
Option 1, November 26 - December 19 (18 operating days)	\$3,500 \$2,000	3% of onsite sales	0.5% of onsite sales	\$50 for every day open during official Festival Days	\$1,100
Option 2, November 26 - December 5 (8 operating days)	\$2,000 \$1,000	3% of onsite sales	0.5% of onsite sales	\$40 for every day open during official Festival Days	\$680
Option 3, December 8 - December 19 (10 operating days)	\$2,500 \$1,300	3% of onsite sales	0.5% of onsite sales	\$40 for every day open during official Festival Days	\$900

For clarity, vendors who do not open during the minimum Evergreen Market hours will not receive the attendance credit as noted above. Failure to open for 3 days during any week may result in termination of your license.

Develop Nova Scotia reserves the right to cancel Festival activities on any day due to weather. Vendors will earn the attendance credit on these days but there will be no further reduction to licence fees. If Public Health guidelines result in an

early termination of the Evergreen Market, vendors will receive a proportionate refund on any licence fees for the remainder of the event.

Develop Nova Scotia requires that vendors provide a weekly sales report based on gross sales by day, by the Tuesday immediately following the week in which sales were recorded.

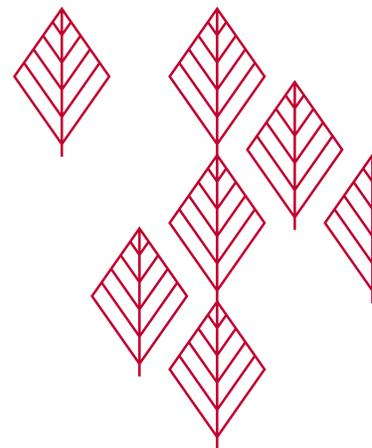
Vendors will be required to sign a license agreement, please refer to the [Licensing Agreement](#) for more details.



SELECTION: EVERGREEN MARKET CHALET VENDORS

In keeping with Develop Nova Scotia's Business Development Guidelines and festival intent, interested market chalet vendors are invited to submit short proposals (no more than four pages in length) electronically by email (only) to BDO@developns.ca by September 25 2022.

NOTE: Once the deadline for proposals has passed, the balance of remaining and available chalet vending opportunities will be on a first come, first served basis until Nov. 13/22, subject to scoring noted.



Develop Nova Scotia, at its sole discretion, reserves the right to select vendors based on Evergreen Market curation and strategic alignment, and extend additional calls for submissions. Questions related to the submission can be addressed to the same email noted above. Referring to the scoring matrix below, please ensure your proposal includes the following information as it will be referenced in the review and scoring process:

- **Experience and Record of Success:** Provide an overview of your products and/or services, demonstrating your track record of business success.
- **Chalet Offering:** Describe your clear vision for your chalet from what is to be sold to how your offering will celebrate Nova Scotia’s culture, food, spirits, craft, and or art.

*You must include which vendor option dates you seek to be considered for;

**Option 1:
November 25 - December 18 (18 days)**

**Option 2:
November 25 - December 4 (8 days)**

**Option 3:
December 7 - 18 (10 days)**

*Preference will be given to vendors selecting Option 1

- **Strategic Alignment:** Describe why your offering fits with the intent of Evergreen Market which is to provide market access for producers, crafters and makers from across Nova Scotia and attract visitors to the Festival. It is expected that the final mix of vendors will reflect a broad cross section of vendors from across the province, highlighting our cultural diversity and the breadth of quality, and Nova Scotian produced goods available; and
- **Added Value:** What unique value would you bring to the festival and market that would elevate this initiative to the regional signature event it is desired to be? This could include but is not limited to special partnerships/relationships including charitable organizations, public accessibility for those with but not limited to sight, hearing and mobility challenges, the promotion of cultural and supplier diversity and inclusivity, a focus on environmental stewardship, and public health and safety (a COVID-19 public safety plan must be included);

VENDOR SELECTION SCORING MATRIX

Experience and Record of Success	/25 points
Chalet Offering/Strategic Alignment	/60 points
Added Value	/15 points
Proposal Score	/100 points

