# SHOP VENDOR

BERWYN SHOPS
A HOMEGROWN PROJECT

**BERWYNSHOPS°COM | 6931 ROOSEVELT RD°, BERWYN IL**

**ABOUT:**
Berwyn Shops: A Homegrown Project encourages local makers, entrepreneurs, and artisans to take that next step from a pop-up or online store to their very own 12'x15' storefront. Located at 6931 Roosevelt Road, this retail incubator provides its vendors with the resources they need to succeed: a mini storefront, business education, and promotion. This 8-month program is the ideal environment for small businesses to test out the market before committing to a full-blown store operation.

Beyond supporting start-ups, the Berwyn Shops also serves Berwyn and outside residents with an unforgettable experience and vibrant attraction. In fact, this homegrown project has become a dynamic community space - hosting musicians, artists, pop-up vendors, and more!




## HOW TO APPLY:

**1 - Confirm eligibility - This project is for makers, artisans, & entrepreneurs who:**
- ☐ Do not have a physical location
- ☐ Do not require running water

**2 - Gather required information**
- ☐ Business EIN
- ☐ High-resolution product photos
- ☐ Drafted business plan

**3 - Submit completed application online**
- ☐ At BerwynShops.com/vendor-app
- ☐ By January 4, 2026 by 11:59 pm

## AS A VENDOR YOU WILL BE:

- Selected by a jury of 13 community members
- Enrolled in a tailored workshop series with business leaders
- Located in a 12'x15' mini storefront equipped with electricity and WiFi
- Supported and promoted via print, digital, and social media

CITY OF BERWYN
JUNE 6, 1908
THE CITY OF HOMES

IN PARTNERSHIP WITH:
MAYOR LOVERO & THE CITY OF BERWYN

berwyn development
CORPORATION

If you are interested in applying to be a Berwyn Shops Vendor, and have questions, please contact us:
**Homegrown@berwyn.net**

# 2025 SHOP VENDOR TIMELINE

## OCTOBER

- OCTOBER 1 — 2026 Vendor Application Opens
- First Informational Session — OCTOBER 14
- NOVEMBER 6 — Second Informational Session

## NOVEMBER

- NOVEMBER 21 — Third Informational Session

## DECEMBER

- Fourth Informational Session — DECEMBER 15

## JANUARY

- Vendor & Jury Applications Close 8 am — JANUARY 4

## FEBRUARY

- FEBRUARY 7 — Vendor Selection Day
- First Visit on Site — Week of FEBRUARY 20
- FEBRUARY 26 — Marketing Materials Due
- 2026 Cohort Orientation — FEBRUARY 26

## MARCH

- MARCH 10 — Design of Space due
- Business license application, license agreement, and insurance are due — MARCH 14
- MARCH 14 — Pick up keys/ Start setting up space

## MAY

- GRAND OPENING! — MAY 1























# BUSINESS PLAN OUTLINE:

**Executive Summary: (attach document at end)**
**Business Description:**

The following "Business Plan Outline" pages are designed to help you build your complete business plan necessary for submitting your application. Please take your time and address each question with as much detail as you see fit. If you have any questions or need additional assistance in completing this business plan, please reach out to the Women's Business Development Center at **(312) 853-3477, ext. 100** to book a one-on-one advising appointment.

*Company Name*

*Company Owner First & Last Name*

*What do you do and for whom? (1-2 Short Paragraphs)*

*What needs does your business meet?*

*Mission (Purpose/what are you o° ering and why is it important?)*

*Vision (1 - 3 year goal for the company)*

**Market:**

*The reason: What is the need/gap/problem that your product meets/fills/solves?*

*Ideal Customer (also known as Target Customer)*

*Trends in the Industry (at least 3)*

*Size of Market: How many are a° ected by this problem that you might reach?*

*NAICS Code*

*Business Plan Outline Continues* →

# BUSINESS PLAN OUTLINE: *(Continued)*

## Marketing & Sales: *(Include as much detail as possible)*

*How you will position your business relative to your competition (are you more convenient, better service, lower cost, etc.) – make sure that you are emphasizing what matters to the customer.*

*How you will find customers: i.e. what marketing strategies will you select, and why?*

*Who will be selling?*

*What is your social media plan?*

## Operations:

*Entire business process from sale to fulfillment and follow up.*

*Who, What, Where, When, How*

*Describe any key vendors/partners*

*Business Plan Outline Continues* →

# BUSINESS PLAN OUTLINE: *(Continued)*

## Management & Organization:

*Brief bio of Owner, focused on experience relevant to the business (full bio or resume would go in an appendix)*

*Legal entity/structure of business*

*When established*

*Company Location*

*Street*

*State*

*City*

*Zip Code*

*Other key personnel: Bios (if personnel are on board), General job duties and timing/plan for hiring.*

## Financials:

*Startup Expenses*

*Source/s of Funding*

*Cash Flow Projections for 1-3 years (monthly for first 1-2 years)*

## Appendices:

*Anything else relevant for the business plan reader that is not included above*
*(menu of products and prices if set, resume, certificates/licenses/key vendors/suppliers)*

# CONGRATULATIONS ON SUBMITTING YOUR APPLICATION FOR THE BERWYN SHOPS!

## HERE IS WHAT TO EXPECT NEXT:

1. Berwyn Development Corporation (BDC) will filter out ineligible applicants.

2. Project Homegrown Coordinator will compile the eligible applications, business plans, and photos of products.

3. Project Homegrown Coordinator will share the applications with experts at the Women's Business Development Center (WBDC), who will offer feedback on the submitted business plans.

4. Based on the WBDC's feedback, the Project Homegrown Coordinator will share the applications of the finalists to the committee of jury members. Committee members may request clarification on specific applications as needed, or draft follow-up questions for applicants.

5. In front of the jury committee, the finalists will provide a brief overview (5 minutes maximum) of their businesses, including example products if feasible.

6. After the presentations, the jury will then rank the businesses.

7. Based on the jury's feedback, the Project Homegrown Coordinator will review the rankings and confirm the top 12 applicants overall, as well as 3 runner-up applicants.

8. The Project Homegrown Coordinator will reach out to the selected applicants to confirm next steps.

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# EXPECTATIONS OF THE BERWYN DEVELOPMENT CORPORATION

ALL VENDORS CAN EXPECT THE BDC TO MEET THE FOLLOWING GUIDELINES.

## EDUCATION, NETWORKING, & SUPPORT

- 15 minute monthly check-ins with Project Homegrown (PHG) Coordinator
- Mid-season review with PHG Coordinator and Marketing team
- Monthly business educational courses
- Invitations to business networking events
- Design workshops led by Jacobson Design







## MARKETING & PROMOTION

- Promotion of the project as a whole on Berwyn Shops website, Instagram, Facebook, Incubator Insights newsletter, and triannual publication of the Berwyn Magazine.
    - Vendors will not be promoted individually (sales, new products, etc.). Collaborations with fellow Berwyn Shops vendors, special events, and themed weekends may be considered.
    - Images taken by BDC staff or submitted by Berwyn Shops vendors may be used for promotional purposes across Berwyn Shops platforms. Please do not submit any images that do not belong to you and require photographer credit.
    - The BDC cannot commit to resharing vendor posts, stories, etc. on Berwyn Shops platforms.
- Vendor links to website and social media on the Berwyn Shops website
- 2 Custom signs for each storefront

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## AMENITIES INCLUDED IN YOUR 12'X15' SPACE

- Heating/air conditioning
- Lighting on site
- Electric
- Security cameras/signage
- Security gate
- Waste removal
- Wifi
- Bathrooms on site
- Boardwalk audio system




## COMMUNICATION

- Open communication with PHG Coordinator
- Email **(homegrown@berwyn.net)** is the preferred form of contact. BDC hours are Monday-Friday 8am-5pm. Please allow 2 business days for response to messages.
- In the case of an emergency (i.e. police or fire department on site, medical concern) the PHG coordinator can be contacted at **(708)** 788-8100



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# EXPECTATIONS OF THE BERWYN SHOPS VENDORS

ALL PARTICIPATING VENDORS ARE EXPECTED TO ADHERE TO THE FOLLOWING GUIDELINES.

## ASSOCIATED COSTS

- $50 for Berwyn Business License Application
- Monthly $75 Common Area Maintenance (CAM) fee which covers the "Amenities"
- $4,000 Rent
    - $500 per month for 8 months (May-December)
- Insurance
    - General commercial liability: $1,000,000
    - Worker's compensation per occurrence: $500,000
- Additional permits/certifications as needed
- Individual shop décor/equipment as needed
- Individual marketing materials (events, flyers, design work, posters, etc.)

- All businesses/vendors are required to have a business EIN and pay sales tax to the City of Berwyn and the State of Illinois.
- Rent and CAM fees are due on the 1st of every month. The BDC staff will be on site to collect rent for the following month on the last Friday of every month. Vendors also have the option to drop off rent at the BDC office or pay online.



## COMMUNICATION

- If you need to be absent, arrive late, or leave early due to an emergency, please email the PHG Coordinator at **homegrown@berwyn.net**.
- Get written approval from the PHG Coordinator before adding new products that were not included in the application. Items need to be submitted with 2 weeks' notice.

## ATTENDANCE

- Shops must be open and staffed during all hours of operation May-December.
    - Fridays: 10am – 6pm
    - Saturdays: 10am – 6pm
    - Sundays: 10am – 5pm
- Vendors are expected to arrive at least 10 minutes before the Shops open.
- There is a 5 minute grace period after opening for emergency purposes. ***All tardies beyond that or closing before official closing times will count as an absence for the day.***
- Do not close your shop for extended periods of time (more than 30 minutes) during the day. If you need to leave your shop for any reason, make sure someone else is able to fill in for you.
- You may be invited to stay beyond normal hours for a special event. These additional hours are optional.

# SITE MANAGER DUTIES

- Complete rotational weekly site manager duties
- Record weekly attendance as part of rotational site manager duties

## SITE MAINTENANCE

- Must keep shop, bathrooms, boardwalk, and surrounding area clean and clear.
- Make sure all garbage is disposed of in garbage bins. Large boxes must be broken down and placed inside a large garbage bin.
- Any repairs or maintenance concerns on site should be communicated to the PHG Coordinator via email (**homegrown@berwyn.net**) as soon as possible.

## MARKETING

- Vendors are expected to promote their individual businesses on their own platforms.
    - To gain additional exposure, tag/ hashtag Berwyn Shops.
- Vendors are expected to create their own marketing materials for individual promotions, special events, etc.
- Requests for promotion on Berwyn Shops platforms must be submitted to the PHG team with 3 weeks' notice.
- Vendors are encouraged to cross promote and support each other's content/businesses.




## EVENTS

- Vendors are required to host at least 3 special events on site per season. This encourages collaboration, increases visibility, and draws foot traffic to the site, which benefits the cohort.
- Vendors who wish to host a special event on site must submit a request no less than 3 weeks prior to the desired event date and receive written approval from the PHG Coordinator before proceeding.
    - Vendors organizing events involving food must connect with the Berwyn Health Inspector to make sure that all food and safely requirements are met.
    - Any participating special guests or food vendors must be approved by the PHG coordinator.
- Within 48 hours after hosting an event, the host vendor(s) must submit an event recap by filling out the Event Recap Form.