

# Western Market Chalet Rental

## 2024 Application

### General Information

This program caters specifically to small businesses with aspirations of establishing a presence in the retail or food industry in Muskegon, providing them with a unique opportunity. It presents a platform for showcasing and selling products and services that appeal to both local residents and tourists. Situated in the chalets, vendors will benefit from exposure generated by events such as the Muskegon Farmers Market, Art Fair, Rebel Road, and other downtown gatherings. However, it's important to note that there will be lulls during downtimes when pedestrian traffic in downtown Muskegon is minimal.

This program is NOT for existing brick and mortar businesses located in downtown Muskegon. This program is not designed for businesses that primarily offer a service (we are focused on retail establishments). Vendors with a brick and mortar business outside of the downtown area will be considered after all other applications are considered first.

Your application **WILL NOT** be considered unless it is complete and submitted with a \$25 application fee. The committee will strive to provide a variety of products to the public and applications will be reviewed with this in mind. An agreement will be provided and a location assignment will be made by staff. All vendors must participate in marketing of the chalets.

A non-refundable application fee of \$25 is required. ***Applications will be accepted until all spots are filled.***

Items will be judged by a committee consisting of downtown business people, the Muskegon Chamber of Commerce, City Commissioners, and others with an interest in seeing downtown succeed. Applicants will be notified if their application has been accepted. A \$300 non-refundable deposit must be paid within two weeks of notification to secure your chalet. Please note that your first lease payment is required by April 30, 2024 and the second payment is required by July 15, 2024.

### Cancellation Policy

No refunds for vendor cancellations will be given. Vendors may not sub-let their location to another vendor. Vendors who do so will forfeit their lease and will not receive a refund. Only vendors listed and approved on the original agreement will be allowed.

### Electricity/Lighting

We have a very LIMITED supply of electricity available. Please let us know specifically what your power needs are. Generators are not allowed. Running water is not available.

### Application/Payment Process

Payment may be made to:

City of Muskegon  
City Clerk's Office  
933 Terrace Street  
Muskegon, MI 49440

Cash, check, and credit card are accepted. There will be a 2.8% fee added to credit card transactions.

Please include:

Vendor Application

Photos of Items to be sold or website link

**Applications will not be considered without a complete list of items to be sold and six photos.**

**Vendor Information**

\_\_\_\_\_  
Business Name

\_\_\_\_\_  
Primary Contact

\_\_\_\_\_  
Address

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
City            State            Zip

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Website (if one)

\_\_\_\_\_  
Onsite Contact (If different)

Description of items to be sold (please attach photos):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please note. Other applications may be approved that sell similar items. **This does not mean you will be the only vendor to sell this product but if approved, you may not add additional products without approval of the committee first.**

What category do you consider the majority of your business to be in?

Food

Apparel

\_\_\_Jewelry  
\_\_\_Soaps, Candles, incense  
\_\_\_Other – Explain \_\_\_\_\_

**Booth Type & Price**

**(Please number 1 through 3 your preference for chalet size. Please note, your first or second choice may not be available.)**

\_\_\_90 square feet - Seasonal Rental Fee \$1,455

\_\_\_120 square feet – Seasonal Rental Fee \$1,925

\_\_\_150 square feet – Seasonal Rental Fee \$2,335

**PLEASE NOTE - Common Area Maintenance Fees: Vendors will also be charged \$52.94 per month for the months of June, July, August, September, and October in addition to the lease primarily for the cost of electricity as well as a few other expenses of the chalets.**

Are you still interested in a chalet if your preferred size is not available? \_\_\_\_\_

Do you currently have a retail business, incubator business, or shared space? If so, what is the name and location? \_\_\_\_\_

Does applicant consent to a background check and credit check? Y or N

**Minimum Required Hours** Please note the dates and times are the minimum requirements. Vendors may stay open longer than the dates and times listed.

**Hours**

May 25 – August 31 open Thursdays and Fridays from 11 am to 5 pm

May 25 – September 30 open Saturdays from 11 am to 5 pm

May 25 through October open Saturdays from 10 am to 4 pm

Open Sundays for the first four Sundays in June for four hours between 11 am and 4 pm

Open Saturdays November 23, 30, December 7, & 14 from 10 am to 4 pm

These days and hours are *MANDATED and will be followed for all chalets*. Please consider who can cover your chalet if you cannot be there. Vendors will be given three days they can close throughout the season for emergencies, illness, vacation, etc. Any days after this, the vendor will be fined \$100 per day and could be subjected to eviction.

### Optional Information

Check Box for each that applies

- Male
- Female
- Caucasian (white)
- African American (black)
- Asian/Pacific Islander
- American Indian/Alaska Native
- Hispanic
- Other \_\_\_\_\_

### Contact Info

Vendors having additional questions or needing additional information, may contact:

Ann Meisch

City Clerk

City of Muskegon

933 Terrace Street

Muskegon, MI 49440

231-724-6705

Email: [ann.meisch@shorelinecity.com](mailto:ann.meisch@shorelinecity.com)

### Submissions

For your application to be considered, please submit the following:

- Completed Application
- Payment of \$25
- Six photos of items to be sold
- Business Plan (does not have to be long)

Vendor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Date Application Received: \_\_\_\_\_ Approval: \_\_\_\_\_

Deposit received : \_\_\_\_\_

Photos/Sketches received: \_\_\_\_\_