

START WITH A CART FAQ :

What will approve applicants be expected to setup on Event Day (Saturday, March 30th):

Applicants who turn in a completed form, who have been confirmed by the Management Office, will then be required to make a \$50 payment, and will be expected to setup within a pre-assigned 10x10 space at the Center. Two tables and two chairs will be provided. Approved applicants must stay within the 10x10 space parameter.

What time should I be at Park Place Mall for setup?

Approved applicants will be expected to be setup by 12pm on Saturday, March 30th 2024. Approved applicants can access their pre-assigned space beginning at 10am on Saturday, March 30th 2024.

How will the winner be determined?

The winner will be determined by a combination of the following:

- 1 Most number of votes received during the event (3:00-3:30pm) by the general public via a text-to-vote platform. One vote per mobile number.
- 2 A judging panel that includes representatives from Local First and other economic development organizations in Tucson. Competing Brands will be judged on the following:
 - Presentation/Display
 - Uniqueness of product/service
 - Experience at Booth

When will the winner be announced?

The First Annual Start With A Cart Winner will be announced Saturday, March 30th during the Awards Ceremony.

Which 3-month period will the winner be permitted to setup?

Once the winner is announced, the brand and the Center Local Leasing Manager will determine the best date to begin the 3-month period.

If I win, what resources are available to me?

It is Park Place Mall and Local First's goal to ensure the winning business is setup for success. In addition to winning 3-months of free rent on a cart at the Center, the winner will have access to business consultation as well as a 1-hour Marketing Plan consultation with Park Place Mall's Marketing Director. 1st, 2nd, 3rd will also receive a free membership with Local First. Other Prizes will be announced closer to the event.

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Do I get to pick the location of the cart if I win?

The winner will be assigned a cart based on inventory availability.



What is provided with the cart?

The winner will be provided with a basic Park Place Mall retail merchandise unit complete with electricity access (See Photo). The tenant will be responsible to:

- Merchandise the unit
- Secure any internet connection above the general Center Wi-Fi
- Arrange promotional signage
(Official Cart Name Sign Provided by Park Place Mall)

What happens after 3-months?

The winning brand will work closely with Park Place Mall's Local Leasing Manager to agree upon rent terms following the free 3-month period. A flexible rent structure will be explored to phase the brand into a rent paying tenant.

If I win, what operating hours do I have to maintain? Is it possible to be flexible with hours?

All tenants will be expected to abide by Center Hours. Any request to deviate will need to be discussed with Park Place Mall's Local Leasing Manager.

What happens if I decide to terminate during my free 3-months?

While the goal will be to give the winning brand the opportunity to build their brand and grow their customer base toward long term success, we understand this will be an incubation. Both the tenant and landlord can terminate tenancy at the conclusion of the free 3-month period.

Who do I speak to about the Certificate of Insurance Requirements?

Please call the **Management Office** at **520-729-1999**