



Vendor Information Guide 2020

CDM Curbside Presented by Christkindlmarket Des Moines (CDM)

Thank you for your interest in participating in CDM Curbside, an online shopping experience that will culminate at a one-stop drive through location where patrons pick up items they have purchased. Christkindlmarket Des Moines (CDM) is owned, operated, and produced by Des Moines European Heritage Association (DMEHA), a 501(c)3 tax-exempt non-profit organization.

The quality of a traditional Christmas market depends on maintaining a high standard for the vendor products it offers. CDM Curbside is no different. We're dedicated to immersing visitors in a world of folklore and craftsmanship as well as enticing them with traditional and seasonal culinary specialties. In 2020, CDM Curbside will be limited to the online shopping experience, so effectively marketing your products and association with the Christkindlmarket Des Moines brand will be key components of our success.

What types of products is CDM Curbside 2020 seeking?

We are interested in products typically offered at Christkindlmarkets throughout the world, which may include (but are not limited to): decorative fresh wreaths and centerpieces; one-of-a-kind handmade items; holiday ornaments of all colors, materials and sizes; nutcrackers; cuckoo clocks; beer steins; wooden toys; jewelry; wood carvings; European sweets and treats; sausages; sauerkraut; potato pancakes; waffles; crepes; stollen; gingerbread; roasted nuts; cakes and pastries; German smokers; candles; wooden nativity scenes; items made from hand-blown glass; clay and ceramic pottery items; tea light holders; Eastern Slavic handcrafted gifts, such as nesting dolls and papier-mâché lacquer boxes; lace; leather products; beer and wine glasses; handwoven garments and more.

What is the timeline for the application process?

This document will give you an overview of the application process and requirements. As soon as you complete the Google Form application, it will be reviewed internally. The deadline for completion is August 17, 2020 at midnight.

1. Complete the online application at <http://www.christkindlmarketdsm.com/vendors/vendor-application>.
2. Send photos (product group shots are acceptable) and a brief description of all the items you would like to sell to christkindlmarketdsm@gmail.com.

If your application is approved, you will be notified by August 31, 2020.

How are vendors/products selected?

Vendor selection is based on what CDM Curbside 2020 needs to produce a community experience and for the year 2020, an online shopping event, keeping in line with its mission; not on a first-come, first-served basis. All vendors are required to submit a *complete* online application found at <http://www.christkindlmarketdsm.com/vendors/vendor-application/>.

Each product will be reviewed based on several criteria, including point of origin, handcrafted original design, the number of similar products currently at CDM Curbside 2020, products consistent with those sold at a European Christmas market and other pertinent criteria. CDM staff reserves the right to approve, refuse and limit products sold at CDM Curbside 2020. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products. Applicants are reviewed based on the entire range of products proposed to sell at CDM Curbside 2020. *Vendors are not allowed to add or change products after the application process is complete.*

What is the fee to be a vendor and how are the fees paid?

Each vendor will be required to pay \$50 + 5% of sales (TOTAL not to exceed \$400) for participation in the CDM Curbside 2020 online marketplace.

Upon acceptance, the vendor will be issued an electronic invoice for the \$50 vendor fee, which can be paid via check or Venmo. Acceptance will be confirmed when the \$50 vendor fee and signed vendor agreement are received. Both the vendor fee and Certificate of General Commercial Liability insurance are due by September 15, 2020.

Vendor fees based on sales will be calculated and invoiced via email to the vendor by midnight on November 25, 2020. Vendor sales percentage fee payment is due upon delivery of vendor product to the fulfillment site on or before November 29, 2020 at noon. Vendor fees can be paid via check or Venmo.

CDM Curbside 2020 Vendor Timeline

August 17, 2020 at midnight: Deadline for completion of online application
<http://www.christkindlmarketdsm.com/vendors/vendor-application/>

August 31, 2020: Approved applicants will receive notification of acceptance, vendor agreement and vendor fee invoice.

September 15, 2020: Signed vendor agreement, vendor fee (\$50) and Certificate of Insurance due.

October 1, 2020: CDM Curbside 2020 online marketplace created.

October 2, 2020: Vendors may begin creating their online store via Local Line and associate their Local Line store with the CDM Curbside 2020 online marketplace. You may begin loading inventory and photos.

October 1- November 23, 2020: Vendor and CDM Curbside 2020 marketing efforts begin AT LEAST by October 1. Please see "Vendor Tips" for marketing recommendations.

November 5, 2020: Vendor online store set up must be completed in Local Line for review by CDM.

November 9, 2020 at 12:01 am: CDM Curbside 2020 online marketplace opens to the public.

November 23, 2020 at 12:01 am: CDM Curbside 2020 online store closes to the public.

November 24, 2020 at midnight: Vendors selling via Local Line AND their own online store must provide CDM with a completed spreadsheet detailing their online store sales to include: patron name, contact info, number and cost of items sold. Vendors will be provided with a template.

November 25, 2020: Vendor sales percentage fee invoices will be emailed to each vendor. Payment must be received by November 29, 2020 at noon. *(Pro tip: include payment with product delivery)*

November 29, 2020: Vendor products must be at the Des Moines fulfillment site by noon. Vendor sales percentage fee payment is due upon delivery of vendor product to the fulfillment site on or before November 29, 2020 at noon. Vendor fees can be paid via check or Venmo.

December 3 - 6, 2020: Pick up: Dec 3, 5pm - 8pm; Dec 4, 11am – 8pm; Dec 5, 9am – 6pm; Dec 6, 12pm – 5pm

Online Store Vendor Expectations

The CDM Curbside 2020 Vendor Committee wants to ensure that you have a successful online vending experience and that the Christkindlmarket Des Moines (CDM) brand is maintained. The quality of your product must fit with the European-style theme of the event and merchandise photographs and descriptions must be presented in a clear, professional and appealing manner.

You will set up your online store through Local Line (www.localline.ca). This is the same company that hosts the Downtown Des Moines Farmers Market: (<https://www.localline.ca/des-moines-downtown-farmers-market>) CDM Curbside 2020 takes this model one step further to provide an enhanced customer and vendor experience:

1. Customers will schedule day/time of pickup from **ONE LOCATION** when they checkout (we will let vendors know what day/time slots to include in their online store so the customer can choose the same day/time for pickup across all vendor online stores);
2. Vendors deliver purchases to **ONE FULFILLMENT** location instead of coordinating delivery/pickup for each individual order.

We will provide you with information regarding the creation of your Local Line online store upon acceptance. CDM Curbside 2020 will invite your Local Line online store to join the CDM Curbside 2020 online marketplace, our online collection of CDM Curbside 2020 vendors. Local Line will provide technical support via online help articles as well as over-the-phone.

There is a \$20 monthly fee payable to Local Line to maintain your online store (October 2020 and November 2020 = \$40 to Local Line). As such, all vendors must work with CDM staff leading up to and during setup of the online marketplace to ensure integration and functionality. Further information will be provided upon acceptance.

Vendors must organize orders by customer name, provide protective and/or decorative packaging if needed and/or wanted and deliver to the Des Moines-based fulfillment center in bags, boxes or bound in some way (one customer order per bag/box/binding OR parcel). The first and last name of the customer, pick up date/time, contents of the parcel and total number of parcels for that individual customer, i.e. 1 of 2, 2 of 2, etc. must be clearly labeled on the outside of each parcel. Upon delivery to the Des Moines-based fulfillment center, volunteers will group these parcels with the same customer's orders from other CDM Curbside vendors

and place them in CDM decorative gift bags OR add a decorative CDM decal or ribbon to the parcels, as appropriate, before presenting to the customer.

Food vendors:

- All food vendors must become familiar with the Iowa Food Code Requirements to ensure that your food packaging methods are compliant. <https://dia.iowa.gov/food-consumer-safety>

Vendor Tips/Marketing Recommendations

- Begin marketing early and frequently to existing customers via FaceBook, Instagram and other successful marketing approaches you have used in the past. We will create a CDM Curbside 2020 FB Event Page and invite all of you to be “Hosts”. Please post within this event page as well. The advantage with this marketing tactic is that everyone that is going or interested in the “event” will receive a notification.
- Build on your past CDM customer base (if applicable) by marketing directly to them.
- Always include the URL to your CDM Curbside 2020 online store and the CDM Curbside 2020 online marketplace.
- Always include hashtags (#CDMCurbside2020) and @mentions when you’re talking about an online brand.
- Tell your unique business story in photos or videos. Customers like to know the small businesses they’re supporting.
- Create brief videos explaining the history of your craft or how you create your product.
- Collaborate with other vendors to recommend themed “baskets”/experiences.
- Create a “one-click” themed “basket” for your CDM Curbside 2020 online store, i.e. “gift for dad”, “gift for grandma”, “German-themed” basket, etc.
- Consider labeling your food for food allergens, i.e. gluten free, dairy free, peanuts, etc

Will security be provided and are my products safe once delivered to CDM Curbside 2020?

When your product is delivered to the Des Moines-based fulfilment site, on-site security will be provided 24/7.

What are the requirements for General Commercial Liability Insurance?

Each accepted vendor is required to furnish proof of insurance by September 15, 2020. Vendor agrees to purchase and provide Certificate of General Commercial Liability insurance with \$1,000,000 limits and name **Des Moines European Heritage Association** as Additional Insured and Certificate Holder. Certificate must be on file with CDM management by September 15, 2020. Applicants can submit Certificate of General Commercial Liability Insurance to: christkindmarketdsm@gmail.com or 37 Liberty Bell Blvd, Pleasant Hill, IA 50327.

What kind of licenses/permits do I need?

Listed below are general permits and requirements. *Other requirements may apply. It is the responsibility of the vendor to understand and comply with all requirements.*

- **Sales Tax:** Vendors are required to comply with Iowa Sales Tax law. It is the responsibility of every vendor to know if they are required to collect and remit Iowa Sales Tax based on the products they sell. Questions regarding should be directed to the Iowa Department of Revenue: 800-367-3388.

- **Food Safety:** Vendors are required to comply with State Public Health regulations governing the preparation, handling and packaging of food. It is the responsibility of every food vendor to know if they are required to obtain specific food preparation/packaging licensing. Contact Food and Consumer Safety, (515) 281-6538, Iowa Department of Inspections and Appeals with questions.

How are Corporations and Businesses able to participate?

CDM does NOT accept vendor applications from businesses such as banks, realtors, chiropractors, etc. If a business is interested in being involved with CDM as a Corporate Sponsor or Donor, please contact the CDM Development Chair, Suzanne Hull at 515-250-6366 or christkindlmarketdsm@gmail.com.

RULES AND REGULATIONS

1. You must be ready for CDM to review your online store by November 5, 2020. To avoid CDM Curbside 2020 online marketplace opening delays; vendors may be penalized if their online store is not ready for CDM review on November 5, 2020 and ready to vend when the market opens on November 9, 2020 at 12:01 am.
2. The Vendor must be responsive to CDM Curbside 2020 patrons by responding to email and/or phone inquiries regarding products within 24 hours of the inquiry. Vendor acknowledges and understands the importance of prompt customer service; should vendor fail to respond to patrons or receive complaints regarding service or store responsiveness; after one warning, Vendor may, at the sole discretion of CDM Curbside, be excluded from participation in CDM Curbside 2020 with forfeiture of Vendor fees.
3. Any business ownership changes, at any time, require a new application for vending.
4. All food vendors are responsible for understanding and complying with all applicable health regulations.
5. All food products must be properly packaged and kept at proper temperatures (as specified by Health and Safety)
6. All vendors must meet all required health safety regulations.

FAILURE TO COMPLY WITH CDM RULES AND REGULATIONS

- An infraction may result in, and not necessarily in this order: 1) A written warning, 2) exclusion from participation in CDM Curbside 2020 with forfeiture of Vendor fees, 3) Not being allowed to vend in future CDM events.
- Note: CDM reserves the right to change, interpret and enforce these policies and guidelines deemed necessary to maintain the safety, consistency, individuality and authenticity of CDM for the benefit of all participating in CDM Curbside 2020.
- CDM reserves the right to limit the size of the event and reject applications with or without reason. Decisions of CDM are final.

CANCELLATION POLICY

No refunds of vendor fees for cancellations will be allowed after 5pm on September 30, 2020. All cancellations shall be in writing. CDM reserves the right to cancel vendor's participation in CDM Curbside 2020 and the right to cancel CDM Curbside 2020 or any portion thereof, at any time for any reason (or for no reason) whatsoever, in its sole and absolute discretion and without penalty to CDM. Any vendor who does not meet CDM Curbside 2020 guidelines for online store set up by the designated time will be assumed absent, and its space will be automatically and immediately forfeited.