



## the essence - of our Merimbula

### Who?

Merimbula Chamber of Commerce is developing a retail project to feature up to 15 local micro businesses in one location. This project is in line with our [core objectives](#) to create a Vibrant Town Centre, and to Develop and Foster Economic Growth.

### What?

*the essence* will showcase the products, designs & services of local businesses & creative individuals, to help cultivate an exciting marketplace and community in the Merimbula CBD. The space will feature locally made and locally designed products and artisan businesses such as, Clothing, Home and Living, Health and Body, Jewelry and accessories, Timber and Paper Goods.



### Where?

The location is 4B Merimbula Drive which is directly opposite the Post office. These premises enjoy a prime retail street frontage, a light & inviting arcade with access to parking at the rear; as well as a communal meeting area & plenty of storage.

### When?

The shop will open on 1 December 2020 with plans to open in time for the busy holiday periods. The Chamber is looking to secure a 1-year lease with a 1 year option

### Why?

Why would businesses want to participate?

- ✓ Cheaper establishment costs
- ✓ Collective foot traffic
- ✓ Fixed costs
- ✓ Sell online through Chamber website
- ✓ Fully or partly managed store
- ✓ Chamber promotion of the store
- ✓ Support for vendors through the Business Incubator program



## the offer

- ✓ Maximum 8 spaces for vendors
- ✓ Some exclusivity
- ✓ Hassle free retailing
- ✓ Partly managed shop
- ✓ Main street Location
- ✓ Fixed weekly rent
- ✓ Online (E-Commerce) Store
- ✓ Some Promotion and Advertising
- ✓ Business Incubator Program
  - Training on a range of topics including marketing, finance, business and growth
  - Regular workshops and toolbox meetings
  - Access to further support and grants
  - Assistance in building your brand online



## the deal



- Around 8 Spaces available (3x3)
  - 1-year contract
  - All inclusive weekly payment covers rent, outgoings, internet, insurance, management
  - Set up Costs
- Good quality signage and shop fittings, display space and merchandising in keeping with the theme of the store
- Business incubator program
  - 4% administration fee covers merchant fees, bags, stationary
  - Business Incubator Program

## Options

**Elders Building**

With F/T Manager

**\$200pw**

With P/Time Manager **\$150pw**



## the essence - eoi

Business Name:

ABN:

Years in business

Contact Name:

Phone:

Email:

Web Address:

Social Media:

FB

Instagram

Other

Type of Business:

Describe your Products:

Please attach images of some your products

Space required. 3x3 or 6x3

Do you have sufficient products to adequately fill the space?

Extra Set up Costs Good Quality Signage, High quality shop Fit, display space and merchandising in in keeping with the theme of the store

Management Option

Part Time

Vendor Commitment

Minimum 4 hours per week

Do you agree to commit to contribute the above hours to help staff the shop and manage your stock?

Management Fee 4% on sales

Optional Extras

Free Online Store Included

Assistance with branding and logos available at extra cost

Contract Period

1 years only

Email your EOI to [president@ourmerimbula.com.au](mailto:president@ourmerimbula.com.au). All applications will be assessed against certain criteria and some applications may not be accepted.