

4TH DISTRICT CONTAINER VILLAGE

Info Session for Businesses

An opportunity for entrepreneurs to learn about the
new concept in retail, featuring Container Malls.



CURTIS JONES, JR.
4TH DISTRICT COUNCILMEMBER, MAJORITY WHIP



City Council
PHILADELPHIA
PHLCouncil.com



CITY OF PHILADELPHIA CITY COUNCIL

CURTIS JONES, JR.
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PHILADELPHIA, PA 19107
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COUNCILMAN - 4TH DISTRICT

COMMITTEES

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Committee on Public Safety
Commerce & Economic Development

Vice Chair
Committee on Parks, Recreation
& Cultural Affairs

Member
Rules
Law & Government
Licenses & Inspection
Public Property
Transportation & Public Utilities
Ethics
Inter Governmental Cooperation

Welcome to the 37th Annual MED Week Celebration!

In the tradition of MED Week, economic inclusion is an essential component of the American dream.

The first step in becoming a retail success can be this new concept of the 4th District Container Village.

Coca-Cola started as a formula in a backyard, Microsoft started in a garage, we must support small start-up businesses from our community.

Thank you for attending our MED Week 4th District Container Village Workshop.

In Service,

Curtis Jones, Jr.
Councilmember 4th District



CURTIS JONES, JR.

4TH DISTRICT COUNCILMEMBER, MAJORITY WHIP

VIRTUAL & IN-PERSON 37TH ANNUAL OCTOBER 4 - 8, 2021
**PHILADELPHIA
MED WEEK**
MINORITY ENTERPRISE DEVELOPMENT
UNMUTE YOUR OPPORTUNITIES



**City
Council
PHILADELPHIA**

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4TH DISTRICT CONTAINER VILLAGE

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CONCEPT:

Philadelphia Container Mall, utilizing refurbished oversized shipping containers. This mall will be in West Philadelphia in Parkside and will allow (20) plus vendors an opportunity to sell merchandise in a high-end flea market environment.



**Philadelphia Business &
Technology Ctr**
Enter @ 51st & Columbia Avenue



October 7



6:00PM - 7:30PM

Masks are required and will be enforced.

Must show proof of vaccination or a 24-hour negative COVID 19 test results.

Office of Curtis Jones, Jr., 4TH District Councilmember | City Hall Room 404 | (215) 686-3416



Councilman Curtis Jones, Jr.



@Mr4thdistrict



@Mr4thdistrict



Mr4thDistrict.com



CURTIS JONES, JR.

4TH DISTRICT COUNCILMEMBER, MAJORITY WHIP

Project Description

Councilmember Curtis Jones, Jr. is in the process of developing a community-based flea market style retail vendor mall using refurbished shipping containers. It will be known as the 4th District Container Village. It will be in the Centennial community of West Parkside. The hours of operation will be Wednesday thru Friday: 11am to 7pm, Saturday and Sunday: 9am to 5pm.

The **primary goal** will be to provide smaller, home-based, and early-staged small businesses with affordable commercial spaces to test business ideas, build a customer base, and generate income. The project is working off an aggressive timeline, hoping to have the first companies moving in by early spring of 2022. At least 26 jobs will be created.

Project Partners

Councilmember Curtis Jones Jr. has been collaborating with the West Philadelphia Corridor Collaborative, Philadelphia Commerce Department, Department of Public Property, Philadelphia Water Department, License, and Inspection, PECO, State Representative Almen Brown, Wells Fargo and other community stakeholders like the West Philadelphia Business Technology Center and Parkside CDC to make this project a reality.

How to Become a 4th District Container Village Vendor?

Vendor Criteria

The following criteria is the minimum requirements for vendor tenants seeking to rent a shipping container space in the 4th District Container Village:

- Tenants can be a business that either sells a product or provides a service
- Tenants cannot directly be in competition with businesses at the ParkWest Town Center or The Business Technology Center. (Our purpose is to bring new companies in the area that will provide products and services that residents cannot currently get in their communities, not create competition for existing Parkside businesses)
- Must be an 'existing business', for our definition, an existing business is a company that can demonstrate in some way, that they are already selling a product or providing a service.
- Tenants must be able to commit to completing a Technical Assistance Orientation, providing them with technical assistance around marketing, business legal registration, compliance with city licenses, permits and tax code, business planning, and other merchant services.
- No tenant will be admitted into the 4th District Container Village in any of the following industries: Businesses that sell drug paraphernalia, tobacco or tobacco-related products, adult content, food made on site that requires refrigeration or heating,
- Tenant business owner or owners (in the case of multiple owners) must reside in the City of Philadelphia.
- Tenant must have the capacity to be open when the 4th District Container Village is open (Wednesday thru Friday: 11am to 7pm, Saturday and Sunday: 9am to 5pm)

- Tenants must have the capacity to keep inventory – provide evidence of inventory or financing set in place to purchase inventory at the time of application.
- Tenants must maintain general liability insurance with the manager of the 4th District Container Village as additional insured.

4th District Container Village – Food Truck Retailer Vendor Criteria

The 4th District Container Village is also expected to maintain a rotating line of food truck businesses. The following is the proposed criteria for the food truck businesses:

- Food Trucks must provide evidence of the appropriate Safe-Serv and City of Philadelphia Health Inspection Permits. All documentation should be readily available upon request whenever food trucks are on site.
- No more than one business will be permitted on site at any time that sells the same kind of food.
- Priority will be extended for food-truck businesses selling unique, ethnic cuisine.
- Food Truck must be owned by a resident of the City of Philadelphia.
- Food Truck businesses must provide and maintain general liability insurance.
- Food Trucks will rotate on a bi-weekly schedule.

4th District Container Village Tenant Selection Process

A number of informational sessions will be held for entrepreneurs to learn how to apply to become a tenant.

Interested businesses would be screened according to the criteria to ensure eligibility. Once a business has been deemed eligible, businesses will be invited to pitch for the opportunity to become a tenant before a group of community development organizations, business leaders, area residents, and business-support organizations to ensure they are a good fit. Businesses pitching will be judged on the following proposed criteria:

Presentation (10%) – Businesses will be rated according to the strength of the presentation made.

Profitability (30%) – Businesses will be rated on the strength of their business plan, financial model, and product margins. The purpose of this section is to select strong businesses that judges feel will be sustainable and successful in the Container Village and businesses that sell products or provide services that will sell at the site.

Product Uniqueness (20%) – The purpose of the Container Village is to offer unique products and services that will make it a destination site for consumers. This section will rate businesses based off how unique their product is and how it may stand out from other companies applying.

Management (20%) – Businesses will be rated on the experience of the person running the business and the management team. This can include any external advisors that may advise the company, programs that the business owner may have already completed or the recommendations from business-support organizations that can vouch for the business owner's experience.

Marketing (10%) – Marketing experience, existing social media followers and presence that the business may have in place to not only draw customers to the business but to the Container Village.

Judge's Choice (10%) – Asks the question to the judges reviewing the business – would you buy something from this company? This section will rate businesses on the consumer crowd the business may attract.

[illegible]

ISSUE	DATE	REVISION
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MARK DROSNOCK

NAME

with business and financial data inputs.

CITY OF PHILADELPHIA
DEPARTMENT OF PUBLIC PROPERTY
1500 JEFFERSON UNIVERSITY BUILDING
15TH FLOOR, CITY HALL, PHILA. 19107
PHILADELPHIA
PUNJON TEL: 467-1212

49TH & PARKSIDE AVE. LOT
SHIPPING CONTAINER MALL

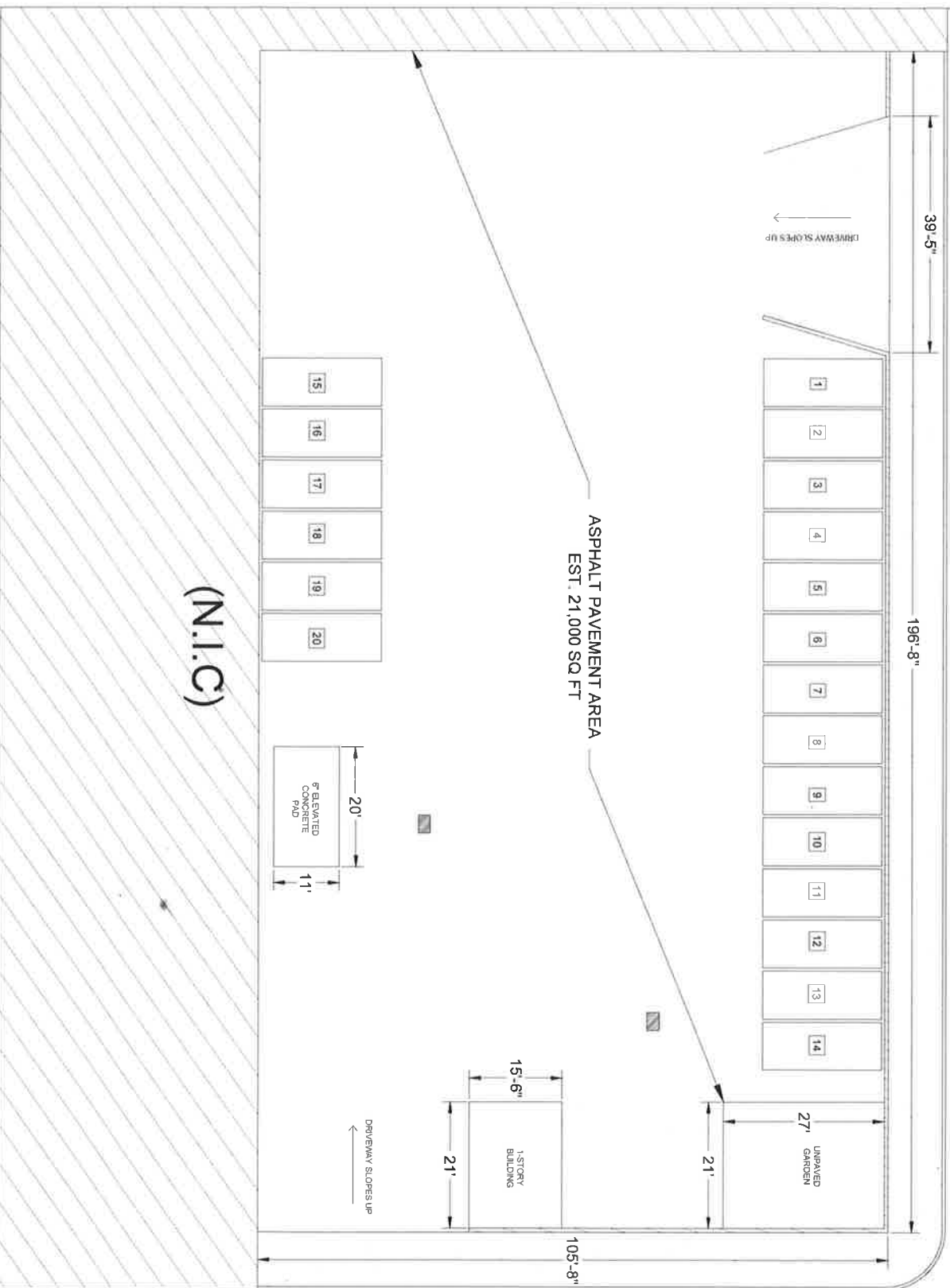
SITE PLAN

180

S-1

NOT TO SCALE	
MDK	
MDK	
MDK	

P A R K S I D E A V E N U E





CURTIS JONES, JR.

4TH DISTRICT COUNCILMEMBER, MAJORITY WHIP

4th District Container Village

4862-70 Parkside Avenue

Philadelphia, PA 19131

Contact: Ytina Dudley-Special Projects, Manager @ Ytina.dudley@phila.gov

Vendor Application

Vendor Information:

Name: _____

Address: _____

City, State, Zip _____

Phone number: _____

Email: _____

Type of Merchandise to be sold: _____

Business Details

How long have you been in business? _____

Are you a sole proprietor or do you have a partner(s)? _____

If so, please list all partners: _____

How many employees do you currently have? _____

Have you ever Operated your business in a commercial environment? _____

Do you currently have financing in place to operate your business? _____

Do you currently have business insurance, if so what type? _____

What is the vision for your business? _____

What are the short-term goals for your business? _____

What are the long-term goals for your business? _____

Who do you see as your typical customer? _____

Who are your top 3 suppliers for your business? _____

Rate your supplier's reliability from 1-3. _____

What types of businesses do you feel would complement your business?

How do you currently market your business? _____

What are your strengths as it relates to your business? _____

What are your weaknesses as it relates to your business? _____

Is there anything else we should know about you or your business?

Attach additional pages if necessary



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