



## **START WITH A CART FAQ :**

### **How Does This Work?**

1. Interested Brands must fill out the vendor application HERE: <https://queenkaahumanucenter.com/wp-content/uploads/2021/06/SWAC-QKC-APPLICATION.pdf>
2. Confirmed Brands will setup shop LIVE on **Saturday, June 26th between 10am-5pm in Center Court**
3. The public is invited to shop the Maui Made Brands and text-to-VOTE for their favorite brand. The first 200 voters will receive a swag bag.
4. The public vote + scores from a judging panel will be combined to determine the brand that will WIN 3-months of FREE rent at QKC!

### **What will approved applicants be expected to setup on Event Day (Saturday, June 26th):**

Applicants who turn in a completed form, will wait to be confirmed by the Management Office, then will be required to make a \$75 payment by 6/26/2021, and will be expected to setup within a pre-assigned 10x10 space at the Center. Two tables and one chair (due to COVID regulations) will be provided. Approved applicants must stay within the 10x10 space parameter.

### **What time should I be at Queen Ka'ahumanu Center for setup?**

Approved applicants will be expected to be setup by 9:30am on Saturday, June 26, 2021. Approved applicants can access their pre-assigned space beginning at 7am on Saturday, June 26, 2021.

### **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 (10am-5pm) by the general public via a text-to-vote platform. One vote per mobile number.
2. A judging panel that includes representatives from Maui County Office of Economic Development, Maui Food Technology Center and Queen Ka'ahumanu Center. Competing Brands will be judged on the following:
  - Presentation/Display
  - Uniqueness of product/service
  - Experience at Booth

### **When will the winner be announced?**

The Summer 2021 Start With A Cart Winner will be announced **Friday, July 2, 2021, at 12pm on Queen Ka'ahumanu Center's social media platforms @QKCMaui.**



### **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 Queen Ka'ahumanu Center and Maui County Office Of Economic Development'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 Queen Ka'ahumanu Center's Marketing Team.

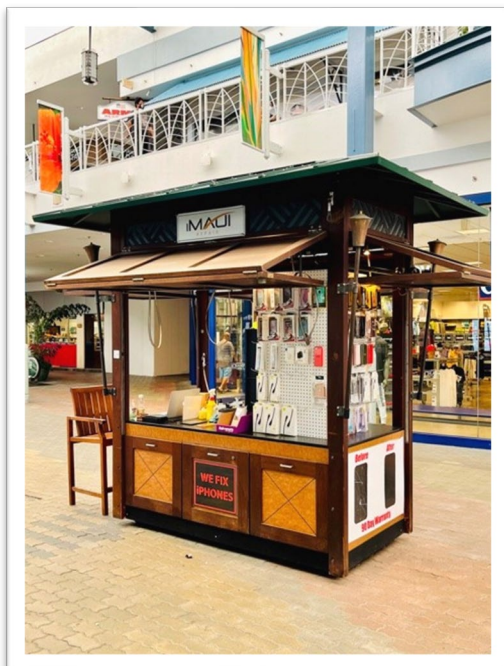
### **Do I get to pick the location of the cart if I win?**

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 QKC retail merchandise unit complete with electricity access **(see photo below, merchandise not included)**. 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 Queen Ka'ahumanu Center)





**What happens after 3-months?**

The winning brand will work closely with Queen Ka'ahumanu Center'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 Queen Ka'ahumanu Center's Local Leasing Manager.

**What happens if county decides to shut down all retailers again during my 3 months, do I get to resume the remaining term when it is reopened?**

Yes.

**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 any point during the free 3-month period.

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

Please call the Management Office at 808-877-3369 .