

# Mon Valley Mercantile

A Business Incubator & Retail Co-Operative  
Initiative

200 Chamber Plaza, Charleroi, PA 15022

Contact: Debra Keefer 724-483-3507

October 30, 2008

## Attention Mon Valley Entrepreneurs!

The Mon Valley Regional Chamber of Commerce is now offering space for lease at 200 Chamber Plaza in the heart of Downtown Charleroi, called the "Mon Valley Mercantile." The mission of this business cooperative is to provide an environment where merchandisers and related businesses can benefit through equal sharing of overhead, marketing, consumer traffic, increased buying power and business acumen.

We are now accepting applications from interested parties. The monthly fee for space includes rent, utilities, phone/fax, supplies, advertising and sales staff. Our goal is to open in late November with six days of operation including evenings and weekends.

### How it Works

Accepted applicants will pay a one-time \$75 membership fee to join the co-op. This fee will help offset the cost of exterior signage, point-of-sale software, security, credit card equipment and other start-up costs. Please refer to the enclosed brochure for more detailed information.

If you are interested please return this sheet

Name \_\_\_\_\_ Business Name (if applicable) \_\_\_\_\_

My product(s) are \_\_\_\_\_

\_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

e-mail \_\_\_\_\_ website (if applicable) \_\_\_\_\_

### **I am interested in:**

#### **Open Floor Space\* (vendor provides display)**

- 140 sq. ft. or more, \$1.50/sf per month
- 71-139 sq. ft., \$1.70/sf per month  
(example: 10' x 10' \$170/month)
- Less than 70 sq. ft., \$2.25/sf per month

#### **Glass Case Space**

- \$60/month (co-op provided)

#### **Shelving Space**

- 3' x 20' (4-5 shelves)  
\$50/month (co-op provided)

#### **Gallery Wall Space**

- 12' wide x 2.5' deep, \$90/month
- 6' wide x 2.5' deep, \$55/month

**Please return to MVRCC, One Chamber Plaza, Charleroi, PA 15022  
Or FAX to 724-489-1045**

# MON VALLEY MERCANTILE

## A Mon Valley Regional Chamber Co-Operative Retail Incubator

Mon Valley Mercantile occupies about 11,000 square feet of space in Chamber Plaza, which formerly housed the Rite Aid Pharmacy.

The Mon Valley Mercantile will serve the region and the business district of Charleroi not only as a successful retail store but also as a Retail Business Incubator. Someone that has a dream of owning a store can make it happen at the Mon Valley Mercantile. This Chamber of Commerce business development initiative will be made up of different vendors that rent space to sell a variety of types of merchandise, some



locally produced or crafted, some purchased for resale. The incubator will also feature a space to be used as a gallery for our local talented artists.

Becoming a vendor at Mon Valley Mercantile means more than having an outlet to display and sell products. The Mercantile will have resources on site for business planning, inventory management, marketing, visual merchandising, customer service, and more!

Starting in the incubator offers new storeowners on-the-job retail training. The more experience and knowledge a storeowner can gain, the more prepared he/she will be to face the challenges ahead. The Mon Valley Mercantile offers the opportunity to start small, test the market and to expand at a healthy pace before going it alone. Also encouraged to participate will be existing businesses who would use the incubator as an outlet to display a sampling of their merchandise enticing customers into their storefront.

Current downtown businesses welcome new businesses because it creates an opportunity to share customers and increase foot traffic. And, of course, filling vacant storefronts is a Chamber of Commerce and community goal throughout the Valley. Working in partnership with the Mon Valley Initiative, our area tourism agencies, and other local economic development agencies, the Mercantile will become a destination for shoppers, and opportunity for entrepreneurs otherwise not found in our region.

**NON PROFITS** that carry merchandise lines are also invited to apply, i.e., historical societies, chambers of commerce and school districts. Please call for more information.

### **VENDORS BEING SOUGHT:**

- Antiques & Glassware
- Vintage & Handmade Jewelry
- Candles
- Jellies, Honey, Candy—other sealed edibles (must have license)
- Wooden Items & Furniture
- Collectibles
- Quilts
- Dolls
- Linens
- Stationery
- Artwork (Paintings, Photography, etc.)



- Pottery/Ceramics
- Stained Glass
- Needle Felting
- Baby Items
- Knitted Items
- Purses
- Pet Apparel & Accessories
- Basketry
- Local Manufactured Goods

### **Chamber Members Only:**

A portion of the space will be used to display Chamber member literature, menus and brochures at no charge. Call the Chamber for details.



*A jury selected by the Mon Valley Regional Chamber of Commerce will have the right to accept or reject any vendor merchandise and to resolve any issues or problems that arise by a majority vote.*

# INCUBATOR RATE SHEET 2008

## Member Benefits and Set-Up Information

- ◆ Store will be open six days a week to start.
- ◆ Store provides staffing.
- ◆ Store buys advertising.
- ◆ Store collects and pays all state sales tax due.
- ◆ Store pays for Charleroi Borough Mercantile license and annual Mercantile tax.
- ◆ Store assigns each member a unique vendor code (2-4 digit alpha) for tracking sales and rental fees. Each item of merchandise is labeled with provided tags.
- ◆ Store provides end-of-month reports to vendors, sorted in item code order.
- ◆ Vendors are paid monthly.
- ◆ Rent is due the first of the month.
- ◆ A six month lease is required.
- ◆ Vendor checks less than \$10 are held and added to the next month.

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### Acknowledgement:

Main Street Mercantile—Bradford, Pa.

The Mon Valley Mercantile was modeled after the Main Street Mercantile in Bradford, Pa. Rachel Wolfe, Store Manager, and Mary Jane Hand, Board Member warmly opened their doors and shared their knowledge to help make our incubator a success. Mary Jane's "Grandma's House Tea & Gifts," is one of the three businesses that graduated from the co-op into an independent storefront in the Bradford business district. We wish them continued success—stop by and see them when you are traveling in northwestern Pennsylvania!

## ONE-TIME INITIATION FEE

**\$75.00**

**Store retains 7% of Sales**  
(Additional 3% credit card sales)

### Types of Space for Lease

#### Open Floor Space\*

*(vendor provides display)*

140 sq. ft. or more, \$1.50/sf per month

71-139 sq. ft., \$1.70/sf per month  
(example: 10' x 10' \$170/month)

Less than 70 sq. ft., \$2.25/sf per month

#### Gallery Wall Space

12' wide x 2.5' deep, \$90/month  
6' wide x 2.5' deep, \$55/month

#### Glass Case Space *(Mercantile provided)*

\$60 per month

#### Shelving Space *(Mercantile provided)*

3'x20' four (4 shelves)  
\$50/month

\*Add \$5/month if electric is needed. (available in booths only)

### Contact:

Debra Keefer, MVRCC  
724-483-3507  
debbiek@mvrchamber.org  
One Chamber Plaza  
Charleroi, PA 15022

# MON VALLEY MERCANTILE

A Cooperative Retail  
Incubator Project of the  
**Mon Valley Regional  
Chamber of Commerce**



**200 Chamber Plaza  
Charleroi, PA 15022  
724-483-3507**

### MERCANTILE HOURS

Tuesday-Friday  
11 am – 7 pm  
Saturday 11 am – 5 pm  
Sunday Noon – 4 pm  
Closed Mondays



[www.mvrchamber.org](http://www.mvrchamber.org)