



Chameleon Shoppes in partnership with Target is proud to announce a pop-up shopping experience in celebration of Latino owned businesses during Latino Heritage Month, hosted by Target's Hispanic Latino Business Council. From September 13-17, this pop-up will showcase Latino businesses and be located at various locations in Gaviidae Commons on Nicollet Mall. Chameleon Shoppes will market the event to its downtown community, and Target will market to its corporate employees. The pop-up will also provide vendors the opportunity to interact with Target Corporation Diversity Supplier leadership focused on developing relationships with new potential company partners.

We will be following all city and state mandated protocols on operating capacity and cleaning. Participants must maintain flexibility as these protocols may change prior or during the pop-up.

Additional Benefits

- Central sales staff will be provided to process sales and assist customers in each location. Vendors are strongly encouraged to man their tables as often as possible, but will not be required to be present at all times.
- All vendors will be provided with a one-year membership to [Impact Hub MSP](#), with access to opportunities for business development education, networking, and coworking.
- *Optional:* Opportunity for an individual Mock Line Review with Target representatives to test products with Target buyers
- *Optional:* Opportunity for a Pitch Training workshop with Impact Hub staff to help prepare for Mock Line Reviews

Terms and Application Process

As we receive a lot of applications, please read all the information carefully. Incomplete applications or materials submitted after the noted date will not be accepted. Vendors should also be aware that the terms of participation are non-negotiable.

Terms:

1. Fee for the pop-up will be 20% of total sales revenue. (15% to property owners and 5% to cover administrative fees.)
2. Tables and point of sales staff will be provided. All vendors MUST use Chameleon Point of Sale. NO CASH OR CHECK SALES.
3. Payments will be processed, fees assessed, and sales tax paid by the Chameleon Consortium and final checks sent within one week of the close of the pop-up.
4. Vendors MUST attend one orientation session to set up inventory and understand the Square sales system.
5. Chameleon Consortium does not reimburse vendors for any expenses including parking, individual marketing or food permit fees.
6. Vendors are responsible for lost or stolen products.

7. Upon acceptance, all vendors will be required to submit a W9 and provide proof of liability insurance.
8. The mission of this pop-up is to celebrate and support Latino businesses in our community, identifying as BIPOC from or with ancestry from: Caribbean, Central America, Mexico, South America, and Spain.

Food Vendors

- Chameleon Consortium does not provide refrigeration. If that is required, please note that in the application and your intended methods for providing refrigeration for your prepared food.
- Chameleon will be holding an Event Sponsorship Permit.
- Food vendors are required to carry **one** of the following - follow [this link](#) for permit forms:
 - A Minneapolis Mobile Food Vehicle (food truck) license
 - A Minneapolis Limited Mobile Food license
 - A Minneapolis Seasonal Food Permit
 - A Cottage Food Law exemption registered with the Minnesota Department of Agriculture
 - A Product of the Farm exemption
- If you're not sure if you're properly licensed or have questions about how to get licensed, you can contact shannon.fitzgerald@impacthub.net.

ALL food vendors **must** attach copies of these permits when submitting their applications. Applications will not be considered complete without these. If you are in the process of obtaining these licenses, please attach documentation from the city that your application has been received and is in the process of approval.

Important Dates:

July 27, 2021 - Application opens

August 24, 2021 - Beginning of vendor notifications

August 31, 2020 - Application closes

September 1-10, 2021 - Orientation meetings (dates and times TBD)

September 4, 2021 - Optional Pitch Training Workshop

September 10-11, 2021- Product load in/table set up

September 13, 2021 - Grand Opening

September 14-15, 2021 - Target Corporation partnership events

September 17, 2021 - Pop-up last day, all inventory removed immediately following the close of the event. (7pm)

Dates for site orientation and move-in and -out will be announced to accepted vendors.

To apply for this pop-up [click here!](#)