

CITY OF CLEVELAND SUSTAINABLE STREET FOOD PILOT PROGRAM APPLICATION

I. SUMMARY OF PROGRAM

Cleveland has a strong and diverse culinary tradition. In order to expand on this tradition, as well as encourage small business growth and sustainable business practices, activate public spaces, promote local artists, and facilitate the availability of healthy local food options, the City of Cleveland (“City”) looks to establish a Sustainable Street Food Pilot Program (“Program”). Partners include the City, Case Western Reserve University (“CWRU”), Cleveland Public Art (“CPA”), Charter One Bank and PlayhouseSquare.

The program is seeking applicants interested in owning and/or operating street food carts at various locations throughout the city, including: Public Square, PlayhouseSquare, North Coast Harbor, and the campus of CWRU. The City may provide eligible food cart operators with a favorable loan of up to \$5,000 per cart. The City and Charter One Bank are providing grants of up to \$2,500 through CPA to partner with local artists on the exterior design of the carts. In order to be eligible for this funding, applicants are required to create a business plan and have a minimum equity of 10% of total project costs.

Applicants will be evaluated on several program elements including, but not limited to:

- Creativity, originality, and innovation
- Local and sustainable initiatives
- Inclusion of healthy food options
- Business experience and/or culinary expertise

These program elements are explained in further detail in **Evaluation Criteria** section below.

Successful applicants will be required to comply with all regulatory requirements and ordinances of the City and will be responsible for entering into any necessary agreements to operate carts on property owned by entities other than the City. At this time, the City does not anticipate charging a concession fee for the use of spaces that are City-owned. PlayhouseSquare and CWRU have also agreed not to charge an initial concession fee to carts selected to participate in the program. However, certain locations may charge for water or electrical services.

II. LOCATIONS AVAILABLE

Carts will be located in 1 of 4 highly-traveled, pedestrian-oriented locations, including Public Square, PlayhouseSquare, North Coast Harbor, or the campus of CWRU. With proper agreements between the City and partnering location, the rotation of carts may be permissible. One potential example would involve a cart being stationed at CWRU during the school year, and then moving to North Coast Harbor from Memorial Day until Labor Day. **Below, please rank locations in order of preference in the space provided, with 1 being your preferred location. If not interested in a site, leave blank.**



Case Western Reserve University Campus _____

- Several locations on the campus potentially available for both food carts and food trucks.
- The greenspace located at the southwest corner of the intersection of Euclid Avenue and Adelbert Road is only open to food carts. Electrical services at this location is available for a minimal cost.
- CWRU will work with selected operators to identify appropriate hours.



North Coast Harbor _____

- Several locations are potentially available for food carts on the East 9th Street Pier, in Voinovich Park, and near the Rock and Roll Hall of Fame and Museum.
- The Department of Port Control will work with selected operators to identify appropriate hours. There may be some limitations on selling from the site on Thursdays and Fridays in the summer, as there will be an open air farmers market using the site.
 - No electrical service is available on this site.



Public Square _____

- The southwest and northeast quadrants of Public Square are available as potential locations for food carts only.
- Public Square is currently open from 5 a.m. to 10 p.m., although the Department of Parks, Recreation & Properties is willing to consider extending those hours on a pilot basis. The Director of Parks, will have the authority to order any successful applicant to cease operations on Public Square upon 24 hours notice to accommodate other scheduled and approved users (i.e. the Cleveland Orchestra). The Director will work in good faith with the operators to identify mutually agreeable alternative location to operate, but an alternative location is not guaranteed.
- Electrical service will be provided in the southwest quadrant for a minimal cost.



PlayhouseSquare/Star Plaza _____

- The PlayhouseSquare Foundation has agreed to make several spaces available for food carts at Star Plaza, located at the intersection of Euclid Avenue and East 14th Street.
- PlayhouseSquare is willing to work with operators on identifying optimal hours of operation and is also considering utilizing the interior of its existing kiosk to provide year-round seating for customers of the carts.
 - 120 volt electrical service is available to operators.

III. CONDITIONS OF THE PROGRAM

In order to be admitted to the Sustainable Street Food Pilot Program, the following conditions must be met.

- 1). The applicant is of at least 18 years of age.
- 2). The applicant will partner with Cleveland Public Art for the design of the exterior of their cart.
- 3). If selected as a finalist, the applicant is willing to take place in a taste test of several menu items representative of their culinary ability.
- 4). The applicant will sell strictly food and/or non-alcoholic drink items from their station.
- 5). The applicant will not operate their cart in association with a national food chain.
- 6). The applicant has signed and notarized the non-competitive bid statement (See website link Attachment 1 for the statement).
- 7). The applicant has the ability to move their mobile vending unit on a daily basis if needed.
- 8). Upon acceptance to the program, the applicant will obtain acceptable insurance coverage and policy limits, including general commercial, products liability, and property damage coverages.
- 9). The applicant is willing to operate their cart at least 180 days per year.
- 10). The applicant will base their business operation in Cleveland and comply with all City regulatory requirements.
- 11). If selected into the program and the applicant is seeking City financial assistance, the applicant shall comply with all lending policies of the City's Department of Economic Development.
- 12). If selected into the program the applicant will obtain all necessary permits, licenses, and approvals per City of Cleveland Ordinances (See website link Exhibit's A-C for a preview of these items).

By initialing here ____ I affirm that my application satisfies the forgoing conditions.

IV. DESCRIPTION OF YOUR FOOD OPERATION/IDEA

In the space provided below, please give a brief overview of your proposed food operation in 500 words or less. Please explain how your proposal would fit the goals of the program.

V. EVALUATION CRITERIA

A Food Cart Selection Committee, composed of City staff from various departments, as well as those representatives partnering with the City to implement the program, will be reviewing responses based on four overarching criteria:

- Creativity, originality, and innovation
- Local and sustainable initiatives
- Inclusion of healthy food options
- Business experience and/or culinary expertise

In the following sections, please respond to your fullest ability. If the answer you wish to provide is longer than the space allocated, please fill out the answer on a separate sheet, which you can attach to your final submittal. No particular criteria in the following sections are mandatory, however those that score highest will be selected for the program.

Creativity, Originality, and Innovation Criteria

Whether it is a creative food dish or an innovative business idea, being part of the pilot program, operators are sure to attract public attention. One of the goals of the food cart pilot program is to activate public space throughout Cleveland. With this being said, we are encouraging all applicants to suggest ideas to bolster street life. **Please complete the following questionnaire.**

- Currently, street food sales only allow for pre-cooked foods to be “heated” and pre-packaged ice cream products to be sold. However, the program will allow for foods to be prepared on site, this would include foods being “cooked.” One of the goals of the program is to add culinary variety to what already exists (i.e. hot dogs, ice cream bars, etc). How would your business expand upon what already is offered on the City’s streets? Would this include food offerings that are not commonly found in the Cleveland food scene, food offerings that represent one of Cleveland’s established or growing ethnic communities (i.e. Mexican, Asian, Middle Eastern, soul food), or any absolutely exotic food type (i.e. food not seen anywhere in Cleveland to your knowledge). Please explain.

- Creative expression can be given by the way food is prepared or presented. Does your menu include any common food items that are prepared in a special or unique way? Will menu items be presented to the consumer in an unusual or attractive manner? This could include food being prepared in special fashion to attract attention, such as the example of pizza dough being tossed for its preparation. Or does your business have an innovative approach to food production that quickens the preparation process without reducing food quality? Please explain.

- Does your business have an innovative business model that would allow for expansion? If so, please explain.

- Does your menu allow for any creative pricing? A couple examples of this would be a “combo menu,” which would allow multiple items to be purchased at a reduced price. Or by having a menu which had a basic food offering at regular price, with the ability to add more features to the food item at a higher price (i.e. the ability to add or remove “the works” and in doing so the price is reflected). Please elaborate as necessary.

Local and Sustainable Initiative Criteria

An important part of the criteria in the selection of food cart operators is the use of sustainable business practices. “Sustainability” has been used in many ways in recent years, but perhaps the simplest accurate definition is: “Meeting the needs of today without compromising the ability of future generations to meet their own needs.” In other words, sustainability involves being efficient in the use of resources and minimizing the harmful by-products of the resources that are used.

The Cleveland-Cuyahoga County Food Policy Coalition, an organization that seeks in part to create a more sustainable local food system, has identified several criteria by which food cart proposals can be evaluated for their sustainability (as well as for the healthfulness of the proposed menu, as discussed in a later section). Many of these items pertain to supporting the local economy, which generally reduces the carbon footprint of a business (i.e. impact on global warming) due to decreased use of fuel for shipping food and other materials.

Please complete the following questionnaire by checking all that apply and, if yes, please write a short description of how your cart will meet that criteria. If you’re interested in incorporating some of these elements but are not sure how to go about that, please feel free to contact David Pearl of the Food Policy Coalition at dep3@case.edu for resources to aid applicants in making their proposed business practices more sustainable.

- Using locally grown “whole non-processed” foods (i.e. meats, cheeses, fruits, and vegetables, beans, whole grains, honey)

- Purchasing food items from local vendors (i.e. West Side Market, Dave’s Supermarket, Heinen’s Grocery)

- Purchasing locally-processed food items (i.e. Ohio City Pasta, Miceli’s Dairy, Pierre’s Ice Cream)

- Composting food scraps

- Offering edible containers (i.e. bread bowl, ice cream cone) and/or minimal packaging

- Recycling as much of the waste materials as possible (i.e. disposable containers)

- Using recycled supplies/components

- Using locally-manufactured products (non-food, i.e. equipment, paper plates, etc.)

- Generating energy on-site (bonus points available)

- Being a City of Cleveland resident (bonus points available)

Inclusion of Healthy Food Options Criteria

The Health and Nutrition workgroup of the Cleveland-Cuyahoga County Food Policy Coalition has identified ten basic criteria by which food cart operators will be evaluated for the inclusion of healthy food and beverage options on their menus. Developing this criteria will fit in with the mission of the Health and Nutrition workgroup: “to identify, develop and promote local policies, available resources, and best practices to improve nutrition status and food accessibility for all Cuyahoga County residents.” Mobile food vending units allow a unique way to offer healthy food and beverage options on-the-go for those who live, work and play in the City. Eating a healthy diet and engaging in regular physical activity has been shown to decrease rates of obesity and overweight and reduces the risk of chronic disease, including diabetes and heart disease. All criteria developed for this category was derived from several science-based resources and reviewed by a team of Registered Dietitians. These resources include: the *2005 Dietary Guidelines for Americans*; *USDA MyPyramid* food guidance system; guidelines used for the *USDA HealthierUS School Challenge*; and the Toledo-Lucas County Health Department *Golden Plate* program.

The recommended criteria for the “Healthy” food cart distinction are based on the *2005 Dietary Guidelines for Americans [Dietary Guidelines]* established by the U.S. Department of Health and Human Services and the U.S. Department of Agriculture. The *Dietary Guidelines* are science-based nutrition recommendations for the promotion of overall health and wellness and reduction of chronic disease risk.

The criteria support the *Dietary Guidelines* recommendations to increase daily intake of fruit, vegetables

(particularly dark green and orange varieties), whole grains, and fat-free or low-fat milk and milk products, incorporate weekly plant-based/vegetarian meals, limit intake of fats and oils high in saturated fat and/or *trans* fats, and choose foods and beverages low in added sugars. Vendors posting nutrition information for all foods and beverages sold will help consumers make informed decisions at mealtimes and supports menu labeling policy initiatives. For additional information regarding food nutrition, please contact Lauren Melnick at melnick.11@osu.edu.

Please complete the following questionnaire by checking all that apply and, if yes, please write a short description of how your cart will meet that criteria. Please see below for commonly used nutritional definitions for fruits, vegetables, dark green and orange vegetables, whole grains, and vegetarian food choices. **Also, all applicants must submit a complete list of menu items (food and beverages) offered on the cart to be reviewed for overall nutrition content.**

- Offer at least one serving of fruit - one fruit serving is a piece of small fruit, a cup of fruit, or a half-cup of dried fruit

- Offer at least one serving of vegetables - one vegetable serving is equal to one cup of raw or cooked vegetables or two cups of raw leafy greens (bonus points available for applicants who include additional green leafy or orange vegetables)

- Will include nutrition information on cart, including calorie and nutrient information for offered foods and literature promoting good nutrition - information and literature must be visible to the consumer (Cleveland Department of Public Health will assist in obtaining resources)

- Include one whole grain offering

- Exclusively use vegetable or non-hydrogenated oils

- Offer at least one vegetarian option on cart

- Offer no sugar-added soft drinks

- Offer 100% fruit juice, water or low-fat (1% or skim) milk

- Offer low-fat condiments (3 grams of fat per ounce or less) (i.e. low-fat mayonnaise, salad dressings)

- Offer low-fat side items in place of fried side items (i.e. baked chips/pretzels, side salad, couscous, baked potato, hummus, fruit or vegetable slices, yogurt etc.)

Food Definitions:

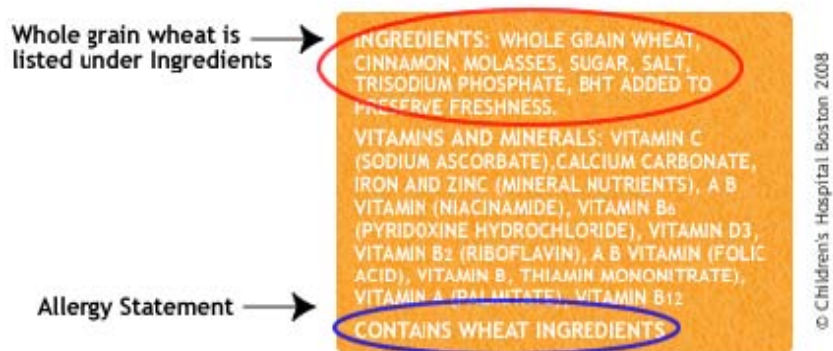
Vegetables: Vegetables may be raw or cooked; fresh, frozen, canned, or dried/dehydrated; and may be whole, cut-up, or mashed. Some examples include (in addition to those listed under dark green/orange vegetables): corn, green peas, lima beans (green), potatoes (Not French Fries), artichokes, asparagus, bean sprouts, beets, Brussels sprouts, cabbage, cauliflower, celery, cucumbers eggplant, green beans, green or red peppers, iceberg (head) lettuce, mushrooms, okra, onions, parsnips, tomatoes, tomato sauce, turnips, wax beans, and zucchini.

Dark green or orange vegetables: This vegetable can be raw or cooked, fresh, frozen, canned, or dried/dehydrated; and may be whole, cut-up, or mashed. Examples include (but are not limited to):

- Dark Green vegetables: bok choy, broccoli, collard greens, dark green leafy lettuce, kale, mesclun, mustard greens, romaine lettuce, spinach, turnip greens, and watercress.
- Orange Vegetables: acorn squash, butternut squash, carrots, hubbard squash, pumpkin and sweet potatoes.

Fruits: Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or pureed. Some commonly eaten fruits are: apples, apricots, avocado, bananas, strawberries, blueberries, raspberries, cherries, grapefruit, grapes, kiwi fruit, mangoes, cantaloupe, honeydew, watermelon, and oranges.

Whole Grain Food Choices: Whole grains contain the entire grain kernel -- the bran, germ, and endosperm. Examples include foods made with whole-wheat flour (breads, cereals, tortillas, pastas, buns, crackers); bulgur (cracked wheat); oatmeal; whole cornmeal; brown rice; quinoa; wild rice; popcorn; and whole rye foods. To ensure that a product is “whole grain,” check the product’s ingredient list—the



Vegetarian Food Choices: A basic vegetarian does not eat red meat, poultry, or fish, but will eat dairy products and eggs. Food choices for vegetarians must include a protein source that is comparable to the protein derived from meat, poultry, or fish. This may include food choices prepared with: dried beans, including black beans, black-eyed peas, chickpeas (garbanzo beans), falafel, kidney beans, lentils, lima beans (mature), navy beans, pinto beans, soy beans, split peas, tofu (bean curd made from soy beans) and white beans; bean burgers (“veggie” or “garden” burgers); tempeh, or eggs. Nuts and seeds may be used on salads, but this will not count as a vegetarian food choice. Also, peanut butter is commonly consumed by vegetarians, but because of the surge in peanut allergies, vendors need to check with their clientele before serving. Other examples of vegetarian food choices are subject for review by a registered dietitian.

Business Experience and/or Culinary Expertise Criteria

The City's Department of Economic Development has a commitment to neighborhood retail. As a creative subset to the Neighborhood Retail Assistance Program ("NRAP"), the City will be offering financial incentives to eligible applicants to help fund the start up food cart venture. Eligibility determination will be based on **your business plan along with your responses to the following:**

- How much experience and training does the food cart operator have in managing and operating restaurants? Please attach a resume detailing all culinary and restaurant management experience along with any certificates or proof of training.

- Does your business have a detailed business plan showing revenue projections and expenditure estimates? Please attach a copy of the business plan along with a budget estimate (sources and uses of funds) for the project.

- How many years has the company been in business? Please provide year and month applicant's business started or is projected to start. Does the applicant own any other business? If yes please list name(s) and location(s).

- How many full time equivalent jobs will be created as a result of this project? What is the estimated annual payroll?

- Food Cart Operator agrees to utilize locally-grown food and other local small businesses as part of the procurement of goods and services.

Please check the appropriate business profile below:

- Is the applicant's business a corporation? If yes, attach articles of incorporation and code of regulation/bylaws.

- Is the applicant's business a general or limited partnership? If yes, attach copy of partnership certificate and/or partnership agreement.

- Is the applicant's business a limited liability corporation? If yes, attach articles of organization and the operating agreement.

- Is the applicant's business a sole proprietorship?
- Is there any tax liens and/or personal/business unsettled judgments due to lawsuits or major disputes? If yes, please attach explanation(s).

Optional:

- Is applicant interested in applying for the City's Department of Economic Development Neighborhood Retail Assistance Program (NRAP) loan in the amount \$5,000? If yes, please be prepared to submit the following **once selected for the program**:
 1. Operator must contribute 10% equity towards total project costs
 2. Business plan
 3. Corporate and/or personal financial statements
 4. Certificate of Good Standing or Full Force and Effect (if not a sole proprietorship or partnership business)
 5. Minimum of three years Operating Proforma
 6. Letter of support from ward Council person
 7. Letters of commitment from other lenders, tenants or participants
 8. Basic specification and cost estimates
 9. Sources and uses of funds
 10. Letter of support from local community development organization
 11. Proof of Federal Tax Identification or Social Security Number

Please feel free to contact Kevin Schmotzer kschmotzer@city.cleveland.oh.us or Ifeoma Ezepue iezepue@city.cleveland.oh.us regarding additional questions on this section.

Please note, the City shall consider all information provided by applicant to be public record absent it being evident on its face that the information is a non-public record or otherwise excluded from disclosure under Ohio Revised Code Section 149.43 (e.g. Tax ID # or SSN).

VI. CHECKLIST FOR APPLICANT

- The available locations are ranked in order preference
- The conditions of the program section are initialed
- The above evaluation criteria section is completed to the best ability of the applicant
- Menu of items to be served is included
- Letters of reference detailing culinary experience (optional)
- If seeking City funding, a business plan (optional)

VII. OTHER ITEMS TO NOTE

During the performance of this contract, the contractor agrees as follows:

(1) The contractor shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, national origin, age, disability, ethnic group or Vietnam-era or disabled veteran status. The contractor shall take affirmative action to insure that applicants are employed and that employees are treated during employment without regard to race, religion, color, sex, sexual orientation, national origin, age, disability, ethnic group, or Vietnam-era or disabled veteran status. As used herein, "treated" means and includes without limitation the following: recruited, whether by advertising or other means; compensated, whether in the form of rates of pay or other forms of compensation; selected for training, including apprenticeship, promoted, upgraded, demoted, downgraded, transferred, laid off and terminated. The contractor agrees to and shall post in conspicuous places, available to employees and applicants for employment, notices to be provided by the hiring representatives of the contractor setting forth the provisions of this nondiscrimination clause.

(2) The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that the contractor is an equal opportunity employer.

(3) The contractor shall send to each labor union or representative of workers with which he has a collective bargaining agreement or other contract, or understanding, a notice advising the labor union or worker's representative of the contractor's commitments under the equal opportunity clause, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

(4) It is the policy of the City that local businesses, minority-owned businesses and female-owned businesses shall have every practicable opportunity to participate in the performance of contracts awarded by the City subject to the applicable provisions of the Cleveland Area Business Code.

(5) The contractor shall permit access by the Director of the office of Equal Opportunity or his or her designated representative to any relevant and pertinent reports and documents to verify compliance with the Cleveland Area Business Code, and with the Regulations. All such materials provided to the Director of the office of Equal Opportunity or his designee by the contractor shall be considered confidential.

(6) The contractor will not obstruct or hinder the Director of the office of Equal Opportunity or designee in the fulfillment of the duties and responsibilities imposed by the Cleveland Area Business Code.

(7) The contractor agrees that each subcontract will include this Equal Opportunity Clause, and the contractor will notify each subcontractor, material supplier and supplier that the subcontractor must agree to comply with and be subject to all applicable provisions of the Cleveland Area Business Code. The contractor shall take any appropriate action with respect to any subcontractor as a means of enforcing the provisions of the Code.

(Effective 6-3-08)

- For additional questions related to the program please contact Trevor Hunt of the City Planning Commission, at 216-664-2212, (thunt@cleveland.oh.us).