



## Vendor Application Guide

Are you interested in being a seasonal vendor at Prescott's Pop-Ups? Apply now for the 2026 season! Learn more about this exciting new program and complete the [online application form](#).

### 1. Introduction

Prescott Pop-Ups is a Town of Prescott initiative designed to support a vibrant waterfront experience that attracts visitors and supports entrepreneurs in the development and growth of their businesses. In the Town's Economic Development Strategy, RiverWalk revival, business supports, and tourism development are key priorities. Prescott's Pop-Ups will support these priorities by providing a business incubator for emerging entrepreneurs, stimulating new investment and job creation and elevating the image of our community through an enhanced waterfront and RiverWalk business district.

### 2. Vendor Categories & Eligibility

The Pop-Ups will feature a mix of seasonal and short-term vendors providing a diverse mix of products, services and experiences. We are looking for pop-up businesses and services that will complement Prescott's existing business mix and enhance this waterfront space.

Example pop-up vendors include outdoor/sporting equipment rentals and sales, retail boutiques, artisans, food/beverage, experience/tour providers, activity/event related services, and fitness/wellness to name a few. Applications for the sale of wine, craft cider, craft beer and spirits from AGCO licensed providers may be considered on a case-by-case, temporary basis.

Preference will be given to a diverse mix of vendors featuring unique, locally made and/or sourced products and experiences. Due to the limited availability of spaces, multiple vendors offering identical or overly similar products will not be permitted.

Businesses with an established brick-and-mortar presence in Prescott are welcome to apply, however they must clearly demonstrate how their proposed Pop-Up concept differs from their existing operations and contributes to the diversification of Prescott's retail landscape. The Pop-Ups cannot be used to operate satellite locations for existing Prescott businesses, unless they're being utilized to test new products/services, not currently offered for sale at your existing place of business. Vendors

deemed to be in default of this requirement at any time during their tenancy will be subject to penalties, up to and including termination of tenancy.

The opportunities are wide ranging; proposals are welcomed for other business operations not listed above. Multi-year rental options may be available to interested vendors, on a case-by-case basis with time limitations in place, refer to the Renewals section. The ultimate goal of the Pop-Ups is to support entrepreneurs in transitioning from this seasonal rental space to a thriving permanent brick & mortar business location, based in Prescott ideally.

**3. Season**

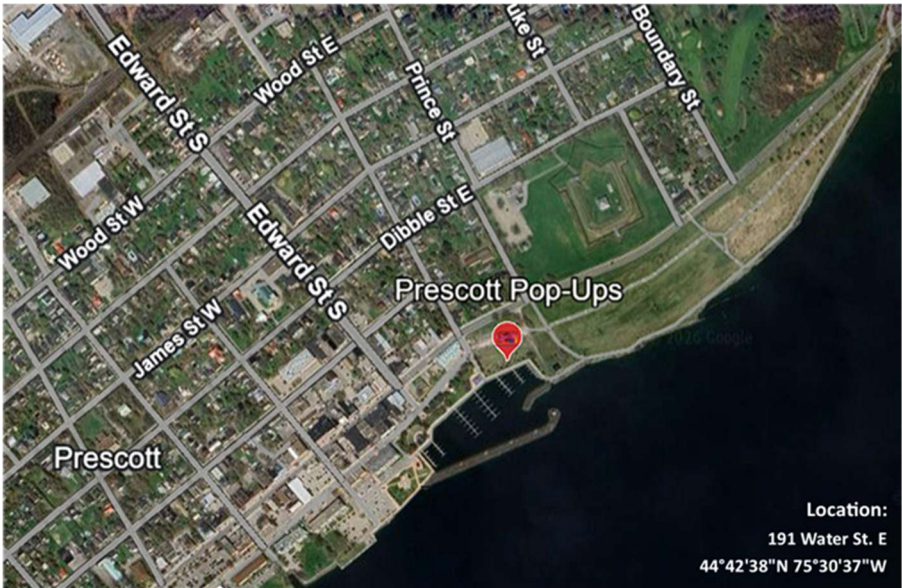
Pop-up rentals are available on a seasonal basis from May (Victoria Day Weekend) to October (Thanksgiving Weekend), weather permitting.

Rental options range from a full season to shorter term weekend/monthly rentals.

**4. Location**

Prescott Pop-Ups are located just east of the Sandra S. Lawn Harbour & Marina. Official address is 191 Water St. E Prescott, ON K0E 1T0. This site features easy access to the 2 km Prescott Waterfront Trail and the Highway 2 corridor for walking, cycling and running, and day-tripping and to the St. Lawrence River, which could support a variety of business types.

The following pop-up site options are available:



**Cottage Pop-Ups**

Option 1: 5ft. x 8ft. (40 sq. ft.)	Option 2: 6ft. x 9 ft. (54 sq. ft.)	Option 2: 10ft. x 10ft. (100 sq. ft.)	Option 3: 10ft. x 16ft. (160 sq. ft)
Availability: 2 sites Weekly, Monthly or Full Season Rentals	Availability: 3 sites Weekly, Monthly or Full Season Rentals	Availability: 6 sites Monthly or Full Season Rentals	Availability: 2 sites Monthly or Full Season Rentals

Note: The use of one additional 10’x10’ pop-up tent is permitted for each cottage rental unit.

**Mobile & Stationary Beverage & Food Service Operations**

<b>Option 1:</b> 15ft. X 20ft. (300 sq. ft.) (larger spaces available upon request)
Availability: Multiple Sites Weekly, Monthly or Full Season Rentals

## 5. Rental Rates/Terms

RENTAL RATES/TERM	
COTTAGE 5X8 FT.	
TERM	RATE
Monthly	\$325
Weekend	\$125
Fall Season (Sept. 12 to Oct. 11)	\$200
COTTAGE 6X9 FT. (Weekly, Monthly or Seasonal Rental Term)	
TERM	RATE
Monthly	\$375
Weekend	\$150
Fall Season (Sept. 12 to Oct. 11)	\$250
COTTAGE 10X10 FT. (Monthly or Seasonal Rental Term Only)	
TERM	RATE
Monthly	\$425
Fall Season (Sept. 12 to Oct. 11)	\$300
COTTAGE 10X16 FT. (Monthly or Seasonal Rental Term Only)	
TERM	RATE
Monthly	\$550
Fall Season (Sept. 12 to Oct. 11)	\$400
FOOD TRUCKS	
TERM	RATE
Monthly	\$425

Weekend	\$150
Fall Season (Sept. 12 to Oct. 11)	\$300

The rental term begins May 1<sup>st</sup> and ends September 7<sup>th</sup>, with an option to extend to October 11<sup>th</sup>.

## 6. Opening Days/Hours

Vendors are required to maintain minimum operating hours during the season. Please consult the chart below for the required operating hours.

Regular Season May 15 <sup>th</sup> to Sept 7 <sup>th</sup>	Fall Season Sept 12 <sup>th</sup> to Oct 11 <sup>th</sup>
<b>Standard Hours:</b> Friday: 4 pm - 8 pm Saturday: 10 am – 5 pm Sunday: 11 am – 4 pm <b>Holidays:</b> Victoria Day: 11 am – 4 pm Canada Day: 10 am – 9 pm Civic Holiday: 11 am – 4 pm Labour Day: 11 am – 4 pm	<b>Standard Hours:</b> Saturday to Sunday: 10 am - 4 pm

Vendors are required to be open on all above noted holidays. Vendors wishing to deviate from the minimum required hours, must request approval in advance. Vendors are also strongly encouraged to operate additional weekdays/evenings where appropriate, and to extend hours beyond the minimum requirement whenever possible.

Vendors are required to align hours of operation with special events taking place in the RiverWalk District, as advised by Municipal staff. Vendors wishing to deviate from the minimum required hours, must request approval in advance.

Detailed operating terms will be outlined within the Rental Agreement.

## 7. Marketing & Promotions

The Town of Prescott undertakes marketing activities through radio, digital and print media, and install appropriate on-site and directional signage at high traffic vehicular/pedestrian locations. Vendors are encouraged to pursue other traditional marketing avenues where appropriate, aligning with Prescott Popups guidelines and values. Detailed marketing requirements will be outlined within the Rental Agreement.

As part of the 2026 application evaluation, the Town will assess each applicant's **Visitor Experience and Presentation Plan**. Submissions should describe how your Pop-Up will enhance the visitor experience through appropriate activation (e.g., demonstrations, tastings where permitted, workshops, or scheduled programming) and a strong, cohesive presentation plan—particularly for cottage vendors—covering layout, signage, product display, cleanliness, and overall aesthetics.

Preference may be given to concepts that are family-friendly, accessible, and aligned with the Pop-Ups' role as a waterfront destination and business incubator.

## **8. Facilities**

Vendors are permitted to decorate and install additional interior furnishings to support their business operations. The Vendor is responsible for completing the interior fit-up of the cottage as approved by the Town. Detailed facility requirements will be outlined within the Rental Agreement.

## **9. Utilities/Wi-Fi**

### **Electrical:**

A 15amp electrical service will be available at each Cottage Pop-Up, with a 50amp service available for all food operator sites.

Vendors that require electrical service must provide a listing of all electrical related equipment intended for use along with the power requirement for each.

### **Water/Wastewater:**

Water connections are available for Food Service Pop-Up sites on a limited basis. Vendors that require water service must identify this at the time of application.

Tap water access is available at the southeast corner of the pop-ups site, or at the Sandra S. Lawn Harbour Marina.

There are no wastewater disposal connections available on-site. Food service vendors are responsible for collecting, storing and disposing of greywater off-site at an approved disposal station. The disposal of greywater in adjacent storm drains, waterways, parks or greenspaces is prohibited at all times.

### **Wi-Fi**

Vendors will receive access to the Town's private Wi-Fi network to support point of sale (POS) systems at no additional cost.

## **10. Garbage**

The Vendor will be responsible for his/her own garbage collection and cleaning within their pop-up structure; on-site disposal options are available.

## **11. Washrooms**

Vendors will have access to the Sandra S. Lawn Harbour washrooms during regular operating hours found at [www.prescott.ca](http://www.prescott.ca). Portable washrooms and a hand-washing station will also be available on-site 24/7 throughout the season.

## **12. Insurance/Permits/Inspections**

Vendors shall obtain public liability and property damage insurance in the amount of Two Million (\$2,000,000.00) Dollars naming the Town of Prescott as an additional insured and including cross-

liability provisions. A certified copy of the said insurance policy shall be filed with the Town prior to the commencement of vendor operations.

In addition, any vendor handling food/operating food trucks will be required to have all necessary permits and inspections, including Town of Prescott Permits, Health Unit, Fire Suppression and Propane Inspections, TSSA and ESA stickers.

### **13. Parking**

The site is adjacent to a free public/vendor parking area.

### **14. Regulations**

Successful applicants must comply with the Public Health Act, R.S.O. 1970, Chapter 377, as amended, respecting foodstuffs, and all regulations and conditions within the food premises regulations under the Public Health Act R.S.O., 1990, Chapter 409, Regulation # 840. The Vendor will be required to comply with all other municipal, provincial and federal regulations that may be applicable to their business activity.

### **15. Vendor Notification Requirements**

Vendors are required to provide the Town with a detailed list of products, services to be sold, planned hours of operation and other pertinent business details as requested. Any adjustments to products/services, hours of operation or other relevant business changes, must be communicated and approved by the Town in advance.

### **16. Vendor Orientation Meeting**

Seasonal vendors are required to attend a mandatory Vendor Orientation Meeting prior to opening for the season. This meeting will be hosted by Town staff and will provide a review of the Rental Agreement and address vendor inquiries. At least one representative from each seasonal vendor business must attend and be authorized to speak to the business' operations and compliance requirements. Vendors who are unable to attend must request approval in writing in advance and may be required to attend an alternate session or complete an approved orientation package prior to occupancy. Failure to attend the required orientation, without written approval, may delay occupancy and/or be treated as a breach of the Rental Agreement.

### **17. Downtown Prescott BIA Associate Membership**

By virtue of their tenancy at the Prescott Pop-Ups, Seasonal Vendors are Associate Members of the Downtown Prescott BIA. Associate Membership entitles seasonal vendors to participate in Downtown Prescott promotions, allows vendors to sit on temporary working groups of the BIA, helps foster further connections with the traditional downtown core. As Associate Members, seasonal vendors are expected to support the mission of the Downtown Prescott BIA to promote the Downtown as a visitor destination. The Associate Membership fee is included in the monthly rental rate for all seasonal vendors. NOTE: Associate Members are NOT voting members of the Downtown Prescott BIA. Visit <https://bit.ly/PBIA-ASM> to learn more about the Associate Member program.

### **18. Renewals and Returning Vendor Process**



There is no automatic entitlement on the part of Vendors to renewal. Vendors must reapply to the program each year, should a multi-year tenancy be desired. Unless otherwise approved, the maximum multi-year tenancy for retail cottages shall be limited to two (2) years.

All applications, including those from returning vendors, will be evaluated in the context of program goals, available inventory, and the desired vendor mix for the upcoming season. In addition to the standard evaluation criteria, the Town may consider a returning vendor's performance during the previous season. Renewal considerations may include compliance with required operating hours and holiday requirements, professionalism and conduct, cleanliness and maintenance of the unit and surrounding area, quality and safety of the interior fit-up and overall presentation, participation in Pop-Ups and partner promotions, responsiveness, and the vendor's overall contribution to a positive visitor experience and a complementary product/service mix.

## 19. Vendor Representation

Vendors become representatives of the Town of Prescott and are expected to act as community ambassadors for the Town when interacting with members of the public. Rental Agreements may be terminated if vendors are deemed to be in violation of representation requirements. Detailed vendor representation requirements will be outlined within the Rental Agreement.

## 20. Vendor Selection Process

The evaluation of seasonal applications will be completed by the Town of Prescott. Successful applicants will be required to sign a Rental Agreement with The Corporation of the Town of Prescott. All seasonal applications submitted by the deadline will be evaluated and assigned marks according to the following criteria:

Category	Criteria	Weight
Submission Completeness & Quality	Is the submission substantially complete and include all relevant information?	10/100
Value Proposition Alignment	Does the vendor's proposed business align with the objective of Prescott Pop-Ups project to enhance economic and recreational activity on Prescott's waterfront while assisting in the creation a hub/public space to help activate the RiverWalk District? Does the proposed business complement the existing mix of RiverWalk District businesses?	30/100
Capacity/Eligibility	Does the vendor have the demonstrated capacity to successfully implement their proposed pop-up shop? Does the applicant demonstrate previous experience in executing on a similar project? Does the vendor meet eligibility requirements? E.g. non-duplicate product/service, existing business operations	20/100
Marketing and Promotions	Does the vendor propose a viable individual marketing strategy above and beyond the Prescott Pop-Ups marketing strategy? Does the vendor either possess an existing social media following or demonstrate the capability to generate a social media presence that aligns with the strategic objectives of the Prescott Pop-Ups ?	20/100

Visitor Experience and Presentation Plan	Does the applicant demonstrate a clear plan to enhance the on-site visitor experience and overall Pop-Ups environment through engaging activation and strong visual presentation. Does the submission outline (as applicable) interactive or experiential elements such as demonstrations, tastings (where permitted), workshops, scheduled programming, or customer participation features, and includes a cohesive visual merchandising approach (particularly for cottage vendors) addressing booth layout, signage, product display, cleanliness, and overall aesthetics? Preference may be given to concepts that are family-friendly, photogenic, accessible, and aligned with the Pop-Ups' role as a waterfront destination and business incubator.	20/100
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## 21. Site Location Map

