



Vendor Program ~

An opportunity for a start-up, small business or entrepreneur to conduct business in the Royal Naval Dockyard.

PROCESS AND CRITERIA



West End Development Corporation

WEDCO, a body incorporated under the provisions of the West End Development Corporation Act 1982, was established to assist in the commercial and residential development of the West End. With over 220 acres of land spanning across five islands; in addition to, Bermuda's premier Cruise Ship Port and a heavy line up of well-established commercial businesses across a range of industries, inclusive of retail, semi-industrial, hospitality and service, WEDCO continues to develop the land it has been entrusted with, keeping sustainability and future growth in mind, while creating a plethora of investment opportunities for local and overseas developers, entrepreneurs and/or venture capitalists. As the Royal Naval Dockyard continues its transformation into Bermuda's new commercial hub, WEDCO continues to reshape the entire West End, creating a vibrant "live, work, play" community.

License Terms

License Terms are subject to change when necessary.

There are 6 vendor pads available for two seasons, which are defined as the 1st day of May to the 31st day of October for summer and the 1st day of November to the 30th day of April for Winter. If a license is awarded for the summer season, a \$750.00 refundable deposit is required; while the monthly fee is \$750.00, which is payable monthly in advance. If a license is awarded for the winter season, a \$375.00 refundable deposit is required; while the monthly fee is \$375.00, which is payable monthly in advance. Non-negotiable hours of operations for vendors during the summer season are 10am to 4pm daily when a cruise ship is in port. The onus falls on the vendor to keep on top of the cruise ship schedule, which can change at any time. Each vendor is responsible for the set up, breakdown and removal of their own products/services; in addition to ensuring their possessions are managed and secured or removed daily. WEDCO will assume no responsibility for any theft and/or weather damage.

License Entitlements

- 10ft by 10ft platform
- Water and electricity available from each platform

Length of License Options

- 3 months (Summer) - May to July
- 3 months (Summer) - August to October
- 6 months (Summer) - May to October
- 6 months (Winter) - November to April
- 2 years (Summer and Winter)

Discounts Available

- If an up-front in-full payment is received for a 6 month license, a 10% discount will be applied to the rental fee for the sixth month.
- If an up-front in-full payment is received for a 2 year license, a 25% discount will be applied to the rental fee for the twenty-fourth month.

Royal Naval Dockyard

Built by Royal decree to defend British superiority on the seas, the Royal Naval Dockyard is today a resplendent place of discovery. Within the walls of this nineteenth century fortress, now exists an invitation for adventure: attractions, water sports, dining, shopping, events and more. By daylight or moonlight, there is so much to discover.

As Bermuda's commercial cruise ship hub and largest, most visited on-island attraction, the Royal Naval Dockyard provides critical mass in excess of 10,000 people per day in the summer season; in addition to, panoramic views of the ocean, fast ferry links to Bermuda's capital city of Hamilton, with its eclectic mix of retail and international business, and the old town of St. George, Bermuda's former capital and UNESCO World Heritage site.

Reasons for Immediate Application Rejection

- Applicant is not Bermudian or the Spouse of a Bermudian
- Applicant is not in good financial standing with WEDCO and does not pass WEDCO credit checks
- Applicant is a recent Commercial or Residential tenant of WEDCO that displayed poor customer service, unwillingness to follow rules or pay fees on time, etc.

Application Process Timeline

Applications will be accepted throughout the season; however, applications received within the time-frame below will receive first consideration and those outside this time-frame will only be considered if an availability arises within the season.

Month	Stage
November	Vendors start winter license requirements Publicized call for vendor applications (social media, WEDCO website & Royal Gazette) Vendor application, along with process and criteria information available for collection or download from WEDCO website
January	Vendor application closes beginning of the month Two weeks are used for internal selection process
February	First week is used for meeting with selected vendors to explain lease requirements further, meet and greet, and contract signing
April	Vendors complete winter license requirements.
May	Vendors start summer license requirements
October	Vendors complete summer license requirements

Application Submission Requirements

All required components must be submitted in order to be considered or Applicant risks immediate rejection.

- Fully completed application form
- Photographs of product and/or service proposed
- A plan, photographs or illustrations of the proposed professional presentation of the product/service - can include, but not limited to, branded tent, table skirt, branded kiosk, etc.
- A copy of any necessary licenses and/or permits required to sell the proposed product/service, which the applicant is responsible for obtaining on their own
- A selected license duration as successful applicant will be required to work for the entire license duration

Vendor Program Penalties

Penalties will be applied in the circumstance that agreed to terms are not met.

Broken License Term	Penalty
Payments no received on time	Fee of \$50 incurred on each individual late payment
Core daily hours when cruise ship in port are not met	Fee of \$100 incurred for each individual instance to a maximum of 7 instances. On the 8th instance, vendor risks immediate contract termination without refund of rent or security deposit.
Unapproved products/ services on sale	Risk of contract termination immediately without refund of rent or security deposit
Lending/sharing space without permission	Risk of contract termination immediately without refund of rent or security deposit
Creating damage or pollution to the environment	Risk of contract termination immediately without refund of rent or security deposit and a clean up fee
Products/services spilling over the restricted rented area	A warning will be administered. If behavior persists, the vendor will run the risk of contract termination immediately without refund of rent or security deposit.
Monthly Sales Reports not handed in on time	Risk of contract termination immediately without refund of rent or security deposit

Product/Service Categories

These categories are in place to help in the selection process and ensure that there are no product/service duplications within the program. Even though there are 6 categories and 6 placements, it does not mean that only one from each category will be selected. The chosen 6 may be a combination of one of each or some categories may not be represented at all.

The categories are as follows:

- **Clothing/Accessories:** adult, children, leather, accessories, etc.
- **Health & Body:** skin care, soaps, scents, salts, makeup, etc.
- **Consumables:** food/beverage, bakery, alcohol, etc.
- **Handmade, Artisan:** arts and crafts, jewelery, toys/games, etc.
- **Non-Profit Organization/Charity:** churches, fund raisers, etc.
- **Other:** environmental, pet, household, audio/video, etc.

Acceptance Criteria Weighting

Product/Service Reflects Traditional Bermudian Heritage -

- Is this product Bermuda centric?
- Does this product or service reflect Bermuda's vibrant culture?
- Does this product educate the consumer on Bermuda in any way?

Previous Market Experience -

- Any proven popularity with consumers?
- What is the perceived demand within the West End (tourists and locals to be considered)?
- Has this vendor been in Dockyard before?

Product/Service is Hand Crafted and/or Locally Made -

- Is this product assembled in Bermuda, but made elsewhere?
- Is this product entirely produced in Bermuda?

Product/Service is of a High Quality -

- Is this product/service representative of the professional standard with which Dockyard as a destination desires to be known?
- Is this product/service appropriate for viewing by all ages and demographics?
- Is this product/service offensive to any culture and demographics?
- Are the prices for the product/service reflective of the level of craftsmanship and perceived quality?

Product/Service is Unique -

- Consider the overall mix and balance of all in Dockyard.
- Consider the season availability of the product/service.
- What is the perceived consumer demand?
- Is there a limited opportunity to obtain the product elsewhere?

Overall Product/Service Presentation/Setup -

- Is the presented set-up professional and clean?
- Is the presentation reflective of the standards we hold for Dockyard as a destination?



For enquiries or more information, contact:

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