



The Malcolm Shabazz Harlem Market (MSHM) will be undergoing new development, and the vendor's market will be temporarily relocated until construction is finished. We are committed to providing the move-in and out at no cost to the vendor. Upon completion, all existing vendors will return to a new indoor vendor market, including fresh food space, seating areas, and flex space for speakers, small performances, and other community-based events.

To complete the re-development, Shabazz, along with its partner Procida Development Group, has contracted MASC Hospitality Group, the leading uptown-based company specializing in creating and promoting markets, & events, known for the Uptown Night Market, Bronx Night Market, Harlem Bazaar, and more. They will create new and exciting branding, assisting in marketing and promoting the market. They will consult as per compliance, strategy, and operational execution.

To get things started, we are gathering information on your current situation so we can make appropriate accommodations for you in the temporary space. Please complete the following survey and feel free to call Tariq Shahid at 347-805-3547, if you have any questions or concerns. Thank you.

BUSINESS INFORMATION

Vendor Booth Number

Age:

18-24
25-34
35-44
45-54
55-64
65 or older

Sex:

Female
Male
They/Them
Other

Ethnicity:

American Indian or Alaska Native
Asian
Black or African American
Hispanic or Latino
Hispanic or Latino, Non-White
Native Hawaiian or Other Pacific Islander
White
Other _____

County of Residence:

Country of Origin:

Education:

No Formal Schooling
High School Grad or Equivalent
Some College or College Degree
Graduate Degree

Years of Business Experience:

Less than 1 year
1-2 years
3-5 years
More than 5 years

Years in MSHM Program:

Less than 1 year
1-2 years
3-5 years
More than 5 years

Primary Language:

License/Permit/Master Permit of MSHM Incubator Program:

Website:

No
Yes _____

BUSINESS INFORMATION

Main Social Media Accounts:

Instagram:_____

Facebook:_____

Tiktok:_____

Linkedin:_____

Would you be interested in having a managed social media account?

Yes

No

MARKET BACKGROUND

What year did you start vending in the MSHM?:

Brief description of the business and product sold:

Days of operation:

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

The number of Total Employees (including yourself):

Current FEE /License Permit Type & Spacing:

Type of equipment used:

Language(s) spoken other than English:

Current delivery and/or shipment schedule (CIRCLE ONE):

Monday (DELIVERY or SHIPMENT) Time of Day:_____

Tuesday (DELIVERY or SHIPMENT) Time of Day:_____

Wednesday (DELIVERY or SHIPMENT) Time of Day:_____

Thursday (DELIVERY or SHIPMENT) Time of Day:_____

Friday (DELIVERY or SHIPMENT) Time of Day:_____

Saturday (DELIVERY or SHIPMENT) Time of Day:_____

Sunday (DELIVERY or SHIPMENT) Time of Day:_____

Not Available

MARKETING

How savvy are you with social media and website marketing?

- 1 (Very Savvy)
2
3 (Average)
4
5 (No Experience)

What is the most important thing to add to the current marketing, in your opinion?

Are you going to participate in the marketing efforts and special promotions?

- Yes
No

Do you need assistance with understanding social media marketing?

- Yes
No

UNDERSTANDING YOUR NEEDS

Please list all items that will require electricity.

Any language or translation needs?

- Yes
No

Do you currently use any lighting?

- Yes
No

Any additional considerations or requirements not previously mentioned that are necessary to move into the temporary space?

Do you currently use business signage and branding?

- Yes
No

Any existing wheelchair or handicap needs?

- Yes
No

Any special religious accommodations that need to be met?

- Yes
No

GENERAL NOTES

Were told you about the temporary relocation and redevelopment plans?

No
Yes

Have you discussed the Relocation Plans with Management?

No
Yes

Do you like the idea of being in a newly constructed indoor market?

No
Yes

Do you agree to participate in the relocation plans?

No
Yes

What is your biggest concern about the temporary relocation and redevelopment plans?

What are you most excited about the new facility being built?

Are there any services or products which are not currently available that you would like to be provided?

THE NEW MARKET SOURCING AND PROMOTION DESIGN

Would you participate in the manufacturing and or collective purchasing and sales of your products and other incubator program members?

Yes
No (Why not?):
