



## **The Collective: Application Guidelines**

### **ABOUT THE COLLECTIVE**

The Collective is a marketplace for you to elevate your purchase from simply a transactional experience to a transformational one. The tagline, “Gather-Shop-Inspire” encourages people to meet at the shop, to include a visit to The Collective as a part of a day out, or as a gathering spot after a meeting, a place that encourages you to explore the shelves collectively. This initiative is supported by CCBC Center for Business Innovation through generous funding from The Community College of Baltimore County (CCBC) and the Ratcliffe Foundation.

CCBC has designed a dynamic and vibrant environment to serve as a unique platform for local small businesses, providing them with an opportunity to showcase and amplify their crafts. This innovative marketplace aims to celebrate the diversity and creativity among Maryland small businesses. Beyond storefront and online exposure, The Collective provides workshops for participants, allowing them to host their own sessions using available resources.

The Collective is in the CCBC Owings Mills Extension Center which is located in the Owings Mills Metro Centre at 10300 Grand Central Avenue. It is on the first floor conveniently located next to the Baltimore County Public Library (BCPL) Owings Mills Branch.

### **ELIGIBILITY**

We are constantly on the lookout for different small businesses to join our marketplace and welcome applications from prospective local sellers. The Collective is open to both product-based and service-based small businesses. We have two incredible opportunities for a business to be featured: In our brick-and-mortar location or in our online showcase.

To be eligible to be featured in The Collective, a small business must:

- Be based in Maryland;
- Have proper licenses, insurance, permits, and/or any certification documentation;

- Be legally registered in the state of Maryland;
- Be able to meet stocking and restocking requirements (for product-based businesses);
- Have active social media presence or a working website (for service-based businesses);
- Be in good standing with CCBC at the time of application.

CCBC students, employees, alumni, Business Plan Competition Winners, Goldman Sachs 10,000 Small Business Participants, graduates of CCBC Center for Business Innovation's Elite Accelerator Group, and other community members are all welcome to submit their application to be featured in the marketplace.

*\*The Collective does not showcase any products or specific services that are linked to any religion, political motives, or explicit content.*

## **APPLICATION PROCESS**

All small business owners requesting to be featured in The Collective, whether it be in the storefront or online showcase must apply through The Collective's online application form for participation consideration. The online application form can be accessed by visiting <https://thecollectiveccbc.com/join-us/>.

The following required materials are to be submitted with the online application:

- Business logo file (Accepted file types: png, svg, ai, eps, Max. file size: 50 MB, Max. files: 10.)
- Sample Photos (Accepted file types: jpg, png, Max. file size: 50 MB, Max. files: 4.)

Applications for the next review window are due by March 31<sup>st</sup>, 2024. The internal review process will be in April 2024, with acceptance or declination notice given in June 2024.

## **APPLICATION EVALUATION**

Upon receiving applications from small businesses seeking inclusion in our store, our team diligently conducts a detailed evaluation. We assess factors like product quality, business legitimacy, sustainability practices, local focus, pricing structure, brand alignment, and references/reviews to ensure selected businesses align with our values and provide unique products to our diverse customer base.

## **PARTICIPATION NOTIFICATION**

All applicants will be notified of the status of their applications by the end of June 2024. If selected to be a part of The Collective, further information will be provided and/or requested.

The following documents and information must be completed by the small business before an order can be made (product-based businesses) or their information can be listed on our site (service-based businesses):

- A completed and signed contract;
- A completed W9 (Make sure to have FEIN accessible);
- ACH Authorization Form (product-based businesses);
- Certificate of Liability Insurance;
- Promotional Form

## QUESTIONS?

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