

Business Logo

TRADES Y

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Business Address

1217 2nd Street
Santa Monica California 90401 US

Business Website

<https://www.tradesy.com> (<https://www.tradesy.com>)

Brief description of product(s) and/or services your company provides.

Tradesy is a buy-and-sell marketplace for fashion, built by and for women. Millions of stylish members use Tradesy to buy and sell pre-owned bags, shoes, clothing, and more, from top designers. You can sell straight from your closet, ship directly to the buyer, and earn cash to fund your next shopping spree - or to deposit into your bank account. You can also shop with confidence for high quality, authentic pieces - and, if you don't love your purchase, Tradesy has you covered with a fair and simple return policy. Tradesy is backed by Kleiner Perkins Caulfield Byers, Rincon Venture Partners, Dave McClure and more.

Number of years in operation

6

Santa Monica Chamber member?

No

Untitled**Number of Full-Time Equivalent (FTE) employees?**

96

How did you hear about the SQA program?

Sustainable Works

Award

Economic Development > Medium (16-99 Employees)

Page: Economic Development

SQA 2019

ECONOMIC DEVELOPMENT

Describe Efforts that Demonstrate Your Organization's Commitment to the Long-term Economic Sustainability of its Operations and to Sustaining the Local and Regional Economy

Businesses that provide products and services are aware that customer needs change over time. A sustainable organization is able to accommodate these changing needs, maintain economic viability and encourage sustainable economic development by balancing profits with a consideration for long-term development. Your response should include your company's quality policy, your process for evaluating product and service performance, and your efforts for improvement. Your response should also encompass your company's contribution to the development of the local economy (creation of jobs and business opportunities), and/or company efforts to increase efficiency and reduce costs in operations.

1. Please provide a copy of your business's mission statement, vision or core values.

Tradesy Mission: To make fashion resale, as simple, safe and stylish as retail - at scale.

Tradesy Vision: *Sustainable Commerce:* Peer to peer commerce extends the lifecycle of products and reduces demand for disposable goods, making shopping more economically and environmentally sustainable.

Core "SHARED" Values: Internally, our core values are named our SHARED Values because they spell out the word shared.

Solidarity: Participating in a shared purpose of sustainability. All for one, and one for all!

Honesty: Always being honest with ourselves and others. Not being afraid to speak up in meetings, to disagree when necessary and to have tough conversations when needed.

Autonomy: Be self reliant. Find problems and solve them.

Results: Don't make excuses. Make miracles - see things through to the end.

Excellence: Love your work. Never compromise on quality.

Diversity: We are better together. New ideas come from the combination of diverse perspectives.

2. Please provide any supporting document regarding your business's mission statement, vision, or core values.

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3. How has your business's operations and revenue contributes to the wealth of your employees and the surrounding community?

Invest our profit in training/skilling our employees, Share your profit in the form of offering greater employee benefits for our employees, Invest profits into creating new jobs/ hiring local, The growth and expansion of our business benefits the employees, stakeholders and the community

4. Tell us your business's story regarding revenue generation contributing to the wealth of your employees, stakeholders, or community.

When Tradesy was first founded, our team consisted of 6 employees sitting around our CEO Tracy's kitchen table. However, even in the early days Tracy believed in taking care of those special humans who worked hard to get Tradesy off the ground. Even though she was funding the company by renting out her bedroom on Airbnb (while she slept on her couch), she found ways to value her employees. Early employees were given stock in the company, had health benefits, could bring their dog to work, and were provided with beverages, snacks and a catered lunch on Fridays.

Today, with close to 100 employees, Tradesy continues to believe that our employees are our greatest asset. We believe that every employee who stays and develops with the company, should own a part of the company. Therefore, 100% of our full-time employees have stock in Tradesy. Tradesy, Inc. is still privately owned, so if the company should go public or get acquired, each and every employee will have the opportunity to exercise their stock options and make some real money! In addition, at the end of the year, Tradesy issues additional stock options to employees. The amount of stock options distributed is directly correlated with the company's success. If Tradesy has a great year, so do our employees!

Tradesy employees also enjoy discounts when we shop on Tradesy. Last year, I bought my first big purchase - a Louis Vuitton Neverfull Bag for only \$500 vs. the retail price of \$1300. Employees who sell on Tradesy pay zero commission. We have employees like Taylor Pozen, who have made over \$25K selling on Tradesy since she first started working here in 2016.

Our Human Resources Team strives to ensure that we go above and beyond to take care of our employees by offering a variety of employee benefits and work-life solutions. Work-life balance is high priority at Tradesy, with programs in place to ensure employees are allowed time off for vacations, holidays, personal days, sick days, bereavement and child bonding. Each year, as the company becomes more successful, we strive to continue to improve benefits for our employees (see current Benefit Guide in additional resources).

In addition to health benefits, we offer a long list of employee perks like a daily catered lunch which is valued at \$2600 annually per employee! In 2019, Tradesy plans to hire over new 50 full-time employees to add to our team! We could spend that money on marketing and advertising, on new equipment... but instead we choose to invest our company wealth in our employees. For a full list of perks, see the Perks of Trade Flyer (below).

Our business model also contributes to the wealth of the community! As a peer-to-peer marketplace, our customers can sell items from their own closets to make a profit. These earnings can be used to shop on Tradesy, or can be cashed out. We also have sellers on our website that sell on Tradesy as a business. These are consignment shop owners, stay-at-home moms who shop the outlets and buy discounted product in bulk to resell, and designer brand collectors. "Pro-sellers" like these sell over 10K per month in inventory. In 2015, Tradesy launched our Athena project, forming a team of account managers to recruit these sellers from sites like eBay and invite them to join our Pro-Seller Program. Today, we have over 250 members in this program whose sales account for about 30% of our our annual gross market value. Sellers in the program are also offered a lowered commission rate (9% vs. 19.8%) in order to make an even bigger profit. For more information on our Pro-Seller program, check out the presentation below (in additional resources).

5. Please provide any supporting document regarding your business's plans for future revenue generation.

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6. Which of the following is integrated in your business plan and operations regarding your long term commitment to implementation?

Policies in place to promote product and service innovation, particularly in response to or in anticipation of changing customer needs, Strategies for remaining competitive in the areas of customer satisfaction with a focus on price, quality and service, Awareness of marketplace conditions and your commitment to providing high quality products and service at a fair price, Commitment to R +D on product development, supply chain development or other efforts to improve your products and services, Commitment to buying local

7. Tell us your business's story regarding your near-term and long-term sustainable economic development strategy?

The Fashion Industry is 3rd most polluting industry in the world! Did you know that the average woman spends \$125K in her lifetime on fashion, and only wears each item of clothing an average of 7 times? Most likely these unwanted items are going to end up in a landfill. Tradesy wants to change that. We believe that if we can make a place for women to come that is as **simple**, **safe** and **stylish** (the Triple S, we call it) as retail, we can reach our mission of Sustainable Commerce.

Although I am not able to share the details of our near and long-term business strategy (we are still privately owned, and I signed a confidentiality agreement), I can ensure you that we are invested in building a sustainable marketplace that is committed to offering our customers supply at the highest quality, at 10% below fair market price. Since we are peer-to-peer, our customers set our prices for us. Therefore, our team is currently building new tools for our sellers to use to better research the fair market price of their designer merchandise.

In addition, Tradesy regularly reaches out to our customers for feedback. Our Member Care Team is available to our customers 7 days a week via phone and email. Our Member Care Team communicates our customer's needs and requests to our Product Team, to spark ideas for new features and tools for the website.

In Q4 2018, our Buying Team did a focus group with our customers to get their feedback on how they would improve the Tradesy Shopping experience. As you can see from the chart below (Customer Feedback Survey), 75% of our customers said "better pricing". Therefore, that is our focus right now. In addition we are working on ways to improve our returns policy, attract better inventory in order to continue to improve and grow the business.

At Tradesy, we believe that the best ideas come from an environment of different perspectives. Therefore, we strive to maintain a diverse workforce, by hiring employees from different backgrounds. Tradesy is a company for women, run by women (over 50% of our team are women). In addition, over 50% of our team is from a minority demographic. In 2018, our team attended Los Angeles' 18th Annual Diversity Employment Day, in hopes to broaden our candidate pool for open roles across the company. As mentioned above, Tradesy's plan is to hire over 50 more diverse team members in 2019 to help us reach these goals.

Our mission is to make Tradesy's work environment the best it can possibly be. We believe that if we foster an environment that our employees love, we will be able to recruit, hire and retain top talent. Not only will everyone want to work at Tradesy, but those who work here will never want to leave! We believe that happy, healthy, employees make the most productive employees. Only when employees enjoy being at the office, will they be able to work at their full potential to reach company goals.

8. Please provide any supporting document regarding your business economic development strategy

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9. How does your business improve the productivity of individual employees, groups of employees and operations?

Employee skills development (Trainings, conferences, etc.), Team building (staff retreats, outings, celebrations, etc.), Work-life balance options (Daycare, Telecommuting, etc.), Positive Work Environment (Employee surveys/feedback, open-door policy, etc.)

10. How does your business demonstrate commitment to creating quality jobs (jobs of dignity for individuals) as well as job growth in the community?

Skill variety in job requirements, task significance, and participation in decision making, Training programs to create ongoing development and diversification of employee skill sets, Flexible schedules for continuing education, Opportunities for employees to grow in business

11. Tell us more about your business's effort to improve productivity and provide any additional details about programs and trainings.

Our Human Resources Team sends out quarterly engagement surveys in order to ensure that the programs we have in place are the right ones. This survey also pin-points other employee needs such as training, development opportunities, team building and unresolved conflicts. Our Head of People Operations, Marla Hunter hosts daily office hours, and our CEO, Tracy DiNunzio hosts regular "State of the Union" meetings where employees can submit anonymous questions, no matter how difficult to answer.

Last year, Tradesy hosted and/or funded a number of trainings for both employees and managers to participate in areas of Technology, Design, Customer Service, Interviewing, Active Listening, and Unconscious Bias. We hosted a Hackathon in the Spring where employees from any team could submit new ideas, then team up with members from our Technology Team to build those ideas. Managers from our Customer Service Team attended the Zappos Conference in Las Vegas. Our goal isn't only to set our employees up for success at Tradesy, but to set them up for a successful career after Tradesy, and for their lives. In addition, Tradesy women's group, "Leading Ladies" has a mentorship program to support opportunities for growth and upward mobility for our more junior women in the company.

At Tradesy, we have a flexible paid time off policy that allows employees time off for continuing education. In fact, employees don't accrue time off, but are given flexible paid time off, starting on day 1 of employment. As long as our employees work hard to accomplish goals, we are allowed to take the time off we need to keep a healthy work-life balance. Tradesy also offers a flexible work schedule, and allows employees to work remotely (or from home) if need be. Employees may even check out extra equipment (monitors, mice, keyboards, chargers) to set up a home office. This works great for employees who are single parents, and can't always find or afford childcare. Our office is also dog-friendly, so employees are allowed to take our pups to work every day.

Lastly, thank you so much for considering us this year for the Sustainable Quality Award for Economic Development. Even if we are not chosen as the winner, we have enjoyed the process and are honored to have been nominated.

12. Please provide any supporting document regarding your business's productivity.

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Please upload any additional supporting materials you wish the judges to also take into consideration when reviewing your application. You are able to upload any file type below.

Supporting Material #1

Download File (<https://vo-general.s3.amazonaws.com/f748313f-29a2-47b7-a21e-582a325ca28f/04b827e0-6e40-4295-be06-b38c7612e8b3?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1729381575&response-content-disposition=inline%3B%20filename%3D%22Tradesy%20Employee%20Handbook.pdf%22&response-content-type=application%2Fpdf&Signature=VCUTdz3cruvkg61nSETcTOXiRkQ%3D>)

Do you have additional supporting materials to upload?

Yes

Supporting Material #2

No File Uploaded

Do you have additional supporting materials to upload?**Page: Confirmation****Self-Certification**

I certify that I meet all above listed requirements

To the best of my knowledge, the information provided in this application is accurate.

I agree

By entering my name here, I acknowledge that this acts as my signature.

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Sustainable Works

Award

Stewardship of the Natural Environment > Medium (16-99 Employees)

Page: Stewardship of the Natural Environment**SQA 2019 - STEWARDSHIP OF THE ENVIRONMENT****Describe the Efforts that Demonstrate Your Company's Commitment to Sustaining the Natural Environment**

A healthy environment is essential to ensure the long-term economic viability of a business and community. Pollution and overuse of resources can impact everything from the availability of raw materials for manufacturing, to the number of tourists that visit your community and support the local economy. Your response should not only include efforts you have taken to comply with environmental regulations, but also voluntary measures to address waste reduction, pollution prevention and resource conservation. Examples of these measures may include company-wide purchasing policies specifying recycled content products or products with minimal packaging, operational changes that eliminate the use of toxic chemicals or reduce waste generation, or the implementation of an energy-efficiency, water conservation or recycling program.

1. What energy conservation measures has your business implemented?

Lighting Upgrades, Upgrading equipment, Modifying processes to reduce energy use, Policies and practices in place to support conserving energy, Education on energy conservation for staff

2. What water saving measures has your business implemented?

Installation of water conserving toilets and fixtures, Drought tolerant landscaping, Upgrading equipment to reduce water use, Policies and practices in place to support conserving water, Education on water conservation for staff

3. What waste reduction measures has your business implemented?

Policies to reduce paper use (i.e. double sided printing), Recycling program for mixed paper, cans, glass, and plastic, Modifying equipment or processes to reduce manufacturing waste, Efforts to reduce product packaging, Organics collections for food waste and soiled paper, Policies and practices in place to support reducing waste, Education on waste reduction for staff

4. What pollution prevention measures has your business implemented?

Proper storage and disposal of hazardous materials, Use of environmentally-preferred cleaning products, Sell products made with recycled content

5. Tell us your business's story regarding natural resource conservation efforts.

In 2017, when Tradesy first decided to work with Sustainable Works to get our Green Business Certification, we had NO IDEA what we were getting ourselves into. Initially, I thought this was something we could make happen in just a few months... but I couldn't have been more wrong! Without the guidance of Ivannia and Susy I am not sure I would have maintained my sanity. Here is our story...

To meet our goals for natural resource conservation, the first thing we did was ask our electrician, Walter to start switching out all of our lightbulbs for LED bulbs. This was before we found out about Edison's Direct Install Program. With over 200 mini halogen bulbs lining the ceilings of all 4 of our floors, this process started to get expensive fast! At \$20 a pop plus the cost of labor, we were racking up a pretty hefty bill! Luckily, Ivannia referred us to Edison's program, who offered to help us fund the rest. Today, all of our hard work has paid off, resulting in an estimated annual savings of \$800/year in electric utility bills.

In addition to the lightbulbs, 100% our employees use energy saving equipment (laptops, monitors, printers, LED TVs) and are encouraged to unplug devices whenever they are not in use. We are constantly upgrading equipment to the latest model (see 2019 Equipment Upgrade Spreadsheet). Instead of throwing away or even recycling our old equipment, we donated to our employees and to the Goodwill (see 2018 Donation Summary). Our kitchen appliances are all Energy Star including both our refrigerators and dishwashers. Our nightly cleaning crew turns off all of the building lights at 9pm after cleaning and the first employee who gets to the office is in charge of turning the lights back on.

Our next milestone was water conservation. In the beginning of 2018, our faucets were aerating at 2mm, and the goal was less than .5mm. We thought this would be an easy feat, but quickly realized that it was going to be tougher than expected. When Ivannia from Sustainable Works came out to help, only one of the aerators she brought fit our faucets. Unfortunately, we had different faucet types in all of our 5 restrooms. When Ivannia's aerators didn't fit, I got online to try to find the right size. I must have ordered 8 different aerators before I found one that fit. I also tried going to a local plumbing shop where I was turned away because they needed an order of 50 aerators or more to get us what we needed! With the help of Susy from Sustainable Works, we were able to use a combo of 2 aerators to fit into the last of our faucets. Finally we succeeded in meeting this goal. In addition, we only run our dishwashers once a day, instead of 2-3 times a day previously. In each restroom, signage is posted to remind employees to conserve water!

Next up was switching out our office and cleaning supplies. This project was much easier, and just required a little research, spending and training. We replaced all paper with a recycled brand from Amazon and trained employees to only print when absolutely necessary - and to print double-sided! We now have signage on our printers to remind everyone to adhere to these printing guidelines. We switched out our cleaning products to the ECOS brand, and trained the cleaning crew to only use the new products provided by the company.

Our largest project was to implement a recycling and composting program. When we began the Green Business Program, we were consistently filling and overflowing two 60 gallon garbage cans each day - and that was just in our kitchen. We worked with Sustainable Works to order recycling and composting bins to set up around the office. The most difficult part of this process was getting the large compost bin from the City! We ran into spacing issues because our trash area is on our loading dock of our shipping area and space is limited. Finally, after weeks of negotiating, we got our compost bin! Next, it was time to train the team.

In order to train our 100 person team, I asked for volunteers, and soon formed "The Green Team" - a team of individuals who made a commitment to help train the Tradesy Team on our Green Business Initiatives. After we launched our Recycling and Composting Program, the Green Team volunteered to work in the kitchen common area (next to the bins) to help guide employees in their training and answer any questions about what bin to put something in. We also trained our cleaning crew about our new recycling and composting program, and had one of our Spanish speaking employees, Laura Cuevas stay after hours to train our cleaning crew (who don't speak English). The training was a success! Just after a few months we were able to go down to trash pickup 3 times a week, instead of 5!

Without the support of the Green Team, Tradesy would never been able to meet our Go Green Goals. The only incentive that this group needed was the desire to make a difference and help Tradesy reach our goal of sustainability.

6. Please provide any supporting documentation.

Download File (<https://vo-general.s3.amazonaws.com/f748313f-29a2-47b7-a21e-582a325ca28f/4fbfe0b3-5a83-440a-b441-8150bd5c51b3?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1729381661&response-content-disposition=inline%3B%20filename%3D%22scan0008.pdf%22&response-content-type=application%2Fpdf&Signature=Pg2A2NeP5BWQYkz0i3%2FVSfaqQg0%3D>)

7. Does your business maintain procurement policies for the environmentally preferred version of the following products:

Paper and office supplies, Food, Cleaning supplies, Food Ware (i.e. plates, cups, utensils), Furnishings, Energy efficient equipment, Water efficient equipment, Previously used furniture supplies or materials

8. Tell us your business's story regarding procurement policies and practices.

Although our procurement policy isn't stated in our official Employee Handbook, all new hires are trained on our Go Green Initiatives at New Hire Orientation, during Recycling & Composting Training (both presentations listed in resources). When Tradesy adopted these new business practices, the entire company went through this training. The Green Team was formed to help facilitate this, and continues to train and mentor the team each and every day to make sure that policies and procedures are followed.

Tradesy employees are provided with a free healthy catered lunch every day, and reusable dishware and utensils are stocked in the office kitchen. We also serve USDA certified organic teas and coffee from Groundwork – a local Los Angeles coffee shop located in Venice. When our employees finish their meals, they are trained to compost any leftover food and soiled paper products like napkins or paper towels (which are also made from recycled material). Almost all of our office furniture is second hand, and was purchased from estate sales and flea markets. Our CEO Tracy is an artist by trade, so her design style for the office is fun, funky and eclectic.

9. Please provide any supporting documentation.

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10. What measures has your business implemented to reduce traffic congestion and the pollution associated with transportation?

Provide information on alternative transportation in employee manual or to new hires, Encourage non-vehicle trips to meetings and lunches, Telecommuting opportunities, Flexible schedules, Pre-tax transit benefits

11. Is your business an employer with 30+ full-time employees?

Yes

Please list your last two Average Vehicle Ridership (AVR) reported to the City of Santa Monica?

12. Tell us your business's story regarding carbon emissions reduction.

At Tradesy, we encourage all employees to take alternative transportation to work in order help the City of Santa Monica cut down on traffic and pollution from carbon emissions. Since I started working at Tradesy as the Office Manager in 2015, I have been the certified ETC for the company. Since then I have implemented a number of different marketing programs to help promote our program strategies! We explain all of these "perks" to new employees in the New Hire Orientation and each month, we remind employees of these perks in our company newsletter and at the quarterly All-Hands Meeting.

Currently our AVR is 1.78 with a goal of 2.2.

Here are our 2019 perks:

Alternative Transportation Reimbursement: We will pay employees an Alternative Transportation Reimbursement in lieu of a parking space. This is available to anyone who commutes on foot, bicycle, bus, metro, etc.

Commuter Assistance Program: Tradesy offers commuter assistance to anyone who is hesitant to try alternative transportation or needs help figuring out a bike, bus or metro route, or a carpool buddy.

Quarterly Raffle: Any employee who commutes by bike, bus, carpool, metro or on foot for a full work week will be eligible to enter our quarterly raffle for some awesome prizes!

Commuter Breakfast: All employees who take alternative transportation are invited to a monthly breakfast on the last Friday of the month!

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14. How does your company integrate environmental practices and policies into employee manuals and staff meetings?

Participated in the City's Green Business Program, Green Business Certified by City of Santa Monica, Developed an internal group of staff leading environmental initiatives, Training and education on environmental topics, Discussion or presentations on environmental topics at regular staff meetings

15. What additional environmental efforts has your business implemented?

Purchased plants for indoor air quality

16. What measures has your business taken to support environmental organizations?

Community-volunteering incentives for employees during paid work time, Participating in local green programs or environmental campaigns

Annual volunteer hours:

17. Tell us your business's story regarding environmental policies and training.

During New Hire Orientation, all new employees are trained on all of the above initiatives and policies. The Green Team continues to educate the team on Composting & Recycling, turning off lights to save energy, saving water, and conserving resources when at all possible. All new employees are educated on our Alternative Transportation Initiatives and perks and are encouraged to at least try it out for free. We allow employees to keep their parking spot while trying out alternative transportation for one month. If it is the metro or the bus that they want to try, we reimburse employees for these expenses.

Employees are highly encouraged and recognized for their participation in volunteer activities in the community. We highlight those employees in our monthly company newsletter: The TradeMark that goes on out on the first Friday of every month. We volunteer for Bike to Work Day each year, and always host a pitstop in front of our office where we hand out snacks, drinks and Tradesy swag to bicyclists on their way to work. We also host a contest for our employees during Bike to Work Week to encourage employees to ride their bikes instead of driving. Last year we even had a raffle with prizes like "Bike Baskets" filled with bicycle swag, Apple iHomes and Gift Cards to local restaurants.

In addition, our Office Environment Committee is in charge of planning and executing one volunteer event each quarter. In February 2018, Tradesy donated handbags from our in-house closet and filled them with hygiene products (lotion, sunscreen, tampons, toothbrushes, toothpaste, lip-gloss and more) to give out to homeless women in the area. While handing out the handbags, we realized that we needed to include homeless men as well. So in June, we collected sunscreen, hats, sunglasses, lip balm, umbrellas, water bottles and sandals to handout during the heatwave. The day we did this, it was 99 degrees outside. In 2017, employees offered to give up their catered lunches on Fridays in order to donate the money (\$3600) to the Westside Food Bank to feed the homeless.

One of my best memories is when we volunteered for Santa Monica's Sustainable Fashion Show! I personally had the opportunity to attend this event and help style the models with Tradesy Merchandise. Our Designer Merchandise Team put 5 outfits together, all made from recycled and preowned articles of clothing from our in-house inventory for the models to wear on the runway.

Lastly, in 2018 Tradesy was certified as a Green Business in the City of Santa Monica! Thank you so much for considering us this year for the Sustainable Quality Award for Stewardship of the Natural Environment. Even if we are not chosen as the winner, we have enjoyed the process and are honored to have been nominated.

18. Please provide any supporting documentation.

Download File (<https://vo-general.s3.amazonaws.com/f748313f-29a2-47b7-a21e-582a325ca28f/b56b4e8d-fbc8-40d6-94ab-f9a4fe0a9695?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1729381661&response-content-disposition=inline%3B%20filename%3D%22Recycling%20%26%20Compost%20Training.pdf%22&response-content-type=application%2Fpdf&Signature=G%2F%2BhA4ejDnCTce9Z6L5AMUqOIB8%3D>)

Please upload any additional supporting materials you wish the judges to also take into consideration when reviewing your application. You are able to upload any file type below.

Supporting Material

Download File (<https://vo-general.s3.amazonaws.com/f748313f-29a2-47b7-a21e-582a325ca28f/f92ebe98-7a7c-434d-b2f5-ba650bac16f6?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1729381661&response-content-disposition=inline%3B%20filename%3D%22Goodwill%20Donation%20Summary.pdf%22&response-content-type=application%2Fpdf&Signature=Md2gQA2NClYontvPf%2BwneAGBDXs%3D>)

Do you have additional supporting materials to upload?

Yes

Supporting Material #2

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Do you have additional supporting materials to upload?

Yes

Supporting Material #3

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Do you have additional supporting materials to upload?

Yes

Supporting Material #4

Download File (<https://vo-general.s3.amazonaws.com/f748313f-29a2-47b7-a21e-582a325ca28f/6eead90a-2094-4cd9-9e35-9d8343d4cf29?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1729381661&response-content-disposition=inline%3B%20filename%3D%22Tradesy%20Photos.pdf%22&response-content-type=application%2Fpdf&Signature=ICTV6S9LUakeHGBIMwqW3xwCFCE%3D>)

Do you have additional supporting materials to upload?

Yes

Supporting Material #5

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Do you have additional supporting materials to upload?

Yes

Supporting Material #6

No File Uploaded

Do you have additional supporting materials to upload?

Yes

Supporting Material #7

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Do you have additional supporting materials to upload?**Page: Confirmation****Self-Certification**

I certify that I meet all above listed requirements

2. What benefits does your company provide to employees beyond standard medical benefits?

Medical Insurance, Dental Insurance, Vision Insurance, Retirement Plan, Employee Assistant Plans, Life/AD&D, Long Term Disability, Other

Please describe:

See full list of perks and benefits in Additional Resources

3. What programs does your company offer to develop skills and employability?

Mock Interviews, On-The-Job Skills, Technical Skills, Off-Site Training, Conferences

4. What training and educational opportunities beyond job-related do you offer your employees?

Retirement Planning, Work-Life Balance

5. How do you solicit employees' feedback in designing benefit plans that are flexible?

Annual Survey, Open Door Policy, An Online Platform for employees to submit ideas

6. Tell us your story about the work-life options your business provides

When Tradesy was first founded, our team consisted of 6 employees sitting around our CEO Tracy's kitchen table. However, even in the early days Tracy believed in taking care of those special humans who worked hard to get Tradesy off the ground. Even though she was funding the company by renting out her bedroom on Airbnb (while she slept on her couch), she found ways to value her employees. Early employees were given stock in the company, had benefits, could bring their dog to work, and were provided with beverages, snacks and a catered lunch on Fridays.

Today, with close to 100 employees, Tradesy continues to believe that our employees are our greatest asset. We believe that every employee who stays and develops with the company, should own a part of the company. Therefore, 100% of our full-time employees have stock in Tradesy.

Our Human Resources Team strives to ensure that we go above and beyond to take care of our employees by offering a variety of employee benefits and work-life solutions. Work-life balance is high priority at Tradesy, with programs in place to ensure employees are allowed time off for vacations, holidays, personal days, sick days, bereavement and child bonding. In addition, employees are encouraged to take time off to vote, volunteer and protest. Since diversity is one of our core values, we have a "Celebrate Diversity Holiday Policy" where employees can choose any 7 holidays vs. having standard company holidays.

At Tradesy, employees don't accrue time off, but are given flexible paid time off, starting on day 1 of employment. As long as our employees work hard to accomplish goals, we are allowed to take the time off we need to keep a healthy work-life balance. Tradesy also offers a flexible work schedule, and allows employees to work remotely (or from home) if need be. Employees may even check out extra equipment (monitors, mice, keyboards, chargers) to set up a home office. This works great for employees who are single parents, and can't always find or afford childcare. Our office is also dog-friendly, so employees are allowed to take our pups to work every day.

Our Human Resources Team sends out quarterly engagement surveys in order to ensure that the programs we have in place are the right ones. This survey also pin-points other employee needs such as training, development, opportunities, team building and unresolved conflicts. Our Head of People Operations, Marla Hunter hosts daily office hours, and our CEO Tracy DiNunzio hosts regular "State of the Union" meetings where employees can submit candid and anonymous questions, no matter how difficult.

Last year, Tradesy hosted and/or funded a number of trainings for both employees and managers to participate in areas of Technology, Design, Customer Service, Interviewing, Active Listening, and Unconscious Bias. We hosted a Hackathon in the Spring where employees from any team could submit new ideas, then team up with members from our Technology Team to build those ideas. Managers from our Customer Service Team attended the Zappos Conference in Las Vegas. Our goal isn't only to set our employees up for success at Tradesy, but to set them up for a successful career after Tradesy, and for their lives.

7. Please include any supporting documents regarding work-life options

Download File (<https://vo-general.s3.amazonaws.com/f748313f-29a2-47b7-a21e-582a325ca28f/31df83cf-0427-4c8e-8db6-1873dfc67f19?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1729381707&response-content-disposition=inline%3B%20filename%3D%22New%20Hire%20Orientation.%20SQA.pdf%22&response-content-type=application%2Fpdf&Signature=2YMV5IfimPFR%2F66YaMd4zTVSfj8%3D>)

8. How does your business create a positive work environment?

Paying fair wages , Promoting diversity/equitability employing minorities, Encouraging initiatives and free-thinking during meetings, Providing a platform for employees to submit ideas in writing, Celebrate staff (birthdays, work anniversaries, staff outings), Having an open door policy

9. Does your company ensure that performance evaluations of employees and superiors are regularly conducted, fair and authentic?

Yes

10. How often do you perform staff evaluations?

Biannually

11. Check all types of employment opportunities programs that apply:

Students, Summer Jobs, Internships, Veterans, People with Disabilities

How many interns in the past year?

5

12. Tell us your business's story regarding a positive workplace environment.

As Tradesy's People Operations Manager, my mission is to make Tradesy's work environment the best it can possibly be. We believe that by fostering an environment that our employees love, we will be able to hire and retain top talent. Not only will everyone want to work at Tradesy, but those who work here will never want to leave! We believe that happy, healthy, employees are the most productive employees. Only when employees enjoy being at work, will they be able to work at their full potential.

Employees at Tradesy benefit from our Wellness Program which comprises of onsite yoga during business hours (every Wednesday, at 4:30pm), health clinics (we hosted a flu shot clinic in the Fall, and a Biometrics Clinic in the Spring where employees received free onsite physicals), corporate gym memberships (discounted rate at Burn Fitness, located on the Promenade) and onsite chair massages! We even hosted a Mindfulness Training in 2018 where employees learned ways to deal with stress.

We keep our kitchen stocked with healthy breakfast items, snacks and beverages and offer a daily catered lunch, which includes vegan, vegetarian and gluten free options. We ask new employees on their first day if they have any food allergies or dietary restrictions, and try our best to accommodate everyone. Employees eat with reusable and compostable plates, napkins and utensils to go along with our vision of sustainability and caring about the environment. When we have leftover food, a group us of often makes to-go plates to hand out to our homeless neighbors.

In 2017, we formed the Office Environment Committee, a cross-departmental group of employees who meet once a month to plan company events, discuss office improvement projects and to come up with ways to foster an environment of inclusion and cross-departmental communication. We also collaborate on our internal company newsletter called The TradeMark which launches on the first Friday of each month. See sample here: <https://mailchi.mp/b8fd9014f668/january-2019-newsletter-the-trademark>

Tradesy strives to maintain a diverse workforce, by hiring employees from different backgrounds. We believe that the best ideas come from an environment of different perspectives. Tradesy is a company for women, run by women (over 50% of our team are women). In addition, over 50% of our team is from a minority demographic. In 2018, our team attended Los Angeles' 18th Annual Diversity Employment Day, in hopes to broaden our candidate pool for open roles across the company. Tradesy also has a women's group called "Leading Ladies" where employees can be matched up with a mentor (or mentee) to help foster career development. Tradesy's plan is to hire over 50 more diverse team members in 2019 to help us reach these goals.

Tradesy offers regular internship opportunities in the areas of Marketing, Technology, Merchandising and Logistics. Many of our full-time employees started an intern, and were later offered a full-time position. Tradesy has also hosted several college groups at Tradesy for an office tour and a chance to meet Tracy, our CEO and hear her story. Among these groups are USC's Girls in Tech, CSLB Fashion Club, and Cal Poly's Entrepreneur's Club.

We believe that one of the best ways to foster a positive work environment is to provide employees with regular feedback around their performance. Besides doing Semi-Annual Performance Reviews, we use a system called 15Five where employees can check in regularly with their managers to ask questions or express concerns, and managers can provide feedback or give recognition. We also have a Slack channel called "Thanks-A-Latte" where employees can nominate someone to win a Starbucks gift card for a job well done.

Lastly, the Office Environment Committee hosts regular company events, where employees have the chance to get together socially. We host quarterly happy hours, an annual anniversary party in October and an end of year Holiday Party. We've gone ice skating, bowling, hosted a Casino Night and (more than one) karaoke party!

13. Please include any supporting documents regarding a positive workplace environment.

Download File (<https://vo-general.s3.amazonaws.com/f748313f-29a2-47b7-a21e-582a325ca28f/63908b81-8d4d-4d87-9715-7352354e8a6b?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1729381707&response-content-disposition=inline%3B%20filename%3D%22Perks%20of%20the%20Trade%20Flyer%20.pdf%22&response-content-type=application%2Fpdf&Signature=3Jkj8eoRGlpLkxUvxkEmSQtwFuY%3D>)

14. Does your company support local charities and community programs?

Yes

aliasa49258806d0940b4a1b4a495f43911e5

Financial Donations, In-Kind Contributions, Community-volunteering incentives for employee, Regular involvement with cultural or environmental organizations

Enter annual donation amount:

\$3600 - Westside Food Bank

Enter annual in-kind hours:

Not sure - my estimate is an average of 8 hours per employee. Not everyone comes to everything, but everyone comes to at least one event!

15. Tell us your business's story regarding involvement in charities and community programs.

We obviously value giving back to our employees... but what about to others and our community?

At Tradesy we plan and encourage many different events where employees have the opportunity to give back. In the past we have worked with a group called RedEye (<http://www.redeye.org/>) to volunteer with their youth programs. One Saturday, the Leading Ladies had a playdate with the kids at the Watts Housing Project. We also volunteered to take the kids in the program trick-or-treating in the Promenade on Halloween.

In addition, our Office Environment Committee is in charge of planning and executing one volunteer event each quarter. In February 2018, Tradesy donated handbags from our in-house closet and filled them with hygiene products (lotion, sunscreen, tampons, toothbrushes, toothpaste, lip-gloss and more) to give out to homeless women in the area. While handing out the handbags, we realized that we needed to include homeless men as well. So in June, we collected sunscreen, hats, sunglasses, lip balm, umbrellas, water bottles and sandals to handout during the heatwave. The day we did this, it was 99 degrees outside. In 2017, employees offered to give up their catered lunches on Fridays in order to donate the money (\$3600) to the Westside Food Bank to feed the homeless.

One of my best memories is when we volunteered for Santa Monica's Sustainable Fashion Show! I personally had the opportunity to attend this event and help style the models with Tradesy Merchandise. Our Designer Merchandise Team put 5 outfits together, all made from recycled and preowned articles of clothing from our in-house inventory for the models to wear on the runway.

Lastly, in 2018 Tradesy was certified as a Green Business in the City of Santa Monica! In order to reach these goals, we formed The Green Team, which is a team of individuals who made a commitment to help train the Tradesy Team on our Green Business Initiatives. After we launched our Recycling and Composting Program, the Green Team volunteered to work in the kitchen common area (next to the bins) to help guide employees in their training and answer any questions about what bin to put something in. The Green Team also volunteered for Bike to Work Day and help set-up a pitstop in front of Tradesy for bicyclists to stop at for drinks, snacks and swag on their way to the office. Without the support of The Green Team, Tradesy would never been able to meet our Go Green Goals. The only incentive that this group needed was the desire to make a difference and help Tradesy reach our goals of sustainability.

Thank you so much for considering us this year for the Sustainable Quality Award for Stewardship of the Social Responsibility. Even if we are not chosen as the winner, we have enjoyed the process and are honored to have been nominated.

16. Please include any supporting documents regarding charities and community programs.

Download File (<https://vo-general.s3.amazonaws.com/f748313f-29a2-47b7-a21e-582a325ca28f/6bfd63e9-a03e-4123-b231-0b6d60675670?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1729381707&response-content-disposition=inline%3B%20filename%3D%22Thank%20You%20Email.Westside%20Food%20Bank.pdf%22&response-content-type=application%2Fpdf&Signature=7hopMvxwAVt%2BGtyHxtWtwk5fwg0%3D>)

Do you have additional supporting materials to upload?

Yes

Supporting Material #2

Download File (<https://vo-general.s3.amazonaws.com/f748313f-29a2-47b7-a21e-582a325ca28f/6fa9d432-d694-4185-8a36-035de9ca7f61?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1729381707&response-content-disposition=inline%3B%20filename%3D%222018-2019%20Tradesy%20Benefits%20Information%20Guide.pdf%22&response-content-type=application%2Fpdf&Signature=yYPOCgrCDQe7sd%2F%2FC2kVFIKmf1s%3D>)

Do you have additional supporting materials to upload?

Yes

Supporting Material #3

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Do you have additional supporting materials to upload?

Yes

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Do you have additional supporting materials to upload?

Yes

Supporting Material #5

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Yes

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Do you have additional supporting materials to upload?

Yes

Supporting Material #7

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Do you have additional supporting materials to upload?

Yes

Supporting Material #8

No File Uploaded

Do you have additional supporting materials to upload?

Yes

Supporting Material #9

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Do you have additional supporting materials to upload?

Yes

Supporting Material #10

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Page: Confirmation

Self-Certification

I certify that I meet all above listed requirements

To the best of my knowledge, the information provided in this application is accurate.

I agree

By entering my name here, I acknowledge that this acts as my signature.