DLBA's Pilot Retail Pop-up
Program Overview

PROGRAM COMPONENTS

Program Goals & Objectives

- Attract new businesses that provide needed/desired products or services within Downtown.
- Help businesses test the market and establish storefront success in the form of pop-ups.
- Fill and activate storefronts, contributing to the overall vitality of Downtown.
- Match entrepreneurs with available, below-market retail space in Downtown.
- Increase the likelihood that a pop-up business may take on a long-term lease in Downtown.

Program Location

- Vacant storefronts within DLBA's Property-Based Improvement District will be eligible both retail pop-up match making services and vacant storefront window displays.
- Consideration will begin given to areas of high foot traffic to help support pop-up visibility.
- Consideration will also be given to areas located within Community Development Block Grant (CDBG) areas to leverage CDBG funds for financial opportunities.

FIGURE 1: PROPERTY-BASED IMPROVEMENT DISTRICT MAP (LEFT) AND DOWNTOWN COMMUNITY DEVELOPMENT BLOCK GRANT MAP (RIGHT)

A. Brand & Property Owner Match Making Service

Help identify available space and property owners willing to consider short-term lease agreements. Lease terms should be range from 90 to 180 days.

Business Eligibility

Ideal applicants are regional and local individuals currently operating a home-based business, businesses wishing to open a second location, or business concepts with minimal startup inventory looking to grow into a brick and mortar in the next 1-2 years. Concepts can be a mix or product and service-based businesses who are interested in testing out their concepts. Concepts should complement existing businesses within corridor and not be in direct competition.

Example Usages: apparel, jewelry, décor, plant shops, bookstore, home goods and furniture, pre-packaged food, artist/gallery, and locally made goods.

B. Retail Pop-up Grant Program

- Cover cost of short-term business license fee ($200)
    - 90-day ($97.67)
    - 180-day ($195.35)

- Cover $2,500 in working capital cost. To support women- and minority-owned businesses, grant funding may be doubled.
    - Working Capital: rent, non-structural tenant improvements

Program Support Services

- Business Development Support – connect brand/business with Kena Fuller of Fuller Management to utilize the PACE Program.

- Marketing & Promotion – DLBA would provide marketing and promotion support for the business during tenure of their short-term lease. Businesses will be required to have an online The DLBA will offer free marketing & promotions support and access to discounted professional services.

Selection & Review

- Applications will be reviewed by the Retail Pop-Up Program committee

- The committee will select applicants that fit the criteria for each particular retail space currently available at the times the applications come in.
- Applications are considered on a first come first served, rolling basis until all spaces are filled and funding is exhausted.
- The committee reserves the right to request clarification or additional information from candidates as well as to request that some make presentations.
- Evaluation criteria for selection shall be based on product mix, store concept, marketing approach, operations strategy, availability to install, events, experience, references, willingness to work with the DLBA and other retailers, store design and other issues the committee deems appropriate.
- All applications will remain confidential until accepted into the program.

Property Owner Responsibilities

- The property owner will exclusively license the vacant space to a program participant, rent-free, for three months.
- The property owner may terminate the license with 30 days advance notice if the property owner signs a lease for the space with a long-term paying tenant.
- The property owner will be responsible for providing utilities (electric, water and sewer service) for the space. The program participant will reimburse the property owner for utility usage per a signed license agreement between the property owner and program participant.

Business Owner Responsibilities

- The program participant will obtain comprehensive general liability insurance which contains limits of not less than $1,000,000.00 per occurrence and $2,000,000.00 per aggregate, insuring against the program participant's liability for property damage and bodily injury, including death, related to the program participant's use of the space. The property owner will be named as an additional insured.
- Program Participants will be responsible for maintenance of their storefront project.
- A temporary license agreement will be executed between Property Owner and Program Participant.
- Selected Program Participants are required to utilize the window facades to market their business throughout the duration of their pop-up event.

C. Vacant Storefront Window Displays

Identify available vacant storefronts within high-traffic areas, where the property owners aren't comfortable executing a short-term lease agreement with potential brand. Work with property owners to place DLBA branded-style window clings that highlight potential types of uses. Would include property owner/broker contact information.

Window Clings Production + Labor: $500 per display
Average Unit Price: $200 per unit
Installation Cost: $100

Support program through online promotion of available space

TIMELINE

- **April**
  - Gather information on vacant storefronts within the Property-Based Improvement District
  - Work with property owners to determine willingness to participate in program components either match-making vs window displays
  - Develop application form for submissions
  - Work with

- **May**
  - Promote match making service program with grant program and begin accepting application
  - Promote window display program to property owners

- **June – August**
  - Review submissions and begin to connect with property owners

ESTIMATED BUDGET

Grant Allocation: $25,000
Program Support Allocation: $5,000
Vacant Storefront Window Displays: $5,000

Estimated Total Budget: $35,000