



### **Description:**

A Pop-Up Shop is a short-term retail store that offers new, unique, local or specialized products or services. The Great Space Superior Pop-Up Shop Program is designed to fill empty storefronts and prospect new, long term businesses. Pop-Up retailing is a low-cost way to launch a business and provide exclusive products, convenience, value and fun customer experiences while increasing foot traffic and sales for downtown businesses.

The 2018 Great Space Superior Holiday Pop-Up Program is a partnership with private property owners in the central business district of Superior to offer low-rate, short term leases to local entrepreneurs.

Selected applicants will occupy storefronts throughout the fall and holiday shopping seasons with the goal of long-term occupancy after programs completion.

### **Why Pop-Up Shops?**

- Enhance the look and feel of the Superior downtown district.
- Expand downtown Superior's retail storefronts, adding more merchants and products.
- Reduce negative visual impact of vacant store fronts.
- Generate more traffic and shopping.
- Offer a low cost option for local businesses to try new ideas and reach new customers.

## **2018 Great Space Superior Description and Application**

### **Program Dates:**

The pop-up leases run November 15<sup>th</sup>, 2018 to December 31<sup>st</sup>, 2018. Grand opening celebrations will be held on a date to be determined.

### **Eligible Businesses:**

Local or regional establishments and start-ups that may include gifts, home goods, décor, apparel, accessories, specialty foods, books, sporting/special interest, boutiques, art, locally-made goods, florist, children's' resources, and more. Pop-ups will be chosen to fill a niche not already adequately represented downtown. No multi-level marketing businesses will be chosen for these spaces.

### **Legal Requirements:**

Program participants will sign a lease for November 15<sup>th</sup>, 2018 through December 30<sup>th</sup>, 2018 with the property owner stipulating terms and agreement to return the space to its original condition. Participants shall comply with insurance requirements as well as all relevant city and state rules and regulations. All participants must also have their own insurance policy listing business and property owner. If a permanent tenant signs a lease with the space, the space utilized will be voided. This pop-up space can cease at any time prior to December 31<sup>st</sup>, 2018.

### **Required Hours of Operation:**

The goal of this program is to drive traffic to downtown Superior. In order to maximize lunchtime traffic, weekend shoppers, etc., **all Pop-Up Shops must be open during the following hours:**

Thursday – Friday 10:00am – 6:00pm

Saturday 10 a.m. – 5 p.m.

Sunday Noon – 4 p.m.

**\*\*\* There will be no hours on Thanksgiving, Thursday, November 22<sup>nd</sup>, 2018.**

### **Advertising Requirements:**

Businesses will be required to have an online presence with an active Facebook page. The Pop-Up Shop Committee will complete a comprehensive ad campaign for the 2018 Pop-Up Shops including but not limited to: e-mail blasts, radio, events, print advertising as deemed appropriate.

### **Opening Night Celebration:**

We will have an opening night Business After 5 in conjunction with the Superior Douglas County Chamber of commerce, 5:00 p.m. – 6:30 p.m.

### **Entrepreneurial Training Program:**

All applicants will be eligible to complete the Small Business Development Center Entrepreneurial Training Program at no charge. This program will begin in January 2019 and assist you in starting and growing your business.

## **FAQ's**

### **Can I alter the space I am using?**

Improvement/alterations of any kind must be negotiated and approved ahead of time with the landlord and the 2018 Great Space Superior Committee. Temporary tenants are responsible for general upkeep: cleaning, replacing light bulbs, etc.

### **What if I am interested in the program but don't have enough merchandise to fill the space?**

Indicate on your application you would like to share space with a complementary pop-up merchant or specify another applicant.

### **When do I access my space?**

You may access your space when the short-term lease is signed with the landlord and set-up will occur on November 13<sup>th</sup> and November 14<sup>th</sup>. Proof of insurance is required and a refundable security deposit of the landlord's choosing might be required. Inventory and clean-up day will be at the end of business hours on December 30<sup>th</sup> and on December 31<sup>st</sup>.

### **When should I be open for business?**

All program participants should be ready for business no later than November 15, 2018.

### **What is the fee?**

The fee to have your pop-up shop at Empire Block will be \$300 for the entire duration of November 15<sup>th</sup>, 2018 – December 31<sup>st</sup>, 2018. This includes lease and utility payments. Each space will consist of a 10' x 10' area. Applicants are allowed to lease more than one space. Applicants will receive lease discounts if renting more than one space.

### **Credit Card Processing**

Tenants are responsible for their own point of sale system.

### **Pop-Up Shop Criteria:**

All applications are due Friday, October 12<sup>th</sup>, 2018 by 3pm CST. Businesses selected will be notified by Friday, October 19<sup>th</sup>, 2018.

Selected businesses will receive a heavily discounted storefront in downtown Superior to test out a business from November 15<sup>th</sup>, 2018 to December 31<sup>st</sup>, 2018.

Businesses must be ready to open on Thursday, November 15<sup>th</sup> and be open until December 31<sup>st</sup>.

Locations will not be finalized until businesses are selected.

Ideal applicants are individuals with a current business run out of their home, businesses looking to open a second location, or business concepts with minimal startup inventory.

A one-time application fee of \$100 is required with your submission. 50% of application fee will be credited towards rent. Unsuccessful applicants will receive the application fee refunded.

**Pop-Up Shop Rules:**

Retailers must maintain regular store hours as previously identified.

Shops must maintain a fully stocked inventory during operational hours

Retailers and their shops must maintain a professional appearance at all times.

Retailers must sign a waiver of liability regarding program participation, including responsibility for any personal or property damage resulting from tenancy.

Retailers will pay all necessary sales tax on proceeds, obtain any necessary state permits and carry insurance for liability.

Retailers must proactively market via social media, relationship marketing, etc. and must use Great Space Superior logo on all advertising.

Retailers are responsible for maintaining building's interior, exterior, and sidewalk.

Retailers are responsible for their own tables, chairs, signage, and fixtures. **NO tents will be allowed.**

**Selection:**

Applications will be reviewed by the entire Great Space Superior Pop-Up Shop Committee.

Evaluation criteria for selection shall be based on product mix, store concept, marketing approach, operations strategy, experience, references, willingness to work with the Superior Great Space Pop-Up Shops Program and other retailers, store design, and other issues the selection committee deems appropriate.

**Pop-Up Shop Application**

Applications and all supporting materials must be submitted by 3 p.m. Friday, October 12th, 2018. Applications will be accepted via e-mail, hand delivery or U.S. mail.

Email: [sbdc@uwsuper.edu](mailto:sbdc@uwsuper.edu) or [adonahue@uwsuper.edu](mailto:adonahue@uwsuper.edu)

**Mail:**

2018 Great Space Superior  
C/O Small Business Development Center  
PO Box 2000, Erlanson Hall 108  
Superior, WI 54880

**Delivery:**

University of Wisconsin-Superior  
Erlanson Hall, Room 108  
Superior, WI 54880

**For questions contact:**

Andy Donahue, Small Business Development Center (715) 394-8352

James Anderson, University of Wisconsin-Extension, Douglas County (715) 395-1547

**Please include the following in your Business Plan/Application:**

Applicant name and contact information

Business name and ownership structure

Resumé/professional history, and community work

Provide a brief description of your background and why you would like to participate in this program

Explain how the business will be successful

Marketing plan outline

Staffing plan

Business budget (income and expenses) for the duration of the program (November 15th.–December 31st)

Images or video of product and interior design concept

**Include the following additional items with this application:**

Two business/professional references and their contact information.

Any additional information you think will assist the selection committee in making their decision

A one-time application fee of \$100 is required with your submission. If your application is not selected, you will be refunded the application fee.