

## ALL ABOUT POP

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POP is a rotating series of creative pop-up spaces that showcase local artists, makers and merchants. Presented by the Lakeview Chamber of Commerce and Special Service Area 27, POP provides creative individuals and small businesses with an opportunity to test new ideas while creating an ever-changing attraction in the heart of the **Lincoln Hub**—the dynamic stretch of Lincoln Avenue between Diversey and Belmont.

*The Lincoln Hub has tremendous untapped potential.*

The area boasts more total spending than most communities and a median household income of \$119,725 within a half mile.

## POP-UP TO PERMANENT

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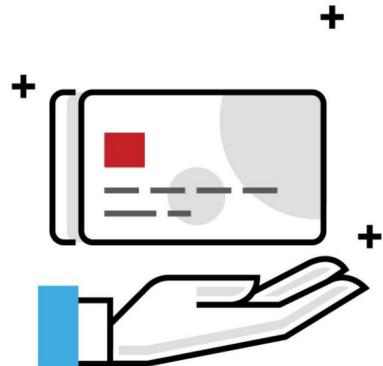
POP works by temporarily activating vacant and underutilized storefronts until a long-term lease is signed. The goal? Transforming the Lincoln Hub into one of Chicago's most vibrant shopping, dining and entertainment destinations. By filling spaces with merchants and artists that create interest, we're making available storefronts on the street a more valuable and attractive place to do business.

### Consumers want more.

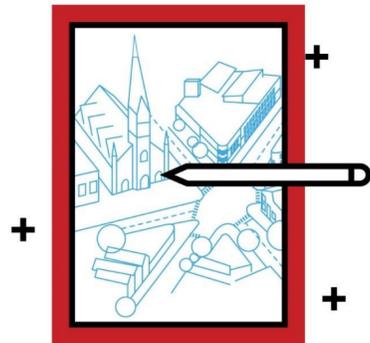
According to a recent survey of consumer needs, Lakeview locals want a wider variety of retail and dining options, and higher quality retail options.

# WHAT'S POPPING UP

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RETAIL



ART

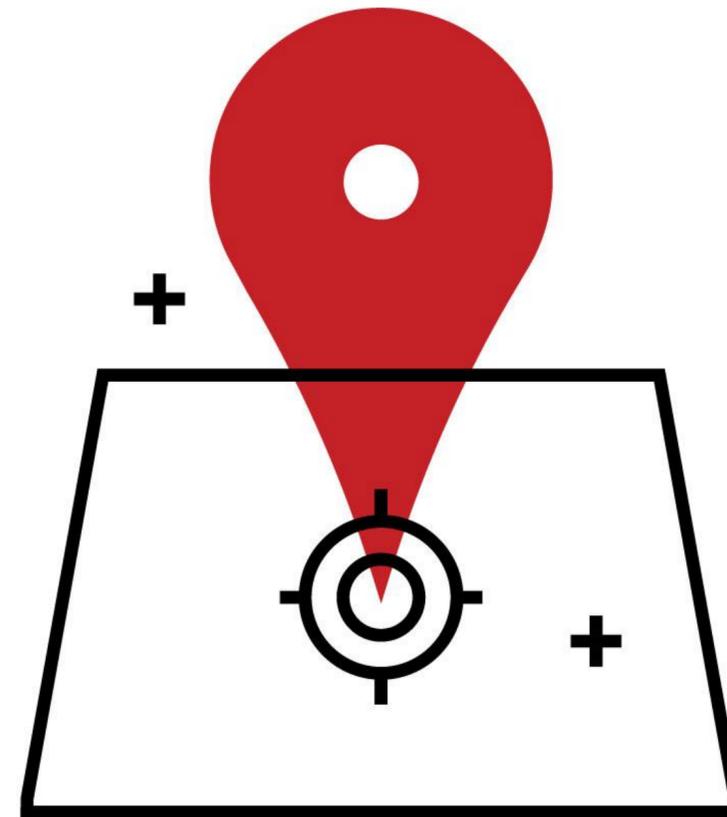


EXPERIENTIAL

# POP FOR PROPERTIES

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Property owners are turning to POP to attract attention to their storefronts until they are leased. By removing paper from windows and turning the lights on, we're adding value to the street to make it easier to lease properties, giving leasing agents a unique opportunity to showcase the potential of spaces to prospective tenants.



## HOW IT WORKS

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- Property owners enter into short-term agreements with the Lakeview Chamber, providing temporary use of vacant or underutilized spaces until they are permanently leased.
- The Lakeview Chamber actively recruits pop-up merchants and artists, matching POP participants with available storefronts. Property owners must approve any use before a space is activated.
- The Lakeview Chamber manages relationships with pop-up merchants and artists, including basic maintenance that is required in order to occupy a space, insurance and other needs. With property owner approval, the Chamber and participants will fund improvements to make spaces cleaner and more attractive.
- Once a space is permanently leased, pop-up merchants and artists must vacate within ten days. The space will be returned to its original—or better—condition.

## WHAT'S INCLUDED

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- Rebates to offset the cost of utilities (electricity and gas) for eligible properties
- Commercial general liability insurance, with up to \$2,000,000 in coverage naming property owner and its affiliates as additional insureds
- Temporary vinyl window signage identifying the property owner or broker contact
- Public relations support and community outreach to promote the property's participation in POP

## COST

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- POP is free for property owners. We'll even cover the cost of utilities for eligible properties.

# POP FOR MERCHANTS

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POP provides merchants with low-cost retail space in the middle of one of Chicago's most desirable neighborhoods. Whether you are thinking about opening up a new business or looking to expand your existing business, with POP, you can test the concept before committing to a long-term lease agreement.



## HOW IT WORKS

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- The Lakeview Chamber pairs merchants with vacant or underutilized storefronts. Merchants sign short-term participant agreements with the Lakeview Chamber, pay a refundable deposit and provide proof of insurance coverage.
- The Lakeview Chamber and merchants agree on necessary improvements and determine how to split basic maintenance costs—things like cleaning windows and painting walls.
- Other merchant responsibilities include merchandising, staffing, inventory and additional marketing. Merchants must acquire relevant business licenses, abide by all laws related to operating a business in the City of Chicago, and pay local, state and federal taxes.
- Merchant pop-ups are capped at 120 days. If a merchant is interested in leasing their space long-term, the Lakeview Chamber will facilitate a connection to the property owner. If another tenant signs a lease at any point during the pop-up, merchants must vacate within seven days and return the space to its original—or better—condition in order to receive the refundable deposit.

## WHAT'S INCLUDED

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- Temporary vinyl window signage identifying the merchant
- Public relations support and community outreach to promote the merchant's participation in POP
- 4G wireless internet hotspot, with up to 5 GB of data per month free
- Inclusion in periodic special events to encourage people to visit pop-up spaces

## COST

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- Merchants pay a nominal fee to participate in POP based on the length of the agreement, which helps cover expenses. The maximum length of any agreement is 120 days, at which point the merchant may be required to sign a lease agreement with the property in order to continue occupying the space.

1-7 Days: \$250 total

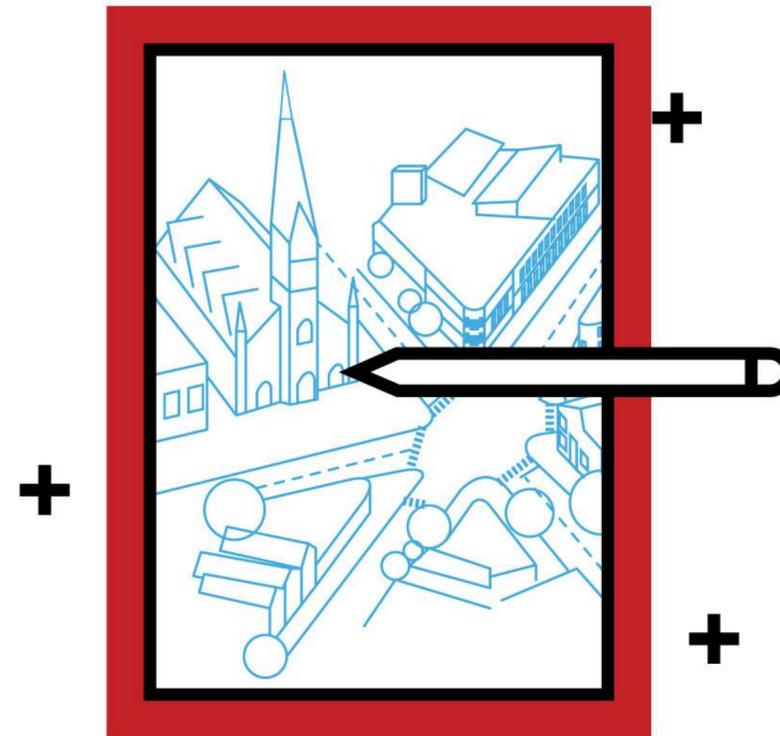
8+ Days: \$25 per day or \$150 per week

\$250 refundable deposit

# POP FOR ARTISTS

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POP draws upon the talents of local artists to create a one-of-a-kind arts attraction. By activating windows and storefronts with works of art, POP provides local artists with opportunities to reach new audiences, while positioning the Lincoln Hub as a destination for cultural consumers.



## HOW IT WORKS

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- The Lakeview Chamber pairs artists with vacant or underutilized storefronts, and works with artists to develop a proposal for showcasing existing artwork or creating site-specific installations.
- Artists sign short-term participant agreements with the Lakeview Chamber and agree on necessary improvements—things like cleaning windows and painting walls.
- Artwork is rotated out from time to time in order to sustain visual interest on the street. Once a space is leased, artists must vacate within seven days and return the space to its original (or better) condition.

## WHAT'S INCLUDED

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- Temporary vinyl window signage identifying the artist
- Public relations support and community outreach to promote the artist's participation in POP
- Inclusion in periodic special events to encourage people to visit pop-up spaces

## COST

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- POP is free for artists, and stipends are available for artists who create site-specific installations. Sales are not allowed in storefronts.

## POP: BY THE NUMBERS

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### **Pop-ups are popular.**

The average length of a retail lease has shrunk to five years, down from 20 years in 1991.

### **They're a big business, too.**

The pop-up industry was valued at \$50 billion in 2016.

### **Best of all: they work.**

There are countless success stories about pop-ups, including right here at home. After activating dozens of vacancies in the Loop, nearly all of Pop-Up Art Loop's spaces were leased by 2013—only three years after the program first launched.

# POP IN

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Want to participate in POP? Let's talk.

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