



## POP-UP ELLSWORTH **BUSINESS CRITERIA**

The Pop Up Shop Program is an initiative of the Ellsworth Area Chamber of Commerce's Connect Communities Committee and private property owners in Ellsworth. The goal of the program is to offer low-rate, short-term leases to local entrepreneurs to spur business development. Phase 1 of this program (Fall/Winter 2019) will focus on East End in Ellsworth. Selected applicants will occupy vacant storefronts and/or share retail spaces throughout the fall and holiday shopping season with the goal of long-term occupancy after program completion.

### **What will this accomplish?**

- Enhance the look and feel of the East End commercial district
- Enhance the retail core of downtown with more merchants and products
- Reduce negative visual impact of vacant store fronts
- Generate more traffic and shopping downtown
- Offer a low cost option for local businesses to try new ideas and reach new customers

### **Dates of the Program**

Shops will operate from October 11 to December 29. Grand opening celebrations will be held on a date to be determined.

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

Application submission deadline is August 31.

Selected businesses will receive a heavily discounted or rent-free storefront in East End to try out a business from October through December of 2019.

Selected applicants must be ready to open their business on October 11 and remain open until December 29.

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 test a brick and mortar storefront, or business concepts with minimal start-up inventory.

A one-time application fee of \$40 by check is required with your application submission. Fees will be used to support the Pop-Up Ellsworth Program (advertising, etc). This fee will be returned to those businesses not selected.

## Pop-Up Program Requirements

- Participants must maintain regular store hours (see below).
- Shops must maintain a fully stocked inventory during operational hours.
- Retailers and their shops must have a professional appearance. Including interior décor, fixtures, window displays, etc. Also, exterior signage, displays, etc.
- 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 provide certificate of insurance for liability.
- Retailers must proactively market via social media, relationship marketing, etc. and identify the shop as a part of Pop-Up Ellsworth. We will provide Pop-Up Ellsworth tools (online graphics, window clings, etc).
- Retailers are responsible for maintaining building's interior and exterior.
- Retailers must participate in mentoring programs.

## Legal Requirements

Program participants will sign a short term lease from October 1, 2019 through December 31, 2019 which stipulates the terms of the short-term space use, and wherein they agree to return the space to its original condition at the end of the lease. Participants shall comply with insurance requirements as well as Village of Ellsworth and State of Wisconsin rules and regulations for property use. Selected participants who do not comply with these rules or the rules outlined by the Pop-Up Program will be required to refund the Program and/or the landlord the grant money awarded. Program participants assume responsibility for any personal or property damage resulting from tenancy.

## Ready For Business

- All program participants should be ready for business no later than October 10 and open to the public on October 11.
- Hours to be open will be Fridays 10am-6pm, Saturdays 10am-6pm, and Sundays 10am-4pm.
- Additional hours shops will be required to be open: Christmas in the Park event, Sunday, December 1, 2019—Extended hours until 7pm.
- All businesses must be open for minimum hours listed but may certainly be open more hours.

## Advertising Requirements:

Businesses will be required to have an online presence with a Facebook page, and we suggest other social media platforms such as Instagram, etc.

The Ellsworth Chamber of Commerce will complete a comprehensive ad campaign for the Pop-Up Shops including but not limited to e-newsletters, events marketing, and print advertising as deemed appropriate.

## Selection Process

The selection committee reserves the right to request clarification or additional information from candidates as well as to request further presentations. Evaluation criteria for selection shall be based on:

- product mix
- store concept
- store design
- marketing approach
- operations strategy
- availability to install
- experience
- references
- willingness to work with interested parties and other retailers
- as well as other variables which the selection committee deems as appropriate



# POP-UP ELLSWORTH BUSINESS APPLICATION

Pop-Up Ellsworth is a program run by the Ellsworth Chamber of Commerce’s Connect Communities Committee. The goal of Pop-Up Ellsworth is to bring together entrepreneurs, artists, makers, and businesses to activate vacant storefronts, enhancing the retail community within Ellsworth. Pop-Up Ellsworth provides the opportunity for businesses to test their fit in the Ellsworth, WI market without making a long-term commitment. The program welcomes all tenants who are passionate about their business concept and ready to expand their entrepreneurial venture into Ellsworth’s retail scene.

If you are interested in opening a pop-up shop in Ellsworth, please complete the form below. If you have a business idea but need additional help before you are ready to open a pop-up, please reach out to the Chamber’s Executive Director Team at [etteam@ellsworthchamber.com](mailto:etteam@ellsworthchamber.com).

We will be in touch shortly after receiving your information via this form. For general questions about the Pop-Up program, please contact [etteam@ellsworthchamber.com](mailto:etteam@ellsworthchamber.com)

Please submit completed application to EACC, PO Box 927, Ellsworth, WI 54011 or [etteam@ellsworthchamber.com](mailto:etteam@ellsworthchamber.com)

## IMPORTANT DATES

August 31, 2019 - Applications Due

September 7, 2019 - Final Business Selections Announced

October 11, 2019 - Pop-Ups Open for Business!

December 1, 2019 - Christmas in the Park (extended hours until 7pm)

December 29, 2019 - Pop-Ups Last Day for Business.

| PERSONAL INFORMATION  |         |
|---|---------|
| Name  | Email   |
| Company Name  | Website |
| Address   |         |
| Phone   | Cell    |
| Best way to contact you <input type="radio"/> Email <input type="radio"/> Phone |         |

## YOUR BUSINESS

Is this an existing business?     Yes     No

If so, what type of business is this?     E-commerce     Brick and mortar     Both

If you have a brick and mortar location, where is it located?

How long have you been in business?

What is the average price of your goods and services?

Who is your preferred target market? (i.e. age, income, man/woman/child)

Describe your shop concept and the products or services you will provide.

What makes your business concept unique or interesting? Why do you think it is a good fit for Ellsworth?

How did you hear about the Pop-up Ellsworth program?

## POP UP SHOP LOCATION

What type of pop-up are you interested in offering?     Traditional Pop-up     Collective (businesses selling complementary products under the same roof)     Maker space (workshops, exposition events)     Fitness classes  
 Other: \_\_\_\_\_

What type of products or services are you interested in offering?     Food/Drink     Apparel     Gift  
 Home Furnishings     Antiques     Salon     Other: \_\_\_\_\_

What services will you require?     Heating     A/C     Handicap Accessible     Electricity     Water  
 WIFI/Landlines     Trash Removal     Parking     Storage     Signage     Other: \_\_\_\_\_

How many square feet do you require?     Under 1,000     1,000-3,000     3,000-5,000     I don't know  
 I'm flexible

Have you ever done a pop-up before?     Yes     No

If yes, what lessons did you learn?

Would you consider locating permanently in Ellsworth?     Yes     No     Maybe

Does your company have insurance?     Yes     No

## MARKETING

*Having a strong presence on the internet and in social media will help us best promote your pop-up. Additionally, a pop-up business with their own strong marketing networks will help ensure the pop-up's success.*

Please share your social media handles.

How do you plan to market your shop? Please be as specific as possible.

## CONDITIONS FOR LEASE

*In order to be eligible for the pop-up program, these conditions must be answered.*

CONDITION: The property/space will be delivered to tenant in broom clean condition. The tenant shall be responsible for installation and removal of all equipment and furniture and to return the space to landlord in broom clean condition with all equipment/furniture and trash removed from the premises. Additionally, nothing may be affixed to the space permanently. Are you prepared to do provide this?     Yes     No

Do you or are you prepared to obtain a business license within the Village of Ellsworth?     Yes     No

If you already have a business license, what type of business license do you have?

Would you like to see a list of providers to assist you with staging services prior to opening?     Yes     No

CONDITION: You are required to staff your pop-up regardless of if it's a part of a "collective." What are your proposed number of employees you will dedicate to be on-sight during hours of operation?

CONDITION: You are able and willing to be open the required hours of this program?     Yes     No

Do you have any questions about the requirements mentioned in the document or with the program in general? If so, please write them below.