



Dear Cincy Pop Shop Applicant,

Thank you for your interest in Downtown Cincinnati Inc.'s and the City of Cincinnati's pop-up shop program. We are beyond excited to bring together entrepreneurs, artists, makers, and small businesses with local property owners to fill vacant spaces and activate downtown. Downtown Cincinnati is growing by leaps and bounds, and we know that expanding active retail spaces will benefit residents, existing businesses, and visitors alike.

The City of Cincinnati's Department of Community and Economic Development, in partnership with Downtown Cincinnati Inc. (DCI), released a *Retail Action Plan* in 2016 for the Central Business District. This Pop Shop program is a vital part of implementing the Action Plan. It will create opportunities for future business owners who have had trouble finding accessible, affordable, and flexible spaces and allow them to create, expand, and nurture their small business with relatively low risk.

We are looking for applicants who are passionate about their products and ready to embark on the next part of the entrepreneurial journey right here in Downtown Cincinnati.

Let's make Downtown Cincinnati retail POP!



Downtown Downtown Cincy Pop Shop Application

What do I receive for participating?

Downtown Cincy Pop Shop's selected applicants will receive free rent from during the term of the Pop Shop lease. In addition, reimbursement for start-up costs may be made available on a pre-approved, case-by-case basis.

Where is the Downtown Cincy Pop Shop?

DCI is currently working with Downtown property owners, brokers, and landlords on potential Pop Shop locations that will offer a great opportunity to bring in new customers, including nearby residents, employers, and visitors of the adjacent hotels. Please check www.downtowncincinnati.com for more information, including pictures and a map of the space(s).

Please fill out the following information to be considered as a participant in the Downtown Cincy Pop Shop. Feel free to use a format of your choosing when submitting your application. However, include the information below in a similar order.

Application Checklist:

- Short Business Plan
- Simple Operating Budget

Applicant Information

Individual(s) Name:

Email:

Phone:

Address:

Web Address: (if applicable)

Business Information

Business Name:

Email:

Phone:

Address (if applicable):

Web Address (if applicable)

Brief Business Description (three sentences):

Your application will be strongly considered with additional business information, including:

- /// History (e.g., How long has your business been in existence? Have you ever had a storefront?)
- /// Product, service, purpose, goods, etc. (We encourage photos!)
- /// Other relevant information
- /// Staffing, inventory, sales history, etc.
- /// Relevant experience
- /// Links to social media feeds

Please describe why this opportunity is right for you:

What amenities do you require in the space (wifi, sink, etc.)?

How many square feet of space do you require?

**The program will require that the participants are open for business a minimal number of hours (TBD).
What are your projected ideal hours of operations?**

If selected, are you available to occupy and open your Pop Shop by March 2, 2018?

Have you ever participated in a pop-up program or similar vendor program (e.g., City Flea)? If so, please share your experience. YES NO MAYBE

Do you have any concerns about the opening or operational requirements of this program?

Participant Requirements:

Once selected, participant(s) will be required to have the following:

- // Active State of Ohio business license upon store opening (<http://business.ohio.gov/licensing/>)
- // Current liability insurance per City of Cincinnati and Landlord Requirements
- // Be open for the duration of the program.
- // Submit sales figures at the end of the program.

Program Guidelines:

Once selected, participant(s) will be required to operate under the following guidelines:

- // Maintain the storefront throughout the program's set timeline.
- // Utilize the window facades to market the business.
- // Stay open during required business hours, TBD between merchant, landlord, and DCI.
- // Participate in Pop Shop events in order to maximize exposure of the program and participants.
- // Each participant is encouraged to organize an event to promote themselves and other participants.
- // Adhere to lease term, TBD. (Business owners may negotiate lease terms beyond these dates directly with property owners)

Evaluation Criteria:

Timely submitted proposals shall be evaluated based on the assessment of:

- // Potential to activate the corridor via window display(s), business hours, and product offering(s)
- // Completeness of application
- // The soundness of the applicant's business plan and operating budget
- // The applicant(s) whose needs matches the available space most effectively

Application Submittal:

Andrew Naab, Downtown Cincinnati, Inc., Retail Recruiter

andrew@downtowncincinnati.com

Attach Application as PDF with any supporting documentation

Subject Line should include: **"Application: Downtown Cincy Pop Shop"**

Questions:

andrew@downtowncincinnati.com

