



Dear Property Owners,

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

The Downtown Cincinnati Inc. (DCI) in partnership with the City of Cincinnati's Department of Community and Economic Development recently released a [Retail Action Plan](#) for the Central Business District. This Pop Shop program is a vital part of implementing the Action Plan. Ultimately, the hope and intent is to lead to the development of long-term lease prospects for available retail spaces. This will add to the existing culture of retail in the Downtown Area and help increase traffic to support new and existing retailers.

Please help us make Downtown Cincinnati retail POP!



# Property Owner FAQs

## What are the goals of Cincy Pop Shop?

- // Activate vacant retail spaces and explore long-term lease prospects for the available spaces in Downtown Cincinnati.
- // Enhance the Downtown Cincinnati area, events, and atmosphere.
- // Further develop Downtown Cincinnati as a shopping and tourist destination by attracting additional quality retail establishments. The program will play off of the synergies offered from downtown holiday events and activities.
- // Provide a visible Downtown Cincinnati brick and mortar shop for quality local entrepreneurs, artists, makers, and/or small businesses
- // Support existing downtown tenants by generating increased walk-in traffic through the installation of quality retail establishments for the season.

## What is expected of me as a property owner?

- Provide for the duration of the pop-up program (2 months), at no-cost, a retail space along with at least one set of keys.
- Allow access to the space for a program open house, planned in conjunction with DCI.

## When will Cincy Pop Shop tenants occupy the space?

- // Program participants should be able to access the space as early as April 28, 2018 provided a short-term lease has been signed; business license requirements and the insurance requirements have been validated.
- // All program participants should be ready to open for business on May 2, 2018 and be prepared to remain in operation through August 31, 2018, unless otherwise noted.
- // On Wednesday, May 2, a kick-off celebration will be held to launch the program.
- // While the shops last day of business will be August 31, the last day of occupancy will be no later than September 7, 2018 (last day to have access to the space) in order to fully vacate the space unless a short or long-term paid lease is signed or in process of being signed.

## What exposure will my storefront(s) receive?

The City of Cincinnati in partnership with DCI will promote the Pop-Up Shop via communication vehicles including, print, television, signage, collateral and social media, LED board, City website, DCI website, and news outlets. . Pop-Up shop participants will also do their own marketing as well which will provide additional exposure to your retail space.

## Will my real estate broker have a “For Lease” sign in the window during the course of the program?

Absolutely, any way to promote the space is just another way to make this program more successful.

## **Will the property owner be a part of selecting the pop-up shop tenant for their location?**

Yes! Since this is a competitive application process for the tenants, a selection committee will be created to help choose the right applicant and match them with the right space. Either the owner or their broker is encouraged to participate as a member of the selection committee.

## **What can be expected from Downtown Cincinnati Inc.?**

- Securing the vacant retail space for the duration of the program
- Coordinating a Courtesy Inspection Tour with the City of Cincinnati's Buildings and Inspections Department
- Providing limited, matching assistance from the City for tenant improvements so that the space can be accessed by the public as a retail pop-up location
- Advertising and marketing of the program and space via print, television, signage, collateral and social media, LED board, City website, DCI website, and news outlets.
- Managing the decision process and fielding applicant inquiries
- Conducting a program assessment upon completion and providing property owner feedback

## **Legal requirements:**

- ✓ Program participants will sign a short-term lease which stipulates the terms of the short-term space use requirements and wherein they agree to return the space to its original or an improved condition.
- ✓ Participants shall comply with any insurance requirements that the property owner may have as stipulated by Ohio State law and name the City of Cincinnati as the additional insured.

## **What else will the program require of the Cincy Pop Shop tenants?**

- ✓ Program participants will be required to be open a minimum of four weekdays, six hours a day and a minimum of two evenings each week till 7pm from May 2 through August 31, 2018
- ✓ Participants will also host at least two in-store special events and agree to create an online presence (which could be as simple as a Facebook page).

## **What happens if a longterm tenant wishes to take possession of the storefront prior to the end of the pop-up shop program?**

The goal is to highlight your space so that it does lease. While ideally, the timing of the program is such that the pop-up shop in your storefront would be able to complete the program, a 30-day "Notice to Vacate" clause must be built into the lease contract in the event that a paid tenant is found who wishes to take possession of your storefront prior to August 31, 2018.

### Cincinnati Pop-up Program timeline:

March 2	Deadline for Cincinnati Pop-up Program Application
March 5-9	Applications reviewed by committee
March 12	Applicants chosen for next step notified
March 26-28	Applicant interviews with Review Panel
March 29-30	Chosen applicants notified
April 11-13	Mentorship / Coaching Session - Led by members of DCI's Board / experts / past pop shop vendors - Session will include information on customer service, marketing, promotion, and outreach
April 28-May 1	Vendors move into space
May 2	Store launch

### Other potential benefits of pop-up shop programs:

- Eliminates empty storefronts and spaces. Since the leases are short-term, the property owner doesn't have to reduce the rent for a long period of time to lure a tenant.
- Pop-ups contribute to the vibrancy of a neighborhood, which will ultimately lead to higher rents and a greater demand for the property from a long-term tenant.
- Pop-Up shops contribute to a stronger local economy.
- The energy and buzz that pop-ups generate draws visitors to neighborhoods, which can increase property values.
- City programs will often market properties to potential pop-up tenants, eliminating the need for advertising of the space.
- Potential financial and tax incentives offered by cities and towns to property owners.

### Questions:

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