



2011 Holiday Pop-Up Shop Program Move-In FAQ & Helpful Information

Welcome and congratulations once again for being a part of the 2011 Downtown South Bend, Inc. Holiday Pop-Up Shop Program! We realize that many questions may arise as you prepare to occupy your space and begin to set up. We have tried to anticipate most of them below.

You will find FAQs for the following topics in this document:

- A) Storefront Move-in Logistics
- B) Parking
- C) Snow Removal
- D) First Fridays
- E) DTSB Ambassador Program
- F) Events

STOREFRONT MOVE-IN LOGISTICS:

How do I get the keys to my pop-up shop location?

Downtown South Bend, Inc. (DTSB) will provide you with the contact information for the broker or owner of your space. You will need to meet with them to sign a zero dollar lease. At that time you will also need to provide proof of insurance. Then be sure you have also read and signed the Holiday Pop-Up Shop agreement letter.

***Note:** There should be no surprises in the agreement; we took the bullet points from the program FAQ sheet that you read before applying for the program.*

Do I need a business license?

Yes, you will need a transient business license; but do not worry, DTSB is taking care of the paperwork and the cost of the license for you!

Do you need anything from our pop-up shop for the business license?

Yes, please email tamara@downtownsouthbend.com or fax (574-282-7382) a copy of your liability insurance. DTSB will need to attach this to the license application. Please be sure to name the City of South Bend 227 W. Jefferson St. South Bend ,Indiana 46601 as a certificate holder on the insurance as well.

How do I get my merchandise into my assigned location?

Most of the storefronts need to be loaded in through the front. There is 2-hour parking available on the street; however, it would be better to have DTSB and the city cone off a space for you. This eliminates the time restriction and ensures a space convenient to your front door.

What action do I need to take to cone off a space for the purpose of unloading displays and merchandise?

Contact Marcia Qualls in the Department of Engineering at the City of South Bend 574-235-5939 or email at mqualls@southbendin.gov and copy Tamara on the request tamara@downtownsouthbend.com. Please try and give at least 24hrs notice.

I need a sign to mark my location. What do you recommend?

Signage is very space dependent. Everyone can bring an attractive side-walk sandwich board. You may also be able to hang an attractive small sign beneath the awning (example: LePeep).

For those with a storefront in the Jefferson Center, you may decide that you want to affix a sign above the awning (much like Chicory or Jimmy Johns). To do this, you will need to get a Special Events Sign Permit which can be obtained from the building department for a modest \$25 fee. Your contact at the building department is Mark Lyons (574) 235-9554 or mlyons@southbendin.gov. Bring a rough sketch of the façade that shows the location of the sign. The sign may not be more than 32 square feet. You will be responsible for having the sign professionally hung. The only concern of the building owner is that no damage is done to the building in the hanging or removing of the sign.

I would like to cover my windows while I work on my interior displays. What material do you suggest I use.

DTSB would be happy to provide you a roll of plain white butcher paper. Contact Tamara or Robin (574-282-1110 or rfallon@downtownsouthbend.com) and make arrangements to drop by and pick up a roll.

The agreement states that my pop-up shop needs an online presence. Can I use my already-existing website or Facebook page?

Yes, no need to reinvent the wheel. If you already have a site, then you may simply add the pop-up shop to your existing site or Facebook page. If you are part of a collective, you will need to create an umbrella web-site or Facebook page for your pop-up shop. It is okay to link to other websites and Facebook pages from this umbrella page. Your site should indicate store hours, phone number, list your in-store events, provide information about parking and have images of your product.

Visitors will also be able to link to your site from the DTSB Downtown for the Holidays website:
<http://www.downtownfortheholidays.com/PopUpShops.htm>

PARKING:

Where should I park and where should my employees park?

DTSB will provide complimentary temporary parking passes for our surface lot located between the Morris Performing Arts Center and the LaSalle hotel. The passes will be good for the duration of the program. Contact Tamara at 574-631-1451 or tamara@downtownsouthbend.com to pick-up your parking passes.

Note: *With the exception of loading, unloading, and quick stops to check on your store (less than 30 minutes), please park in the lot and leave the free 2-hour on-street parking for customers.*

Is it possible for me to pay for a covered parking spot that is closer?

Yes. If you prefer a covered spot, you may purchase a monthly parking pass for the Leighton Garage located at the corner of Jefferson and Michigan by calling 574-232-3843. This garage also has hourly/day rates of \$2-\$5. Members of Memorial Health and Lifestyle are provided a complimentary parking pass for this garage with their membership, otherwise parking passes are \$45 per month.

Where should I tell my customers to park?

Your customers may take advantage of the abundant free 2-hour on-street parking, or they may park for free in the Leighton Garage at Jefferson and Michigan after 7:00pm and on Weekends (excluding special events). We are working to make this garage free after 5:00pm during the month of December to further support downtown retail. The garage at Main and Colfax also has free 2-hour parking available on the first two levels M-F and is also free after 7 and on weekends (excluding special events). You can also direct them to our parking page:

<http://www.downtownsouthbend.com/downtownparking.php>

SNOW REMOVAL:

Who is responsible for shoveling the snow outside my storefront?

The snow removal policy for downtown is as follows:

- A) If there is a snow advisory in effect (either for lake effect snow, or ongoing snow) then the parks department will clear the sidewalks several times during the day.
- B) If there is NO snow advisory in effect, then each individual business owner is responsible for clearing the sidewalks outside of their own business.
- C) If staff is available, DTSB will clear areas missed by the parks department and handle clearing the ramps so that businesses remain handicap accessible. On occasion and when there are extenuating circumstances, the DTSB ambassadors may be able to help a business out with the clearing of snow, but not as a regular occurrence.

FIRST FRIDAYS:

I know I agreed to participate in it, but what is First Fridays?

First Fridays are held downtown the first Friday of every month - throughout the year. Downtown businesses and venues focus their efforts, once a month, to feature the diversity of downtown shops, galleries, salons, clubs, restaurants and more to the general public. Each month features a different theme. Businesses are encouraged, but not required, to have an interesting and fun feature such as:

- entertainment/live music
- coupons, sales or special offers
- demonstrations and classes (yoga, cooking, art etc.)
- activities for kids, adults and families
- receptions and festivities/Invite your special clients
- special retail promotions or services (massage, pedicure, manicure, etc.)
- refreshments, food and wine tasting are just a few ideas or come up with your own unique offering.

What are the required hours for First Fridays?

5pm -9pm

What is the theme for November?

The theme for November is **Kids Night Out**. If you are planning a kid-related event/activity for that evening, please email our Marketing Director Julie Curtis at jcurtis@downtownsouthbend.com by Friday, October 21st with your activity so you can be included on the website.

What is the theme for December?

The theme for December is **Downtown for the Holidays**. The tree lighting ceremony will be held on the first Friday in December and take place on the grid-iron.

What is the theme for January?

This is still to be determined, however keep in mind that the January First Friday event will be your “grand closing” event. The January First Friday event is an opportunity to “sell-down” excess merchandise and formalizes the ending of the 2011 Holiday Pop-Up Shop Program in a celebratory manner.

Where can I send my customers to find out more information about First Fridays?

The website for Downtown South Bend, Inc.’s First Fridays program is: <http://www.dtsbfirstfridays.com/>

DTSB AMBASSADOR PROGRAM:

What is a DTSB Ambassador and What Do They Do?

The Downtown Ambassadors program hires and trains local talent to assist merchants, residents and visitors in the downtown. Ambassadors are supplied with materials such as maps and brochures which they offer to visitors in order to enhance their downtown experience. In addition to hospitality, Ambassadors discourage panhandling and promote safety. They also report code violations, damage and/or hazards to the appropriate city departments. Ambassadors can be called upon for motorist assistance and to walk personnel to their cars.

Do the DTSB Ambassadors have regular hours?

Yes, for the most part Downtown Ambassador are on staff for the following hours:

- Monday-Friday: 7 AM to 10 PM
- Saturday: 9:30 AM to 10 PM
- Sunday: Off

Hours may change to allow coverage for special events. For safety and cleaning assistance, please contact the Ambassadors at 574.217.6296 during the above days/times.

What police phone numbers might I need?

For emergency assistance, please call the South Bend Police Department at 574.235.9201.

For panhandling issues call Captain Jim Andrews at the South Bend Police Department 574-235-9587. You may also call the police non-emergency number at 574-235-9361. Please refer to the two-sided hand-out entitled “Panhandling Prevention Tips” for more details.

DOWNTOWN EVENTS:

What hours will Santa’s House and Workshop be open in December?

Santa’s House and Workshop will open the First Friday in December. Specific days and hours of operation are as follows:

- DEC 2 Fri: 7:00 – 9:00 p.m.
- DEC 3 Sat: 12:00 – 6:00 p.m.
- DEC 4 Sunday 12:00 – 4:00 p.m.
- DEC 10 Sat: 12:00 – 6:00 p.m.
- DEC 11 Sunday 12:00 – 4:00 p.m.
- DEC 17 Sat: 12:00 – 6:00 p.m.
- DEC 18 Sunday 12:00 – 4:00 p.m.
- DEC 21 & 22 Wed & Thurs: 2:00 – 6:00 p.m.
- DEC 23 Fri: 2:00 - 8:00 p.m.
- DEC 24 Sat: 11:00 - 3:00 p.m.

Find out more at: <http://www.downtownfortheholidays.com/SantaHouseWorkshop.htm>

Where can I find out more about downtown events?

DTSB will update the Downtown for the Holidays website as information comes available. Stay up-to-date by checking the Downtown for the Holidays events section: <http://www.downtownfortheholidays.com/events.htm>

We will also forward information on conventions for November and December from the Century Center as that information comes available.