



2012 Michigan Street Holiday Pop-Up Shop Program Agreements

We want the experience to be successful for all the program participants and have put a few parameters in place towards that end. If you are selected to participate in the program you must agree to the following:

- Open on November 2, 2012 and close on December 29, 2012 (unless a paid lease is signed or pending).
- Be open during the hours of 5-9 pm on the first Friday of November and December to participate in the DTSB First Friday events.
- Be open 6 days per week during the month of November as follows: 10am-6pm M-F, 10am-5pm on Saturday (plus First Friday).
- Be open 7 days per week during the month of December (up to and including Christmas Eve.) as follows 10am-7pm M-F, 10am-7pm on Saturday, and 10am-4pm on Sunday (plus First Friday).
- Attend a welcome and logistics meeting before your shop opens (date tbd).
- Attend a feedback/retrospective meeting at the end of the program (date tbd).
- Have an online presence for your pop-up shop (could be as simple as a FaceBook page).
- Have an email account that you can check regularly so you may receive important communications from DTSB.
- To park during shifts in either a surface parking lot or garage leaving on-street parking for paying customers.
- Display a copy of the business license (once provided by DTSB) in a prominent location.
- Create an inviting and high-quality holiday window display incorporating holiday lights that adds to the festive mood of downtown.
- Have at least two in-store events/activities during the pop-up program period.
- Have clear signage marking your location (can include sandwich boards).
- Comply with terms of short-term no-cost lease, including insurance requirements as stipulated by the building owner and/or Indiana State law.