



Application  
Deadline  
5:00PM EST  
October 5<sup>th</sup>, 2012

# DTSB Holiday Pop-Up Shop Program 2012 FAQ

Find answers to frequently asked questions regarding the following:

- [GENERAL INFORMATION](#)
- [APPLYING](#)
- [PROGRAM REQUIREMENTS](#)
- [PROGRAM LOGISTICS](#)

## GENERAL INFORMATION

### **What is the Downtown South Bend (DTSB) Holiday Pop-Up Shop Program?**

This program is an initiative of DTSB, the City of South Bend, and private land lords to offer retailers a no-cost short-term lease in a downtown South Bend storefront for the 2012 holiday season through a juried selection process.

### **Where will the storefronts be located?**

The pop-up shops will be on or near the 100 & 200 blocks of S. Michigan Street in downtown South Bend.

### **Do you know how many storefronts will be available?**

This is tricky since we are dealing with spaces that building owners are actively working on leasing. We have a pretty good idea that there will be approximately 4 storefronts available. We will know exactly how many are actually available by mid-October.

### **What size shops will be available?**

The storefronts may range in size from a few hundred square feet up to 2,300 square feet.

### **What will the dates for this year's program be?**

This year's pop-up shops will be open from November 2, 2012 through December 29, 2012. Grand opening celebrations will take place on Friday, November 2, 2011 in conjunction with First Friday.

### **What types of shops do you want to attract?**

We would like to attract local or regional establishments that feature: gifts, home goods and décor, apparel and accessories, specialty food, books, sporting goods, pets, and art/culture related retail items.

### **I have a service business such as massage therapy, beauty services, etc. Is there a possible place for me in this program?**

Yes, this year there is the possibility that we will be able to include some health and wellbeing services as part of the mix. The locations and hour requirements may be different for these businesses, but there is potential this year.

### **Who should I contact if after fully reviewing this FAQ I still have questions?**

You may contact Tamara Nicholl-Smith, Director of Downtown Business Recruitment at 574-968-7287 or [tamara@downtownsouthbend.com](mailto:tamara@downtownsouthbend.com).

## **What are the goals of the program?**

1. To enhance the festive holiday atmosphere for downtown's many holiday visitors.
2. To further develop downtown as a holiday gift buying destination by attracting additional quality retail establishments for the season playing off the synergies offered from downtown holiday activities and events such as Santa House, the tree lighting, the Nutcracker etc.
3. Provide a visible downtown presence and sales outlet for quality local and regional retail establishments.
4. Highlight the available spaces on the 100 block of S. Michigan Street and develop long-term lease prospects for the available spaces.

## **APPLYING**

### **I applied last year. Can I apply again this year?**

Yes. Anyone who applied last year is welcome to apply again this year, regardless of whether or not you were selected.

### **How do I apply?**

Simply fill out the 1-page application and submit it to Downtown South Bend, Inc. either in person at 217 S. Michigan Street in downtown South Bend or via email to [tamara@downtownsouthbend.com](mailto:tamara@downtownsouthbend.com). The selection committee will review all applications and phone you or email you with any questions.

### **What if I am interested in the program, but I do not have enough merchandise to fill an entire space?**

This should not stop you from applying just indicate on your application that you would like to share a space with a complimentary user. If you are selected we will match you with the appropriate business.

### **When is the application deadline?**

The deadline to apply is 5:00pm EST, Friday October 5th, 2012.

### **By when do you expect to make a decision?**

The selection committee plans to inform the program participants by Thursday, October 11, 2012.

### **What criteria will the selection committee consider when reviewing my application?**

Businesses will be selected based on:

1. The appeal of their product mix for holiday shoppers,
2. How well their concept works in synergy with current full-time tenants,
3. Their ability to add excitement to the festive holiday atmosphere through in-store events, and promotions,
4. The viability of the business concept, and
5. The quality of the proposed window displays.

### **Will I be notified if I am not selected?**

No, we will only notify selected applicants. If you do not hear from us by the 15th of October, it is likely that you were not selected for this year's program.

## **PROGRAM REQUIREMENTS**

### **What are the 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 insurance requirements as stipulated by the building owner and or Indiana State Law.

## **Are there required hours of operation?**

Yes. In order to maximize the breakfast crowd, lunchtime traffic, post-work shoppers, and weekend family visitors, the tentative hours of operation have been set to:

- November\*: 10am-6pm M-F, 10am-5pm on Saturday.
- December\*: 10am-7pm M-F, 10am-7pm on Saturday, and 10am-4pm on Sunday.

We will finalize the hours of operation based on feedback from current downtown retailers and past pop-up shop participants in a program onboarding meeting to be held in late October.

*\*The selected pop-up shops will also need to be open from 5pm-9pm on November 2nd and December 7th in order to participate in the DTSB First Friday events.*

## **Do all the pop-up shops need to be open the same hours?**

Yes.

## **PROGRAM LOGISTICS**

### **If I am selected, when can I have access to the space to set –up?**

Program participants will be able to access the storefronts as early as October 17, 2012 provided a short-term lease has been signed, and the insurance requirements have been validated.

### **If I am selected, when do I need to be open for business?**

All program participants should be ready to open for business on Friday, November 2 and be prepared to remain in operation until through Saturday December 29th. On Friday, November 4th, a grand opening celebration will be held in conjunction with First Friday.

### **If I am selected, when do I need to vacate the storefront?**

While the shops last day of business will be December 29, 2012, participants will be given until January 5, 2012 to fully vacate the space.

### **If I am selected, will DTSB provide marketing support?**

Yes. While you should market your store yourself, your efforts will also be amplified by ours. DTSB will promote the Holiday Pop-Up Shops in our holiday promotional materials, our monthly newsletter, ads, and social media. Pop-up shop participants should also do their own marketing as well.

### **If I am selected, will I be expected to have a website for my Pop-Up Shop?**

You will need to create an online presence in order for potential and current customers to learn about your Pop-Up Shop. This can be a full-fledged website as a simple as a business FaceBook Page.

### **If selected, will I need to pay basic utility costs on the space?**

No. The building owner or DTSB will cover the cost of the excess electric, gas, and water. You will however need to make arrangements for phone service, Internet, and credit card processing.

### **If I am selected, can I alter the space?**

Improvements, including paint, may be made with prior approval by the building owner. Upon move out, the space must be returned in broom clean condition. Tenant is responsible for general upkeep of the space for the duration of the contract including cleaning, light bulb replacement, etc.