



DTSB Holiday Pop-Up Shop Program 2012

Building Owner FAQ

Let us help you highlight your available street-level retail space through our 2012 Holiday Pop-up Shop program.

GENERAL INFORMATION

What is the Holiday Pop-up Shop Program?

This program is an initiative of DTSB in co-operation with City of South Bend and private landlords to offer established business operators a no-cost short-term lease for the 2012 holiday season. This program plays off the synergies offered from downtown holiday activities and events such as Santa House, the tree lighting, the Nutcracker etc. which already draw crowds to downtown.

Who is Downtown South Bend Inc. (DTSB)?

DTSB is a 501C(6) not-for-profit organization dedicated to the growth and prosperity of downtown. The DTSB mission is to create, promote and market a vibrant downtown. This is accomplished in part through the creation and management of events, targeted marketing and public relations campaigns, and a business recruitment effort.

How many years have you run this program?

This will be the third year. The program was started in 2010 and continued in 2011.

What were the results of the 2010 and 2011 Holiday Pop-up Shop programs?

1. Several dozen instances of positive media exposure via print, radio, prime time evening news programs, and special morning shows.
2. Out of 4 pop-up shops located on the 100 block of S. Michigan in 2010, one signed a longer-term paid lease for a 25% success rate in the midst of a recession.
3. In 2011 one of the pop-up shops decided to return and sign a long-term lease in the downtown this past Spring.
4. Tenants made improvements to several spaces. All were returned in broom-clean condition.

What are the goals of the 2012 Holiday Pop-Up Shop program?

1. Highlight available downtown storefronts on or near the 100 & 200 blocks of S. Michigan Street and develop long-term lease prospects for these spaces.
2. To support existing downtown ground-floor tenants by generating increased walk-in traffic through the installation of temporary quality retail establishments for the season.
3. To enhance the festive holiday atmosphere for downtown's many holiday visitors and alleviate the negative impression given by empty storefronts.

PARTICIPATING IN THE PROGRAM

I have an empty storefront in a prominent downtown location, how do I enroll my location in the program?

Simply complete the short [Holiday Pop-Up Shop 2012 Landlord Interest Form](#). The Director of Downtown Business Recruitment will then be in touch with either you or your broker to let you know if your space can be included in the program. The official agreement will be signed once the Holiday Pop-Up Shop tenant has been selected.

Does my building qualify?

Locations proximate to the 100 and 200 blocks of S. Michigan Street in downtown South Bend will be considered for the program.

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

The selected pop-up shops will be open from November 2, 2012 through December 29, 2012. Grand opening celebrations will take place on Friday, November 2, 2012.

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 redevelopment commission and or Indiana State Law.

PROGRAM LOGISTICS

How will the participants be selected?

Storefronts will be awarded via a public application process. Applications will be reviewed by a committee (which shall include a representative on behalf of the landlord) based on the following criteria:

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 quality of their window displays.
5. The viability of their business model.

Will I be able to have any input into which pop-up shop is selected for my location?

Either you or your broker will have the opportunity to participate in the selection process.

When will the Holiday Pop-Up Shops be selected?

DTSB will accept applications for storefronts from August 29th, 2012 through October 5th, 2012. The decision will be made by Thursday, October 11 2011. At this point, the tenant will walk through the space and sign the temporary use agreement.

When will participants need access to/vacate the storefront?

Participants will have the option to access their storefront mid-October. This gives them about two-weeks to set-up and become fully operational by the mandated opening date of November 2, 2012. Participants will vacate the spaces (unless a short or long-term paid lease is signed, or pending) by January 5, 2012. This will allow the participant 7 days to vacate the space.

What exposure will my storefront(s) receive?

1. Mention in all Holiday Pop-up Shop press releases authored by DTSB
2. Mention in the DTSB Holiday Shopping Guide
3. Mention in the DTSB paid South Bend Tribune Downtown for the Holidays add
4. Mentioned in DTSB social media
5. Mention in the DTSB monthly newsletter
6. Background shots for television news stories on the pop-up shop program

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

Yes

What effort is being put forth by Downtown South Bend, Inc.?

Downtown South Bend, Inc. conceptualizes, manages, and markets the program. This includes:

1. Securing vacant storefronts for the program	2. Supplying a sample legal documents
3. Advertising the program to potential participants	4. Fielding applicant inquiries
5. Managing the decision process	6. Notifying selected participants
7. Cover business licensing costs for the entire program	8. Marketing of program via social media, press releases, flyers, and print advertising.

What is expected of me as a landlord?

The landlord will provide for the duration of the program, at no-cost, an operational storefront¹ along with at least one set of keys.

What will be the tenant’s responsibility as it regards the storefront?

Tenants will be required to create an engaging and visually enticing holiday window display that shows well both during the day and at night. They will also be responsible for:

- Any improvements such as painting or the installation of wall-shelving.
(NOTE: All improvements must be approved by the landlord prior to implementation.)
- Phone, internet, and credit card processing.
- Replacement of light bulbs.
- Returning the space in broom clean condition at the end of the program.
- Providing a certificate of insurance.

What else will DTSB require of the Program Participants (Pop-up Shop Tenants)?

Hours of operation will be agreed upon in the short-term lease agreement. Program participants will be required to be open 6 days a week in November and 7 days per week from December 1, 2012 through Christmas Eve. Participants will also be open from 5pm-9pm the first Friday in November & December in order to participate in the First Friday events. 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).

¹ Operational is defined as a fairly clean storefront outfitted with running water (if applicable), working electrical outlets, modest temperature control, compliance w/ Fire Safety and working doors/locks.

Will the tenants be required to pay utilities?

No.

What happens if I find a tenant willing to pay full rent who wishes to take possession of the storefront prior to the end of the pop-up shop program?

Our goal is to help highlight your space such that it does lease. While we hope the timing of the program is such that the pop-up shop in your storefront would be able to complete the program, we have built a 14-day Notice to Vacate clause into the lease contract in the event that a paid tenant is found who wishes to take possession of your storefront prior to December 29th, 2012.

What are some ways that I as a building owner or broker make the most of this opportunity?

1. Much like staging a house, the pop-up shop program effectively stages your storefront making this a great time to bring prospective tenants by your storefront.
2. This is an opportunity to audition your space and your property management. Even if your particular pop-up tenant does not opt to sign a paid lease after the program ends, they will spread the word to other merchants about their positive experience with you.
3. Leverage any media your space winds up receiving as a result of being in the program.