

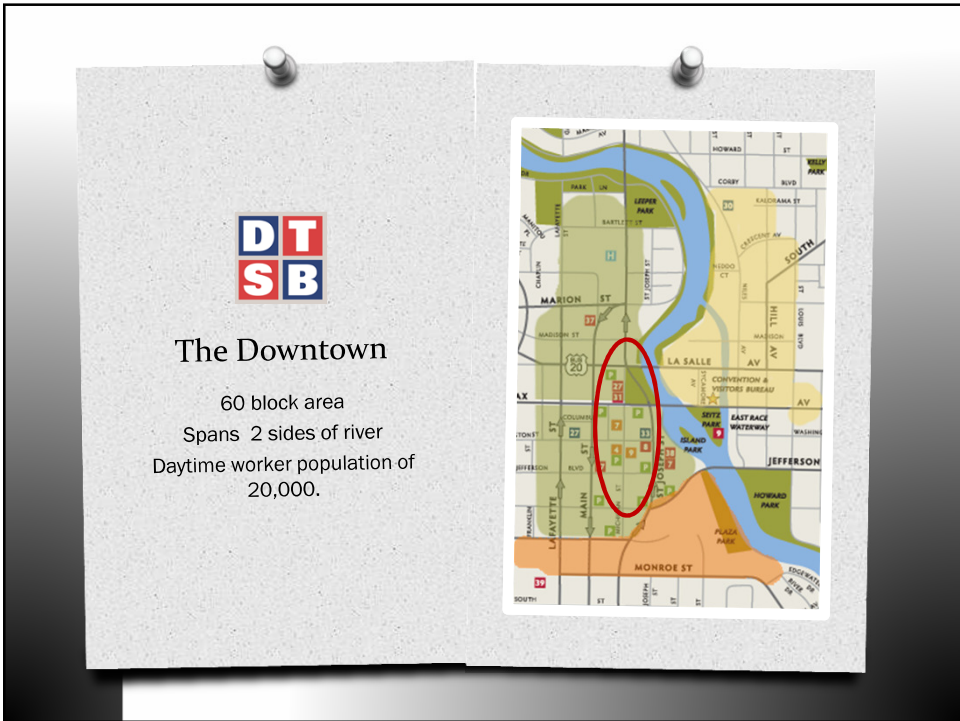
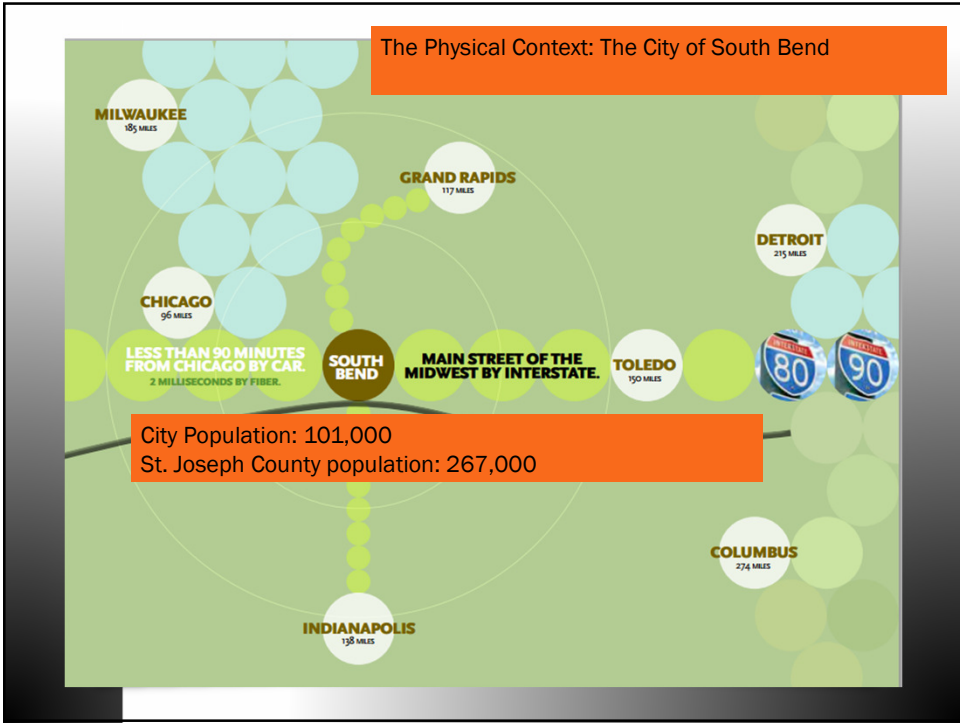
Pop-up for the Holidays

3-years of Holiday Pop-Up Shops in
Downtown South Bend
Why we did it and how you can.

Presented at: **POISED** DA 1074 APPROVED
to COMPETE By Tamara Nicholl-Smith

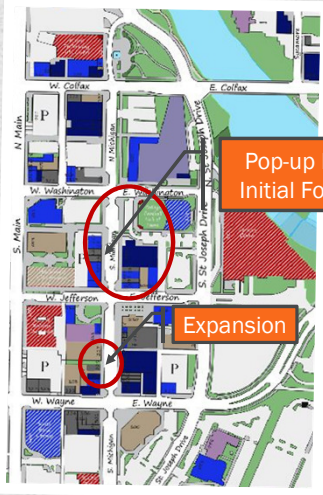
What We Will Cover

- o What: Context and Program Overview
- o How: Getting into the details
- o Lessons learned



The Central Business District

In 2010
25% vacancy rate for retail spaces on Michigan Street from Colfax to Western (4 block area)



Pop-up Program Initial Focus Area


Expansion

The image shows a map of the Central Business District with streets labeled: W. Colfax, E. Colfax, N. Main, S. Main, W. Wickström, E. Wickström, W. Jefferson, E. Jefferson, W. Wayne, E. Wayne, S. St. Joseph Drive, and St. Mary's Ave. A red circle highlights the area between W. Colfax and W. Wickström, labeled 'Pop-up Program Initial Focus Area'. Another red circle highlights the area between W. Wickström and W. Wayne, labeled 'Expansion'.

Motivation

"Bring me retail!" – Joya Helmuth, Downtown Retailer

In 2010 the 100 block had 2 retailers, 4 empty spaces, 3 restaurants, and one pizza place being built out.



Spark
FINE STATIONERY

The image shows a photograph of the Spark Fine Stationery storefront, which has a striped awning and large glass windows. Below the photograph is the Spark Fine Stationery logo.

Motivation

"I don't care how you do it, we need a critical mass of shops"

- Mariam Malkovsky Downtown Retailer



The Main Retail Block in 2010



The Next Block Over

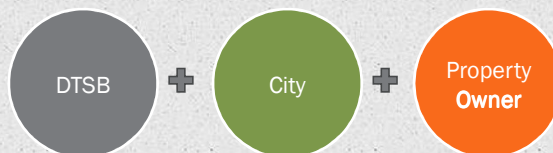


A program is born!

- 3 weeks
- 2 dozen applications
- 5 shops



Holiday Pop-up Program



No-cost short-term lease in a downtown South Bend storefront through a juried selection process.

Our Goals

- o To support our current downtown retailers
- o To amplify and sustain our festive holiday atmosphere.
- o To develop the long-term lease prospects for the spaces.
- o To begin to shift the narrative and show what is possible.



Program Components

Program Highlights

- Launch event tied to First Friday
- November/December Free
- Utilities paid
- Required hours
- In-store events
- High quality window displays & signage required

Advantages

- o Power to program the spaces the way you envision it
- o Audition/test drive for both store concept, the space itself, and the management company
- o Fun for residents and visitors
- o Economic development – support start up retail

2010: Imagine That!



2010: A Homestead Shoppe



2010: Party Work & Play

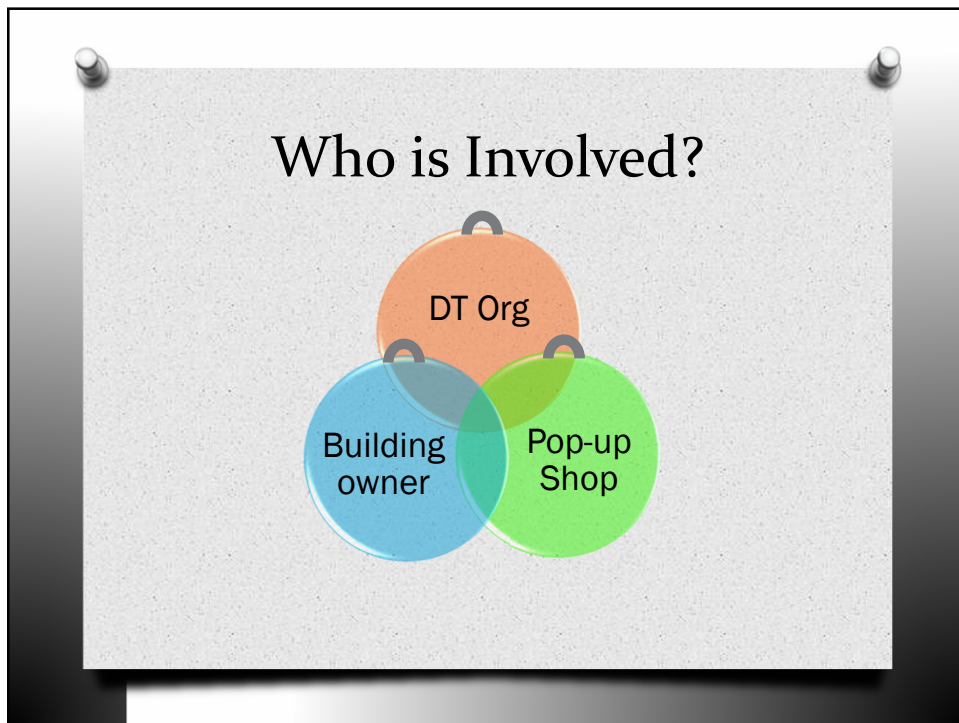
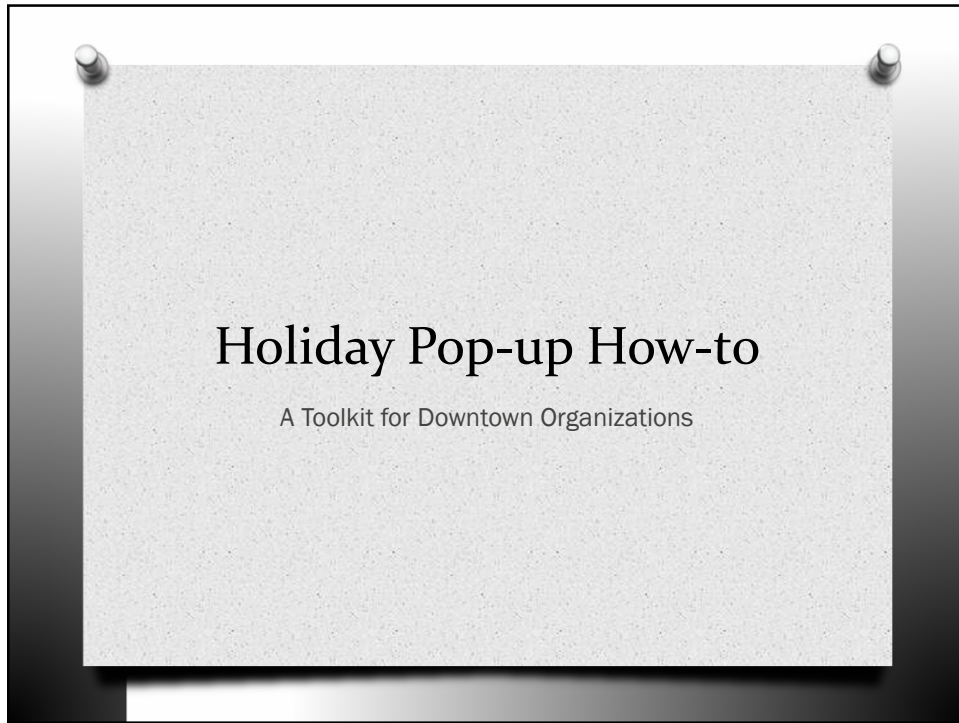


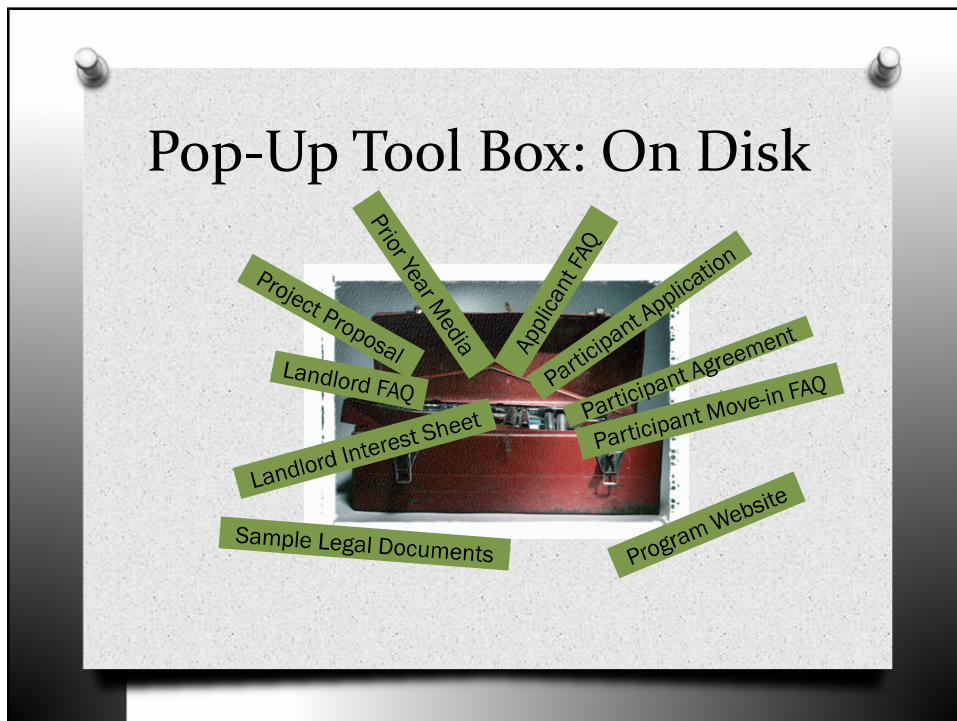
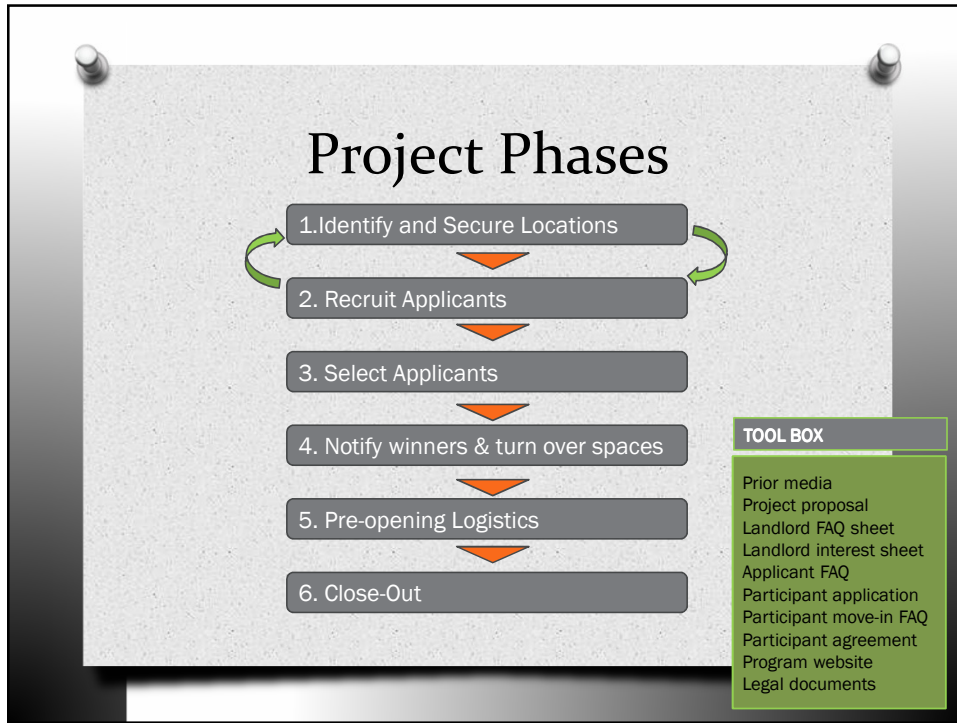
2010: Indiana Home



2011: Relics Antique Shop







1. Identify & Secure Locations

Identify the draw
Secure the location

Identify the draw

- o Holidays
- o Rituals i.e. Santa/Tree lighting
- o Vacation location
- o Popular restaurant
- o Etc.

Why will they come?

Will your shops be enough?

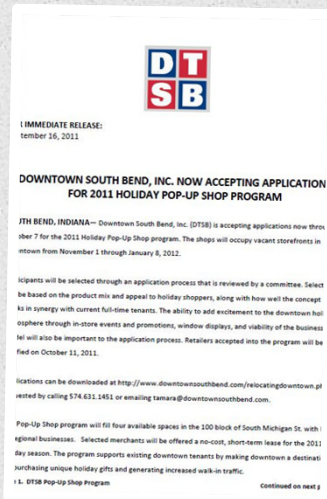


Secure Locations

TOOLS:
Landlord FAQ
Landlord Interest Sheet

- o Identify potential storefronts
- o Approach broker / owner
- o Provide FAQ and Interest Sheet
- o Have owner/broker sign the sheet
- o Gather photos of spaces and basic info. i.e. square footage, asking price

2. Recruit Applicants



Recruit Applicants

Identify Desired Business Types

- Consult a retail plan
- Hold a retail roundtable


Get the Word Out

- Media
- Targeted specific businesses
- Craft shows
- Your business networks

TOOLS:
Applicant FAQ
Application
Press Release



Evaluation Criteria



- o Product mix
- o Synergy w/ existing retailers
- o Proposed in-store events/promotions
- o Concept viability
- o Proposed window displays

2010: Artrageous



Pre-Opening Logistics

DT Organization	Participant	Building Owner/ Broker
Prepare zero cost lease, temporary use agreement, or memorandum of understanding	Sign lease and provide insurance	Sign lease, attend to maintenance issues, and provide keys
Pay for and submit umbrella transient business license	Provide insurance to DT organization for business license	
Create participant agreement	Sign participant agreement	
Arrange for fire inspector walk through	Be present for fire inspector walk through	
Organize welcome meeting include current tenants + pop-up shop participants	Attend welcome meeting	
	Create clear and attractive signage	
Identify coaching needs of participants and attempt to locate pro-bono assistance	Be coachable	
Create any sponsor signage for locations and web	Create attractive available space sign for location	
	Launch online presence	

Openings Are Important

Town Crier 2010






Program Close Out
Best Practices

- o Important to have defined end date
- o Have a farewell event or celebration
- o Schedule pop-up retrospective with participants

**Post Pop-Up
Leasing Strategy**

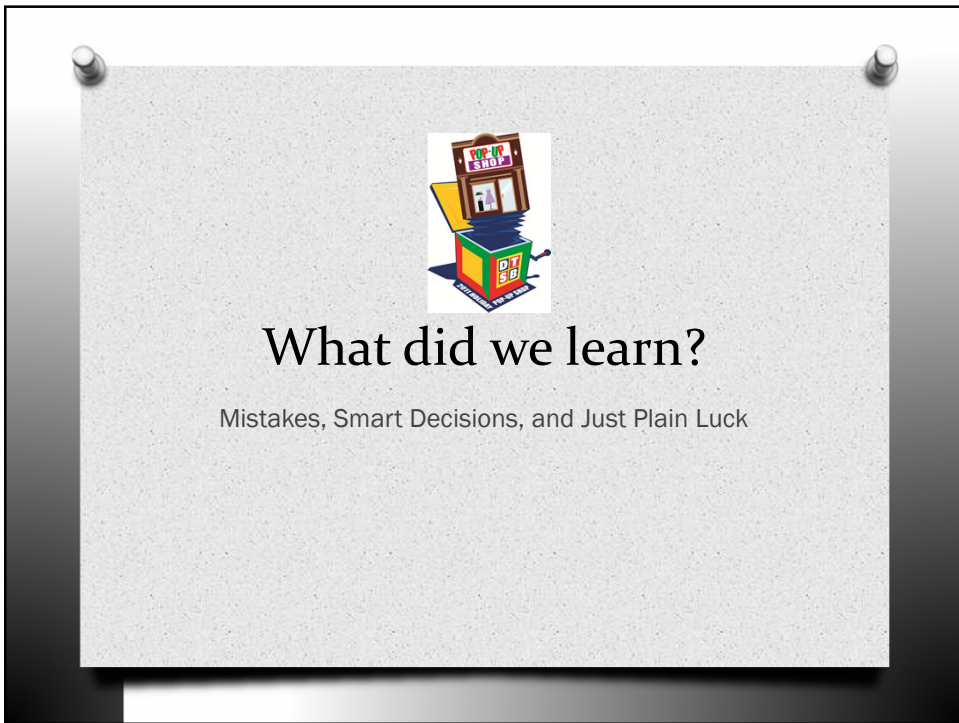
- Graduated rent
- Base rent that covers CAM + % of sales up to a cap
- Combination of the above
- 30-day notice to vacate on either side



2011: Made in Michiana



Signed paid lease!



Keys to Success

- o Consistent hours
- o Welcoming in-store personnel and salesmanship
- o Attractive window displays with lights!
- o Right product mix and price points
- o Generate excitement
- o Online presence
- o Clear signage, especially if out of the way (breadcrumbs)
- o Provide coaching as needed

Things That Can Go Wrong

- o Broker leases space out from under you
- o Landlord gets cold feet and decides to back out or charge utilities after agreeing to cover the utilities
- o Clause in lease of participant w/ existing location re:
no lease within in x # miles
- o Participant gets cold feet
- o Participant loses steam after initial expenditure of energy
- o Store looks awful
- o Available space is so bad no one will take it even for free
- o Thinking pop-up restaurant in an empty space is a good idea*

* Pop-up restaurants are being done in larger cities, but they are either catered into the pop-up location from an existing commercial kitchen or open as an evening component within a place that is only open for breakfast and lunch.

Potluck Financing



Insurance
Internet/Phone
Staffing
Inventory
Displays/Window
Advertisements

Fixing doors
Compliance with
fire code
Minor repairs
Utilities*

Marketing
*utilities
Website support
Your time
Business license
fee (umbrella)

** Downtown South Bend Inc. will pay the difference in utility costs upon request.*

Pop-Up Tool Box: On Disk



Thank you

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Appendix

2011: Mistletoe Market



2010: Michiana African American Chamber Holiday Market



Other Possibilities

- o Retail Business Plan Competition with storefront as prize along w/ business coaching and marketing support for 1 year
- o Rent Subsidization program via an application process. Makes a limited number of scholarships available to qualified candidates.