

# 2011 Michigan Street Holiday Pop-Up Shop Program FAQ Sheet

## **What is the Michigan Street Holiday Pop-Up Shop Program?**

This program is an initiative of DTSB, the City of South Bend, and private landlords to offer selected established business operators a no-cost short-term lease for the 2011 holiday season.

## **How do I apply?**

Simply fill out the 1-page interest sheet (attached) and submit it to DTSB either in person 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.

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

The deadline to apply is 5:00pm EST, Friday October 7, 2011.

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

The selection committee plans to inform the program participants on October 11, 2011.

## **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 15<sup>th</sup> of October, it is likely that you were not selected for this year's program.

## **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.

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

Businesses will be selected based on the appeal of their product mix for holiday shoppers, how well their concept works in synergy with current full-time tenants, their ability to add excitement to the festive holiday atmosphere through in-store events, promotions, the viability of the business concept, and the quality of their proposed window displays.

## **How many storefronts are included in the program and where are they located?**

We have secured 4 storefronts, ranging in size from 1,500 square feet to 2,300 square feet. The stores are located on the 100 block of S. Michigan Street in downtown South Bend. The selection committee will determine who is awarded which space.

## **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.

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

In order to maximize the breakfast crowd, lunchtime traffic, post-work shoppers, and weekend family visitors, we strongly recommend that hours of operation fall between 9am and 7pm M-F, 10am-7pm on Saturday, and 10am-4pm on Sunday.

Specific hours of operation will be agreed upon in a program onboarding meeting to be held in late October. Program participants will be required to be open for a minimum of 40 hours each week for the duration of the program. For the period of time from December 1-December 24<sup>th</sup> participants must agree to be open 7 days per week. The selected pop-up shops will also need to be open from 5pm-9pm on November 4<sup>th</sup>, December 2<sup>nd</sup> and January 6<sup>th</sup>, in order to participate in the DTSB First Friday events.

### **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.

### **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, provided a short-term lease has been signed, and the insurance requirements have been validated.

### **By when do I need to be open for business?**

All program participants should be ready to open for business on Tuesday, November 1 and be prepared to remain in operation until through January 8<sup>th</sup>. On Friday, November 4<sup>th</sup>, a grand opening celebration will be held in conjunction with First Friday.

### **By when do I need to vacate the storefront?**

Participants will be given until January 15, 2012 to vacate the space.

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

You may indicate that you would be willing to share a space with a complimentary user when you complete the interest sheet.

### **Will DTSB provide marketing support?**

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 some kind of online presence in order for potential and current customers to learn about your Pop-Up Shop. This does not necessarily need to be a full-fledged website. A simple Facebook Page will do the trick.

**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.

**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.

**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.

**Who should I contact if I have questions?**

You may contact Tamara Nicholl-Smith, Director of Downtown Business Recruitment at 574-631-1451 or [tamara@downtownsouthbend.com](mailto:tamara@downtownsouthbend.com)

# 2011 Michigan Street Holiday Pop-Up Shop Locations



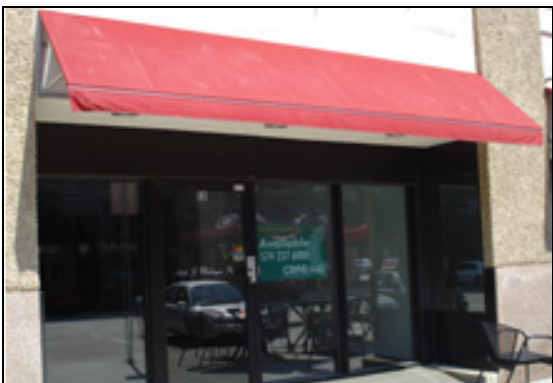
## 121 S Michigan Street

*High-traffic retail location on popular Michigan Street. Excellent walk-in traffic from downtown visitors. Visible from the College Football Hall of Fame and South Bend Chocolate Cafe. On-site parking garage and street parking available. Shares block with Bombay International clothing, gifts, & accessories, and LePeep Restaurant. 1,423 SF.*



## 123 S Michigan Street

*High-traffic retail location on popular Michigan Street. Excellent walk-in traffic from downtown visitors. Lovely wide windows allow for plenty of natural light. Visible from the College Football Hall of Fame and South Bend Chocolate Cafe. On-site parking garage and street parking available. Shares block with Bombay International clothing, gifts, & accessories, and LePeep Restaurant. 1,530 SF.*



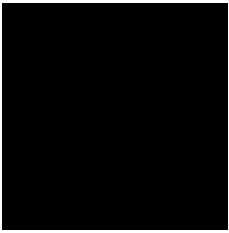
## 132 S Michigan Street

*Highly visible street level retail space. Located between South Bend Chocolate Company and Jimmy Johns on popular Michigan Street near Jefferson in the heart of the downtown retail district. 2,203 SF.*



## 140 S Michigan Street

*Highly visible street level retail space. Nestled between Jimmy Johns and the ever popular Chicory Café. Lovely wide windows allow for plenty of natural light and high visibility. Located in the heart of downtown near the intersection of highly traveled Michigan Street and Jefferson Blvd. 1,770 SF.*



# 2011 Michigan Street Holiday Pop-Up Shop Program Interest Sheet

Name of Your Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Email: \_\_\_\_\_

What types of products/product lines do you plan to sell? (Please attach relevant images.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are your proposed hours of operation?<sup>1</sup> \_\_\_\_\_  
\_\_\_\_\_

Would you be interested in sharing a space with another applicant who is selling a product that the selection committee believe is complimentary or compatible with yours? \_\_\_\_\_

What type of in-store event(s) will you have in your store? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe the window display you are planning (include a rough sketch if appropriate): \_\_\_\_\_  
\_\_\_\_\_

Do you have a current physical location? \_\_\_\_\_ If so, please provide the address below.  
\_\_\_\_\_

Briefly describe your prior retail experience. \_\_\_\_\_

<sup>1</sup> See information on hours of operation requirements on Page 2 of the FAQ sheet.