

Downtown Baraboo Pop-Up Shops



2017 Baraboo Business Improvement District Pop-Up Program

A pop-up shop is a store within a store, a short-term retail space that offers new or unique, local or specialized products or services that generate excitement and keep the downtown shopping experience fresh. Pop-up shops come in all shapes and sizes, and can go on to become long-term businesses.

Through the cooperation of economic development organizations, local landlords and aspiring business owners, pop-up retailing provides a low-cost way to launch a business and provide exclusive products, convenience, value and a fun experience for customers while also increasing foot traffic and sales for downtown businesses overall.

The Downtown Baraboo Pop-Up Shops is an initiative of the Baraboo Business Improvement District and private property owners in Baraboo to offer low-rate, short-term leases to local entrepreneurs. Selected applicants will occupy vacant storefronts throughout the fall and holiday shopping season with the goal of long-term occupancy after program completion.

What will this accomplish?

- Enhance the look and feel of Downtown Baraboo
- Enhance the retail core of Downtown Baraboo with more merchants & products
- Reduce negative visual impact of vacant store fronts
- Generate more traffic, more shopping downtown
- Offer a low cost option for local businesses to try new ideas/reach new customers

What are the dates of the program?

The pop-ups will operate from October 1 to December 31. Grand opening celebrations will be held on a date to be determined.

What businesses will this program attract?

The Pop up Shop Committee, and the organizations that it represents hopes to attract local or regional establishments and start-ups that feature gifts, home goods and decor, apparel and accessories, specialty food or books, sporting goods, pet supplies, boutique items, art items, locally made goods, children's books and toys, etc. Pop-ups should be complimentary to other offerings and should be planned with intent to increase foot traffic and drive shoppers to Downtown Baraboo.

What are the legal requirements?

Program participants will sign a short term lease from October 1, 2017 to December, 31, 2017 with the property owner which stipulates the terms of the short-term space use and wherein they agree to return the space to its original condition. Participants shall comply with insurance requirements as well as City of Baraboo, State of WI rules/regulations for property use. Selected participants who do not comply with these rules or the rules outlined by the Downtown Baraboo Pop up Shops for Pop-Up businesses will be required to refund Downtown Baraboo Pop- Up Shops and/or the landlord grant money awarded.

Required Hours of Operation:

The goal of this program is to drive traffic to Baraboo. In order to maximize lunchtime traffic, weekend shoppers, etc, business must be open during the following hours:

Tuesday to Saturday 10am - 6pm

Additional hours shops will be required to be open

Friday November 17th until 9pm | Downtown Baraboo Winter Wine Walk
Saturday, November 18 until 7pm | Downtown Baraboo Christmas Light Parade
Friday, November 24 open at 8am | Black Friday Stores open early for sales
Extended shopping hours until 7pm the week before Christmas

All businesses must be open for minimum hours listed, but may certainly be open more hours.

Advertising Requirements:

Businesses will be required to have an online presence with a Facebook page. The Pop up Shop Committee will complete a comprehensive ad campaign for the Downtown

Baraboo Pop Up Shops and the pop-ups including but not limited to: e-newsletters, radio, events, print advertising as deemed appropriate.

Can I alter the space I am using?

Improvement/alterations of any kind must be discussed with the landlord. Temporary tenants are responsible for general upkeep: cleaning, replacing light bulbs, etc.

What if I am interested in the program but don't have enough merchandise to fill the space?

No problem! Indicate on your application that you would like to share a space with a complementary merchant, or indicate another applicant that you would like to share space with.

When do I access my space?

You may access your space soon as the short-term lease is signed with the landlord. Proof of insurance must also be presented. A refundable security deposit of the landlord's choosing to landlords is required.

When should I be open for business?

All program participants should be ready for business no later than October 15, 2017.

Pop-Up Shop Criteria:

- All applications are due July 15th, 2017
- Selected businesses will receive a heavily discounted or rent-free storefront in downtown Baraboo to try out a business from October to December of 2017.
- Businesses must be ready to open their business between October 1 and October 15, and be open until December 31.
- Locations will not be finalized until businesses are selected.
- Commercial kitchen space will not be available in any of the pop-up shop locations.
- Ideal applicants are individuals with a current business run out of their home, businesses looking to open a second location, or business concepts with minimal startup inventory.
- A one time application fee of \$100 is required with your application submission. If your application is not selected to be one of the three 2017 Pop Up Shops or one of the two alternate locations (your \$75 would still be refunded, but at a

later date) – 2017 Pop up Shop applicants, our committee will refund you \$75 of your application fee by October 1, 2017

Pop-Up Rules:

- Retailers must maintain regular store hours.
- Shops must maintain a fully stocked inventory during operational hours
- Retailers and their shops must maintain a professional appearance at all times.
- Retailers must sign a waiver of liability regarding program participation, including responsibility for any personal or property damage resulting from tenancy.
- Retailers will pay all necessary sales tax on proceeds, obtain any necessary state permits and carry insurance for liability.
- Retailers must proactively market via social media, relationship marketing, etc. and identify the shop as a part of Downtown Baraboo Pop Up Shops.
- Retailers are responsible for maintaining building's interior and exterior.
- Participate in all mentoring programs with the Downtown Baraboo Pop Up Shop mentoring team.

Selection:

- Applications will be reviewed by the entire Downtown Baraboo Pop Up Shop Committee, mentors and sponsors.
- Applications will be reviewed by each committee member and reviewed and vetted in committee meeting
- We will ask the top five applicants to present their plan August 8th at 8am.
- The committee will select the three top shops and two alternates.

The Selection committee reserves the right to request clarification or additional information from candidates as well as to request that some make presentations.

Evaluation criteria for selection shall be based on product mix, store concept, marketing approach, operations strategy, availability to install, events, experience, references, willingness to work with the Downtown Baraboo Pop up Shops Program and other retailers, store design, and other issues the selection committee deems appropriate.

Application for Pop-Up

Applications and all supporting materials must be submitted by 5:00pm on Saturday, July 15th 2017. Any applications received after the deadline will be disqualified. Applications will be accepted via email, hand delivery, or US mail.

Email to: lacey@spaserenitydayspa.com

Deliver to:

Spa Serenity
c/o Pop Up Shop Application
137 3rd Street., Baraboo, WI 53913

For questions contact Dee at dee@knightbarry.com or 608-434-5777

Please include the following in your Business Plan

1. Applicants Name and contact information
2. Business Name and ownership structure
3. Primary Applications Resume / professional history career and Community work
4. Provide a brief description of your background, experience and why you would like to participate in this program
5. Explain how this business will be successful
6. Outline of Marketing Plan
7. Staffing plan
8. Business Budget (Income and expenses) for the duration of the program (Oct- Dec 2017)
9. Images of product and interior design concept

Please include the following additional items with this application:

1. Two business/professional references and their contact information.
2. Any additional information you think will assist the selection committee in making their decision
3. A one time application fee of \$100 is required with your application submission. If your application is not selected our committee will refund you \$75 of your application fee by October 1, 2017

2017 Popup Shops Description and Application

Applicant Name:	Address:
Email:	Phone
Describe proposed store inventory:	
Provide a resume or brief biographical summary of your professional career and community work.	
Provide a brief description of your background, experience and why you would like to participate in this program:	
Explain how this business will be successful:	
Outline the marketing strategies you will employ to get the word out about your store in such a short time:	
Describe your staffing strategy and hours of operation:	
Describe any events that you may have during your tenancy that would be open to the public:	