

Downtown Baraboo Pop-Up Shops Program

2018 Baraboo Business Improvement District Pop-Up Program

The Pop-Up Program 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 and/or share retail spaces 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
- Enhance the retail core of downtown with more merchants and products
- Reduce negative visual impact of vacant store fronts
- Generate more traffic and shopping downtown
- Offer a low cost option for local businesses to try new ideas and 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 hope 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 complementary 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, 2018 through December 31, 2018 which stipulates the terms of the short-term space use, and wherein they agree to return the space to its original condition at the end of the lease. Participants shall comply with insurance requirements as well as City of Baraboo and

State of Wisconsin rules and regulations for property use. Selected participants who do not comply with these rules or the rules outlined by the Pop up Shops Program for Pop-Up businesses will be required to refund the Program and/or the landlord the grant money awarded.

Required Hours of Operation:

The goal of this program is to drive traffic in 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 16th until 9pm | Downtown Baraboo Winter Wine Walk
Saturday, November 17 until 7pm | Downtown Baraboo Christmas Light Parade
Friday, November 23 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, and we suggest other social media platforms such as Instagram, SnapChat, etc. The Pop up Shop Committee will complete a comprehensive ad campaign for the Downtown Baraboo Pop Up Shops including but not limited to e-newsletters, radio, events marketing, and print advertising as deemed appropriate.

Can I alter the space I am using?

Improvements or alterations of any kind must be discussed with the landlord. Temporary tenants are responsible for general upkeep such as 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 once the short-term lease is signed with the landlord and proof of insurance is presented. Payment of a refundable security deposit (amount to be determined by the landlord) is required.

When should I be open for business?

All program participants should be ready for business no later than September 30 and open to the public on October 1.

Pop-Up Shop Criteria:

- All applications are due June 1, 2018.
-
- Selected businesses will receive a subsidized rent for a storefront in Downtown Baraboo for October, November and December, 2018.
-
- Businesses must be ready to open their business on October 1 and remain open until December 31st.
- 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 currently operating a home-based business, businesses wishing 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 2018 Pop Up Shops or one of the two 2018 Pop up Shop alternates, our committee will refund you \$75 of your application fee

Pop-Up Program Requirements :

- Retailers must maintain regular store hours per Downtown Baraboo's requirements
- Shops must maintain a fully stocked inventory during operational hours
- Retailers and their shops must have a professional appearance.

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 provide certificate of 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 business plans June 19th during individual interviews beginning at 8am.
- The committee will select the three 2018 Pop-Up 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.

Dates to be aware of

- a. Pop Up shop info Meeting- May 1st – 6pm
- b. Business Plan Workshop- May 9th 6pm -
- c. Application Deadline Friday, June 1st at 5pm
Tuesday, June 19th In Person Pop Up Shop interviews
- d. Select shops by July 1st
- e. Shops Open October 1st
- f. Launch Party and Ribbon Cutting- October 5, 2018- 4pm (Fair on the Square October 13- Public Open Party)

2018 Downtown Baraboo Pop Up Shop Application

Application for Pop-Up

Applications and all supporting materials must be submitted by 5:00pm on Friday, June 1st at 5pm at Knight Barry (113 3rd Ave, Baraboo, WI) . Any applications received after the deadline will be disqualified. Applications will be accepted via email, hand delivery, or US mail.

Email to: dee@knightbarry.com

Deliver to:

Knight Barry
c/o Pop Up Shop Application
113 3rd Ave
Baraboo, WI 53913

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

Applicant Name:	Address:
Email:	Phone
Described 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:

Business Plan should include

1. Applicant's name and contact information
2. Business name and ownership structure
3. Primary applicant's resume, professional history career and community work
4. A brief description of your background, experience and why you would like to participate in this program
5. Explanation of 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 2018)
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 to be one of the three 2018 Pop Up Shops or one of the two 2018 Pop up Shop alternates, our committee will refund you \$75 of your application fee