POP UP LONGMONT

Longmont Downtown Pop-Up Program – Pop-Up Longmont

Pop-Up Longmont is an initiative of the Longmont Downtown Development Authority (LDDA) and the Longmont Economic Development Partnership (Longmont EDP) to offer affordable short-tern leases to entrepreneurs. Applicants selected to participate in the program will occupy vacant retail space and/or lease month-to-month shelf space located at the LDDA.

What will Pop-Up Longmont accomplish?

- Offer an affordable option for local retail/artisan manufacturing entrepreneurs to test and validate their ideas in their community
- Offer studio space to a working artist and give them a retail outlet for his or her work
- Connect business owners with real store front experience before they commit to a longer team lease
- Recruit potential future independent retailers to Longmont
- Offer business services and resources to aspiring businesses
- Generate more sales tax dollars for the City of Longmont
- Attract more traffic to downtown Longmont.

What Type of Pop Up Longmont Space is Available?

Pop Up Retail (400 Sq Ft): Entrepreneurs looking to occupy and run a retail space will only be available on a three (3) month duration. during the following schedule:

1. November to January
2. February to April
3. May to July
4. August to October

Pop Up Shelf: Entrepreneurs looking to showcase and sell products can rent shelf space that will be available year-round. Renting shelf space is available on a one (1) month to three (3) month duration.

Pop Up Art (85 sq ft): Artists looking to have a working art studio with retail space for work will be available in 3 – 12 month increments. Art studios is available in (3) to (12) month intervals.

What does Pop-Up Longmont cost?

Pop Up Retail: Leasing the retail space will cost $400 per month, with a 3-month duration.

Pop Up Shelf: Leasing shelf space will cost $30 per month, plus 20% of sales revenue generated throughout the duration of the lease.

Pop Up Art: Art studio will cost $100 per month. There will be no percentage of sales taken for merchandise sold.

What are the required hours of operation?
Participants accepted into the Pop-Up Retail program are required to be open 6 days a week and must be open until 7pm on certain days. Participant will need to staff the shop evenings and weekend hours.

What are the legal requirements?
Pop-Up Longmont participants will need to sign a short-term lease for the duration of their pop-up tenancy. The lease will stipulate the terms of the space use. Participants are also required to comply with insurance requirements as well as City of Longmont and State of Colorado rules and regulations.

Are fixtures provided?
Participants must provide their own fixtures to display their products. Fixtures may be available for rent by request for an additional amount.

Do I need a Point-of-Sale (POS) system?
The vendor would be responsible for setting up their own POS system. Pop-Up Longmont can help connect retailers with a vendor to initiate creation of a POS system. Pop-Up Longmont will require weekly reports to track sales revenue.

Pop-Up Requirements:

- Retailers must maintain store hours per Pop-Up Longmont program requirements
- Retailers will remit all necessary sales tax on proceeds.
- Retailers must provider certificate of insurance for liability.
- Retailers must obtain any necessary municipal and state permits.
- Retailers must sign a waiver of liability, including participation for any personal or property damage.
- Retailers must maintain a fully stocked inventory.
- Retailers must provide their own fixtures or rent them.
- Retailers must keep and maintain the storefront in a professional manner
- Merchandise must be unique and complement current downtown retail establishments
- No food service (pre-packaged treats are okay)
- 100% of Pop Up Shelf merchandise must be created, designed or crafted by local creatives

Budget / Revenue

Art Studio	$100 per month – 1,200
Pop Up	$400 per month – 4,800
Sales	$1,000 per year

Annual Revenue Estimate - $7,000

Potential SPONSORS:

- Bank – waive banking fees, etc.
- Circle Graphics – Window Signage
- Insurance Sponsor – Set fee
- Jon Schallert – Mentor/People get scholarship (LEDP)
- Sticker Giant – In kind Stickers