



Application
Pop-Up Downtown
Holiday Season 2023

Pop-Up Downtown is an initiative of Downtown Tulsa Partnership and private property owners in Downtown Tulsa to offer low-rate, short-term leases to local entrepreneurs. Selected applicants will occupy vacant storefront and/or shared retail spaces throughout the span of the program with the goal of supporting local entrepreneurs in launching or growing their businesses while supporting long-term occupancy of vacant spaces Downtown.

The Pop-Up Downtown Holiday Program matches local entrepreneurs in need of brick-and-mortar commercial spaces with Downtown property owners who have first-floor storefront space available for occupancy during the program lease period of November 13, 2023 to January 19, 2024.

Accepted participants are supported in the program by receiving:

- A short-term lease managed by DTP
- A microgrant of \$2,000 meant to cover any space improvements or shop staging expenses
- A rental subsidy of up to \$800
- 6 hours of direct consultation with business development and marketing consultants managed by DTP
- A mentor available for at least 10 hours of one-on-one support and guidance
- A visible, holiday themed exterior sign on their shop's façade; and
- Curated marketing and networking opportunities

To be considered for the Program, **applications must be submitted by 5:00 pm on Friday, October 13th, 2023.**

All applications will remain confidential until accepted into the program. You can submit optional additions to this application to emily@downtowntulsa.com, including images of your products and marketing materials and/or shop concept materials. Business plans are also appreciated by the review committee but are not a requirement.

Following the application period, DTP will conduct virtual interviews with applicants, and notice for scheduling interviews will be released by October 20th. Interviews will take place from October 23rd through November 1st and interviewed applicants will be notified by November 3rd if they have been accepted to the program and furnished with a Memorandum of Understanding (MOU) unique to their retail space. Accepted applicants will need to return the MOU signed, along with a W9 and proof of general liability insurance for their business as early as November 3rd and **no later than November 13th**. Once all paperwork is received, participants will receive their microgrant check and the keys to their shop.

Participants are expected to be open for business with posted hours of operation no later than December 1st, 2023 and are strongly encourage to open by Small Business Saturday on November 25th, 2023. Pop-Up lease terms are from between November 13th, 2023 to January 19th, 2024. Keys must be returned by January 19th at 5 PM.

Key Program Dates:

- Applications open September 15, 2023
 - Virtual application support and information session 1: September 28 at 6 PM
 - Virtual application support and information session 2: October 3 at 6 PM
- **Applications due by 5 PM on October 13, 2023**
- Applicant interviews conducted virtually from October 23 through November 1
- Applicant Selection November 3
- Participant onboarding from November 3 – November 13
- **All shop concepts must be open with posted hours by December 1, 2023**
- **All keys returned to DTP staff and spaces completely cleared by 5 PM on January 19, 2024**

Shops can make their own hours deemed most appropriate to their business, but must post their hours in a visible location on the exterior of their shop by the time they are open. Shops are *suggested* to be open the following high foot-traffic hours of Downtown Tulsa:

11 AM - 6 PM, Wednesday-Thursday

10 AM - 8 PM, Friday-Saturday

11 AM - 5 PM, Sunday

Stores are encouraged to stay open later, if desired, on Fridays and Saturdays

Please refer to the Pop-Up Downtown Program Manual on Downtowntulsa.com/popupdowntown

NOTE: By submitting your application you are not committed to leasing the space if accepted.

General:

Name:	
Business Name:	
Email Address:	
Business Website and/or Link to Social Media:	
Address of Business or Business Owner:	
Phone:	
Sales Tax ID# OR EIN#	
Type of Business: <i>Ex: "Spice Shop"</i>	
Product/Services sold: <i>Ex: "hand-blended shelf-stable spice rubs, seasonings, sauces and marinades"</i>	
Are you applying for a shop space with other businesses?	YES NO
If yes to the above, please list the business names and owners' names (every business will have to fill out an application):	

Please acknowledge that you have read and agree to the guidelines and responsibilities of participation in the Pop-up Downtown Manual available at downtowntulsa.com/popupdowntown: []

Operations:

If you are applying to operate a shop concept with other businesses sharing the same space, please answer questions 1-7 accordingly to illustrate how your shared space will be demonstrated as a cohesive concept.

1. Describe your shop concept in detail:
 - a. **Provide a brief 1-2 sentence condensed description that could be used for marketing purposes.**

2. What are your proposed business hours:

3. Proposed number of employees/staff that will be present during business hours:

4. How many square feet do you require / could you occupy?
 - o 100-500 SQFT
 - o 500-1,000 SQFT
 - o 1,000–1,500 SQFT

5. Are you able to occupy and open your shop by December 1, 2023?

YES NO

6. Are you able to prepare your pop-up location for occupancy? For example, some spaces may require sweeping, cleaning windows, hanging curtains, painting, etc.

7. All shop spaces are “as-is” empty spaces usually without counters, shelving, etc. The program requires the tenant to be responsible for all store equipment and furniture (tables, seating, etc.). Please describe how you are going to properly furnish and equip your store.

History

8. Is this an established business or a start-up? How long has it been established?

9. What previous experiences have you had that are relevant to operating your shop?

10. Have you participated in any local incubator or business training programs? If so, which ones?

Marketing

11. What is the average price of your products/services?

12. Who are your target customers, and how do you plan to reach those customers? Please be as specific as possible.

13. If you are an existing business, what have you learned from your customers about your offerings? What are your "best sellers"?

14. Please list three ways you plan to successfully market and sustain your pop-up shop over the leased period:

Program Data

In order to measure the program's success and to develop improvements for future operations, program participants are required to submit the following information by 12 AM (midnight) on February 1st, 2024:

1. Weekly gross revenues
2. Estimated total costs for operating
3. Estimated gross profit
4. Quality Experience Survey (emailed to participants)

15. Are you able to submit the above information by 12 AM (midnight) on February 1, 2024?

YES NO

16. Please add anything else you would like us to know:

THANK YOU!

Applicants will be notified by October 20th for interviews and by November 3rd for acceptance decisions.

If you have additional questions, please contact Emily Scott at Downtown Tulsa Partnership,
emily@downtowntulsa.com 918-221-8635