

Downtown Green Bay Pop-Up Shop Program



downtowngreenbay.com

Downtown Green Bay Pop-Up Shop Program



About

The Pop-Up Program is an initiative of Downtown Green Bay, Inc. (DGBI), Olde Main Street, Inc. (OMSI), the City of Green Bay, and private property owners in Green Bay designed to offer low rate, short-term leases to local entrepreneurs. We are seeking proposals from local businesses, entrepreneurs, start-ups to participate in this program. Selected applicants will occupy vacant storefronts and/or share retail spaces with the potential for long-term occupancy. The ultimate goal of the Pop-Up Project is to create a vibrant Downtown that serves as a destination. We will achieve this goal by facilitating the short-term lease of vacant storefronts in the heart and soul of Green Bay to assist small retailers with entering the downtown market.



Location

The program will focus on both the Downtown and Olde Main Street Business Improvement District Boundaries.

View district maps at ctycms.com/wi-greenbay/docs/city-map.pdf



Eligibility Requirements

Eligible program participants (pop-up shop business owners) include entrepreneurs and businesses seeking to develop a presence in Downtown Green Bay. Local or regional establishments and start-ups that feature gifts, home goods and decor, apparel and accessories, specialty foods, books, sporting goods, pet supplies, boutique items, art items, locally-made goods, and children's books and toys are encouraged to apply.

Program participants must activate the storefront facade and/or interior space to create a vibrant retail presence during the day as well as at night.

Program participants are required to hold liability insurance per City of Green Bay and Landlord Requirements.

Program participants are required to possess a valid Wisconsin State Sellers Permit.

Program participants that prepare and sell food or beverages must comply with all applicable state and local regulations on food safety including proper licensing and inspection from the Brown County Health Department. For guidance, please contact the Brown County Health Department by emailing bc_health@co.brown.wi.us or calling 920-448-6400 (Ext. 5).

Program participants are required to follow and implement state and local COVID-19 guidelines at their location.



Program Details & Requirements

- A temporary lease agreement will be executed between Property Owner and Program Participant.
- The property owner will exclusively license the vacant space to a program participant, rent-free, for 3 months.
- The property owner may terminate the license with 30 days advance notice if the property owner signs a lease for the space with a paying tenant or immediately if the program participant is terminated from the program by the Program Administrators.
- It is the responsibility of the property owner to provide utilities (electric, water, and sewer service) for the space unless otherwise indicated on lease agreement.
- If selected, the program participant will be required to obtain comprehensive general liability insurance prior to opening date which contains limits of not less than \$1,000,000.00 per occurrence and \$2,000,000.00 per aggregate, insuring against the program participant's liability for property damage and bodily injury, including death, related to the program participant's use of the space. The property owner, Downtown Green Bay, Inc., and Olde Main Street, Inc. will be named as an additional insured.
- Program participants are required to attend one virtual orientation session in late February/early March. Details will be sent to selected applicants.
- Grand opening celebrations will be held on a date to be determined with participants. DGBI/OMSI will also complete an ad campaign for the Pop-up Shop Program and participating businesses.
- Program Participants will be responsible for maintenance of their storefront project.
- Selected Program Participants are required to utilize the street-facing window to market their business throughout the duration of their pop-up event.
- Program Participant agrees to stay open during hours indicated on application.
- Applicant will be notified of pop-up location if/when selected to participate.
- Commercial kitchen space will not be available in any of the pop-up shop locations.
- Program participants are provided a \$500 stipend. Approved items include fixtures, displays, business cards, bags, pos system/supplies, and permit costs. Other expenses may be approved by Downtown and Olde Main Street. All receipts for purchases must be turned into Downtown and Olde Main Street, Inc. for validation of purchases.
- An orientation will be conducted prior to the official opening of the pop-up shop. This will be an opportunity to ask any questions you have prior to and meet with local business owners and other pop-up shop entrepreneurs. Details for the orientation will be sent out to selected candidates.

Legal Requirements

Program participants will sign a short-term lease 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 applicable City of Green Bay, Brown County, 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 will be evicted from the pop-up space and will be required to refund the Program and/or the landlord the grant money awarded. The Program Administrator will provide a draft lease agreement unless the property owner (Lessor) and program participant (Lessee) have their own agreements.

Selection Process

Applications will be accepted on a rolling basis and evaluated on the following:

- Product mix, store concept, marketing approach, operations strategy, availability to install, events, readiness to proceed references, willingness to work with the city and other retailers, store design.
- Ability of Program Applicant to meet program requirements as noted above.
- Eligibility of project and applicant and completeness of application.

Applications should include:

- General application form (see below)
- All necessary licenses/certifications
- A business and marketing plan (minimum of 2 pages) along with photos of products and sample social media posts (if you are unsure of how to create business/marketing plans, see resources section below)



Resources

General local resources for small business owners:

- Greater Green Bay Chamber
- Start-up Hub Small Business Resource Hotline
- Wisconsin Small Business Development Center at UW – Green Bay
- howtostartanllc.com/general-liability-insurance
- revenue.wi.gov/Pages/FAQS/pcs-seller.aspx
- browncountywi.gov/departments/public-health/general-information/services/business-licensing/

How to create a business and marketing plan:

- U.S. Small Business Administration
- Example Business Plan 1
- Example Business Plan 2
- Example Marketing Plan

Mentor Programs:

- Packers Mentor-Protégé Program
- Green Bay SCORE



FAQs

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.

Contact

Sally Ebeling

Program & Business Development Specialist

Downtown Green Bay, Inc.

Olde Main Street, Inc.

sally@downtowngreenbay.com

O. 920.437.1824

C. 920.639.9674

Pop-Up Shop Program Application

Personal Information

Full name: _____ Phone(s): _____

Email: _____

Address: _____

Business Information

Business name: _____ Phone(s): _____

Address 1: _____

Website: _____ Facebook: _____

Instagram: _____ Twitter: _____

Are you interested in assistance with developing a website? Yes ☐ No ☐

Category: Retail ☐ Arts/Music ☐ Food/Beverage ☐ Other: _____

This is a(n): existing business ☐ start-up business ☐

Do you currently have a business location? Yes ☐ No ☐

Are you considering locating in downtown Green Bay? Yes ☐ No ☐

Minimum square footage you require: _____

This project requires the tenant to be responsible for all store equipment and furniture. Are you able to provide your own equipment and furnishings? Yes ☐ No ☐

Provide a brief description of your background and why you would like to participate in this program: _____

Include any additional information on a separate page.

Pop-Up Shop Program Application

Please describe how your business was established: _____

Describe your shop concept and product(s): _____

Describe your staffing strategy: _____

Please indicate the hours of operation you would utilize if selected to participate:

Sunday: _____ to _____
Monday: _____ to _____
Tuesday: _____ to _____
Wednesday: _____ to _____
Thursday: _____ to _____
Friday: _____ to _____
Saturday: _____ to _____

Include any additional information on a separate page.

Pop-Up Shop Program Application

Additional Materials:

Please indicate you have attached all necessary materials required with this application.

If selected to participate, I will obtain and provide comprehensive general liability insurance prior to opening which contains limits of not less than \$1,000,000.00 per occurrence and \$2,000,000.00 per aggregate, insuring against the program participant's liability for property damage and bodily injury, including death, related to the program participant's use of the space. The property owner will be named as an additional insured (to be provided at a later date).

Yes ☐ No ☐

I possess and attached a valid copy of my Wisconsin Seller's Permit and agree to include payment of the Wisconsin State Sales Tax on transactions.

Yes ☐ No ☐

I have obtained and attached proper licensing and inspection from the Brown County Health Department (food-related businesses only).

Yes ☐ No ☐

I have attached my business and marketing plan along with images of my product and sample social media posts.

Yes ☐ No ☐

I have read and agree to abide by all program requirements including local and state Covid-19 regulations.

Yes ☐ No ☐

I agree to provide receipts for purchases made with stipend provided by Downtown and Olde Main Street, Inc.

Yes ☐ No ☐

All information provided in this application is true and accurate.

Yes ☐ No ☐

Signature: _____

Date: _____

Please submit application and materials via mail to Sally Ebeling

130 East Walnut St. Suite 501

Green Bay, WI 54031

or via email to sally@downtowngreenbay.com