



**2022 Main Street Monroe, Inc.
Pop-Up Shops Program**



Description:

A **Pop-Up Shop** is a short-term retail store that offers new, unique, local or specialized products or services. The Main Street Monroe Pop-Up Shop Program is designed to fill empty storefronts and prospect new, long-term businesses.

Pop-up retailing is a low-cost way to launch a business and provide exclusive products, convenience, value and fun customer experiences while increasing foot traffic and sales for downtown businesses.

The Main Street Monroe Pop-Up Shop Program is a partnership with private property owners in downtown Monroe to offer low-rate, short-term leases to local entrepreneurs.

Selected applicants will occupy vacant storefronts throughout the fall and Christmas shopping season **with the goal of long-term occupancy after program completion.**

Why Pop-Up Shops?

- Enhance the look and feel of the Main Street Monroe Historic Downtown District
- Expand Downtown Monroe's retail, adding more merchants & products
- Reduce negative visual impact of vacant store fronts
- Generate more traffic and shopping
- Offer a low cost option for local businesses to try new ideas/reach new customers

2022 Popup Shops Description and Application

Program Dates:

The pop-up leases run for a three (3) month period. It and grand opening celebrations will be held on dates to be determined.

Eligible Businesses:

Local or regional establishments and start-ups that may include gifts, home goods, décor, apparel, accessories, specialty foods, books, sporting/special interest, boutiques, art, locally-made goods, florist, children's' resources, and more. Pop-ups will be chosen to fill a niche not already adequately represented downtown.

Legal Requirements:

Program participants will sign a lease with the property owner stipulating terms and agreement to return the space to its original condition. Main Street Monroe, Inc. will pay the rent for the 3-month program.

Shop owners are required to pay all utilities and any other expenses. Participants shall comply with insurance requirements as well as all relevant city and state rules and regulations.

Selected participants who do not comply with these rules or the rules outlined by the Main Street Monroe Pop-Up Shop Program will be required to refund Main Street Monroe all rent money awarded.

Required Hours of Operation:

The goal of this program is to drive traffic to downtown Monroe. In order to maximize lunchtime traffic, weekend shoppers, etc., **all Pop-Up Shops must be open during the following hours:**

**Tuesday to Saturday 10 a.m. – 5 p.m.
Sunday Noon – 4 p.m.**

Additional hours shops will be required to be open may include Shop Small Saturday and additional Main Street sponsored events.

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

- Businesses with other peak hours may apply. Hours subject to approval.

Advertising Requirements:

Businesses will be required to have an online presence with an active Facebook page. The Pop-Up Shop Committee will complete a comprehensive ad campaign for the 2022 Pop-Up Shops including but not limited to: e-mail blasts, radio, events, print advertising as deemed appropriate.

Main Street Monroe, Inc.

FAQ's

Can I alter the space I am using?

Improvement/alterations of any kind must be negotiated and approved ahead of time with the landlord and Main Street Monroe Pop-Up Shop Committee. 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?

Indicate on your application you would like to share space

with a complementary pop-up merchant or specify another applicant.

When do I access my space?

You may access your space when the short-term lease is signed with the landlord. Proof of insurance and a refundable security deposit of the landlord's choosing is required.

Pop-Up Shop Criteria:

- Selected businesses will receive a heavily discounted or rent-free storefront in downtown Monroe to test out a business.
- Businesses must be ready to open between the 1st and 15th of first month, and be open until the final day of the third month.
- Locations will not be finalized until businesses are selected.
- 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 submission. Unsuccessful applicants will receive a \$75 refund.

Pop-Up Shop Rules:

- Retailers must maintain regular store hours as previously identified.
- 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 must use Main Street Monroe Pop-Up Shop logo on all advertising, as well as tagging Main Street Monroe, Inc. and using the hashtag MainStreetPopUpShop.
 - Retailers are responsible for maintaining building's interior, exterior, and sidewalk.

Selection:

- Applications will be reviewed by the entire Main Street Monroe Pop-Up Shop Committee.
- The committee will select 3 shops and 2 alternates.

Evaluation criteria for selection shall be based on product mix, store concept, marketing approach, operations strategy, experience, references, willingness to work with the Main Street Monroe Pop-Up Shops Program and other retailers, store design, and other issues the selection committee deems appropriate.

Pop-Up Shop Application

Applications and all supporting materials will be accepted via e-mail, hand delivery or U.S. mail.

Email: monroemainstreet@tds.net

Mail:

Main Street Monroe
Attn: Pop-Up Shops Program
1717 10th St.
Monroe, WI 53566

For questions contact:
Jordan Nordby, Main Street Monroe Executive Director
(608) 328-4023

Please include the following in your Business Plan:

1. Applicant name and contact information
2. Business name and ownership structure
3. Resumé/professional history, and community work
4. Provide a brief description of your background and why you would like to participate in this program
5. Explain how the business will be successful
6. Marketing plan outline
7. Staffing plan
8. Business budget (income and expenses) for the duration of the program (three (3) months).
9. Images or video of product and interior design concept

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 submission. If your application is not selected, you will be refunded \$75

Application

Applicant Name:

Address:

Email:

Phone Number:

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:

