



## Pop-Up Shop Program 2021



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**Address**

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**POP-UP SHOP PROGRAM**

The Pop-Up Shop Program is an initiative of the City of Sheboygan with assistance from the Sheboygan County Economic Development Corporation (SCEDC) and private property owners in Sheboygan to offer low-rate, short-term leases to local entrepreneurs. We are seeking proposals from local businesses, entrepreneurs, and start-ups to participate in the program. 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. The ultimate goal of the pop-up project is to create a vibrant central commercial district 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 Sheboygan to assist small retailers with entering the downtown market. Funding for this program will come from sponsorships and business development grants for COVID recovery.

**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.
- Connect start-ups and/or existing small businesses to building owners with available retail space.

**Dates of the Program**

Shops will operate from October 1, 2021 to December 31, 2021. Grand opening celebrations will be held on a date to be determined.

**Application submission deadline is June 30, 2021.**

**Pop-Up Shop Criteria**

Selected businesses will receive a heavily discounted or rent-free storefront in Sheboygan to try out a business from October through December of 2021. Selected applicants must be ready to open their business on October 1, 2021 and remain open until December 31, 2021.

- 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 with a current business run out of their home, businesses looking to open a second location, or business concepts with minimal start-up inventory.



## **Pop-Up Program Requirements**

### **Legal Requirements**

Program participants will sign a short-term lease from October 1, 2021 through December 31, 2021 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 Sheboygan 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. Responsibility for any personal or property damage resulting from tenancy.

### **Pop-Up Shop Rules**

- Participants must maintain regular store hours per Pop-Up Shop 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 must 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 identify the shop as part of Sheboygan Pop-Up Shops.
- Improvements or alterations of any kind must be discussed with the landlord. Temporary tenants are responsible for general upkeep such as cleaning or minor repairs (such as interior paint touch-ups or light bulb replacement).
- Those selected agree to work with a small business expert from the SCEDC.

### **Ready for Business**

All program participants should be ready for business no later than September 30, 2021 and open to the public on October 1, 2021.

### **Pop-Up Shop Required Hours of Operation**

The goal of this program is to drive traffic into Sheboygan. In order to maximize lunchtime traffic, weekend shoppers, etc., business must be open a minimum of 40 hours per week with at least 4 hours on Saturdays.

#### **Hours**

Hours to be open within 8:00 am – 6:00 pm. All businesses must be open for minimum hours listed but may certainly be open more hours.

Additional hours shops will be required to be open: Shop Local Saturday 9:00 am – 6:00 pm.

### **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 City and/or its partners will complete a comprehensive ad campaign for the Pop-Up Shops including but not limited to e-newsletters, radio, and print advertising as deemed appropriate.

Locations with street-facing, ground-level windows are required to utilize those windows for advertising the Pop-Up Shop program as well as their own products or services.

### **Selection Process**

The selection committee reserves the right to request clarification or additional information from candidates as well as to request further presentations.

### **Evaluation criteria for selection shall be based on:**

- Product mix
- Store concept
- Store design
- Marketing approach
- Operations strategy
- Availability to install
- Experience
- References
- Willingness to work with interested parties and other retailers
- As well as other variables which the selection committee deems as appropriate

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**APPLICATION**

Applications and all supporting materials must be submitted by 4:00 pm Friday, June 30, 2021 at 828 Center Avenue, Suite 208 Sheboygan, WI 53081. Any applications received after the deadline will be disqualified. Applications will be accepted via email, hand delivery, or US mail.

Name	Address
Email	Phone

Describe proposed store inventory

Provide a resume (feel free to attach with application submission) or brief biographical summary of your professional career and community work. Describe any relevant personal background information and experience.

Describe your staffing strategy

Explain how this business will be successful

Outline the marketing strategies you will employ to get the word out about your store

Describe any events that you may have during your tenancy that would be open to the public

**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 such as images of product and interior design concept.