



Dear Property Owners,

Thank you for your interest in the City of Cincinnati's new pop-up shop program. We are beyond excited to bring together entrepreneurs, artists, makers, and small businesses with local property owners to fill vacant retail spaces in downtown. Downtown Cincinnati is growing by leaps and bounds, and we know that expanding active, retail will benefit residents, existing businesses, and visitors alike.

The City of Cincinnati's Department of Community and Economic Development in partnership with Downtown Cincinnati Inc. (DCI) recently released a [Retail Action Plan](#) for the Central Business District. This Pop Shop program is a vital part of implementing the Action Plan. Ultimately, the hope and intent is to lead to the development of long-term lease prospects for available retail spaces. This will add to the existing culture of retail in the Downtown Area and help increase traffic to support new and existing retailers.

Please help us make Downtown Cincinnati retail POP!

Thank you,

A handwritten signature in blue ink that reads "Oscar P. Bedolla". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Oscar Bedolla, Director

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Property Owner FAQs

What are the goals of Cincy Pop Shop?

- // Activate vacant retail spaces and explore long-term lease prospects for the available spaces in Downtown Cincinnati.
- // Enhance the Downtown Cincinnati area, events, and atmosphere.
- // Further develop Downtown Cincinnati as a shopping and tourist destination by attracting additional quality retail establishments. The program will play off of the synergies offered from downtown holiday events and activities.
- // Provide a visible Downtown Cincinnati brick and mortar shop for quality local entrepreneurs, artists, makers, and/or small businesses
- // Support existing downtown tenants by generating increased walk-in traffic through the installation of quality retail establishments for the season.

What is expected of me as a property owner?

- Provide for the duration of the pop-up program (2 months), at no-cost, a retail space along with at least one set of keys.
- Allow access to the space for a Program Open House on October 4, 2016

When will Cincy Pop Shop tenants occupy the space?

- // Program participants should be able to access the space as early as November 1, 2016 provided a short-term lease has been signed; business license requirements and the insurance requirements have been validated.
- // All program participants should be ready to open for business on November 25, 2016 and be prepared to remain in operation through December 23, 2016.
- // On Friday, November 25th, a kick-off celebration will be held to launch the program.
- // While the shops last day of business will be December 23, 2013, the last day of occupancy will be no later than December 31, 2013 (last day to have access to the space) in order to fully vacate the space unless a short or long-term paid lease is signed or in process of being signed.

What exposure will my storefront(s) receive?

The City of Cincinnati in partnership with DCI will promote the Pop-Up Shop via communication vehicles including, print, television, signage, collateral and social media, LED board, City website, DCI website, and news outlets. . Pop-Up shop participants will also do their own marketing as well which will provide additional exposure to your retail space.

Will my real estate broker have a “For Lease” sign in the window during the course of the program?

Absolutely, any way to promote the space is just another way to make this program more successful.

Will the property owner be a part of selecting the pop-up shop tenant for their location?

Yes! Since this is a competitive application process for the tenants, a selection committee will be created to help choose the right applicant and match them with the right space. Either the owner or their broker is encouraged to participate as a member of the selection committee.

What can be expected from the City of Cincinnati in Partnership with DCI?

- Securing the vacant retail space for the duration of the program
- Courtesy Inspection by Building & Inspection to identify any building code or fire code issues
- Up to \$20,000 in assistance from the City for tenant improvements so that the space can be accessed by the public as a retail pop-up location
- Advertising and marketing of the program and space via print, television, signage, collateral and social media, LED board, City website, DCI website, and news outlets.
- Managing the decision process and fielding applicant inquiries
- Conducting a program assessment upon completion and providing property owner feedback

Legal requirements:

- ✓ Program participants will sign a short-term lease which stipulates the terms of the short-term space use requirements and wherein they agree to return the space to its original or an improved condition.
- ✓ Participants shall comply with any insurance requirements that the property owner may have as stipulated by Ohio State law and name the City of Cincinnati as the additional insured.

What else will the program require of the Cincy Pop Shop tenants?

- ✓ Program participants will be required to be open a minimum of four weekdays, six hours a day and a minimum of two evenings each week till 7pm from November 25, 2016 through December 23, 2016.
- ✓ Participants will also host at least two in-store special events and agree to create an online presence (which could be as simple as a Facebook page).

What happens if a longterm tenant wishes to take possession of the storefront prior to the end of the pop-up shop program?

The goal is to highlight your space so that it does lease. While ideally, the timing of the program is such that the pop-up shop in your storefront would be able to complete the program, a 14-day "Notice to Vacate" clause must be built into the lease contract in the event that a paid tenant is found who wishes to take possession of your storefront prior to December 31, 2016.

Cincinnati Pop-up Program timeline:

October 4, 2016	Program Open House from 4pm - 6pm
October 23, 2016	Deadline for Cincinnati Pop-up Program Application
Week of October 24, 2016	Interviews Conducted with Top Applicants
October 28, 2016	Winning Applicants Announced
November 1, 2016	Winning Applicant Can Officially Move into Space
November 25, 2016	Kick-off Event

Participants will be required to open no later than November 25, 2016.

Other potential benefits of pop-up shop programs:

- Eliminates empty storefronts and spaces. Since the leases are short-term, the property owner doesn't have to reduce the rent for a long period of time to lure a tenant.
- Pop-ups contribute to the vibrancy of a neighborhood, which will ultimately lead to higher rents and a greater demand for the property from a long-term tenant.
- Pop-Up shops contribute to a stronger local economy.
- The energy and buzz that pop-ups generate draws visitors to neighborhoods, which can increase property values.
- City programs will often market properties to potential pop-up tenants, eliminating the need for advertising of the space.
- Potential financial and tax incentives offered by cities and towns to property owners.

Questions:

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