



Dear Cincy Pop Shop Applicant,

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 spaces and activate downtown. Downtown Cincinnati is growing by leaps and bounds, and we know that expanding active retail spaces 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. It will create opportunities for future business owners who have had trouble finding accessible, affordable, and flexible spaces and allow them to create, expand, and nurture their small business with relatively low risk.

We are looking for applicants who are passionate about their products and ready to embark on the next part of the entrepreneurial journey right here in Downtown Cincinnati.

Let's make Downtown Cincinnati retail POP!

Thank you,

A handwritten signature in blue ink that reads "Oscar S. Bedolla".

Oscar Bedolla, Director

Department of Community and Economic Development
Two Centennial Plaza | 805 Central Avenue, Suite 700 | Cincinnati, OH 45202
(O) 513-352-6146

www.choosecincy.com [Facebook](#) [Twitter](#) [LinkedIn](#)

Cincy Pop Shop Application

What do I receive for participating?

Cincy Pop Shop's selected applicants will receive free rent from November 1, 2016 through December 31, 2016 in an individual or cooperative retail location in Carew Tower, close to other retail, holiday events, and Fountain Square. As an added benefit, the City of Cincinnati has made available up to \$1000 in assistance to each selected applicant for eligible expenses such as merchandising materials, including racks, hangers, shelving, window displays, payment processing equipment, etc.

Where is the Cincy Pop Shop?

DCED has selected Carew Tower as the Cincy Pop Shop location. Please check back at www.choosecincy.com for more information.

Please fill out the following information to be considered as a participant in the Cincy Pop Shop. Feel free to use a format of your choosing when submitting your application. However, include the information below in a similar order.

Application Checklist:

- Short Business Plan
- Simple Operating Budget including the use of \$1000 from the City of Cincinnati

Applicant Information

Individual(s) Name:
Email:
Phone:
Address:
Web Address: (if applicable)

Business Information

Business Name:
Email:
Phone:
Address (if applicable):
Web Address (if applicable)

Brief Business Description (three sentences):

Your application will be strongly considered with additional business information, including:

- /// History (e.g., How long has your business been in existence? Have you ever had a storefront?)
- /// Product, service, purpose, goods, etc. (We encourage photos!)
- /// Other relevant information
- /// Staffing, inventory, sales history, etc.
- /// Relevant experience
- /// Links to social media feeds

Please describe why this opportunity is right for you:

What amenities do you require in the space (wifi, sink, etc.)?

How many square feet of space do you require?

The program will require that the participant be responsible for all shop equipment and furnishing. Are you prepared to do this?

If selected, are you available to occupy and open your Pop Shop by November 25, 2016?

YES

NO

MAYBE

Have you ever participated in a pop-up program or similar vendor program (e.g., City Flea)? If so, please share your experience.

Do you have any concerns about the opening or operational requirements of this program?

Cincy Pop Shop 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 Applicants Can Officially Move into Space
November 21, 2016	Kick-off Event

Participants should expect to open no later than November 21, 2016.

Participant Requirements:

Once selected, participant(s) will be required to have the following:

- // Active State of Ohio business license upon store opening (<http://business.ohio.gov/licensing/>)
- // Current liability insurance per City of Cincinnati and Landlord Requirements
- // Selected applicant(s) may choose to use a portion of the City assistance provided to cover fees associated with the licensing and liability insurance coverage

Program Guidelines:

Once selected, participant(s) will be required to operate under the following guidelines:

- // Maintain the storefront throughout the program's set timeline.
- // Utilize the window facades to market the business.
- // Stay open during required business hours:
 - // Minimum of four weekdays, six hours a day.
 - // Minimum of two evenings each week till 7pm.
- // Participate in Pop Shop and Downtown holiday events in order to maximize exposure of the program and participants during the period of November 25, 2016 through December 23, 2016.
- // Each participant is encouraged to organize an event to promote themselves and other participants.
- // Adhere to lease term (November 1, 2016 through December 31, 2016)
(Business owners may negotiate lease terms beyond these dates directly with property owners)

Evaluation Criteria:

Timely submitted proposals shall be evaluated based on the assessment of:

- // Potential to activate the corridor via window display(s), business hours, and product offering(s)
- // Completeness of application
- // The soundness of the applicant's business plan and operating budget
- // The applicant(s) whose needs matches the available space most effectively

Application Submittal:

Lindsey Florea, City of Cincinnati, Community and Economic Development

Lindsey.Florea@Cincinnati-oh.gov

Attach Application as PDF with any supporting documentation

Subject Line should include: "Application: Cincy Pop Shop"

Deadline:

Midnight on Sunday, October 23, 2016

Questions:

Lindsey.Florea@Cincinnati-oh.gov or 513.352.3454

