



# Pop-Up Shop Contest

## Pop-Up Shop Criteria:

- All applications are due by Monday, September 17<sup>th</sup>.
- Winners will be notified by Monday, October 1<sup>st</sup>.
- Winners will receive a rent-free space inside Schroeder's Department Store to try out a business for the months of November and December, 2018
- Winners must be ready to open their business on Monday, November 5<sup>th</sup> and remain open through Monday, December 31<sup>st</sup>.
- Spaces will not be finalized until the winners are selected.
- Commercial kitchen space will not be available in the pop-up shop location.
- 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.
- An application fee of \$50 is required with your application submission.

## Rules:

- Retailers must maintain regular store hours that are pre-approved.
- 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 the shop and identify the shop as a part of Two Rivers Main Street.

## Selection:

- The selection committee reserves the right to request clarification or additional information from candidates as well as to request that some or all respondents make presentations.
- Evaluation criteria for selection may include product mix, store concept, marketing approach, operations strategy, available hours, availability to install, events, experience, references, willingness to work with Two Rivers Main Street and other retailers, store design, long-term business potential and any other qualifications the selection committee deems appropriate.



## Application for Pop-Up Shop 2018

Applications and all supporting materials must be submitted by Monday, September 17<sup>th</sup>, 2018. Any applications received after the deadline will be disqualified from the contest.

**Email to:** [director@tworiversmainstreet.com](mailto:director@tworiversmainstreet.com)

**Mail to:**

Two Rivers Main Street  
PO Box 417  
Two Rivers, WI 54241

For questions contact Roger Russove, Two Rivers Main Street Executive Director at 920.794.1482 or e-mail to [director@tworiversmainstreet.com](mailto:director@tworiversmainstreet.com).

Applicant Name:

Address:

Email:

Phone:

Describe your proposed store and its inventory:

Explain why 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 special events you may hold that would be open to the public:

***Please include the following additional items with this application:***

- A resume or brief biographical summary of your professional career and community work.
- Provide two references and their contact information.
- You may provide any additional information that you think will assist the selection committee in making their decision.
- \$50 one-time application fee. Please make checks payable to Two Rivers Main Street