

Downtown Duluth Pop-Up Co-Lab Program

The Greater Downtown Council and the 1200 Fund have partnered to bring back the GDC's successful pop-up program to the Downtown. The intent of this project is to be as flexible as possible to encourage active and lively storefronts throughout Duluth's summer months. The focus of this program is to provide entrepreneurs a chance to test out a retail environment.

Applications will open on June 16th and close on June 27th. A grand opening will be on July 13th coinciding with the kick-off for Sidewalk Days. Shared storefront space will be provided FREE for 3 months for selected applicants.

Priority will be given to Black Indigenous People of Color (BIPOC), women and veteran owned businesses. Businesses who are selected will receive \$1,500 to use towards storefront set-up, utilities, website updates and product/merchandise etc. (please see details below).

Applicant Eligibility Requirements

This program is open to all Duluth based entrepreneurs. All applicants must meet the requirements below:

1. Applicants need to maintain all applicable licenses for their businesses.
2. Applicants are obligated to agree to (rules of conduct/lease agreement etc.)
3. Applicants must agree to hours of service as indicated in the contract.
4. Program participants will be required to meet with a business advisor once before the pop-up program begins and monthly throughout the program. Applicants can select a business advisor of their choice (Entrepreneur Fund and the Northland's Small Business Development Center provide free services).
5. Applicants must agree to share storefront space with other businesses.

*Independent businesses will only be considered for the pop-up program.

Application Requirements

The following is required to be submitted for the application:

- Letter of interest in which applicants explain interest in the project and relevant experience
- Application form
- Resume
- Brief description of business plan (2-3 paragraphs)

Current Available Space

*This is a fluid document as the property owner is not prevented from leasing their current vacant space. The property owner is also allowed the final decision to accept a potential program participant. In addition, potential new space could get added to the program.

Bagley Jewelers Buildings located at 313, 315 and 317 West Superior Street.

Program Basics

- Property owners will provide the space rent-free for 3 months; program participants are required to pay utility costs
- Business should be complementary to the retail mix in Duluth's Downtown
- Business should provide hours of operation that are consistent with the downtown retail mix (for example: 9am-5pm or 10am-6pm daily)
- Emerging entrepreneurs are encouraged to consider this program as a way to test a storefront location
- Existing entrepreneurs are encouraged to consider this program as a way to test the downtown market for another site
- All projects will be temporary and removable, leaving no permanent adverse effect to property façade or interior space
- Each applicant selected to participate in the program will be required to procure general liability insurance from the insurance agency of their choice for the duration of time that it occupies and/or performs work at its assigned storefront. The applicant will need to name The Greater Downtown Council and the property owner as additional insured to the policy and a certificate should be provided to the property owner/manager.
- \$1,500 pop-up grant may be used towards purchasing of inventory, cosmetic improvements to pop-up space, marketing, website development/improvements, utilities.

- **Timeline**
- June 16th, 2022: Applications open
- June 27th, 2022: Applications close
- June 28th-29th: Applications are reviewed by selection committee
- June 30th: Applicants notified
- July 1st- July 10th: Applicant's first meeting with business advisor
- July 5th- 12th: Available move in and set up days
- July 13th: Grand opening
- October 14th: Pop-up program concludes.

For more information please contact:

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