



Department of Planning & Community & Economic Development

Economic Development Division

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TO: CDA

FROM: Saran Ouk, Office of Business Resources Manager (souk@cityofmadison.com)

SUBJECT: Madison Pop Up Shop (Legislative File # 65792)

DATE: July 2, 2021

The purpose of this memo is to provide additional information for the discussion to approve the guidelines for the Madison Pop Up Shop Legislative File # 65792.

Program Summary and Guidelines

The Program Summary and Guidelines created in collaboration with Office of Business Resources (OBR) staff, the Hmong Wisconsin Chamber of Commerce, The Latino Chamber of Commerce of Dane County and the Madison Black Chamber of Commerce provides an overview of the Madison Pop Up Shop program, the application eligibility requirements, processing steps, business plan criteria and a preview of the online application.

In addition to the Program Summary and Guidelines, two committees were identified in order to assist with the application review and provide support to the vendors.

Application Review Committee:

The Application Review Committee will review the applications, business plans and select the vendors for the two store fronts on State Street. This committee will consist of individuals from the chambers, OBR staff and community members.

Vendor Support Committee:

The Vendor Support Committee will provide assistance to the businesses who were selected by the Application Review Committee. This committee will consist of individuals from organizations that supports entrepreneurs, OBR staff and business leaders in the community.