

Madison Pop-Up Shop

Program Summary and Guidelines

[The City of Madison Office of Business Resources](#) in partnership with the Community Development Authority (CDA) and JD McCormick Properties have set a foundation for new retail opportunities for historically underrepresented (see definitions below) business owners, with priority considered for businesses owned by people of color, to set up pop-up retail on the first floor of 440 and 444 State Street.

This program is managed and organized by the City of Madison Office of Business Resources, the [Hmong Wisconsin Chamber of Commerce](#), [The Latino Chamber of Commerce](#) of Dane County and the [Madison Black Chamber of Commerce](#). We are all committed to creating a diverse and vibrant downtown. We recognize the need to invest in independent retailers of color in the downtown area to ensure we continue to maintain the independent flavor that makes Madison special.

Applicant Eligibility Requirements

This program is intended for historically disadvantaged businesses owners, with priority consideration for businesses owned by people of color interested in expanding their market to State Street. Applicants must:

1. Business must be able to meet the deadline for opening (see timeline below) including having inventories, staff, and other resources necessary to operate the business.
2. Businesses must have a valid State Tax ID number.
3. Business must have all applicable licenses to operate the business.
4. Business must demonstrate financial capacity to meet requirements of the lease and three months of retail expenses.
5. Businesses must agree to the hours of service and have a staffing plan to operate during those hours.
6. Businesses must provide a 2-3 page business plan (see “business plan” below) with a clear description of the business and marketing plan.
7. Business must not have outstanding liens or lawsuits filed against the business.
8. Businesses must agree to the Rules of Conduct and support of the Vendor Support Team.
9. Businesses will be required to sign the CDA licensing agreement (“lease”) and provide proof of insurance as stipulated in the agreement.
10. Businesses will be required to weekly check ins with their Chamber affiliate and/or the Vendor Support Team, reporting requirements as agreed to in the Rules of Conduct and surveys as requested by the Vendor Support Team.

Timing of Application:

Applications are open {date to be determined}

Applications are due {date to be determined by Application Review Team}

Application review period {date to be determined}

Applicants notified of decision {date to be determined}

CDA Licensing Agreements must be signed by {anticipated date}

Lease date begins for a period of three months

Store Front Opens {date to be determined}

Processing Steps

Step 1 It is highly encouraged that all participants attend the information session hosted on July 9, 2021 from 10-11:30am

Step 2 Applications must be submitted online

Step3 The Application Review Team will review all applications and, if needed, request additional information from the applicant.

Step 4 The applicants will be notified of the decisions.

Step 5 Applicants will sign the licensing agreement with the CDA

Definitions:

“Historically underrepresented”: *Businesses that are at least 51% owned by applicants that belong to populations facing historic barriers to entrepreneurship, including low income populations, people of color, immigrants, women, veterans, persons with a disability and LGBTQ+ individuals.*

“Independent Retail Business”: An Independent Retail Business is a for-profit business that is at least 51% owned by individuals who reside in Dane County.

Exception to **“individual”** ownership: A Business not owned by at least 51% individuals (as opposed to corporate owners) will be considered an Independent Retail Business if meeting the following criteria:

- headquartered in Dane County
- more than 51% of key managers reside in Dane County
- Business is registered in Wisconsin
- Business (not the corporate owners) independently controls purchasing decisions, makes independent decisions regarding the name and look of the business, including marketing, advertising, logo design and branding decisions. Business makes independent decisions regarding business procedures, practices and policies.

Business Plan Criteria

Applications will be considered and ranked based on the strength of the application as determined by the sole and absolute discretion of the evaluation of the committees selected by the Hmong Wisconsin Chamber of Commerce, the Latino Chamber of Commerce and the Madison Black Chamber of Commerce for the spaces identified and any additional outdoor opportunities. Ideal applicants are individuals with a current business (run on-line, out of their home, in retail space or other) or businesses looking to open a second location. The basic criteria will include:

1. Retail Concept. Describe the concept for the business, what your primary goals are of opening a pop up shop and what you hope to achieve in terms of a return on your investment in this program.
2. Product. Describe the product(s) to be sold (e.g. type, variety, format, etc.). Confirm availability of inventories. And, if lead times are required for securing inventories, what are those. Provide links to web-sites, online promotions or photos of products.
3. Length of time in business. Describe operating history of business.
4. Ownership and Experience. What is the ownership structure of the business? Does owner(s) have experience in running a retail business? Provide a resume for owner(s).
5. Experience. Do the owners and/or managers have experience in operating a retail business?
6. Retail Presence. Does this business have a retail presence currently (or in past)? Have products in retail stores, on-line or other?
7. Target Market and Customer Base. Who is the target market for this business? Is there an existing customer base?
8. Competition. Other stores / products that have the same/similar products being sold within 2-mile radius of the site.
9. Marketing Plan. What is the plan to market the business and location?
10. Operating Plan. What are the planned hours of operation? How will business be staffed? Who will manage the business? Provide a resume for the person(s) who will manage (if other than owner).
11. Financial Plan. Provide a financial pro-forma that includes expected revenue and expenses.
12. Capital Investment. Spaces are turned over in a white box condition with no furniture, fixtures, or equipment. Please provide an outline of the furniture, fixtures, equipment and/or capital investments needed for this business and confirm if you do or do not have the financing to purchase/lease such items.

APPLICATION (ONLINE)

Name of Business
Ownership Structure
Current Address of Business
Telephone
E-mail
Web-site

This program is available to business owners that identify as being a member of a “historically underrepresented” group. Please describe if and how you meet this definition.

Description of services.

Why do you think your business will see success on State Street?

Attach a copy of the Business Plan including the elements listed in the program description.

As part of this program the business owner will be responsible for licensing fees (“rent”), security deposit, staffing expenses, insurance, set up, taxes and other costs associated with doing business. Explain what type of financial resources the business is able to provide to support the workings of the business for the three months of their “pop-up” experience.

**The business owner agrees to the following:
(Check each box)**

1. Business must be able to meet the deadline for opening (see timeline below) including having inventories, staff, and other resources necessary to operate the business.
2. Businesses must have a valid State Tax ID number.
3. Business must have all applicable licenses to operate the business.
4. Business must demonstrate financial capacity to meet requirements of the lease and three months of retail expenses.
5. Businesses must agree to the hours of service and have a staffing plan to operate during those hours.
6. Business must not have outstanding liens or lawsuits filed against the business.
7. Businesses must agree to the Rules of Conduct and support of the Vendor Support Team.
8. Businesses will be required to sign the CDA Licensing Agreement and provide proof of insurance as stipulated in the agreement.
9. As part of this program you will be asked to work collaboratively with other businesses in the program. Please describe what collaboration means to you and how you may support and learn from other businesses?