



Pop-Up Shop Criteria:

Application submission deadline: **August 13, 2021 at 12pm**

- The selected business will receive a heavily discounted or rent-free storefront in downtown Waupun to try out a business from October 2021 to the end of January 2022.
- Businesses must be ready to open their business October 12, 2020 and be open until January 16, 2022.
- Location will not be finalized until business is selected.
- Commercial kitchen space will not be available in any of the pop-up shop locations.
- 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.

Pop-Up Rules:

- Retailers must maintain regular store hours.
- 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 via social media, relationship marketing, etc. and identify the shop as a part of Waupun's Business Improvement District.
- Retailers are responsible for maintaining building's interior and exterior. Those selected agree to one (1) consultation with a small business expert.

Selection:

- The Selection committee reserves the right to request clarification or additional information from candidates as well as to request that some make presentations.
- Evaluation criteria for selection shall be based on product mix, store concept, marketing approach, operations strategy, availability to install, events, experience, references, willingness to work with the City of Waupun and other retailers, store design, and other issues the selection committee deems appropriate.



Application for Pop-Up

Any applications received after the deadline will be disqualified. Applications will be accepted via email, hand delivery, or US mail.

Email to: kathy@cityofwaupun.org

Hand-deliver to:

Waupun City Hall
Attn: Kathy Schlieve
201 E. Main St.
Waupun, WI 53963

Mail to:

Waupun City Hall
Attn: Kathy Schlieve
201 E. Main St.
Waupun, WI 53963

For questions contact: 920-324-7912

Applicant Name:

Address:

Email:

Phone:

Describe your proposed store inventory:

Explain how 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 events that you may have during your tenancy 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.