

2018 Great Space Superior Holiday Pop-Up Program

A Pop-Up Shop is a short-term retail store that offers new, unique, local or specialized products or services. The Great Space Superior Holiday Pop-Up Program is designed to fill empty storefronts and prospect new, long term businesses. Pop-Up retailing is a low-cost way to launch a business and provide exclusive products, convenience, value and fun customer experiences while increasing foot traffic and sales for downtown businesses.

The 2018 Great Space Superior Holiday Pop-Up Program is a partnership with private property owners in downtown Superior to offer low-rate, short term leases to local entrepreneurs. Selected applicants will occupy storefronts throughout the fall and holiday shopping seasons with the goal of long-term occupancy after programs completion.

The pop-up will run from November 15 - December 30, 2018.

Why Pop-Up Shops?

- Enhance the look and feel of the Superior downtown district.
- Expand downtown Superior’s retail storefronts, adding more merchants and products.
- Reduce negative visual impact of vacant store fronts.
- Generate more traffic and shopping.
- Offer a low cost option for local businesses to try new ideas and reach new customers.

A one-time application fee of \$100 is required with your submission. If your application is not selected, you will be refunded the \$100.

Please note: Applications are not complete unless the fee is submitted.

* Required



1. Applicant Name *

2. Address *

3. Phone Number *

4. Email *

5. Business name and ownership structure:

6. Described proposed store inventory:

7. Provide a resume or brief biographical summary of your professional career and community work.

8. Provide a brief description of your background, experience and why you would like to participate in this program.

9. Explain how this business will be successful.

10. Outline the marketing strategies you will employ to get the word out about your store in such a short time. Please list your website and social media addresses.

11. Describe your staffing strategy

12. How many 10' x 10' booths will you require?

1st booth: \$300, 2nd booth: \$275, 3rd booth:\$250.
(Only one application fee required)

13. Please list two business/professional references and their contact information.
