



## **Pop-Up Downtown Program Manual**

### **Program Scope**

Pop-Up Downtown allows emerging and growing entrepreneurs as well as established local brands to test the Downtown Tulsa market through affordable short-term leases in ground-floor retail spaces. The program also seeks to activate Downtown Tulsa through increased foot traffic and expanded diversity of Downtown business owners and shopping experiences.

Participants will be selected through an application process based on concept viability, product quality, product diversity, and overall fit of the product offerings. Participants also will be selected based on their ability to fulfill the requirements of the program outlined below and their alignment with Downtown Tulsa Partnership’s strategic goal to “foster a prosperous Downtown through investments and resources that seek to benefit all Tulsans.”

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### **What will the program do?**

- Generate more shopping visits to Downtown
- Enhance the retail offerings of Downtown with new products and exposure to new retail experiences.
- Increase the visible presence of underrepresented, non-traditional, and diverse local entrepreneurs in Downtown
- Reduce the visual impact of empty storefronts in Downtown Tulsa.

- Offer a low-cost option for businesses to test new ideas and/or reach new customers.
- Assist newer retail stores in growing their businesses and learning the fundamentals of operating a brick-and-mortar location.
- Provide insights to Downtown Tulsa Partnership on the health of the retail market

### **Who is encouraged to apply?**

- Entrepreneurs with a storefront/shop concept that is able to utilize 500 - 2,000 square feet of retail space for their own brick-and-mortar store.
- Entrepreneurs that can partner with other brands on a shop concept, if needed, to utilize 500 - 2,000 square feet of a shared retail space.
- Entrepreneurs looking to establish a future presence in the Downtown market, even if the available space and sizing is not a fit at this point in time, or the concept is still developing. Future pop-up opportunities as well as site selection services may be offered to these applicants.

### **What types of business is this program designed to attract?**

Entrepreneurs selling tangible products to consumers. Pop-ups should be complementary to the overall mix of Downtown's existing retail while providing fresh offerings designed to increase foot traffic and drive more shoppers to Downtown.

### **When will decisions on selected shops be made?**

Each program season has its own timeline for application due dates, virtual interviews, and onboarding for selected participants. Check the application for key dates for the program season you are applying for.

## **Program Requirements**

### **Are there required hours of operation?**

Applicants will identify their proposed hours of operation on the application. In order to maximize lunchtime traffic, weekday office shoppers, weekend family visitors, evening residents, and Sunday parishioners, selected retailers are *strongly suggested* to be open the following hours:

11 AM - 6 PM, Wednesday-Thursday

10 AM - 8 PM, Friday-Saturday

11 AM - 5 PM, Sunday

Preference will be given to applicants with operating hours in these ranges. Selected entrepreneurs will be expected to commit to operating hours for the duration of the program. Stores are permitted to be closed on Mondays and Tuesdays, Thanksgiving Day and Christmas Day, and any other holidays, though not required. Stores are encouraged to stay open later, if desired, on Fridays and Saturdays, Black Friday, Small Business Saturday, and Christmas Eve.

Each season of the program has its own required “open by” date by which all shops are required to be open. Refer to the application for your open date.

### **What are the legal requirements?**

#### **1. A signed space-use MOU**

Participants will enter into a short-term space agreement, called a Memorandum of Understanding (MOU) with and signed by the property owner, or representative of, and managed by DTP for the duration of the program. The MOU stipulates the terms of the short-term space use

requirements and wherein they agree to return the space to its original condition or an improved condition. All spaces will be occupied “as-is” and the property owner is not responsible for any improvements to the space.

Participants shall comply with requirements as stipulated by the property on their individual MOU, for example, some spaces may require that “for-lease” signage remain on the exterior façade of the building advertising a long-term rental opportunity or certain insurance requirements.

## 2. A signed W9

A W9 with a social security number or EIN number associated with your business must be received and remain on file with DTP in order to receive any program grant funding.

## 3. Proof of General Liability Insurance

Upon acceptance, the businesses participating must furnish a valid and active proof of general liability insurance meeting certain limits in the businesses name listing the selected property and DTP as additional insured before receiving access to their shop space.

## 4. Any required licenses

It is the responsibility of the participant to obtain any licensing requirements that their business may require including a sales tax permit from the Oklahoma Tax Commission or temporary food vending permits from the Tulsa County Health Department.

## **Will I receive marketing support?**

Yes! While you should market your store independently, your efforts will be amplified by ours. Downtown Tulsa Partnership will promote the Pop-Up Downtown shops, as well as existing downtown retail, in our promotional

materials, our newsletter, ads, storefront window clings and social media. We want this program to work for you and grow your business, and we will have our branding and marketing team available to support your advertising efforts as best we can!

As a participant, you are responsible for any signage that is unique to your business and brand - sandwich boards, removable exterior signs, open signs, etc.

### **Are there any other requirements?**

Downtown Tulsa Partnership requires participating retailers to agree to supply weekly gross sales data and overall estimated costs at the end of the program as well as complete a brief program quality survey. This is to allow staff to assess the program's success and continuation, as well as have a better understanding of the urban retail environment. The data received will be kept confidential and only communicated in aggregate.

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## **Program Logistics**

### **What type of space will my shop be?**

All shops will be "as-is" empty ground-floor retail spaces in various locations Downtown. During the interview period, applicants will be able to learn more about which spaces are available for their program season and learn exact square footage, location and any existing amenities that may be in the space like a countertop or shelving.

Participants should expect to receive their space without repairs, modifications or additions from the property owner before the access or occupancy, and participants are completely responsible for any non-permanent alterations or other modifications as approved by the property owner they may like or need to do in their shop space.

### **When can I have access to the space to set up?**

Participants will be able to access the space as soon as a signed MOU and all required paperwork (W9, proof of insurance) has been received by DTP. Most program years, there is a 10-day window from notification of acceptance to paperwork being due. It is critical that applicants remain reachable by email for updates and to meet program deadlines specified on their application.

### **When do I need to vacate the space?**

By the end date listed on your MOU, any and all supplies, materials, alterations and waste are to be removed from the space and all copies of keys returned to Downtown Tulsa Partnership. Participants will need to time their last day of business to allow sufficient time to properly clear their shop space and return all keys to DTP by the end date listed on their MOU. It is highly recommended that businesses decide their last day of operations early in the program and communicate with their customers visibly.

### **Can I operate a space with other businesses?**

Yes! If you don't feel ready to take on a complete shop space, you can apply with other business owners to the program. You will need to identify those businesses and their owners' names on your individual application. Every business seeking to utilize the space will need to fill out their own application, sign their own MOU, furnish their own W9 and provide their own proof of general liability insurance for their business.

### **What criteria will the selection committee consider when reviewing my application?**

- The business' ability to occupy available shop spaces with a cohesive shop concept.
- The appeal of how the product(s) add(s) to the overall mix for good, products and services in Downtown.

- The unique identity and background of the business owner(s) and how they contribute to a diverse and inclusive Downtown business economy. How well the proposed concept works in synergy with current full-time tenants of the buildings including residents and employees.
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### **For Questions or More Information**

Interested applicants are advised and welcome to contact us for more information. Contact Emily Scott at [emily@downtowntulsa.com](mailto:emily@downtowntulsa.com) or 918-221-8635, or email [hello@downtowntulsa.com](mailto:hello@downtowntulsa.com).