



## Stamford Downtown 2019 Retail Pop Up Program

Stamford Downtown is launching a new **2019 Retail Pop Up Program**, designed to create momentum in the critical task of attracting new experiential & innovative retail concepts to Stamford Downtown. The goal of the **Retail Pop Up Program** is to attract 5-10 businesses seeking short term retail space in the areas of Stamford Downtown designed for retail activity. Interested applicants must submit the attached application and meet both the Eligibility & Qualifying Requirements outlined below. Applications will be accepted through December 31, 2019.

### Eligibility Requirements:

- **PRODUCT RETAIL:** The Applicant's business type must be a product retail store. Non-retail uses such as restaurant or service businesses (such as financial institutions & accounting for instance) are not eligible.
- **LOCATION:** Only street-level (grade-level) locations on retail streets within Stamford Downtown are eligible.
- **NEW TO DOWNTOWN:** The Applicant's retail store must be a new business or one that is currently located outside Stamford Downtown. However, an Applicant who operates a store in Stamford Downtown may be eligible if he / she is opening a different type of retail Pop Up business than that which Applicant currently operates in the Downtown.

### Qualifying Factors:

In its review of each eligible application, the Stamford Downtown Retail Committee shall consider various qualifying factors, which may include but are not limited to the following:

- **EXPERIENCE:** The Applicant's level of experience as an owner/operator of a retail business or within a related field is preferred. However, start-up businesses will be considered, provided that the Applicant can demonstrate strong managerial experience with a credible business plan.
- **FINANCIAL ABILITY:** The Applicant must demonstrate sufficient financial resources to support the proposed retail business plan.
- **COMMITMENT:** Applicant must be willing to commit to a Lease with a minimum one (1) month term. Prior to occupancy, Applicant will sign a Lease Agreement with Landlord specifying the Gross Rent for the Pop-Up store which will range from \$300-\$500 per month, depending on the size of the Retail Pop-Up. Rates for larger Pop-Up stores occupying a dedicated store are also available. The Gross Rent will go towards the utilities.
- **BENEFIT TO DOWNTOWN:** The Applicant's business concept will be considered for the level of enhancement it brings to the Downtown retail environment. The Applicant's proposed operating hours will be considered for impact upon the overall vibrancy of the area.

**Questions:** Program Contact Jacqueline Wetenhall, Director of Retail Development for Stamford Downtown at (203) 348-5285 or [retail@stamford-downtown.com](mailto:retail@stamford-downtown.com)

# STAMFORD DOWNTOWN RETAIL POP UP PROGRAM

## APPLICATION FOR 2019

Page 1 of 2

<b>Date</b> / / <small>(For applicant use)</small>		<b>Committee Review Date</b> <small>(For committee use)</small> / /	
<b>Applicant Name</b>	<small>Last</small> _____ <small>First</small> _____		
<b>Mailing Address</b>	<small>Street</small> _____		
	<small>City</small> _____	<small>State</small> _____	<small>zip</small> _____
<b>Business Phone</b>	<small>Area Code</small> _____ <small>Number</small> _____		
<b>E-mail Address</b>	_____		
<b>Website Address</b>	_____		

Please supply the following information about your planned retail POP UP operation in Stamford Downtown :

<b>Name of Pop Up store</b>	_____
<b>Type of business</b>	_____
<b>Approximate square footage needed</b>	_____
<b>Tentative location(s)</b> <small>(If any are under consideration, indicate Street and #.)</small>	_____
<b>Have you made any prior lease arrangements ?</b> <small>i.e. Deposit, binder, letter of commitment, letter of intent, contract or signed lease.</small>	<small>Circle One</small> Yes    No <small>What kind ?</small>
<b>Projected monthly sales volume</b>	_____
<b>Target occupancy/opening dates</b>	<small>Occupancy Date</small> <small>Opening Date</small>  / /                                    / /
<b>Description of merchandise &amp; price point</b>	_____
<b># of Employees</b>	_____

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## APPLICATION FOR 2019

If applicable, please supply the following information about your existing retail operation(s) if applicable:

( If more than 3 attach separate list.)

	Store #1	Store #2	Store #3
Store name(s)			
Store address(s)			
Store phone #'s			
Type of business			
Approximate sq. ft.			
Years in operation (At this or other address)			
# of Employees			
Annual sales volume (Last fiscal year)			

Please attach the following information to this application: (place check next to what is attached)  
(\*Items which must be included) :

- \_\_\_\_\_ Business & Marketing plan for the new store
- \_\_\_\_\_ Business and/or Person financial statement
- \_\_\_\_\_ Bank & Landlord (if applicable) references

**DSSD Program Disclaimer:** *The undersigned applicant (the "Applicant") hereby authorizes the Stamford Downtown (the "DSSD") to (i) verify all information provided on this application and (ii) to make whatever credit inquiries it deems necessary in connection with Applicant's financial statement. By signing below, Applicant authorizes and instructs any person or consumer –reporting agency to furnish DSSD any credit information in response to such inquires. In addition, by signing this application, the Applicant represents and warrants that he/she fully understands that the awarding of a 2019 Retail Pop Up location in Stamford Downtown is at the sole discretion of the Property Owner and hereby waives all claims of liability against the DSSD, its affiliates, and its officers arising from Applicant's participation in DSSD's Retail Pop Up Program.*

\_\_\_\_\_  
Applicant's Signature