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| **Pop-Up Shops at Martin Street | Application** | |
| **Program Overview** | For women-and-minority-owned businesses, this effort by Downtown Raleigh Alliance (DRA), StartUp at Wake Tech, and LM Restaurants will increase the presence, inclusion, and equity of business ownership in Downtown Raleigh.  This program is specific to retail businesses.  The storefront location at 17 E. Martin Street will be subdivided to accommodate two-to-four retail tenants with lease terms of 6 months with the possibility to renew for an additional 6 months, by invitation.  Accepted tenants are required to:   * Commit to a five-month lease term * Work full-time in their business * Staff the shop and be open during the hours of operation * Provide a POS system and be able to process transactions * Provide retail display infrastructure * Obtain business insurance for the use of the pop-up space * Provide supporting documentation as needed to demonstrate ownership and ability to operate * Share a pop-up location with additional retail tenants and adhere to a tenant code of conduct agreement * Attend an orientation with Downtown Raleigh Alliance and StartUp at Wake Tech * Schedule and attend one (1) business counseling session per month through StartUp at Wake Tech for the duration of the lease term. Counseling is free and confidential. * Report monthly transaction numbers and sales numbers to Downtown Raleigh Alliance. This information will remain confidential within DRA. |
| **Before Applying** | Before completing the application, make sure the following documents are ready to be emailed as separate attachments. These supporting documents are required:   * Business plan for the venture (including marketing & financial plan)   *More information and examples of these requirements are detailed at the end of the application* |
| **Confidentiality** | All information provided in this application and attached in the supporting documents is confidential. Application and supporting documents will be reviewed internally by DRA staff and the program review committee. |
| **Deadline** | All applications and supporting documents must be submitted by **5:00pm on Tuesday, October 19** to be considered. |
| **Instructions** | Email the completed application and additional requirements as attachments to:  Will Gaskins  Director of Economic Development & Planning  Downtown Raleigh Alliance  [willgaskins@downtownraleigh.org](mailto:willgaskins@downtownraleigh.org?subject=Pop-Up%20Shops%20Application)  (919) 821-6988 |
| **Applicant Summary** | |
| Date of application: |  |
| Contact person first & last name: |  |
| Contact person email address: |  |
| Contact person phone #: |  |
| **Minority/Women-owned Business Enterprise (MWBE)** | |
| Is the business 51% or more minority-owned? (Yes or No) | Choose an item. |
| Is the business 51% or more women-owned? (Yes or No) | Choose an item. |
| **Acknowledgement of Requirements to be Accepted** | |
| *Select (Yes or No) if you understand and are available to commit to the program requirements. Each statement begins with ‘If accepted to this program, I commit to…’* | |
| Sign a lease in October and be open for business by November 15, 2021 | Choose an item. |
| Sign a five-month lease term (November 2021 - March 2022) | Choose an item. |
| Staff the shop and be open during the hours of operation:  Wed - Sat (11am - 7pm)  Sun (11am - 5pm) | Choose an item. |
| Provide a POS system and be able to process transactions | Choose an item. |
| Provide retail display infrastructure | Choose an item. |
| Obtain business insurance for the use of the pop-up space | Choose an item. |
| Share a pop-up location with additional retail tenants and adhere to a tenant code of conduct agreement | Choose an item. |
| Attend an orientation with Downtown Raleigh Alliance and StartUp at Wake Tech | Choose an item. |
| Schedule and attend one (1) business counseling session per month through StartUp at Wake Tech for the duration of the lease term. Counseling is free and confidential. | Choose an item. |
| Report monthly transaction numbers and sales numbers to Downtown Raleigh Alliance. This information will remain confidential within DRA. | Choose an item. |
| **Business Summary** | |
| Name of business: |  |
| Address of business: |  |
| Business Tax ID # (required): |  |
| Business type: (select one) | Choose an item. |
| Date business was started: |  |
| Current number of employees: |  |
| If selected, will you hire additional staff to manage the pop-up? If so, how many? |  |
| What products do you sell? |  |
| Where do you currently sell your products? (Online, pop-up markets, brick and mortar, etc.) |  |
| **Financial Summary** | |
| How long have you been in business with revenue? |  |
| Annual revenue for 2021: |  |
| Revenue forecast for 2022: |  |
| **Marketing Summary** | |
| Website url: |  |
| Social media urls: (include url links to all that apply)  Instagram  Twitter  Facebook  Other |  |
| Describe your business in 4 sentences or less: |  |
| Describe your [target customer](https://journeys.autopilotapp.com/blog/define-your-ideal-customer/): |  |
| What is the marketing plan for the business? (i.e., how will you reach your customers?) |  |
| **Pop-Up Summary** | |
| Please indicate the preferred amount of space (square feet) that you would like to lease as a part of the program- 300, 400 and/or 600 square feet? |  |
| Is there an amount of space (300, 400 or 600 sf) that you are not interested or able to commit to?  *Note: the final size of space offered to tenants will be determined based on preference, capacity, and compatibility of the combined tenant offering* |  |
| How will you display your products? For example, shelves, hanging racks, display tables, etc. |  |
| How would this pop-up shop help your business? |  |
| Why is Downtown Raleigh an ideal location for your pop-up? |  |
| **Acknowledgement of Additional Requirements to Apply** | |
| By checking this box, I acknowledge that the application is incomplete until the additional requirements (listed below) are emailed to Will Gaskins at willgaskins@downtownraleigh.org |  |
| **Additional Requirements**  These requirements are to be submitted as separate attachments. | * Business plan for the venture (including marketing & financial plan)   *More information and examples of these requirements are detailed at the end of the application*  Note: DRA reserves the right to waive submission requirements if mitigating factors or site conditions warrant special consideration. |
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| **Signature and date**  Signature:  Date: | I certify that the information provided in this application and in the supporting documents is true to the best of my knowledge and belief. I understand that I will be disqualified from this program if the information is found to be knowingly misrepresented or falsified. |

*DISCLAIMER: While we have made every attempt to ensure that the information contained herein is accurate, Downtown Raleigh Alliance (DRA), StartUp at Wake Tech, and LM Restaurants are not responsible for any errors or omissions, or for the results obtained from the use of this information. All information provided herein is provided with no guarantee of completeness, accuracy, or timeliness, and without warranty of any kind, express or implied, including, but not limited to warranties of performance, merchantability and fitness for a particular purpose. We strongly recommend you and/or your advisory team perform a thorough review of the included property to determine its compatibility with your real estate goals and specifications. In no event will Downtown Raleigh Alliance (DRA), StartUp at Wake Tech, or LM Restaurants, their partners, agents, or employees be liable to you or anyone else for any decision made or action taken in reliance on the information herein.*

**Business Plan (including Marketing Plan & Financial Plan)**

A business plan is an essential document for this application to this program, as well as an important component of any new business seeking to open or expand significantly. The business plan helps ensure a rigorous amount of analysis, vetting, and consideration has gone into the planning of a new venture. As such, please submit a plan with the elements below, as well as any additional information the applicant would like to provide. In particular, a careful and detailed consideration of the financial costs/revenue projections is essential and should be included.

* Executive summary
  + History and description of the business
  + Reason/purpose for new venture
  + Broad goals for new business, particularly as related to the downtown market or community
* Product/service
  + Description of the products or services being sold
  + Future potential of these products/services
* Target market
  + [Who is your ideal customer and why?](https://journeys.autopilotapp.com/blog/define-your-ideal-customer/) Be specific. Provide demographics and psychographics.
  + Analysis of any competition with location and size of competitors noted
  + Competitive advantage for this business in selling these products/services
* Marketing Plan - Advertising
  + How will you get in front of your ideal customer?
  + Overall strategy for marketing, advertising, and promotion
  + Specifics on types of promotion that may be used
* Expectations for business growth
  + Estimate of customers per day/week (provide source/context for estimate)
  + Estimate of sales and growth
  + Justification for projections
* Management and personnel
  + Estimated personnel needs, staffing requirements
  + Break down of number of employees, skill levels, hours, wages
* Critical risks and threats to business
  + Any unfavorable trends in the industry
  + Unfavorable trends in target market or community, includes competition
  + How will address possible issues such as low sales in early months
* Financial plan
  + Sales and revenue projections (provide source/context for where derived estimates of sales)
  + Any other sources of revenue with evidence/examples to support expectation of that revenue

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**Sample Business Plan -** [**https://docs.google.com/document/d/1INrCFpPnIhCj8g3TfSQp-VNJm1c4Giq9mHV2P1hbk0M/edit**](https://docs.google.com/document/d/1INrCFpPnIhCj8g3TfSQp-VNJm1c4Giq9mHV2P1hbk0M/edit)

**Suggest either using the financial projection worksheet included in the above plan**

**OR**

**Use this one:**

**Sample Business Financials -** [**https://docs.google.com/spreadsheets/d/1AJoaRFQhyfffa8FP\_G8fPM9MHxs\_YFtxvdqxUbZ1yfY/edit?usp=sharing**](https://docs.google.com/spreadsheets/d/1AJoaRFQhyfffa8FP_G8fPM9MHxs_YFtxvdqxUbZ1yfY/edit?usp=sharing)