



HISTORIC DOWNTOWN MANSFIELD POP-UP SHOP/BUSINESS INCUBATOR PROGRAM

Approved May 24, 2021

Program Purpose

The Historic Downtown Mansfield Pop-Up Shop/Business Incubator Program is established to bring together entrepreneurs, artists, makers, and small businesses with local property owners to fill vacant spaces and activate Historic Downtown Mansfield. Historic Downtown Mansfield is home to unique small businesses, a thriving art community, and creative entrepreneurs and the City believes that expanding active retail spaces will benefit residents, existing businesses, and visitors alike. The purpose of this program is to cultivate an encouraging environment for entrepreneurs in Historic Downtown.

What are pop-ups?

The Historic Downtown Mansfield area supports pop-ups and small businesses that complement the area and provide a forum for special events that contribute to the local economy.

Pop-up businesses can be:

- A temporary retail space which utilizes a vacant commercial space for a shorter, non-standard lease period
- A "Pop-In" - displays of items for sale utilizing another downtown business storefront or window space
- An event style pop-up where the press and public can attend and generate a ton of buzz around their brand
- An immersive experience in which a physical space gives customers the opportunity to see, feel, and experience the business' brand - often includes interactive displays or other unexpected physical elements

Pop-ups temporarily occupy a physical space like a downtown building, may be located inside another business or empty storefront, in an art or gallery space, or may be in a non-traditional space like a sidewalk, trailer, or outdoor kiosk.

One might open a pop-up business for many reasons.

- Usable business space is limited, so creative forms are required.
- Existing buildings may require extensive rehab or remodeling, so testing a product or an idea before investing is desired.
- A business may be transitioning from online to a brick and mortar, and a temporary retail space is a way to simulate the retail experience and gain valuable insights into operations and demand.
- Business intelligence on the potential market may be scarce, so running a temporary test market will determine product or business feasibility and longevity.

How will projects be chosen?

Applications can also be accepted on a rolling basis throughout the year and city staff will determine eligibility based on information provided in the application package and in accordance with the Pop-Up Shop/Business Incubator Program expectations. Each applicant may apply for grant funding for the same project no more than three (3) years total.

Priority will be given to businesses with industries that diversify the existing area. Additionally, to businesses with 3 or fewer employees, including owner(s). Additional priority will be given to applications from local residents and locally based businesses.

Pop-Up Shop/Business Incubator Program Grant

In the case of the Pop-Up Shop/Business Incubator Program Grant, recipients must meet the following requirements:

- ❑ Agree to create visibility for the Historic Downtown Mansfield area through prominent acknowledgement of its support and assistance, using event publicity at the event itself (will utilize City-provided logos in all marketing materials). Promotional opportunities will be provided as detailed in the application and require approval from City Staff.
- ❑ Applicants submitting for a proposed pop-up of thirty (<30) or fewer days should submit their applications at least **thirty (30) days** prior to their proposed start date. Applicants submitting for a proposed pop-up of greater than thirty (>30) days should submit their applications at least **sixty (60) days** prior to their proposed start date.
- ❑ Applicants are required to submit a Business Plan and a proposed budget for the pop-up shop. A complete list of documentation requirements is listed with the application.
- ❑ All recipients receiving grant awards are required to complete a Pop-Up Shop Recap Report within 30 days of the closure of the pop-up shop. Any business which does not comply with this will be ineligible for future requests.
 - ❑ The Pop-Up Shop Recap Report is a written Financial Accounting and Evaluation Report. The Report will describe the project and will include copies of marketing materials and related items. Reports are required to share monthly sales figures and should analyze the foot traffic, sales, revenues generated, photographs of use, and level of social media engagement. The report will also include details of how the applicant intends to move forward with the retail enterprise, or, if not taking the enterprise forward, why now. If after 30 days recipients fail to submit the Pop-Up Shop Recap Report, any remaining funds will be automatically forfeited.
 - ❑ If extenuating circumstances occur, it is the responsibility of the organization to contact the City of Mansfield to request a 30-day grace extension.
- ❑ Provide an economic benefit to the Historic Downtown Mansfield area.
- ❑ Pop-Up Shop must be open to/accessible by the public.

Eligible Pop-Up Shop Projects/Expenditures

The following is a list of eligible expenditures for reimbursement, including but not limited to:

- Signage & Window Displays
- Site furnishings (like lighting, storage, furniture, partitions, decor, and/or product racks & displays)
- Site improvements (like basic interior repairs)
- Checkout/POS systems
- Rental assistance

The Pop-Up Shop/Business Incubator Program supports business ventures, such as, *but not limited to:

HARDLINES RETAIL	SOFTLINES RETAIL
<ul style="list-style-type: none"> ● Kitchen & Cooking Supplies ● Home Decor & Furniture ● Bath & Beauty Supplies ● Jewelry ● Artisan Grocery Retail Items ● Stationary, Books & Media ● Plants & Floral ● Artwork / Creative ● Gift Items / Miscellaneous 	<ul style="list-style-type: none"> ● Any softlines retail must provide something new and unique that is otherwise not provided for by the current downtown retail market
	<p>EXPERIENCES</p> <ul style="list-style-type: none"> ● Boutique fitness ● Interactive product development ● Launch Party ● Restaurant/Bar/Cafe ● Educational workshops
<p>EXAMPLES OF NON-ELIGIBLE VENDORS:</p> <ul style="list-style-type: none"> ● Tobacco, and Vape Supplies; Guns & Firearms; Pawn Shops, Ebay Stores, and Thrift Shops; Adult Stores; or, Non-retail Office, Event Space, or Business Service Users. 	

*An applicant may apply for grant funding for a pop-up business venture other than those listed above. The eligibility of the business for program funds will be determined by City Council.

Ineligible Pop-Up Projects/Expenditures

- Permit fees and liquor license fees
- Media services (for private purposes)
- Insurance costs
- Employee wages
- Purchase of stock for the shop
- Private businesses that do not serve the general public
- Businesses related to lobbying, legislative efforts, political action committees, causes, campaigns or candidates or projects/programs promoting a political agenda
- Businesses centered around promoting a religious doctrine
- A business which discriminates based on race, ethnicity, color, sex, religion, age, national origin, ancestry, citizenship, sexual orientation, gender identity and/or expression, disability, marital status, genetic information, veteran status, or other legally protected factors
- Pop-Up Shops that have already been opened and/or completed before the date of the application
- Businesses or organizations that have not satisfactorily fulfilled their obligations to the City

GRANT FUNDS

Determination on the funding amount and matching requirement (if any) will be determined upon approval of the application by the Mansfield City Council. Awards will be reimbursed upon receipt of proof of expenditures. Awards are intended for the eligible costs/activities outlined in the Eligible Community Activation Grant Projects list.

Organizations are allowed to request the award in advance of opening the Pop-Up Shop when funds are to be used for site-specific displays and/or marketing and promotional purposes. In this instance, an invoice for payment must be submitted to the City of Mansfield, who may make the payment to the payee/vendor on behalf of the organization.



HISTORIC DOWNTOWN MANSFIELD POP-UP SHOP/BUSINESS INCUBATOR PROGRAM GRANT APPLICATION

DRAFT 05.14.2021

The Historic Downtown Mansfield Pop-Up Shop/Business Incubator Program is designed to help close the gap between local independent retailers and vacant storefronts within the Historic Downtown Mansfield area. The applications are submitted to the Historic Downtown Coordinator, and upon qualification of eligibility requirements applications will go to City Council for approval. Please contact staff if you have any questions about eligibility or documentation.

Submit Applications to:

Mansfield City Hall
Attn: Nicolette Allen
1200 East Broad St.
Mansfield, Texas 76063

Office: 817-276-4264
Email: historicdowntown@mansfieldtexas.gov

Date of Application	
Business/Organization Name	
Applicant's Name	
Address	
Phone Number	
Email	
Website	
Address of premises to be used	
Name of the Landlord (or managing agent)	

Address	
Phone Number	
Email Address	
Has the landlord expressed support for the temporary use? Tell us more here if needed.	
Who else is directly involved in the project?	
Have you operated a temporary/pop up shop before?	If yes, when/where?
Tell us about your business (use a separate page if additional space is needed.)	
What type of products will your business sell?	
How will your business help promote economic development and growth in Historic Downtown Mansfield?	
Total amount of funds requested to conduct your pop-up shop?	
Date(s), Proposed Operating Hours, Location of Pop-Up Shop	

Describe your **budget**. Please provide a budget list that includes any projected costs necessary to conduct your pop-up shop (signage & window displays, site furnishings, furniture, partitions, product racks & displays, checkout/POS systems, promotions, rent, rates, etc.).

Item/Description	\$ Amount
<i>I.e. 30 day rent + utilities</i>	\$3,000
	\$
	\$
	\$
	\$

(use a separate page if additional space is needed)

Applicants are expected to obtain at least 50% of the expected costs.

Total costs for period of use	\$
Funding requested from Council	\$
Confirmed funds from other sources	\$

Describe your **marketing plan**. As pop-ups are a fleeting experience, business owners don't get the benefit of long-term clientele building. Its success hinges on the marketing leading up to the launch as well as the momentum earned on opening day. Please provide a detailed list of the media used, amount spent, type of product used (brochure, website, print ads, etc). Be prepared to identify the promotional opportunities which will create publicity for the Historic Downtown Mansfield area.

Media/Product Type	Site/Location	Target Audience	\$ Amount	Will the Downtown Program be included in this promo?
<i>I.e. Social Media Ad Boosts</i>	<i>Instagram & Facebook</i>	<i>Families within a 20-mile radius</i>	\$500	<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

				<input type="checkbox"/>
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(use a separate page if additional space is needed)

List your social media handles/website:

Website: _____

Instagram: _____ Facebook: _____

Pinterest: _____ Twitter: _____

Youtube: _____ LinkedIn: _____

Snapchat: _____ TikTok: _____

Total advertising/promotion budget for your pop-up shop:

What impact will funds from the Pop-Up Shop/Business Incubator Program have on the viability of this event:

SPECIAL NOTE: Participants in the Pop-Up Shop/Business Incubator Program will be required to submit a Pop-Up Shop Recap Report, which is a written Financial Accounting and Evaluation Report. The Report will include copies of marketing materials, monthly sales figures, an analysis of foot traffic, sales, revenues generated, and level of social media engagement. Participants in the program should predetermine their framework for tracking key performance indicators, and at the conclusion of the pop-up should be able to answer: what worked, what didn't, their ROI, whether it's worth opening a permanent shop, and what they might have done differently. *If after 30 days recipients fail to submit the Pop-Up Shop Recap Report, any remaining funds will be automatically forfeited.

Applicants agree that they are responsible for ensuring that they comply with all licenses, health and safety considerations, planning regulations, insurance, rents, rates, and other operational requirements. If the applicant will be hosting vendors or selling merchandise on-site, they agree to utilize a Sales Tax I.D. Certificate within the City of Mansfield Zip Code 76063 sales boundary.

Applicants agree to indemnify and hold harmless the City of Mansfield/Historic Downtown Mansfield staff, volunteers, its employees and its agents, and City Council, in connection with any action,

claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Mansfield pursuant to this contract.

If approved, an offer will be made to the applicant in writing. Funding will be subject to a formal agreement to be signed by both parties. This will include the requirement for robust account-keeping and monitoring of the impact on the business. Applicants should retain evidence of costs/expenses incurred in the form of receipts.

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications. If you have any questions regarding any aspect of the Historic Downtown Mansfield Pop-Up Shop/Business Incubator Program, call 817-276-4264.

APPLICANT

Organization Name

Date

Signature of Authorized Representative

Printed Name of Authorized Representative

Application Attachments

In addition to this completed and signed application, include the following attachments when you submit your program request:

- Letter of Interest
- Description of Business Plan
- Audited Financial Statement OR two years of tax returns
- Letter/lease agreement from the property owner providing approval for the proposed project
 - A site visit/meeting with the applicant may be required
- Photos of your existing operation
- Description of planned fixtures, display materials, paint colors and graphics
- Existing branding and marketing materials
- Description of past business and retail experience
- Adherence to City insurance requirements
- Any other information deemed necessary by City of Mansfield staff in order to fully understand the project

Optional: Competitive applications may also include supporting documents such as:

- Window display plan and other aesthetic materials
- Description of any special events or programs planned for the duration of the pop-up

Please note, any modifications or alterations to the proposed project(s) must be submitted in writing to the City of Mansfield, and is subject to approval by the Mansfield City Council.

Helpful Guidance

Regarding the **marketing plan**, if your project is selected, Historic Downtown Mansfield may require to be listed as a SPONSOR of your pop-up shop. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line "This project was made possible, in part, by a grant from Historic Downtown Mansfield" in press releases and other literature.
2. All use of official logos shall be submitted in writing to Historic Downtown Mansfield.
3. Promotional pieces submitted to media outlets should be submitted simultaneously to Historic Downtown Mansfield. Historic Downtown Mansfield may be reached at 817-276-4264.
4. Each promotional piece must have a telephone number that can be called for more information.
5. Provide a website address for those seeking information.
6. Participants may take advantage of marketing opportunities such as: reaching out to local publications for coverage, pitching influencers and bloggers, creating events and advertisements on Facebook, email campaigns to customer databases, leverage direct mailers, generate buzz and FOMO through various promotional strategies, and more.
7. Follow other/additional requirements as put forth in the award notification letter.

Your business plan is the foundation of your business. A good business plan guides a business owner through each stage of starting and managing their business. Components of a high-level, startup **business plan** are listed below:

1. Key Partnerships: Note other businesses or services you'll work with to run your business. Consider suppliers, manufacturers, subcontractors and similar strategic partners.
2. Key Activities: List of the ways your business will gain a competitive advantage. For example: selling direct to consumers, or using technology to tap into a sharing economy.
3. Key Resources: List of resources that will be leveraged to create value for your customers. For example: staff, capital, intellectual property, etc.
4. Value Proposition: A clear and compelling statement about the unique value your company brings to the market.
5. Customer Relationships: Description of how customers will interact with your business. The purpose of your pop-up shop is all about connecting with customers. Be prepared to provide a level of service that has your customers spreading the word, coming back, and remembering your brand once you've gone.
6. Customer Segments: A clear sense of who your business will serve.
7. Channels: The most important ways you talk to your customers, including any existing marketing plan or branding materials. You will want to give yourself enough lead time before the opening to generate interest and create an experience that will get people talking.
8. Cost Infrastructure: Define your cost strategy, and the most significant costs associated with pursuing it.
9. Revenue Streams: Explanation of how your company will make money. For example: direct sales, membership fees, etc.