



Request for Proposals

Pop-Up Shop / Business Incubator Program

A Program of FrostburgFirst, a Maryland Main Street Community

The Pop-Up Program is an initiative of FrostburgFirst, the Small Business Development Center, and private property and/or business owners in Frostburg, Maryland's Arts & Entertainment District to assist entrepreneurs in opening a Pop-Up Retail Shop or starting a small business in downtown Frostburg. Selected applicants will occupy vacant storefront and/or share retail spaces throughout May - July with the goal of long-term occupancy and/or permanent small business opening after program completion.

We are currently seeking proposals from prospective pop-up applicants. The ultimate goal of the Pop-Up Program is to fill vacant properties, expand offerings downtown and increase foot traffic and awareness of downtown Frostburg. We will achieve this goal by facilitating the short-term lease of vacant storefronts or shared retail spaces in downtown Frostburg, assisting with initial start-up costs including rent, materials, marketing, and other related expenses as approved by the Pop-Up Program Committee.

The Pop-Up Program matches entrepreneurs looking to launch a business with downtown property owners who have first floor storefront space available for occupancy or with existing businesses with available shared space.

Please note all proposals will remain confidential until accepted into the program. Upon acceptance into the program, all applicants will be featured in publications and marketing materials. *By submitting your application, you are not committed to leasing space if accepted.*

Proposal Requirements

- Completed Business Overview Application
- Optional demonstration of Business Feasibility:
 - Include 2-5 images of your products or proposed idea and/or 1-2 samples of marketing materials
 - Each applicant is encouraged to meet with the Small Business Development Center to review application.
- **To be considered for the Pop-Up Program, your application must be submitted by 5:00 pm on Tuesday, February 25, 2020. Applications selected to move forward to pitch round will be notified and required to scheduled an appointment with the Small Business Development Center (free consult).**
- Please submit the attached application to FrostburgFirst at frostburgfirst@gmail.com, or mail to FrostburgFirst at P.O. Box 633, Frostburg, MD 21532.

Leasing Details

- Pop-Up lease terms are three months and long term leases are encouraged after the lease terms expire. Lease term negotiations will be negotiated directly with the property owner. Flexibility for the tenant is a priority.

Additional Requirements

- For serious consideration, applicants must be willing to set regular business hours that reflect the business district for the Pop-Up location (for example: Wednesday - Saturday, 11 am - 7 pm, or 25 hours a week).
- Applicants chosen for the program must participate in an orientation session covering topics relevant to good business practices in Frostburg.

Timeline:

- February 25, 2020 @ 5:00 pm: Deadline for pop-up program application
- Week of March 1 - 6: Applicants chosen to proceed to pitch round.
- March 1 - 27: Applicants meet with Small Business Development Center, Develop Final Pitches
- April 3 @ 5:00 pm : Deadline for final pitch/business plan
- Week of April 6 - 10: Interviews/pitches conducted with top applicants in a pitch session open to the public, Pop-up tenant(s) selected.
- April 10, 2019: Notify winners and start touring available spaces.
- Applicants should expect to preview their shops during Spring Arts Walk, Saturday, April 25, 2020.
- Applicants should expect to open their shops May 1, 2020.
- Pop-Up Program ends July 31, 2020. Evaluations and next steps will be reviewed at this time.

Business Overview Application

NOTE: By submitting your application you are not committed to leasing the space if accepted.

Name:	
Business Name:	
Website/Social Media:	
Mailing Address:	
Email Address:	
Phone:	
Best way to contact you?	
Type of Business:	
Previous locations?	

How many square feet do you require?

What amenities do you require? (land-lines, wi-fi, parking, etc.)

Are you available to occupy and open your pop-up by May 1, 2020?

Are you available to help prepare your pop-up location for occupancy? For example, some spaces may require some painting, light sweeping, cleaning windows, etc.

How long do you plan to occupy the space? (The Pop-Up Program requires leases to be at least 3 months)

The program requires the tenant to be responsible for all store equipment and furniture (tables, seating, etc.), with some financial assistance. Are you prepared to do this?

Do you plan to open a shop if you are not selected to participate in the Pop-up Program? If so, will it be downtown or elsewhere?

Organizational background

Describe your shop concept:

Proposed business hours:

Proposed number of employees:

History

Is this an established business or start-up? How long has it been established?

What previous experiences have you had that are relevant to your shop?

Marketing

What is the average price of your products/services?

Who are your target customers, and how do you plan to reach those customers? Please be as specific as possible.

If you are an existing business, what have you learned from your customers about your offerings? What are your “best sellers?”

Please list three ways you plan to successfully sustain your pop-up shop over the 3 month pop-up period.

Operational

What's the status of any inventory/materials/equipment that would be needed for the pop-up shop?

Please describe the role of each person who will be involved in operating the business:

Financial

Do you have the means to cover any out of pocket expenses such as monthly utility bills?

All **food related applicants** will also be responsible for obtaining the appropriate licenses and permits from the Maryland and Allegany County Department of Health and Human Services.

The health department will conduct an inspection of all pop-up shops that are selling food items in their stores.

If you have additional questions, please contact FrostburgFirst by email at frostburgfirst@gmail.com or by phone at 301-689-6900.

NOTE:

Occupancy of temporary (and permanent) spaces requires the approval of the City of Frostburg Community Development Department. Typically, the requirements for a temporary time limited occupancy are minimal and quickly handled, particularly if the space was previously used or already approved for a similar activity, the space is less than 3,000 sq feet, not more than 75-ft front to back and occupancy is less than 50 people. The City Planning, Codes and Fire Departments are directed by Maryland Law to ensure the proposed building/use doesn't endanger public safety and welfare; including that fire extinguishers have been provided, that doors are openable (not locked shut), existing building systems (exit signs, lights, toilets, etc.) are provided and working. Each existing building has its own unique history, so requirements will vary; please contact FrostburgFirst as soon as an address and possible use is identified for assistance in obtaining city occupancy approval.