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## **POP-UP FROSTBURG VENDOR APPLICATION 2022**

A PROGRAM OF FROSTBURGFIRST, A MARYLAND MAIN STREET COMMUNITY

Pop-Up Frostburg is an initiative of FrostburgFirst, a Maryland Main Street Community, Inc. Selected applicants will occupy the storefront at 18 E. Main Street in downtown Frostburg. FrostburgFirst has covered all rent and utilities expenses upfront (excepting Internet/WiFi) for the period of occupancy. FrostburgFirst also provides general liability insurance for the location, but does not provide coverage for individual vendors. Selected applicants are responsible for all location furniture, displays, materials, etc. FrostburgFirst will assist in promotion, but encourages applicants to have a plan for marketing their shop.

The Pop-Up Frostburg program requires occupancy for a minimum period of 2 weeks and a maximum period of 6 weeks, with a minimum average of 24 hours of operation a week. Selected applicants are not guaranteed exclusive access to the premises and may be paired with another vendor/business if deemed appropriate.

At this time, we are only accepting applications for retail businesses. No food-prep will be permitted on site, although pre-made food or beverage items may be included as inventory. Accepted applicants will be solely responsible for any required health department permits or inspections and must present documentation prior to occupancy.

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.*

*There is no fee to apply for this program.*

- The Pop-Up Frostburg program will accept applications on an ongoing basis for the duration of the current program round (June 1, 2022 - January 31, 2022). **The submission of an application does not guarantee acceptance in the program or a term at the premises.** Applicants will have the option to indicate a preference for a specific time period, but final determination will be made by FrostburgFirst.
- Please submit the attached application to FrostburgFirst at [info@frostburgfirst.com](mailto:info@frostburgfirst.com) or mail to FrostburgFirst at 41 E Main St., Frostburg, MD 21532.
- A complete application will include 2-5 images of your products or proposed idea and/or 1-2 samples of marketing materials

### **Acceptance Details**

- If accepted, participants will be required to sign a sub-lease contract with FrostburgFirst for the duration of the participant's occupancy.
- While it is not required, we do encourage accepted applicants to invest in Pop-Up insurance for the duration of the occupancy.
- 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 24 hours a week).
- Applicants chosen for the program must participate in a brief orientation session with FrostburgFirst staff covering topics relevant to good business practices in Frostburg.

## 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?	

Please list all individuals who will be involved with the operations of your shop:

How long would you like to occupy the space? (The Pop-Up Program requires a 2-week minimum or a maximum of 6 weeks)

Proposed business hours (a minimum of 24 hours of operations per week are required):

Please list your preferred dates for occupation (we will do our best to accommodate your request, but cannot guarantee your chosen dates.)

What is the average price of your products/services?

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

Describe your shop concept:

Please list three ways you plan to successfully sustain and promote your pop-up shop during your term.

Have you ever been a vendor at a FrostburgFirst event? If so, which events?

Are you willing to share the pop-up location with another vendor or artist?

If you have a preferred vendor to share with or preferred type of vendor (clothes, jewelry, home goods, etc.) please indicate below.

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

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

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