



POP-UP FROSTBURG APPLICATION



Project Overview:

The Pop-Up Program is an initiative of FrostburgFirst to provide entrepreneurs the experience of a Pop-Up Shop in a brick & mortar location in Frostburg, Maryland's Arts & Entertainment and Main Street District. Selected applicants will occupy a portion of the vacant first-floor premises at 2 W. Main Street with the goal of long-term occupancy and/or permanent small business opening after program completion.

The goal of the Pop-Up Frostburg Program is to fill vacant properties, expand offerings downtown and increase foot traffic and awareness of downtown Frostburg. Pop-Up Frostburg accomplishes this goal through the following actions:

- Bring together entrepreneurs, artists, makers, and small businesses to activate vacant spaces in downtown Frostburg.
- Attract small retailers and/or service-based businesses to the Frostburg Arts & Entertainment District by offering a low-risk opportunity to test the local market and experience a brick & mortar business.
- Create opportunities for future business owners who have had trouble finding accessible, affordable, and flexible spaces.
- Help entrepreneurs to create, expand, and nurture their small businesses with relatively low risk in downtown Frostburg by providing a rent-free, collaborative space.
- Foster sustainable businesses that enhance downtown Frostburg revitalization.

Who Can Apply:

- Entrepreneurs
- Vendors
- Artists
- Small Business Owners who do NOT currently have a brick & mortar location in Frostburg
- Individuals interested in starting a business in downtown Frostburg
- Anyone who dreams of being a small business owner!

For More Information:

Contact FrostburgFirst at:
info@frostburgfirst.com
(301) 689-6900

Send Completed Applications to:
info@frostburgfirst.com
41 E. Main Street/Frostburg, MD 21532



INFO@FROSTBURGFIRST.COM
DOWNTOWNFROSTBURG.COM
(301) 689-6900

41 E. MAIN ST. / FROSTBURG, MD 21532

POP-UP FROSTBURG APPLICATION

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 a dedicated space inside 2 W. 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 3 weeks and a maximum period of 12 weeks, with a minimum average of 24 hours of operation a week. Due to the size of the premises, selected applicants are not guaranteed exclusive access to the premises and will be paired with other vendor/businesses deemed appropriate by FrostburgFirst. Applicants with complementary businesses are encouraged to apply together.

Applications are open for all business types (excepting food service), including retail, fitness (i.e. yoga classes, etc.), art gallery/studio, office/co-working, etc.

At this time, we are not accepting applications for any food service businesses; no food-prep will be permitted on site, although pre-made food or beverage items may be included as inventory or for promotions/events.

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 (February 1, 2023 - December 31, 2023). **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. Applications will be reviewed on a bi-monthly basis.
- Please submit the attached application to FrostburgFirst at 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
- If accepted, participants will be required to sign a sub-lease contract with FrostburgFirst for the duration of the participant's occupancy.
- Applicants who demonstrate a clear interest in opening a business in Frostburg will be given preference. **If accepted, participants will be required to complete a consultation session and develop a basic business plan or projection with the Western Maryland Small Business Development Center. This is a free service.**
- 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:

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How long would you like to occupy the space? (The Pop-Up Program requires a 3-week minimum or a maximum of 12 weeks)

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

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

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What is the average price of your products/services?

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

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Describe your shop concept:

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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 applying with another business you would like to share the space?

If you have a preferred type of vendor/business to share with (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.