Downtown Atlanta Pop Up Retail Request for Proposals

In an effort to activate the neighborhoods along the Atlanta Streetcar route, Central Atlanta Progress (CAP) is seeking proposals from local businesses, entrepreneurs, start-ups, and artists to participate in a Pop-Up event (the “Program”) to provide innovative solutions to under-utilized property. Partnering with local property owners, the program will bring new energy and vibrancy to vacant storefronts while supporting local artisans and businesses.

The Pop Up Retail Event will kick off April 1, 2014, and will run through July 31, 2014 with the potential for long-term occupancy.

Downtown Pop Up will positively impact our neighborhoods by:

- Supporting the Atlanta Streetcar and generating ridership;
- Helping new and established businesses attract customers and generate increased revenues;
- Enhancing the appearance of commercial areas while building safer, more attractive and stable neighborhoods;
- Creating day and night vibrancy and activity along the Streetcar Corridor.

Central Atlanta Progress, as Program Administrator, will grant up to $500 per each approved Program Participant for start-up and space improvement costs. Funds may be used to finance minor improvements to interior or exterior space, per Landlord/Owner approval.

Target Area

The Pop Up program will focus on the Atlanta Streetcar Corridor, which engages both the Downtown and Sweet Auburn Neighborhoods.

Central Atlanta Progress has identified potential locations along the route, prioritizing proximity to the route and space readiness in our selection process.
Grant Funds

Central Atlanta Progress will grant up to $500 per each approved Program Participant for start-up and space improvement costs. Funds may be used to finance minor improvements to interior or exterior space, per Landlord/Owner approval as stated in the signed license agreement.

- Alterations must be superficial in nature and may include paint, signage, interior decoration, lighting, fixtures, etc.

Ineligible improvements include any alteration to the space not approved in the signed license agreement, as well as any equipment or inventory purchases.

Eligibility Requirements

- Eligible participants (Program Participants) in the program include visual artists, performance artists, artist collectives, art organizations, entrepreneurs, and non-profit and for-profit organizations and businesses who are seeking to develop a presence in Downtown Atlanta.
- Activation of the storefront facade and/or interior space that creates a presence during the day as well as at night is strongly desired.
- Current liability insurance per City of Atlanta and Landlord Requirements.
- Ineligible uses: Establishment which sells only alcoholic beverages or provides Adult Entertainment.

Program Details

- The property owner will exclusively license the vacant space to a program participant, rent-free, for three months.
- The property owner may terminate the license with 30 days advance notice if the property owner signs a lease for the space with a paying tenant or immediately if the program participant is terminated from the program by CAP.
- The property owner will be responsible for providing utilities (electric, water and sewer service) for the space. The program participant will reimburse the property owner for utility usage per a signed license agreement between the property owner and program participant.
- The program participant will obtain comprehensive general liability insurance which contains limits of not less than $1,000,000.00 per occurrence and $2,000,000.00 per aggregate, insuring against the program participant’s liability for property damage and bodily injury, including death, related to the program participant’s use of the space. The property owner will be named as an additional insured.
- Program Participants will be responsible for maintenance of their storefront project.
- A temporary license agreement will be executed between Property Owner and Program Participant.
- Selected Program Participants are required to utilize the window facades to market their business throughout the duration of their pop-up event.
- Program Participant agrees to stay open during required business hours and participate in Pop Up events.
  - Minimum of three weekdays, six hours a day.
  - Minimum of two evenings each week.
• Saturday – minimum of 11 AM to 8 PM.

• Pop Up Events – In order to maximize exposure of the Program and Program Participants, CAP will promote two required events during the three month Pop Up period (April – June).

Application, Approval and Funding Process

Applications will be accepted and approved on a rolling basis beginning January 20, 2014 through February 28, 2014. All Pop Up Establishments will be open for up to four months from April 1, 2014 through July 31, 2014.

Applications will be evaluated on the following criteria:

• Potential to activate the corridor via storefront display, business hours, and product offerings.
• Ability of Program Applicant to meet program requirements as noted above.
• Eligibility of project and applicant and completeness of application.
• Availability of Pop Up storefronts and grant funds.

Applications should be submitted via email as follows:

• To the attention of Sara Haas at shaas@atlantadowntown.com.
• Emailed as a Word document and PDF (with signature).

Applicants will be notified of approval on a rolling basis. Spaces will be assigned based on availability, landlord preference and applicant preference.

Contact Information

Please contact Kristi Rooks at krooks@atlantadowntown.com, 404.658.5911; or Sara Haas at shaas@atlantadowntown.com, 404.658.5905 with any questions.

http://atlantadowntown.com/

Central Atlanta Progress, Inc. is a private nonprofit community development organization providing leadership, programs and services to preserve and strengthen the economic vitality of Downtown Atlanta. With a board of directors of Downtown’s top business leaders, CAP is funded through the investment of businesses and institutions.
Downtown Atlanta Pop Up Retail Program Application

General Information

Name: Click here to enter text.
Email: Click here to enter text.
Phone: Click here to enter text.
Mailing Address: Click here to enter text.

Business Details

Business Name: Click here to enter text.

Atlanta City Business License Number (If you do not yet have a COA Business license, please note that you will be required to obtain one once approved and assigned a retail address): Please enter n/a if you do not currently have a business license. Click here to enter text.

Category (please check all that apply): ☐ Apparel and Accessories ☒ Gifts ☐ Arts (Gallery, Music)
☐ Other, please indicate: Click here to enter text.

Please provide a brief description of your business, including the following:
• History (i.e. how long has it been in existence, have you ever had a storefront)
• Items to be sold (we encourage photographs or supporting materials to provide further details)
• Staffing
• Relevant experience

Click here to enter text.

Please describe why you would like to participate in the Pop Up Program.

Click here to enter text.
Please sign below to confirm understanding and agreement with the following:

☐ Acquisition of Liability Insurance per City of Atlanta guidelines and the signed license agreement is required prior to the store opening date.

☐ Acquisition of a current City of Atlanta business license is required prior to the store opening date.

☐ The Pop Up Program is from April 1, 2014 through June 30, 2014; business owners may negotiate lease terms beyond these dates directly with property owners.

☐ As a Pop Up Program Participant, I will adhere to program requirements as outlined in the RFP.

☐ All information provided in this application is true and accurate.

Signature:

Typed Name: Click here to enter text.

Date: Click here to enter text.