

Viroqua Pop-Up Shop Application

The Pop-Up Shop program is a great, low-risk opportunity for small business owners and entrepreneurs across the region to make their vision a reality and test their ideas in a retail market setting. Using grant funds awarded by the Wisconsin Economic Development Corporation, Couleecap has partnered with several other organizations throughout the Southwest Wisconsin area to bring Pop-Up Shop opportunities to entrepreneurs in Viroqua.

Selected businesses will receive a heavily discounted or rent-free storefront in downtown Viroqua to try out a business from October to December of 2021.

Pop-Up Shop Selection Criteria:

- Businesses must be ready to open their business between October 1 and October 15, and be open until December 31. (Exceptions can be made.)
- The entrepreneur must be unable or unlikely to otherwise start/grow their business without the pop-up shop grant.
- The pop-up shop will help remove barriers for entrepreneurs that wouldn't otherwise get the opportunity to access retail space or test their local market in a meaningful way. Ideally, the entrepreneur needs this pop-up shop time to determine if this is a viable market for their product/idea.
- Ideal applicants are individuals with a business run out of their home or a farmer's/public market, businesses looking to open a second location, or business concepts with minimal startup inventory.
- Locations will not be finalized until businesses are selected.
- Commercial kitchen space will not be available in any of the pop-up shop locations.

Thoughts from a previous pop-up shop recipient...

"I ran my business out of my home with dreams of expanding, but I was too nervous to take that leap financially. I just didn't have the extra income to take the risk. When I heard about the pop-up shop opportunity, I realized it was a way to try out my sales on a larger scale with minimal financial risk. After three months, I had a good idea of my sales income and I knew that I could afford rent on my own. Now my business is thriving on Main Street!"

Pop-Up Rules:

If your business is selected,

- Retailers must maintain regular store hours.
- Retailers must sign a waiver of liability regarding program participation, including responsibility for any personal or property damage resulting from tenancy.
- Retailers will pay all necessary sales tax on proceeds, obtain any necessary state permits and carry insurance for liability.
- Retailers must proactively market via social media, relationship marketing, etc. and identify the shop as a part of the Viroqua Chamber Main Street organization.
- Retailers are responsible for maintaining the building's interior and exterior.
- Those selected agree to at least 1 consultation with a small business expert.

Selection:

- The Selection committee reserves the right to request clarification or additional information from candidates as well as to request that some make presentations.
- Evaluation criteria for selection shall be based on product mix, store concept, marketing approach, operations strategy, availability to install, events, experience, references, willingness to work with the Viroqua Chamber Main Street and other retailers, store design, and other issues the selection committee deems appropriate.

Deadline for Application: August 31, 2021

Notification to Applicants: Committee will notify applicants by email or telephone by September 15, 2021.

Any applications received after the deadline will be disqualified. Applications will be accepted via email, hand delivery, or US mail.

Email to: amanda.warthesen@couleecap.org
with the Subject line: "Pop-Up Shop Application"



Hand-deliver to:

Amanda Warthesen
Business & Income Developer
Couleecap, Inc.
201 Melby Street
Westby, WI 54667

Mail to:

Amanda Warthesen
Couleecap, Inc.
201 Melby Street
Westby, WI 54667

For questions contact: Amanda Warthesen at (608) 304-7978.

Application for Pop-Up

Applicant Name:

Address:

Email:

Phone:

Describe your proposed store inventory:

Explain how this business will be successful:

What role will the Pop Up Program funding play in your business's success?

Outline the marketing strategies you will employ to get the word out about your store in such a short time:

Describe your staffing strategy and hours of operation:

Describe any events that you may have during your tenancy that would be open to the public:

Please include the following additional items with this application:

1. A resume or brief biographical summary of your professional career and community work.
2. Provide two references and their contact information.
3. You may provide any additional information that you think will assist the selection committee in making their decision.