



Request for Proposals
Pop-Up Downtown Program
A Component of the Augusta Downtown Alliance

The Pop-Up Downtown Program is an initiative of the Augusta Downtown Alliance and private property owners in Augusta to offer low-rate, short-term leases to local entrepreneurs. Selected applicants will occupy vacant storefront and/or share retail spaces throughout the summer, fall and holiday seasons with the goal of long-term occupancy after program completion.

We are currently seeking proposals from prospective pop-up tenants. The ultimate goal of the Pop-Up Downtown Program is to *fill vacant properties, expand offerings downtown and develop Front Street: bringing foot traffic to the waterfront*. We will achieve this goal by facilitating the short-term lease of vacant storefronts in downtown Augusta.

The Pop-Up Project matches tenants looking to launch their business with downtown property owners who have first floor storefront space available for occupancy.

Please note all proposals will remain confidential until accepted into the program. Upon acceptance into the program, all tenants 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:
 - Include 2-5 images of your products and/or 1-2 samples of your marketing materials
 - Business plans are also appreciated by the review committee if available; all documents are kept internal to the Pop-Up Downtown Program committee
- **To be considered for the Pop-Up Downtown Program, your proposal must be submitted by 5:00 pm on Tuesday, April 30, 2019 (summer) or 5:00pm on Tuesday, October 1, 2019 (winter).**
- Please submit the attached application to Heather Pouliot at info@augustadowntown.com, or deliver to the Augusta Downtown Alliance at 295 Water Street, Suite 102, Augusta, Maine 04330.

Leasing Details

- Pop-Up lease terms are three to six 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.

Community Resources for Business Planning

- There are several resources in the community who are available to assist with writing a business plan or answer any questions you may have before taking the next step to open your business. Please utilize them if necessary before turning in your application.

- New Ventures Maine, <https://newventuresmaine.org/>
- SCORE: <https://augustame.score.org/>
- U.S Small Business Administration, Augusta: <https://www.sba.gov/offices/district/me/augusta>
- FAME, <https://www.famemaine.com/>

Timeline, Summer Program

- April 30, 2019: Deadline for pop-up program application
- Rolling basis: Interviews conducted with top applicants, Pop-up tenants selected.
- May 3, 2019: Notify winners and start touring available spaces.
- Applicants should expect to open their shops in May 24, 2019.

Timeline, Winter Program

- October 1, 2019: Deadline for pop-up program application
- Rolling basis: Interviews conducted with top applicants, Pop-up tenants selected.
- October 4, 2019: Notify winners and start touring available spaces.
- Applicants should expect to open their shops in November 1, 2019.

Business Overview Application

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

Name:	
Business Name:	
Website:	
Mailing Address:	
Email Address:	
Phone:	
Best way to contact you?	
Type of Business:	
Summer or Winter?	

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 24, 2019 (summer) or November 1, 2019 (winter)?

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 Downtown 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.). Are you prepared to do this?

Do you plan to open a shop if you are not selected to participate in the Pop-up Project? 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 to 6 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?

NOTE: Occupancy of temporary (and permanent) spaces requires the approval of the City of Augusta Planning and Codes Departments. 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 Maine 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 the Augusta Downtown Alliance as soon as an address and possible use is identified for assistance in obtaining city occupancy approval.

All **food related applicants** will also be responsible for obtaining the appropriate licenses and permits from the Maine Department of Health and Human Services. Visit their website for all the necessary information and applications: <https://www.maine.gov/dhhs/mecdc/environmental-health/el/business/business-answers-restaurants.htm>.

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 the Augusta Downtown Alliance by email at info@augustadowntown.com or by phone at 207-458-8757.