



# Open on Main Initiative: How to Pop-Up Downtown



PRESENTED BY:



**DOWNTOWN**  
**MEMPHIS**  
COMMISSION

Photo by: Sean Flowers



Photo by: bozwell + lily



## ABOUT THE “OPEN ON MAIN” INITIATIVE

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The Downtown Memphis Commission’s OPEN ON MAIN Initiative is creating retail pop-up activation space at three locations in Downtown Memphis starting June 2019. The spaces available will be rent-free opportunities for tenants to temporarily have their business on Main Street for one month or longer.

The goal of OPEN ON MAIN is to enhance the pedestrian experience Downtown, support local makers/entrepreneurs/retailers and bring attention to properties for lease on the Main St. Mall.

**To apply** to be an OPEN ON MAIN tenant, please review this program overview and submit your proposal (Proposal Requirements provided on Page 14) to [stevenson@downtownmemphis.com](mailto:stevenson@downtownmemphis.com).

**Deadline:** On-going. If you wish to be among the first, please submit by May 31, 2019 (early submissions encouraged). Qualifying tenants should obtain insurance to cover the value of merchandise, etc.



# LOCATIONS DOWNTOWN



The following sites have been identified as potential locations for OPEN ON MAIN. Each space will be secured depending on tenants and availability.

Our OPEN ON MAIN properties were selected due to their location in the Downtown Core, the state of the spaces and the mutual desire of the property owner to use creative tactics to market these properties.

## **SITE ONE**

100 Peabody Place, Suite 175

## **SITE TWO**

145 South Main Street, Suite 110

## **SITE THREE**

5 South Main Street

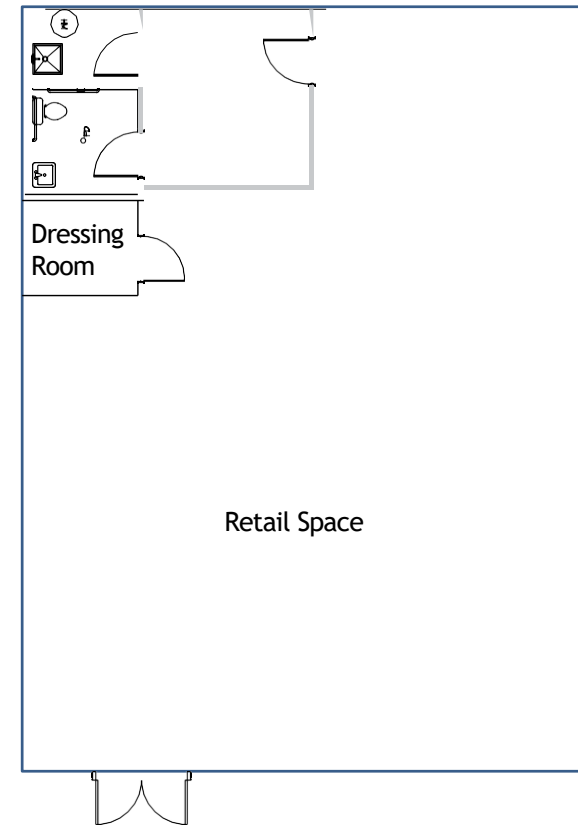


# SITE ONE

## SITE ONE

100 Peabody Place, Suite 175

- Approximately 1,700 square feet of retail space
- Two store-front windows
- Three awnings
- Access to employee bathrooms
- Located in Downtown Core, near the corner of Peabody Place and Main St. and a trolley stop.



100 Peabody Place, Suite 175

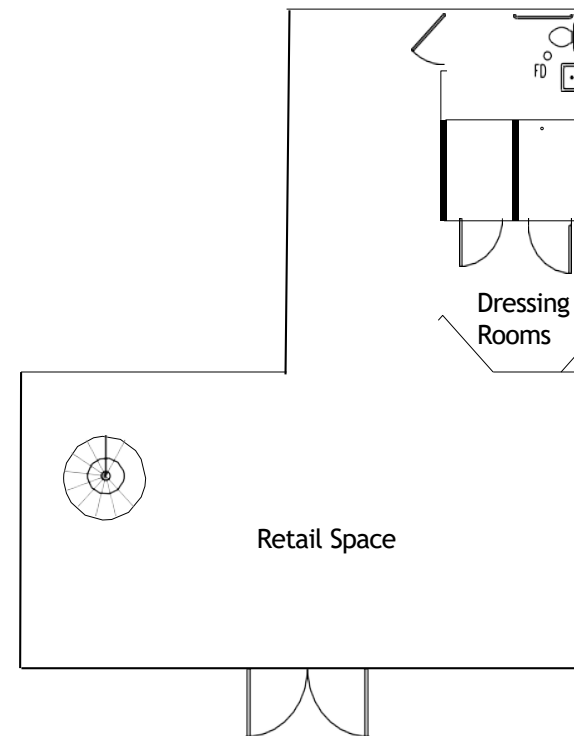


# SITE TWO

## SITE TWO

145 South Main Street, Suite 110

- 1,637 square feet retail space (first floor only)
- Two large store-front windows
- Access to employee bathrooms
- Located in Downtown Core, near the corner of Peabody Place and Main St. and a trolley stop.



145 South Main Street, Suite 110



# SITE THREE

## SITE THREE

5 South Main Street

- Approximately 1,000 square feet of retail space
- One store-front window
- Access to employee bathrooms
- Located in Downtown Core, near the corner of Madison Ave. and Main St. and a trolley stop.



5 South Main Street



# SPACES THAT WORK!



## WE WANT TO SEE SPACES THAT ARE:

- INVITING
- CREATIVE
- UNIQUE MATERIALS
- WELL-BRANDED
- ORGANIZED
- COHESIVE
- INTENTIONAL
- CLEAN
- EYE-CATCHING



# SPACES THAT DON'T WORK



## WE DON'T WANT TO SEE SPACES THAT ARE:

- POORLY BRANDED
- POORLY LIT
- CHAOTIC
- TRYING TOO HARD
- NOT TRYING HARD ENOUGH!
- IRRELEVANT
- NOT CONSISTENT WITH PRODUCT
- NOT CUSTOMER FRIENDLY
- NOT USING PROPER SIGNAGE





# GUIDELINES

## SIGNAGE & STOREFRONT GUIDELINES

1. All signage to be approved by the Downtown Memphis Commission (DMC).
2. The “OPEN ON MAIN” sign in the window must stay visible to the public and remain in one of the window bays.
3. You must name, brand and market your own shop and place additional signage up as such. If you need assistance with this, let DMC know!
4. Any additional signage you put up may not: a) infringe on the visibility of the OPEN ON MAIN sign, and b) take up more than one-half of one additional window bay, unless transparent film is used.
5. You must provide & place an “Open/Closed” sign on the door and visibly post your hours so customers know when to find you.
6. Shelving, racks and other display units may not be placed in window bays and may not block visibility into the retail space.
7. Indecipherable, provocative & controversial imagery and language may not be used in any capacity. (If in doubt, ask us!)
8. You cannot alter the façade in any capacity.
9. Use of minimal sidewalk space is permitted, pending the 5’-0” sidewalk clearance for ADA access.

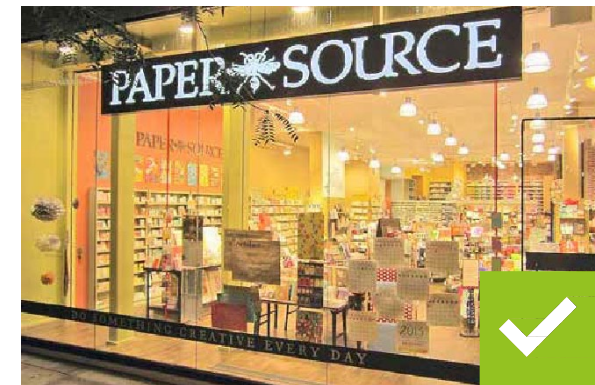




# DO'S AND DON'TS

## DO'S

- WELL-LIT
- CLEAN
- UNIQUE
- INTENTIONAL
- BRINGS VIBRANCY
- ENTICES CUSTOMERS



## DON'TS

- POOR QUALITY
- POOR GRAMMAR & SPELLING
- DARK
- DISORGANIZED
- NOT CUSTOMER-ORIENTED

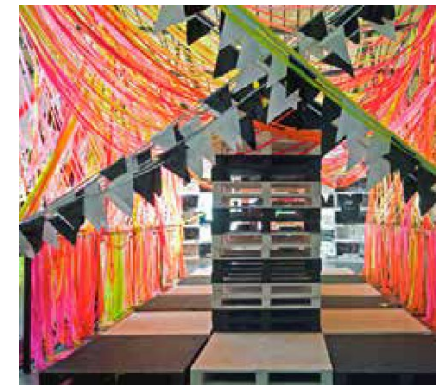




## INTERIOR & DISPLAYS GUIDELINES

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1. You must provide all your own display units.
2. Units must be mobile and must be removed upon end of pop-up. Display units cannot permanently alter the space.
3. Units must be clean, properly organized and placed appropriately in space.
4. Units must be assembled to provide proper access and circulation throughout space.
5. Displays that are creative, unique, interesting, eye-catching, well assembled and generally awesome will be noted, documented and marketed as such!
6. Displays must be free of clutter, trash and non-retail items.
7. Pricing must be easily noted and legible.





# OTHER THINGS TO THINK ABOUT

## DO YOU...

1. Have a marketable and catchy business name?
2. Have pamphlets, business cards, and flyers to hand out or hang in the store?
3. Have a website or blog you can refer customers to?
4. Have a brand theme? Color palette? Logo?
5. Have enough inventory to fill the space?
6. Have events planned to entice return customers?
7. Have strategic ideas about unique pop-up retail displays?





## HOW TO APPLY



To apply to be an OPEN ON MAIN tenant, please review this program overview and the proposal requirements provided on the next page.

### Tenant Responsibilities:

- All furniture and furnishings needed for their pop-up
- Creative storefront display and temporary window signage
- Open and operate the pop-up during the days and hours specified in the use agreement with the DMC
- All marketing and promotion of the specific pop-up is to be open
- All staffing of the space during the hours the pop-up is to be open
- Qualifying tenants should obtain insurance to cover value of merchandise, etc.

### DMC Responsibilities:

DMC agrees to pay all rent and utilities for each property during the activation period.

**Deadline:** On-going. If you wish to be among the first, please submit by May 31, 2018 (early submissions encouraged).

**QUESTIONS?** Email: [stevenson@downtownmemphis.com](mailto:stevenson@downtownmemphis.com)



# PROPOSAL REQUIREMENTS



## Proposal Requirements

All proposals should be submitted in a **single** PDF document, which should include:

- **Contact Information:** Activation or Business Name, Name of Applicant, Email Address, Phone Number, Mailing Address (City, State, Zip Code)
- **Business Information**
  - Tell us about your retail or pop-up experience.
  - What is the primary product you intend to sell or exhibit?
  - What is the price range of your product?
- **Pop-Up Information**
  - Provide a detailed, concise description of your Pop-Up concept (200 words or less).
  - Include up to 4, high quality photos of your merchandising concept.
  - Which space(s) are you most interested in? (Select from the three locations provided)
  - How many days a week can you operate the pop-up? What hours of the day would you operate? What month(s) do you prefer to operate?
  - How long would you want to operate the space? (1 month/1 to 3 Months/3 to 6 Months)

**Submission Deadline:** Submit your proposal by **May 31, 2019** (early submissions encouraged) to [stevenson@downtownmemphis.com](mailto:stevenson@downtownmemphis.com).