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# Roslindale Means Business: Pop-Up Shop Initiative

RVMS Economic Development Subcommittee Overview

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# What is a Pop-up Shop?

The activation of a storefront with a retail store, occasional activity or community event space

Short-term lease or license agreement lasting from two-weeks to 6 months

Pop-up Shops are becoming an increasingly important leasing strategy for institutional mall owners, retail center owners and smaller landlords



5th Ave in New York

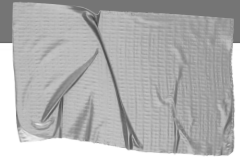
# Why do a Pop-up Shop?

- Generate activity in the district
- Give shoppers reasons to spend time (and money) in the district
- Make shoppers feel positive and energetic
- Offset losses and risks for landlords holding vacant properties
- Advertise space to prospective tenants
- Let retailers to test the location



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**Vibrant**



## Good Pop-up uses:

Gear retail (bikes, camping)

Apparel - new and consignment

Baby gear new and resale

Housewares

Handicraft/maker production + retail space

Art galleries and exhibitions

Kids activities

Music/performance space

# How do Pop-up Shops work?

## Landlords:

- Volunteer property
- Have clean space
- Short term lease
  - LL right to retake
  - Discounted rate
  - Add tenant to insurance (optional)
- Collect deposit and rent

## Tenants:

- Business overview
- Inventory & displays
- Proof of funds
- Short term lease
  - Gen. liability insurance
  - Pay utility deposit, insurance deposit, and rent
- Sell and have fun!

## RVMS Support for Pop-ups

- Connect business owners with landlords
- Templates & best practices
- Promotion
- Business owner coordination / communications
- Visitor and business feedback



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**Thank you...Questions?**