



# OPEN ON MAIN INITIATIVE

## HOW TO POP UP DOWNTOWN



**DOWNTOWN  
MEMPHIS  
COMMISSION**

# WHAT IS OPEN ON MAIN?

The Downtown Memphis Commission's **OPEN ON MAIN** Initiative pairs emerging retailers and entrepreneurs with vacant storefronts in Downtown. The program is designed to help retailers test their market-strategies and to create a stronger retail ecosystem and better pedestrian experience in our core city. The spaces available will provide rent-free opportunities for tenants to temporarily showcase their businesses on Main Street.



To date, the program has helped **35+ store operators** test the retail market in Downtown Memphis, with **80+% MWBE** participation.

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

# DOWNTOWN LOCATIONS



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.

## Potential Locations

### SITE ONE

55 S Main Street

### SITE TWO

64 S Main Street

## Current Open On Main Operators:

### 1: Oh Sweets Skin Care

65 Monroe Ave

### 2: ARCHd

65 Monroe Ave

### 3: The Podcast Center

10 S Main Street

### 4: Jasper Floats Spa

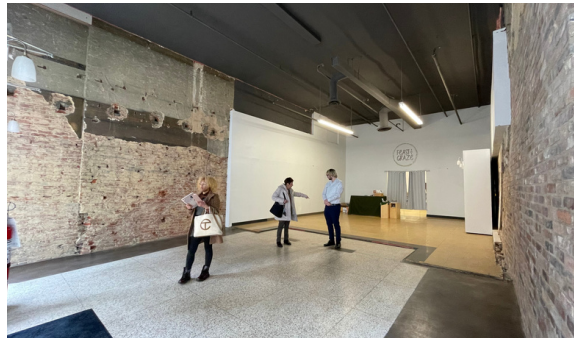
60 S Main Street



# SITE ONE

## 55 S Main Street

- Approximately 800 square feet
- Exposed brick interior
- Located near Ben Yay's, Flight and Maciel's
- Residential space above pop-up space; no amplified sound permitted
- No commercial kitchen space
- Space comes with 2 moveable wall units and a desk
- Access to employee bathroom in rear
- Previous location for Feast & Graze

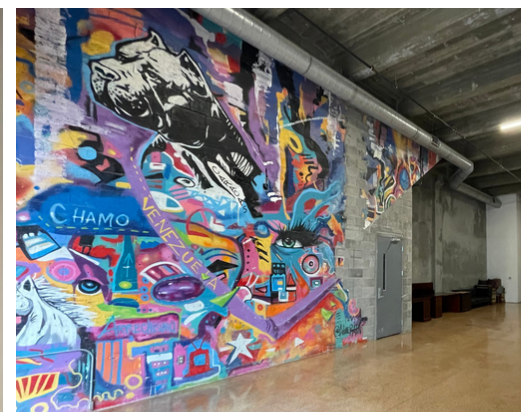
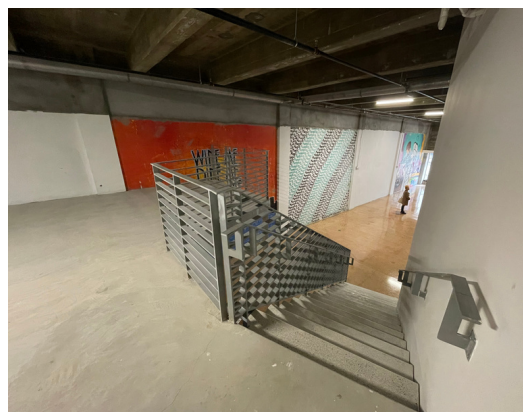
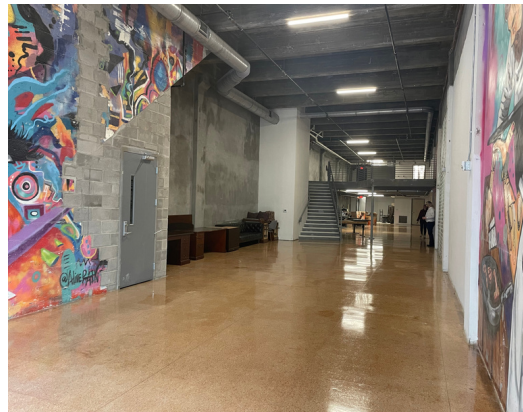




# SITE TWO

## 64 S Main Street

- Approximately 2,800 Square Feet (adjustable based on tenant need)
- Recently renovated, mid century industrial build.
- Custom murals
- Located near City Market, Sage, and Mesquite Chop House
- No commercial kitchen space
- Access to employee bathroom on basement level
- Alley access
- Limited electrical plugins



# WHO ARE WE LOOKING FOR?

## DO YOU...

- Have a preexisting business?
- Have a brand?
- Have a following?
- Have a marketable and catchy business name?
- Have a digital presence?
- Have ideas for events?
- Have strategic ideas?
- Have experience popping up at markets?
- Have a plan to be move-in ready?



**If you answered yes, what are you waiting for?!**

# 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.



# 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:**

- Provide all furniture and furnishings needed for the pop-up
- Create attractive 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 (minimum 5 days a week)
- Conduct all business-related operations (i.e. marketing, staffing, inventory, etc.)
- Staff the space during the hours the pop-up is to be open
- 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.

## **Submission Deadline:**

Applications received by Tuesday, February 27, 2024 will be prioritized.

## **To Apply:**

Email **mykulyn@downtownmemphis.com** your proposal using the requirements on the next page.



# 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?
- How much inventory do you have?
- Are you creating or importing products?
- Please include photos of your products.

## **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 are you most interested in? Why?
- How many days a week can you operate the pop-up? What hours of the day would you operate?
- Are you able to staff your store?