



ARTSAKH CREATIVE

City of Glendale Retail Pop Up Program

Call for Creatives and Retailers

GENERAL OVERVIEW

- On December 21, 2020, the City of Glendale announced a call for qualifying retailers to participate in a pilot retail accelerator program for short-term rental of City-owned commercial tenant space, Artsakh Creative. Selected businesses will receive free-rent between one to six months in the City-owned units at 117, 123, 127 and 131 N. Artsakh Avenue. Artsakh Creative will last for at least a one-year period. Applicants also have the option to propose implementing ongoing events and other types of programming in the Artsakh Paseo, the pedestrian friendly area on North Artsakh Avenue between Wilson and Broadway.
- The City of Glendale is looking for retailers to complement its vision for an Arts & Entertainment District, one which establishes Artsakh Avenue as the heart of the district through a concentration of arts, cultural and entertainment venues, retailers, and programming.
- The application period opened on **December 21, 2020**, and will be ongoing. Applicants hoping to be among the first participants must apply by **January 21, 2021**. Early submissions are encouraged. Businesses will be selected based upon:
 - 1) Availability of requested space;
 - 2) Responsiveness of the proposal;
 - 3) Demonstrated ability to adhere to the guidelines and requirements including, as applicable, COVID-19 accommodations; and
 - 4) Ability to advance the goals of the City's Arts & Entertainment District.
- These pop-up shops will serve as places to experience Glendale's entrepreneurial and artistic scene, where residents and visitors can discover new, locally-developed products and cultural experiences at their launch. As part of the program, applicants could also implement events in the Artsakh Paseo.

- Artsakh Creative will support small businesses looking to grow into a brick-and-mortar store within the next 1-2 years.
- The City of Glendale is looking for a mix of product and artistic-based businesses which are interested in testing out their concepts and new products. We are specifically targeting specific types of retail businesses, as detailed below
 - **Businesses and Use Preferences :**
 - Artisanal Uses:
 - Specialty Food or Retail: i.e., Cheese Shops, Wine, Olive Oil, Soap, Jewelry, Clothing
 - Gift or Antique Shops
 - Arts Uses:
 - Education-Based: Dance, Music, and Acting Studios, Bookstores
 - Performance Based: Comedy Club, Nightclub, Spoken Word, Gallery
 - Creation-Based: Maker Space, Photo Studio
 - Alcoholic Beverage Sale: Allowed only if applicant obtains an ABC license and has the necessary liability insurance.

Although Glendale based businesses would be given priority, any business located in neighboring communities is welcome to participate.

- Participating pop-ups will be required to:
 - Provide proof of general liability insurance matching City of Glendale requirements;
 - Apply for any permits needed to operate in the City of Glendale, including a Business Registration Certificate, event permits and LA County Health Department permits;
 - Make a \$ 2,000 **refundable** deposit. A lower deposit may be negotiated for pop us activating for one month or less (\$ 1,000, the equivalent of a month's rent per industry standards);
 - Sign a release of liability waiver; and
 - Sign a lease agreement or Right of Entry permit for the term (1 to 6 months) . The City may consider an option to extend the term based on payment of fair market rent and utilities.
- Operating hours will vary from business to business. Economic Development staff will work with business owners to identify the best operating hours for their business.
- Retail units would be leased for a minimum reduced rate of \$ 1.00/month. In exchange for free utilities and a wifi hot spot for internet access, the City will require pop-up merchants to meet certain performance measures, including but not limited to, social media impressions and collaborating on events with other tenants in the Artsakh Paseo.

Applicants proposing events in the Paseo will be required to file and pay for all the necessary City and County permits required to host an event.

- All businesses must adhere to the current Los Angeles County Department of Public Health's COVID-19 protocols for retail shops and outdoor community events.
- Retail units would be provided in "AS IS" condition. Businesses must provide their own furniture (including tables, chairs, display cases) and office equipment (computer, printer, cash register).
- Applicants proposing events in the Paseo must return the Paseo to the condition it was before the applicant conducted their event. This includes but is not limited to returning Paseo furniture to its original location, removing litter, and steam cleaning the Paseo if necessary. Applicant will be expected to coordinate these efforts with the Greater Downtown Glendale Association and be required to pay any fees charged by the Association.
- Economic Development staff will provide technical support in obtaining all permits, some marketing assistance and introductions to business leaders/mentors who could provide guidance in developing business plans.

Tenant Responsibilities

- Sign a lease/right to entry permit, pay rent (\$1/month), vacate the unit at the end of the agreement, and restore the unit to its original condition (for retail shop activations).
- Provide required liability insurance.
- Provide required City and LA County Health Department permits for events in the Paseo.
- Provide all furniture, fixtures, and equipment needed for their retail pop-up activation.
- Provide a creative storefront display and temporary window signage.
- Open and operate the pop-up during the days and hours specified in the lease/right of entry permit.
- Conduct marketing activities to promote your pop-up.
- Supply staffing.
- Pay parking fees in the Exchange garage.
- Obtain a City of Glendale Business Registration Certificate
- Make the required **refundable** security deposit, \$ 2,000.

City of Glendale Responsibilities:

City of Glendale will pay utilities (water, electricity, wireless, trash) and provide a wifi hot spot for each property during the activation period.

PROPOSAL REQUIREMENTS

Artsakh Creative is looking for unique brands, businesses, creatives and entrepreneurs that have a genuine ability and desire to share their creative talents through artisanal and arts-related uses and products, as well as community events and programming. Selected business will be invited to showcase their products and/or cultural offerings in a retail space that will give artists and local, traditionally home or online-based businesses the opportunity to sell their products and test the local market for a limited time. Applicants may also choose the option to conduct special events and programming in the Artsakh Paseo, the pedestrian friendly area on North Artsakh Avenue between Wilson and Broadway, instead of utilizing a retail space. Artsakh Creative also provides an opportunity for entrepreneurs to develop their product line, and access local workforce talent in an environment that will help improve their ability to be a sustainable long-term business.

Deadline: On-going. If you wish to participate in the first round of the Artsakh Creative Program, please apply online at ChooseGlendaleCA.com/Artsakh-Creative no later than **January 21, 2021**.

A Selection Committee consisting of Economic Development and Library Arts & Culture staff will review and evaluate proposals using the following criteria:

- Creative experiences that are in line with the goals of the City's Arts & Entertainment goals;
- A well thought out marketing plan;
- Applicant's previous experience in operating retail pop-ups and events;
- Unique and well-crafted products, items, or services that complement and do not detract from existing shops in the Artsakh Paseo; and
- Adherence to LA County Health Department guidelines for COVID-19 protocols for retail shops and community events.

QUESTIONS? Contact Juan J. Gonzalez at (818) 937-8322 or jgonzalez@glendaleca.gov