



## City of Glendale Retail Pop Up Program Call for Creatives and Retailers

### GENERAL OVERVIEW & GUIDELINES

- The City of Glendale is announcing a call for qualifying retailers to participate in a pilot retail accelerator program in City-owned commercial tenant space, Artsakh Creative. The selected businesses will receive free-rent for up to six months in some of the City-owned units in the Artsakh Paseo. **The duration of the pop-up shop may be extended at the discretion of Economic Development staff.**
- 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.
- Potential participants 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
  - 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.
- Artsakh Creative will support small businesses looking to grow into a brick-and-mortar store within the next 1-2 years or support existing business looking to expand their product line in the proposed Arts District.
- 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.

## TYPES OF BUSINESSES AND USE PREFERENCE

- **Artisanal Uses:**  
The City's Economic Development Team is looking for specialty food and retail shops that consumers expect to find in an Arts District. Examples may include but are not limited to cheese, wine, olive oil, jewelry, clothing, gift, antique or hand and body/beauty shops.
- **Arts Uses:**  
We are also looking for businesses in the fields of art, fitness, education, and performance. Examples may include but are not limited to dance, music, and acting studios, bookstores, comedy clubs, performance spaces, art galleries, and maker space labs.
- The sale of alcoholic beverages is allowed only if the participant obtains the necessary ABC license and the appropriate liability insurance.
- **Please note that the units in the program have been used primarily for retail purposes in the past and do not have kitchen facilities.**

## ADDITIONAL PROGRAM INFORMATION

- Any business located in Glendale and in neighboring communities is welcome to apply to participate in the program.
- **Although prior experience in operating a pop-up shop is highly desired, it is not mandatory.** However, the applicant must demonstrate their capacity to operate a shop in their application. This is demonstrated by answering all the questions and submitting all the requisite materials, including photos, concept renderings, and logos.
- 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. **However, the recommendation is that the business be open at least 30 hours per week.**
- Retail units would be available at no cost to program participants. In exchange for free utilities and a Wi-Fi 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, collaborating on events with other tenants in the program, and providing monthly report.
- 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.

- Retail units would be provided in “AS IS” condition. Businesses must provide their own furniture and office equipment. **Participants must have sufficient funding to implement any tenant improvements.**
- Economic Development staff will provide technical support in obtaining permits, some marketing assistance and introductions to business leaders/mentors who could provide guidance in developing business plans.

### **TENANT RESPONSIBILITIES**

- Sign a Right of Entry permit
- Provide the required liability and worker’s compensation insurance as required by the City’s Risk Management office
- Make the required refundable damages deposit of \$ 2,000
- Move into the unit and be operational within a reasonable time frame
- Prepare a monthly report on milestones and activities
- Prepare information and photos for use in the Economic Development and Community Development Annual reports
- Participate in Economic Development marketing efforts including but not limited to digital and printed publications, social media posts, and videos
- 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
- Pay for all tenant improvements to the unit this includes painting the unit or installing high speed internet
- Provide a creative storefront display and temporary window signage
- Open and operate the pop-up during the days and hours specified in the Right of Entry permit
- Conduct marketing activities to promote the pop-up shop
- Supply staffing
- Provide your own cleaning and janitorial service
- Pay monthly parking permits for The Exchange garage
- Vacate the unit at the end of the agreement, and
- Restore the unit to its original condition, otherwise the damages deposit will be forfeited.

### **CITY OF GLENDALE RESPONSIBILITIES**

- Pay monthly utilities
- Provide a basic Wi-Fi hot spot for each participant during their tenure in the program
- Help promote pop-up shop activities via social media and e-newsletters
- Connect participants with a local Small Business Development Centers for mentoring, information on access to capital, and social media training.

## APPLICATION PROCESS

Applications for the Artsakh Creative retail pop-up program are being accepted on an ongoing basis and be added to our program interest list. If an opening becomes available, applications on the interest list will be reviewed and considered. Staff will notify applicants if their application is being considered for the program.

Applications may be submitted online at [chooseglendaleca.com/artsakh-creative](https://chooseglendaleca.com/artsakh-creative). Please answer all questions thoroughly and upload high-resolution photos of the product or service you intend to offer. Make sure you upload your logo and your social media platforms as well.

**Incomplete applications will not be considered for participation in the program.**

Applications moving forward in the process will be invited to an interview with the selection committee. The panel will then make the final selections using the following criteria:

- Is the retail or creative experience being proposed the type of business that people would expect to find in an Arts & Entertainment district?
- Is the retail or creative experience something innovative and new?
- What makes the retail or creative experience stand out among similar types of businesses?
- Does the application synch with the City's goals for an Arts & Entertainment district?
- Does the application contain a well thought out marketing plan which includes a robust social media component?
- Does the applicant have any previous experience in operating a business or pop-up shop?
- Does the applicant propose to offer unique and well-crafted products, items, or services that complement and do not detract from existing shops in the Artsakh Paseo?
- Is the business going to become a destination venue? Will it draw people to the Artsakh Paseo and by extension, to Downtown Glendale?
- Does the retail or creative experience appeal to a large audience?

## CONTACT US

If you have any questions about the Artsakh Creative program, reach out Juan J. Gonzalez at (818) 937-8322 or [jgonzalez@glendaleca.gov](mailto:jgonzalez@glendaleca.gov).