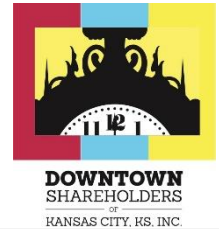


## Pop-Up! Downtown KCK-III Business Application



*By submitting your application you are not committed to leasing a space if accepted.*

**Name:**

**Business Name:**

**Mailing Address:**

**Email Address:**

**Phone:**

**Preferred Contact Method?**

How many square feet do you require?

What building features/amenities do you require? (Wi-Fi, land lines/fax/business support, etc.)

When are you available to occupy and open your Pop-Up shop?

Are you available to help prepare your Pop-Up location for occupancy? For example, spaces may require some basic tenant finish (painting, arranging furniture, window cleaning, etc.).

How long do you plan to occupy the space? (Pop-Up! Downtown KCK leases are expected to run 1-4 months)

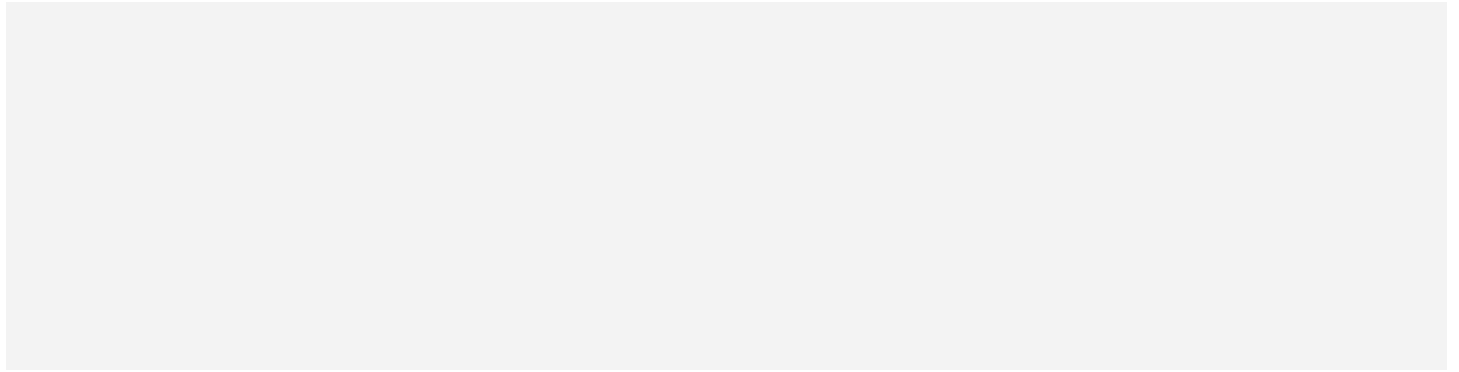
Pop-Up! Downtown KCK require tenants to take responsibility for all store fixtures and furniture (tables, seating, etc.). Are you prepared to do this?

Do you plan to open a shop, even if you are not selected to participate in Pop-Up! Downtown KCK?

### **Business Proposition**

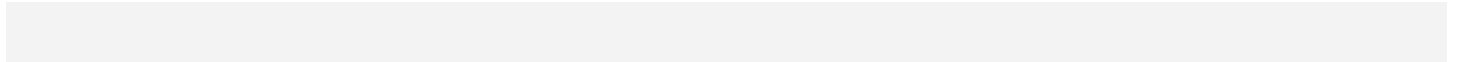
In one or two sentences, please explain the business concept behind your proposal:

## Pop-Up! Downtown KCK Business-III Application

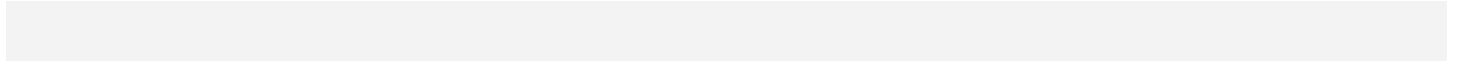


### Business Proposition (cont.)

Proposed hours of operation:

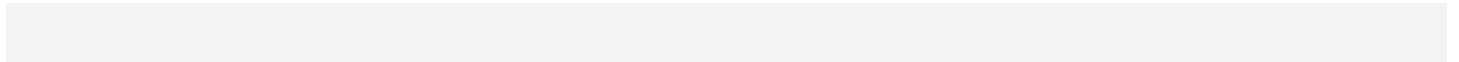


Proposed number of employees:

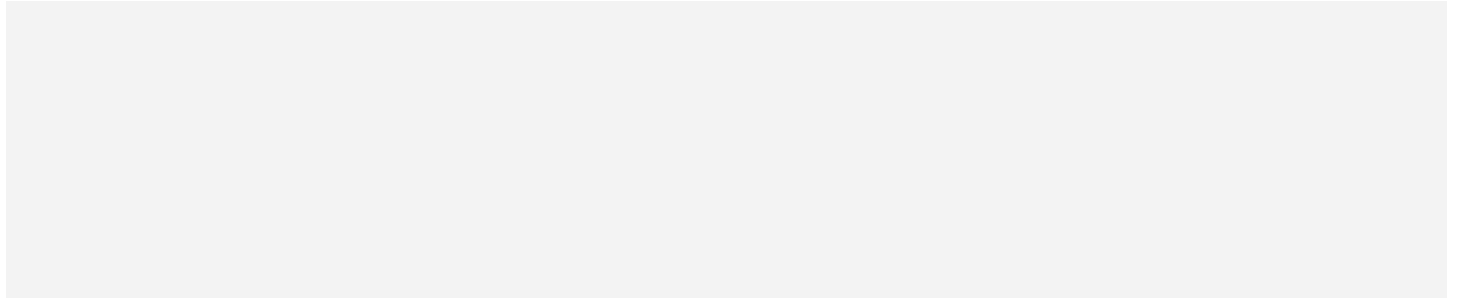


### Business History and Relevant Professional Experience

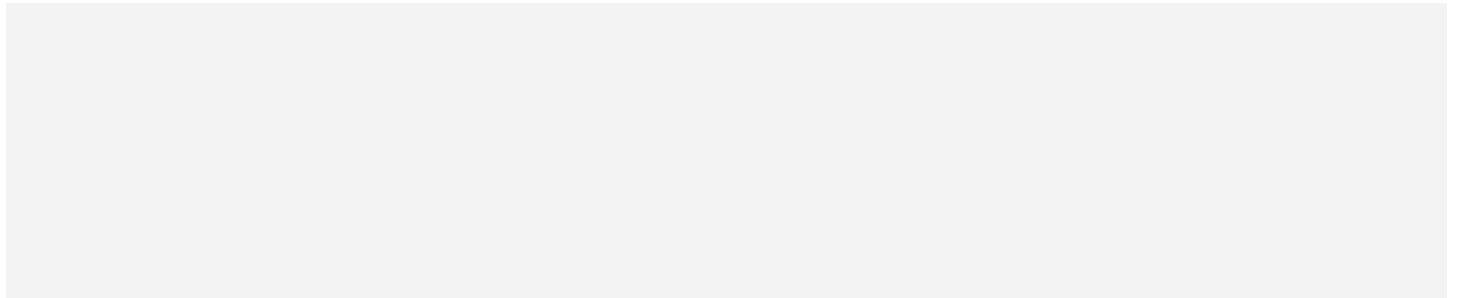
Is this an established business or start-up? How long has it been established?



What prior business or professional experience is relevant to your proposal?



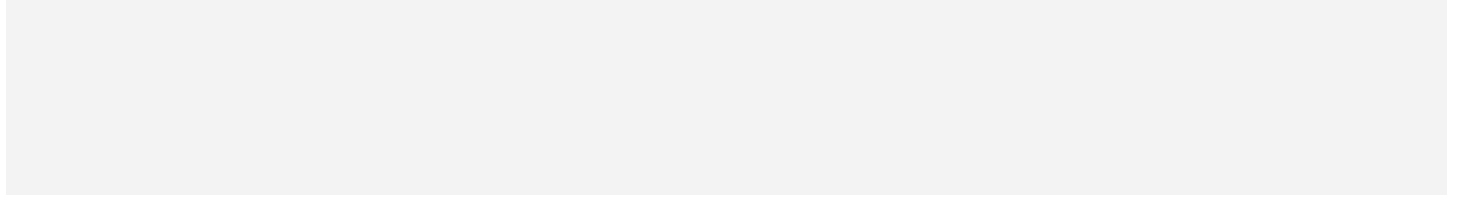
Other than the obvious purpose (to generate sales), why are you interested in a Pop-Up?  
What are you looking to achieve, learn and gain from the experience?



## **Pop-Up! Downtown KCK Business-III Application**

### **Marketing**

Please describe the expected pricing of your products/services.



## Pop-Up! Downtown KCK Business-III Application

### Marketing (cont.)

Who are your target customers, and how do you plan to reach them? Please be as specific as possible.

How do you expect your business to affect Downtown KCK? What do you expect customers to tell people who ask about your shop?

If you are an existing business, what have you learned from your customers about your offerings? What are your “best sellers?”

Please list three ways you plan to successfully sustain your pop-up shop over the 1-4 month period.

## Pop-Up! Downtown KCK Business-III Application

### Operational

What's the status of any inventory/materials/equipment that would be needed for the pop-up shop?

Please describe the role of each person who will be involved in operating the shop:

### Financial

Do you have personal or business assets sufficient to cover operating expenses, such as monthly utility bills?

Please check all leasing terms you would be open to:

- Flat rate per month
- Percentage of sales (typically 3-7% of monthly sales)
- Graduated Rent (increase in rent each month over the length of the lease)
- Other:

Yes or No?

**NOTE:** Occupancy of vacant spaces for Pop-Up! Downtown KCK will require the approval of the Unified Government's Building Inspection, Urban Planning and Business License departments. Because properties will be vetted in advance of their selection, Downtown Shareholders expects the costs of permits and time required for building inspections to be relatively straightforward, especially if the space previously has been used and is appropriately zoned for the proposed business activity. All properties will be in usable condition without structural flaws or need for extensive renovation. Downtown Shareholders will work with selected property owners and Unified Government staff to provide assistance in obtaining city occupancy approval.

All food related applicants will also be responsible for obtaining appropriate licenses and permits from the Unified Government Public Health Department. Businesses should expect the Health Department to conduct inspections of all **Pop-Up! Downtown KCK** shops that offer food items in their stores.

Pop-Up! Downtown KCK lease terms are variable and will last from one to four months. Downtown Shareholders will select properties based in part on owner pledges and assurances regarding proposed lease rates. All leases will be negotiated between the business owner and the respective landlord. Downtown Shareholders will encourage business and property owners to enter into long-term leases at the conclusion of the program.