



## West Town Pop Up Project

### FAQ Sheet

#### **Program Summary:**

The West Town Chicago Chamber of Commerce (WTCC) has created the West Town Pop Up Project: an accessible way for businesses to explore the market of physical retail before making a large investment in a permanent retail storefront. Access to a short term temporary retail space allows brands, products, makers, artists, and entrepreneurs the ability to meet their current customers and gain new ones. Sole proprietors to large corporations can utilize the West Town Pop Up Project storefront as a retail access point, product or brand launch location, or experiential marketing space.

#### **Mission:**

The West Town Pop Up Project's mission is to provide lessees with short term access to a physical retail storefront space in order to experience the West Town Chicago marketplace, while also encouraging retail business development along the West Town Chicago commercial corridors.

#### **Program Goals:**

The West Town Pop Up Project's goals:

- Support small business entrepreneurs with market growth by providing an affordable short term retail storefront opportunity.
- Encourage small business entrepreneurs to find a permanent retail location within West Town.
- Provide access and awareness of West Town Chamber of Commerce and West Town Special Service Area (SSA) program services.
- Provide insight and assistance on navigating City of Chicago business requirements, as well as making local connections to support business growth.
- Periodic leasing to corporate sponsors at a competitive rental rate to offset Pop Up Space expenses and keep rent affordable for small business entrepreneurs.

## Space and Amenities Offered:

West Town Pop Up Project Space and Amenities Offered:

- Retail Space: 550 square feet (19' x 21'5" main area)
- ADA restroom
- Small partially enclosed storeroom, dressing room, or office area
- Amenities: overhead lighting, electricity, heat, AC, water, security alarm
- Space Occupancy: 10

## Types of Pop-Ups Allowed:

- **Pop-Up Retail User License** (formerly known as "Itinerant Merchant")
  - Must hold Pop-Up Retail City of Chicago License
  - Types of businesses: retail merchandise, including but not limited to, clothing, accessories, galleries, gifts, seasonal stores, estate sales, craft markets
  - No alcohol, tobacco, or cannabis sales
- **Pop-Up Food Establishment User – Tier 1**
  - Must hold Pop-Up Tier 1 City of Chicago License
  - May sell or offer nonperishable food and drink that is commercially prepackaged in a properly licensed establishment
  - No on-site food preparation allowed
  - Types of businesses: pre-packaged shelf-stable food and drink items
  - No alcohol, tobacco, or cannabis sales

## City of Chicago Licensing:

- The West Town Chamber of Commerce will provide the paperwork and assist approved tenants to submit and receive the required City of Chicago Pop Up Retail or Tier 1 Food License.
  - Tenant must complete City of Chicago Business Information Sheet (provided)
- City of Chicago License Fees will be paid by tenant:
  - 5-day license | \$25.00
  - 30-day license | \$50.00
  - 90-day license | \$75.00

## Lease & Rental Information:

- 1) Rental Timeline:
  - a. 90 DAYS. Leases will be contracted for 90 days at a time.
    - i. Tenant is required to have all items removed from premises by end of lease. If tenant has not exited property, all items will be gathered and removed from space, and locks will be changed.
  - b. Leases consisting of more or less than 90 days may be available upon request.
  - c. Rent due 1<sup>st</sup> of the month
    - i. Rent is late after the 5<sup>th</sup> of the month. Nonpayment by the 5<sup>th</sup> can result in termination of lease. Late fee of \$50 a day is required if rent is paid after the 5<sup>th</sup> of the month.

## 2) Financial Requirements:

- a. At Lease signing:
  - i. 1st month's rent
  - ii. Security deposit (one month's rent)
  - iii. Damage Deposit (\$800)
  - iv. Insurance required: General Coverage up to 1 million, (West Town Chicago Chamber of Commerce 1819 W. Chicago Ave. Chicago IL 60622) must be additionally insured

## 3) Rent Levels:

- a. Level 1: \$1,000 per month
  - i. Small business retailers, artisans, and nonprofits
- b. Level 2: \$3,000 per month
  - i. Large businesses and chains (businesses with more than one current location)
- c. Level 3: TBD
  - i. Corporations and Sponsors: Please Inquire for more information [info@westtownchamber.org](mailto:info@westtownchamber.org)

## 4) Rules of Operation:

- a. Daily Hours:
  - i. West Town Pop Up Project tenant hours of operation must be between 8am and 8pm, no later than 8pm without written request and written approval in advance
  - ii. WTCC is not responsible for day to day operations or staffing of the leasing business
- b. Wifi:
  - i. Wifi will be provided by WTCC as a complimentary service, although not contracted nor guaranteed.
  - ii. If the WTCC Wifi does not work, tenant is responsible for their own internet connection.
  - iii. Tenant may not hard-wire their own internet connection through a contracted service.
- c. Garbage:
  - i. Tenant will be granted alley access to the garbage cans and garbage removal is the tenant's responsibility.
  - ii. Tenant may not use orange garbage cans on Chicago Avenue sidewalks as garbage cans for their business garbage.
- d. Cleaning:
  - i. Cleaning of the space during the lease terms is the tenant's responsibility.
  - ii. If contracting a cleaning service, tenant must contract with the WTCC approved cleaning service. Tenants may not hire their own cleaning contractors.
  - iii. Janitorial supplies are the responsibility of the tenant.
- e. Updates & Repairs:

- i. Tenant may not obtain their own contractor to update and/or repair the space in any way.
  - ii. Tenant must contact the WTCC in writing with requests for any updates or repairs that are needed.
- f. Minors and animals allowed on premise only with written approval.
- g. Issues and Emergencies:
  - i. Any issues with the space that are non-emergencies will be addressed during WTCC office hours: Monday - Friday 9am – 5pm.
  - ii. Any after hours issues must be deemed an emergency to be addressed, which include:
    - Fire
    - Water/Flooding
    - Security/Property Damage
    - Heating/Cooling outage
- h. Non-Permitted Uses:
  - i. No events of any kind. This space is not licensed for any type of events
  - ii. No alcohol, tobacco, or cannabis is permitted to be sold, served or consumed on premises at any time
  - iii. No live music
  - iv. No ticket sales
  - v. No audio at any time

**Application Process:**

- 1) Complete the tenant application
- 2) Applications will be reviewed by Pop-Up Committee and West Town Chamber of Commerce Board of Directors for approvals
- 3) Onsite meeting and space walk-through required
- 4) Tenant submission, payment, and receipt of City of Chicago Retail or Tier 1 Food Pop Up License
- 5) Accepted tenant reviews and signs lease contract
- 6) Keys Code and Alarm Code provided
- 7) Tenant may move into space upon 1st day of lease