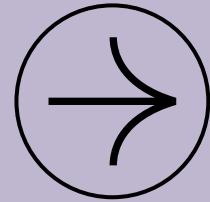


# THE WEST TOWN POP UP PROJECT



INTRODUCTION & FAQs | 2024

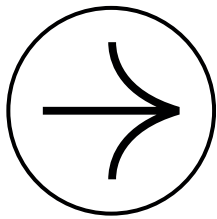
# WELCOME TO → WEST TOWN!



## 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



# SUMMARY

## SUMMARY

The West Town Pop Up Project offers short-term leases to small businesses interested in testing their retail concepts in a physical space. Through this program, business owners can experience a storefront for three-months while receiving business support, technical assistance, and marketing benefits.

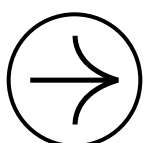
The West Town Chamber created the Pop Up Project in 2021 as a commercial development asset to encourage retail business development along commercial corridors throughout the neighborhood. Over the years we've hosted fourteen businesses at 1821 W Chicago Avenue, six of which have gone on to find permanent homes in the neighborhood and surrounding area.

The West Town Pop Up Project's goals include:

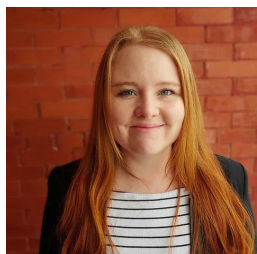
## GOALS

- 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

# THE ORGANIZATION



## Meet the Team



**GABY  
GERKEN**

Director of Community  
Development

Gaby is the Program Manager for the Pop Up Project. Contact her for all your general pop up questions and needs.

[GGerken@westtownchamber.org](mailto:GGerken@westtownchamber.org)



**KAYLEN  
RALPH**

Director of Marketing &  
Communications

Kaylen will work with you to promote your business and products across socials and in the press. Contact her to schedule marketing consultations.

[KRalph@westtownchamber.org](mailto:KRalph@westtownchamber.org)



**ASHLEE  
KINGERY**

Business Services  
Manager

Ashlee can help you out with Chamber Membership. Contact her for information on business resources and member events.

[AKingery@westtownchamber.org](mailto:AKingery@westtownchamber.org)



**SUSAN ALDOUS-  
HUTCHINS**

Interim Executive  
Director

Susan handles all operations and administrative needs at WTCC. Contact her for organizational questions or additional support.

[Susan.Aldous@westtownchamber.org](mailto:Susan.Aldous@westtownchamber.org)



## LOCATIONS INCLUDE:

### 1821 W Chicago Ave.

- 550 square feet
- ADA restroom
- Small partially enclosed storeroom, dressing area, or office
- Overhead lighting, electricity, heat, AC, water, security alarm



### 1901 W Chicago Ave.

- 1200 square feet
- Restroom
- Storerooms
- Office space
- Overhead lighting, electricity, heat, AC, water, security alarm

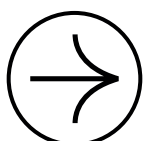


### 1716 W Grand Ave.

- 2200 square feet
- Restroom
- Storeroom
- Parking Space
- Overhead lighting, electricity, heat, AC, water, security alarm

1821 W Chicago Ave.

# POP UP LOCATIONS



We have three Pop Up  
Shops in West Town

# TYPES OF POP UPS ALLOWED

## RETAIL

Retail merchandise, including but not limited to:

- Clothing
- Accessories
- Galleries
- Gifts
- Seasonal stores
- Craft markets

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## NONPERISHABLE FOOD & DRINK

Must be commercially prepackaged in a properly licensed establishment. No on-site food preparation allowed.

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## NOT ALLOWED:

Alcohol, tobacco, or cannabis sales

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# LEASE AND RENTAL INFORMATION

## RENTAL TIMELINE

Three Month Periods:

- January 15 - April 12
- April 15 - July 12
- July 15 - October 11
- October 14 - January 10

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## FINANCIAL & INSURANCE REQUIREMENTS

At lease signing:

- \$500 Security Deposit

60-Days prior to tenancy:

- \$500 Damage Deposit

Upon Receiving Keys:

- General Coverage up to 1 million, (West Town Chicago Chamber of Commerce 1819 W. Chicago Ave. Chicago IL 60622) must be additionally insured.

Checks can be mailed or dropped off at our office: 1819 W Chicago Ave.

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## RENT

Thanks to additional funding, all storefronts will be rent-free in 2024! Special thanks to the City of Chicago for sponsorship. This program is also sponsored by the American Rescue Plan.

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# WHAT WTCC PROVIDES

## MEMBERSHIP & TECHNICAL SUPPORT

- Complimentary year-long WTCC Membership
- Access to networking opportunities
- Opportunity to be involved in Chamber events and initiatives
- Technical support for business development

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## MARKETING

- Ongoing tertiary PR representation through SIX4 Creative
  - Support with grand opening and ribbon cutting ceremony
  - Press release and social post to announce tenancy
  - Feature on website
  - One-hour professional photography session
  - Monthly consulting sessions to discuss marketing strategies and social media best practices
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# MARKETING TIPS

## WTCC PROVIDED MARKETING & PR SUPPORT

1. **Two weeks prior to tenancy:** Send Kaylen and Gaby an “intro” photo for an announcement post on Instagram. Please include a short paragraph promoting your business for use on the website
2. **One week prior to tenancy:** Kaylen will reach out to schedule a 1 hour photo shoot with SIX4 Creative (provided by WTCC). Photos will be available for your use, and ours!
3. **First week of tenancy:** Kaylen will reach out to schedule a touch base with tenant to discuss goals for tenancy and identify areas of opportunity for collaborative marketing.

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## WTCC MARKETING REQUESTS

- Include @westtownchicago and include #WestTownPopUp on all posts utilizing WTCC-provided assets.
- Photo Credit: @ryanbeshel and @six4creative in all SIX4 Creative provided photos.

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## BACP MARKETING REQUESTS

- BACP will share any post concerning the program that tags them:
  - Facebook: [facebook.com/ChicagoBACP](https://facebook.com/ChicagoBACP)
  - Instagram: [instagram.com/chicagobacp](https://instagram.com/chicagobacp)
  - Twitter: [twitter.com/ChicagoBACP](https://twitter.com/ChicagoBACP)
  - LinkedIn: [linkedin.com/company/chicagobacp](https://linkedin.com/company/chicagobacp)

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## OPPORTUNITIES INCLUDED IN WTCC MEMBERSHIP

- Inclusion in @westtownchicago social media and newsletter content. The What's Happening in West Town newsletter is distributed on Monday afternoons.
    - To be included, submit details to the Calls for Content [Google Form](#).
    - Submission Deadline: 5PM on Thursday evenings
    - Tag @westtownchicago for the chance to be reposted via our Stories.
  - Tertiary PR/Marketing representation through the Chamber's contracted agency.
    - Beyond the WHWT newsletters + social content, specified calls for media marketing are sent biweekly to Members (on Tuesdays) and reflect the pitching strategy of our third-party PR team, SIX4 Creative.
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# RULES OF OPERATION

## DAILY HOURS

- West Town Pop Up Project tenant hours of operation must be between 8AM-8PM, no later than 8PM without written request and written approval in advance.
- At minimum, tenants should be open four days a week for five hours a day.
- WTCC is not responsible for day to day operations or staffing of the leasing business.

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## WIFI

- Wifi will be provided by WTCC as a complimentary service, although not contracted nor guaranteed.
- If the WTCC Wifi does not work, tenant is responsible for their own internet connection.
- Tenant may not hard-wire their own internet connection through a contracted service.

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## GARBAGE

- Tenant will be granted access to the garbage cans, and garbage removal is the tenant's responsibility.
- Tenant may not use lavender garbage cans on Chicago Avenue sidewalks as garbage cans for their business garbage.

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## CLEANING

- Cleaning of the space during the lease terms is the tenant's responsibility.
  - If contracting a cleaning service, tenant must contract with the WTCC approved cleaning service. Tenants may not hire their own cleaning contractors.
  - Janitorial and bathroom supplies are the responsibility of the tenant.
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## UPDATES & REPAIRS

- Tenant may not obtain their own contractor to update and/or repair the space in any way.
- Tenant must contact the WTCC in writing with requests for any updates or repairs that are needed.

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## NON-PERMITTED USES & ACTIVITIES

- Pets are not allowed during store hours, but may be allowed during off hours with prior approval.
- No live music.
- No alcohol, tobacco, or cannabis is permitted to be sold, served, or consumed on premises.

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## EVENTS

- Instructional and educational events are allowed and do not require a permit. These types of events may be ticketed and marketed online.
- You cannot host events at which an attendance fee and/or "cover" charge is collected at the door or is a requirement in order to enter the space.

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## ISSUES & EMERGENCIES

- Any issues with the space that are non-emergencies will be addressed during WTCC office hours: Monday through Friday, 9-5PM.
- Any after hours issues must be deemed an emergency to be addressed, which include:
  - Fire
  - Water/Flooding
  - Security/Property Damage
  - Heating/Cooling Outage

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## CONTACT INFORMATION

- WTCC Office: (312) 850-9390, [Info@westtownchamber.org](mailto:Info@westtownchamber.org)
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