



West Town Pop Up Project

FAQ Sheet

Program Summary:

The West Town 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:

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

Space and Amenities Offered:

- 1) Retail Space: 550 sq ft
- 2) ADA Restroom
- 3) Amenities: Electricity, Heat, AC, Water, Security Alarm
- 4) Space Occupancy: 10

Types of Pop-Ups Allowed:

- 1) Pop-Up Retail User License (formerly known as “Itinerant Merchant”)
 - 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
- 2) Pop-Up Food Establishment User – Tier 1
 - Must hold Pop-Up Tier 1 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

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 1st of the month
 - i. Rent is late after the 5th of the month. Nonpayment by the 5th can result in termination of lease. Late fee of \$50 a day is required if rent is paid after the 5th of the month.
- 2) Financial Requirements:
 - a. At Lease signing:
 - i. 1st month’s rent
 - ii. Security deposit
 - 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
 - b. Small business retailers, artisans, and nonprofits: monthly rent will be priced at Level 1 (\$1,000)
 - c. Large businesses and Chains (Businesses with more than one current location): monthly rent will be priced at Level 2 (\$3,000)
 - d. Corporations and Sponsors: Please Inquire for more info

3) Operations:

- a. Daily Hours:
 - i. Can be open 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: Wifi will be provided by WTCC as a complimentary service, although not contracted to do so. 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.
- c. Garbage: Tenant will be granted alley access to the garbage cans and garbage removal is the tenant's responsibility. Tenant may not use orange garbage cans on Chicago Avenue sidewalks as garbage cans for their business garbage.
- d. Cleaning: Cleaning of the space during the lease terms is the tenant's responsibility. If you would like a cleaning crew, you may set up an individual contract with the WTCC cleaning contractor only. Tenants may not hire their own cleaning contractors. Janitorial supplies are the responsibility of the tenant.
- e. 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.
- f. Minors and animals allowed on premise with written approval.
- g. Any issues with the space that are non-emergencies will need to be dealt with during WTCC office hours: Monday - Friday 9am – 5pm. Any after hours issues must be deemed an emergency, which include:
 - i. Fire
 - ii. Water/Flooding
 - iii. Security/Property Damage
 - iv. 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 consumption 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 for approvals
- 3) Onsite meeting and space walk-through required
- 4) Accepted Lessors review and sign lease contract
- 5) Key Code and Alarm Code given, Alley key given, tenant may move into space upon 1st day of lease.