2011 Indiana Main Street Conference Arcadia, IN

Turning Dark into Light

Leveraging Empty Storefronts to Enliven Your Downtown

Tamara Nicholl-Smith: Downtown South Bend, Inc.

Yes, it is there.

What is this?

What is it normally used for?

Yes, it is there.

What else could it be?

A small shovel

Use 2 as a musical instrument

How else could it be used ?

Use handle to make a ring.

Add magnet & use on fridge

What is this?

Or this?

What do we normally do with it?

What else could it be?

How else could it be used ?

What else could it be?

A Community Message Center

A Window Gallery

How else could it be used ?

Reception Space

A Pop-up Shop

What is needed?

Shift to Resource Mentality

A New Equation

Vision + Enrollment + Willingness to Fail = More Excitement Than An Empty Store & Perhaps a New User

Cost of Empty Storefronts

Buildings need to be loved.

How do you love a building?

Occupy it! Use it!

Building minus occupant = wasted utilities + decreased morale + increased decay + property taxes

Vacancy is like the flu – it is contagious and can be caught by other storefronts.

DTSB

Window Galleries

August 5 – October 14, 2011

DTSB: Window Gallery Pilot

- Modeled on Downtown Evanston's Art Under Glass
- Limited access to space avoids price depression and potential damage
- Access granted only for set-up and break-down

The Idea?

Highlight available spaces

Enliven pedestrian realm

Highlight local artist/organizations

Avoid risk of depressing rents

Taking the path of least resistance

Option 1:

- Develop artist application
- Proposal to land owners
- Call to Artists
- Select Jury
- Artist Selection
- Organize artists
- LAUNCH!

Option 2:

- Proposal to land owners
- Phone museums
- Assign space
- LAUNCH!

We went with option 2

Tools:
- **Proposal**
- **Legal Agreement**

121 S. Michigan:
Available since January 1

DTSB: Window Gallery Pilot

Empty Storefront + Creativity = Pedestrian Attraction & Museum Exposure

South Bend Museum of Art Window

Indiana Center for History Window

123 S. Michigan:
Available for over 15 months

DTSB: Window Gallery Pilot

Empty Storefront + Creativity = Letter of Intent for lease to start January 2012

Studebaker National Museum Window

Keys to success

- Site selection
- Work with low maintenance people
- Leverage trust
- Let go of what it "should" look like (without sacrificing quality)
- High levels of participation

Room to improve

Where we stumbled	Next time . . . .
Facebook contest did not take off	Larger signage More social media promotion Do not do one Stand outside with a camera for one day
Take One real estate box with informational flyer stolen	Forget it Attach to building Use QR codes more

DTSB

Reception Space

Reception Space

- Draw attention to an otherwise empty location by allowing local non-profits use of the space for an evening.
- RENT FREE. Creates good will.
- Enlivens streetscape if only for one evening
- Attract those who would not normally enter the space. Who knows who they know.

Tools:
- Temporary Use Agreement
- Downtown Org. Extend Ins.

League of Women Voters Friend-raiser

123 S. Michigan:
Available for over 15 months

First Friday Poetry Slam

NORTHERN INDIANA

POETRY SLAM

OCTOBER 7TH • 7:00PM

DOORS OPEN & COMPETING POETS ARRIVE AT 6:30PM

HOSTED BY J.W. BASILO

123 S. MICHIGAN STREET

Downtown South Bend

downtown first fridays south bend

IN PARTNERSHIP WITH THE LUBEZNIK CENTER FOR THE ARTS

GET NOTIFIED OR SIGN UP:

RFALLON@DOWNTOWNSOUTHBEND.COM

OR CALL 574.282.1110

DTSB

Love Notes to South Bend

DTSB Empowers: Just Say "Yes"

Inspired by the 2010 pop-up shop program and a desire to shift the conversation about South Bend, Radio DJ and local artist Tori James approached DTSB with an idea "Love Notes to South Bend."

Did we have time – no.
Did we say yes anyway – yes.

Recipe for Love Notes Success

Ingredients:

- A three week call for submissions
- 3 media sponsors (1 each radio, TV, print)
- 1 Mayoral proclamation
- 1 Street renaming
- 2 artists to act as window captains
- 2 groups volunteer singers
- 1 paid barber shop quartet
- Liberal amounts of window paint, paper, pens, and imagination

Directions:

Mix above on non-home football weekend

Love Notes to South Bend:
Old #1 Chinese Location
NO.1
CHINESE RESTAURANT
EAT-IN / TAKE OUT TEL:234-8888
Sigh I have been empty for 5 long years.
Now look at me

More Notes Old #1 Chinese
JERRY OF SOUTH BEND
I LOVE THIS TOWN BECAUSE
IT'S ALWAYS THINKING OF NEW
TOURIST ATTRACTIONS AND
BEAUTIFYING THE INNER
DOWNTOWN
BEND Sept 24th DAY
301
I
S B

Love Notes @ Historic State Theater

Write-up on For the Love of Cities Blog

South Bend Declares Its Love

By admin 30/09/11

In June I wrote a piece called "The Surprising Life in America's Dying Cities" for Infrastructurist.com. The piece highlighted the amazing things that were happening in the cities designated by Newsweek Magazine in January as the 10 most "dying" places. Needless to say, the cities on that list were not happy with the tag placed on them. Since I published that article, one more of those "dying" cities has stepped up to declare the rumors of their demise being greatly exaggerated.

South Bend, Indiana was number eight on the Newsweek list. And local radio personality Tori James did not like it. But not having budgets to counter the publicity, she decided that South Bend needed to remind itself of the good things it had in the community. She came up with the idea that the citizens should write "love notes" to the city. She took the idea to Downtown South Bend Inc. and they decided to run with it. Leveraging the radio station and the local paper they were able to get word of the project out to South Bend. They put actual mailboxes in several downtown shops and invited people to drop off their notes in person. Online submissions came from all over the country as hundreds of love notes came in.

Last week the city declared "I Love South Bend" day and the love

Latest on Twitter

Follow @PKageyama on Twitter

- My city of St Pete launches new identity campaign - illustrates how tough it is to brand a city! http://t.co/Akh8oMfn 2011/10/17
- People just love Detroit: Attitudes -- and the city itself -- are changing http://t.co/zgx88Ycj via @freep 2011/10/16
- 3 days to write, shoot & edit a film - The National Film Challenge tests creativity: http://t.co/ExDIGKIE 2011/10/12
- Visited this excellent co-working space in Savannah today: http://t.co/VRMZUpFv Thanks @ThinkSavannah 2011/10/11
- Touring Savannah today - hope to do a workshop here sometime next year. 2011/10/11

Click here to purchase a copy of *"For the Love of Cities"*
Available now on Amazon.com in paperback and as an e-book.

Tag Cloud

grassroots emotions love your city Michigan love note New Orleans Steve Powers urban planning Syracuse McPherson Akron bike friendly Las Vegas crowdsourced Philadelphia design crime St. Louis Florida TEDx David Brooks

DTSB

Holiday Pop-Up Shops

Program Goals

- To support our current downtown retailers and restaurants by bringing in quality retailers to enhance downtown South Bend as a retail destination for the holidays.
- To take our current festive holiday atmosphere to the next level.
- To build upon the opportunity and good will presented by the program develop the long-term lease prospects for the spaces.
- To begin to shift the narrative and show what is possible.

Imagine That: 2010 Pop-up Signed 1-year paid lease

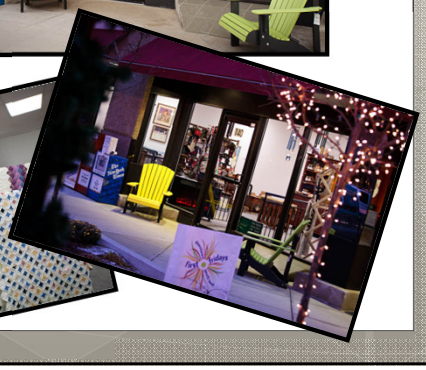
2010 Holiday Pop-up Shops

Party Work and Play: 2010 Pop-Up

2010 Holiday Pop-up Shops

Indiana Home: 2010 Pop-Up

2010 Holiday Pop-up Shops



A Homestead Shoppe: 2010 Pop-Up

2010 Holiday Pop-up Shops

Artrageous Collective
Added on 200 Block
ART-
"rageous"
ART +
VINTAGE

Michiana African American
Chamber Added on 200 Block
GOSPEL GEAR

Openings Are Important

DTSB

Pop-Up Shops How-To

GETTING INTO THE DETAILS

Pop-Up Shop Phases

Identify and Secure Location

Recruit Applicants

Select applicants

Notify applicants and turn over spaces

Pre-opening Logistics

DT org | Landlord | Participant

Close-Out

IDENTIFY & SECURE LOCATION

Identify the draw

- Holidays
- Rituals i.e. Santa/Tree lighting
- Vacation location
- Popular restaurant
- Etc.

Why will they come?

Will your shops be enough?

Our Draw

Secure the location

- Identify potential storefronts
- Approach broker / owner
- Provide FAQ and Interest Sheet
- Have owner/broker sign the sheet
- Gather photos of spaces and basic info. i.e. square footage, asking price

Tools:
- Landlord FAQ
- Landlord Interest Sheet

Recruit Applicants

- Identify desired business types
  - Consult a retail plan or hold a retail roundtable
- Get the word out
  - 1st year -> perhaps free media
  - 2nd year -> "ambassadors" hand deliver FAQ and interest sheets w/ invitation to apply, targeted advertisements, attend craft shows, visit towns within 40 minute drive, pass through business networks

Tools:
- Participant FAQ
- Participant Interest Sheet
- Press Release

Select Applicants

- Gather a committee of relevant stakeholders that includes:
  - Building-owner representative
  - DT organization staff
  - Representatives of target shoppers
- Review as a committee
  - Top picks
  - Match make anyone who wants to share
- Notify applicant and gain commitment

Tools:
- Participant Agreement

Pre-Opening Logistics

DT Organization	Participant	Building Owner/ Broker
Prepare zero cost lease, temporary use agreement, or memorandum of understanding	Sign lease and provide insurance	Sign lease and provide keys
Pay for and submit umbrella transient business license	Provide insurance to DT organization for business license	
Create participant agreement	Sign participant agreement	
Arrange for fire inspector walk through	Be present for fire inspector walk through	
Organize welcome meeting include current tenants + pop-up shop participants	Attend welcome meeting	
	Create clear and attractive signage	
Identify coaching needs of participants and attempt to locate pro-bono assistance	Be coachable	
Create any sponsor signage for locations and web	Create attractive available space sign for location	
	Launch online presence	

Close-Out

- Important to have defined end date
- Have a farewell event / celebration

Keys to Success

- Consistent hours
- Welcoming in-store personnel and salesmanship
- Attractive window displays with lights!
- Right product mix and price points
- Generate excitement
- Online presence
- Clear signage, especially if out of the way (breadcrumbs)
- Provide coaching as needed

Things That Can Go Wrong

- Broker leases space out from under you
- Landlord gets cold feet and decides to back out or charge utilities after agreeing to cover the utilities
- Clause in lease of participant w/ existing location re: no lease within in x # miles
- Participant gets cold feet
- Participant loses steam after initial expenditure of energy
- Store looks awful
- Available space is so bad no one will take it even for free
- Thinking pop-up restaurant in an empty space is a good idea*

** Pop-up restaurants are being done in larger cities, but they are either catered into the pop-up location from an existing commercial kitchen or open as an evening component within a place that is only open for breakfast and lunch.*

Potential Costs of Program for Downtown organization or Landlord

- Business license fee
  (Mitigate with umbrella license)
- Utilities of landlord will not cover and you do not want to ask pop up shop to do so
- Advertisements and flyers
- Website support

Potential Costs for Building Owner

- Space needs something fixed (locks, lights, paint, etc.)*
- Broker – lock out fee

Some spaces were returned in better condition than they had been received in.

*In our first year issues with the locks and doors were common as the spaces had been vacant. Also a few spaces had been vacated and left with very dirty walls. The pop-up tenants actually painted the spaces themselves.

Why it is Important to be Free

- The super fast turnaround
- Capture the imagination of the media
- Quality applicants

What Stops People From Applying?

- Staffing
- Fixtures

Why Can't We Do This With More Notice?

- The space may or may not be there

Why So Short?

- Prevents devaluation of the real estate
- Sense of urgency for shopper

Potential Costs for Program/Participant

- WiFi, credit card machine
- Phone
- Displays and window décor
- Any of their own advertisements
- Staffing

Creative Lease Agreements

- Graduated rent
- Base rent that covers CAM + % of sales up to a cap
- Combination of the above
- 30-day notice to vacate on either side

Tool Box

- Prior year media
- Landlord FAQ + sheet
- Landlord interest sheet
- Participant FAQ
- Participant interest sheet
- Participant move-in FAQ
- Participant agreement
- Program website
- Legal documents
- Project proposal

Thank you

- CONTACT:
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- Come to South Bend between November 1, 2011 and January 8, 2012 and see the shops!