



## **GENERAL OVERVIEW**

The City of Ontario (City) is seeking qualified retailers to participate in a pilot retail pop-up program. Qualified applicants will be offered short-term rentals of City-owned commercial tenant space in Downtown Ontario. Selected businesses will receive free rent for a term of up to six months. The City is looking for retailers to bring creative and innovative businesses to Downtown Ontario that will complement the City's *Downtown Ontario Activation Strategy*.

The first round for the application period will open on November 14, 2022 and will close on December 9, 2022. Applicants will be selected based upon the following:

- Availability of requested space;
- Responsiveness of the proposal;
- Demonstrated ability to adhere to the guidelines and requirements set forth in this document; and,
- Ability to advance the goals of the City's *Downtown Ontario Activation Strategy*.

The Downtown Ontario Retail Pop-Up Program will support small businesses looking to grow into a brick-and-mortar store within the next 1-2 years. *Disclaimer: at any time, the City reserves the right to cancel the program and terminate Right of Entry permits.*

The City is seeking a mix of creative and innovative businesses which are interested in testing out their concepts and new products. The City is targeting specific types of retail businesses, as detailed below:

- **Business and Use Preferences:**
  - Artisanal uses:
    - Specialty food or retail: i.e., cheese shops, olive oil, soap, jewelry, clothing, etc.
  - Businesses not eligible include, but not limited to:
    - Nightclubs, banquet halls, salons/barbershops, liquor stores, etc.

- Participating pop-ups will be required to:
  - Provide proof of general liability insurance matching the City of Ontario requirements;
  - Apply for any permits needed to operate in the City of Ontario, including, but not limited to, a Business License, San Bernardino County Health Permit, ABC License;
  - Make a **refundable** deposit in the amount of \$1/square foot, estimated between \$1,000 - \$2,000.
  - Sign a release of liability waiver; and
  - Sign a Right of Entry permit for the term (1 to 6 months). The City, at their sole discretion, may determine an option to extend the term.
- Operating hours will vary from business to business. Economic Development staff will work with business owners to identify the best operating hours for their business.
- Retail units would be leased for a minimum reduced rate of \$1.00/month. In exchange for free utilities and a Wi-Fi hot spot for internet access, the City will require pop-up merchants to meet certain measures, including but not limited to, sales, hours open, and social media impressions.
- Retail units would be provided in “as is” condition. Businesses must provide their own furniture, office equipment, and décor.
- Economic Development staff will provide technical support in obtaining all permits, some marketing assistance, and introductions to the Downtown Ontario Improvement Association (DOIA).

### **Tenant Responsibilities**

- Sign a right of entry permit, pay rent (\$1/month), vacate the unit at the end of the agreement, and restore the unit to its original condition.
- Provide required liability insurance as stipulated in the right of entry permit.
- Provide required City and any other applicable permits/licenses.
- Provide all furniture, fixtures, and equipment needed for space.
- Provide a creative storefront display and temporary window signage (City’s Economic Development and Planning staff will provide guidance)
- Open and operate the pop-up during the days and hours specified in the right of entry permit.
- Conduct marketing activities to promote your pop-up.
- Supply any necessary staffing (Economic Development staff can assist with connecting you to workforce services).

- Make the required **refundable** security deposit.

#### **City of Ontario Responsibilities:**

- City will pay utilities (electricity, gas, water, and trash) and provide a Wi-Fi hot spot for each property during the activation period.

### **PROPOSAL REQUIREMENTS**

The Downtown Ontario Retail Pop-Up Program is looking for unique businesses and entrepreneurs that have a desire to test to their products or services, with a long-term goal of opening their own brick-and-mortar. Selected businesses will be invited to showcase their products and/or offerings in a retail space that will provide an opportunity to sell their products/services and test the local market for a limited time.

**Deadline:** If you wish to participate in the first round of the Downtown Ontario Retail Pop-Up Program, please submit your application to Peter Pallesen no later than **December 9, 2022**.

A selection committee consisting of Economic Development staff will review and evaluate proposals using the following criteria:

- Unique and well-crafted products, items, or services that complement the City's *Downtown Activation Strategy*;
- Applicant's previous experience in operating retail pop-ups, events, or service industry; and
- A well thought out marketing and business plan.

**QUESTIONS?** Please contact Peter Pallesen at (909) 395-2333 or [PPallesen@ontarioca.gov](mailto:PPallesen@ontarioca.gov)

## Downtown Ontario Retail Pop-Up Program Application

Date: \_\_\_/\_\_\_/\_\_\_

**APPLICANT NAME:**

**Name of Business:**

\_\_\_\_\_

Contact Person (if different from applicant): \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Website (if available): \_\_\_\_\_

**Business Social Media Accounts**

Instagram: @\_\_\_\_\_ Facebook: \_\_\_\_\_

Twitter: @\_\_\_\_\_ Tik-Tok: \_\_\_\_\_

Please provide an accurate and concise description of your pop-up concept. Please include the following details: (1) Business name, (2) primary product or service to intent to sell or offer, (3) price range of your product(s) or service(s), (4) any experience operating a retail pop-up or working in the retail/service industry, (5) operating hours, and (6) your marketing plan and how you intend to promote your pop-up (attach additional pages if needed).

Preferred space: \_\_\_ 137 N Euclid Ave. \_\_\_ 141 N Euclid Ave.

List any special permits, licenses, or equipment you will need to operate your pop-up:

\_\_\_\_\_  
\_\_\_\_\_

Signature of Applicant

Date