

**Imlay City Downtown Development Authority  
@ 150 Pop  
Background and Program Description**

The DDA will create an incubator at 150 Bancroft, a Downtown Development Authority owned building, by offering entrepreneurs, artists or event organizers use of the space for limited time periods (up to 6 months). A pop-up is a temporary use in an under-utilized space. Pop-ups allow an entrepreneur to test their business in a location for a month(s) instead of a year (or more) required by a lease. It creates the opportunity to make money, make adjustments, and prove to financiers and landlords that a business can succeed. Building owners within the District benefit from getting a prospective long-term tenant.

The DDA will

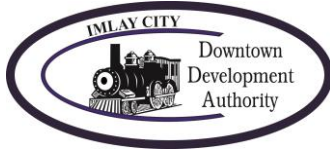
- Provide a clean and user-friendly space
- Provide marketing tools
- Assist in Zoning and other City regulations
- Provide the tenant with an Entrepreneur Resource Guide
- Match tenant with a mentor who will be a local, established business owner
- Assist in finding a permanent space

The Applicant will

- Provide a product or service as described in a business plan
- Market the business
- Maintain agreed upon business hours
- Consider permanent space within the district or Imlay City once POP Up is complete
- Provide a security deposit
- Pay all utility bills incurred during POP Up
- Provide proof of necessary insurance

**Applications must include the following:**

- Detailed description of Business/ Business Plan including:
  - Desired length of POP Up (up to 6 months)
  - Business Hours
  - Special needs/requests in regards to space
- Detailed marketing plan
- Future Plans/Goals of Business
- Finances to continue after POP Up lease expires
- Applicable pictures or documentation to describe the business
- Completed Application Form



**Imlay City Downtown Development Authority  
@ 150 Pop  
Application Form**

**Please attached the following documentation to your completed Application Form:**

- Detailed description of Business/ Business Plan and include:
  - Desired length of POP Up (up to 6 months)
  - Business Hours
  - Any special needs regarding the building/space
- Detailed marketing plan
- Future Plans/Goals of Business
- Explanation of finances to continue after POP Up lease expires
- Applicable pictures or documentation to describe the business

**EDUCATION**

Please list the School, Location of School, Course of Study, Years Completed and Degree or Diploma Received for each of the following that apply.

**Graduate**

**College** \_\_\_\_\_

**Business/Trade/Technical** \_\_\_\_\_

**High School** \_\_\_\_\_

**EMPLOYMENT**

Please list your last three employers and include Company Name, Address, Phone Number, Name of Supervisor, Job Title and Month and Year of Employment.

- 1.
- 2.
- 3.

**EXPERIENCE**

Please explain past experience you believe will help your business be successful. \_\_\_\_\_

\_\_\_\_\_

## **REFERENCES**

Please list 3 individuals the DDA Director may contact as a reference to your experience and past performance. Include name, address, phone number, email address and relationship to you.

1.

2.

3.

***Applications will be accepted on a continuous basis. A committee comprised of Imlay City Downtown Development Authority Board of Director members and business leaders within the community will review all applications and make recommendations to the entire DDA Board of Directors. Applications will be reviewed as needed with the first review being held at the Regular Board meeting of the DDA on Monday, September 11, 2017.***

---

**Signature**

---

**Date**

---

**Please attached the following documentation to your completed Application Form:**

- Detailed description of Business/ Business Plan and include:
  - Desired length of POP Up (up to 6 months)
  - Business Hours
  - Any special needs regarding the building/space
- Detailed marketing plan
- Future Plans/Goals of Business
- Explanation of finances to continue after POP Up lease expires
- Applicable pictures or documentation to describe the business