



POP-UP WEEK

APPLICATION

LINDEN, TEXAS
DUE OCTOBER 20, 2017

Event Info

October 20th: Application due date

October 25th: Participants will be notified of acceptance and location

October 25th – Nov 25th: Clean up buildings, set up shops, promote event

November 25th – Dec 2nd: Pop-up shops open from 5 – 9 pm every night for evening shopping

November 30th – Christmas tree lighting

Dec. 2nd – Linden Area Chamber of Commerce's Annual Christmas on the Square

Application Submission

Please scan and email completed application with attachments* to lindenmainstreet@outlook.com or lindencity@outlook.com or mail to P.O. Box 419, Linden, TX 75563 c/o Linden Main Street.

Applications are due Friday, October 20, 2017. We will notify those selected to participate by October 25th to allow time for building cleanup/prep, inventory and merchandise planning, and shop setup.

**Attachments: a few select photos of your work or merchandise*

Costs

All pop-up shop tenants will be required to carry General Liability Insurance (theeventhelper.com has quick approvals and great rates for Event Vendors). The only other cost will be in creating your displays and finishing out your shop!

Bonus

The **first** pop-up shop as of 11:59 PM on Friday, December 1st, 2017 to sign a lease for a retail location within the Linden Main Street District, will receive the following:

- 6 months FREE water and sewer service from the City of Linden
- 6 months FREE trash pickup from Sanitation Solutions
- 6 months FREE fiberoptic internet service plus FREE installation from Etex Communications
- 1 FREE advertisement in the Cass County Sun
- 1 year FREE membership with the Linden Area Chamber of Commerce
- FREE energy audit of leased space by SWEPCO
- FREE in-depth business consultation with Northeast Texas Small Business Development Center

Basic Info

Name of shop: _____

Your name: _____ Phone: _____

Email: _____

Story of your business: _____

Shop Layout

This event will give you the chance to flex your creative muscles and build out your dream shop! Shops will have assigned locations inside vacant historic buildings on the square. Each shop will have windows for displays. You will be working with local artists to have signage painted on the windows with the name of your shop and logo if you have one. We have spaces measuring approximately 300 and 500 square feet. Keep in mind the size of your merchandise and displays when figuring out how much space you need. Smaller shops may also have the opportunity to share a space with other vendors. This event is our chance to showcase our community's vision for a unique and lively downtown – you are the main event and this is your chance to shine, so dream BIG!

Ideal size of space (min or max?): _____

Would you like to split a space with other vendors if possible? _____

Merchandise

Business' target market: _____

Price point: _____

How/where can your goods currently be purchased? _____

How do you intend to create a unique experience for shoppers (including layout, merchandising, finish-out, customer service plans)? _____

Marketing strategy (for yourself, in addition to the event marketing we will include you in, both locally and regionally): _____

Thanks for your application!

Questions

Call or email Linden Main Street Manager, Allie Anderson at 903-756-7502 or lindenmainstreet@outlook.com.

This project is possible through Linden Main Street's partnerships with the City of Linden, Etex Communications, Sanitation Solutions, SWEPCO, Cass County Sun, Linden Area Chamber of Commerce, and Northeast Texas Small Business Development Center.