

Gordon Square Pop-Up Competition

Thank you for your interest in the Gordon Square Pop-Up Competition. The competition gives new and existing businesses a chance to test the market in Gordon Square, while gaining experience and education. The holidays are an exciting time in Gordon Square and activating a space with a new business is also a great opportunity for the community and businesses in the area. In addition to rent free space, the winner will receive a grant of \$1,000 from Ward 15 Councilman Matt Zone to be used to assist in setting up the space. The winner and runner-ups will also receive SEED training through ECDI free of charge to the business.

Attached you will find a detailed description of the program guidelines, criteria, timeline and process, as well as the application. If you have any questions, please contact:

Avery Ozimek
Economic Development VISTA
Detroit Shoreway Community Development Organization
AOZIMEK@DSCDO.ORG
216.961.4242 x 228

Thank you for your interest in the Gordon Square neighborhood.



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WARD 15



Gordon Square Pop-Up Competition

Program Guidelines

- Eligible applicants:
 - New retail businesses looking to open a storefront
 - Existing businesses looking to try a new market
- Winner will receive
 - The storefront at 6515 Detroit Avenue rent free from Mid-October through early January
 - A grant of \$1,000 to help with any needs that may arise while in the storefront
 - Detroit Shoreway will supply winner with SEED training through ECDI, which will they will be required to attend
- Runner-up(s) will receive
 - SEED training through ECDI, supplied by Detroit Shoreway
- Applicants are responsible for all store set up, décor, etc. (however, the grant will assist with these costs).
- **Qualified businesses** include: retail, creative arts, entertainment, food and beverage based businesses
- Excluded businesses: Religious institutions, industrial businesses, businesses with revenue over \$1M



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Review Criteria

- Materials to submit
 - Competition Questionnaire
 - Signed and dated application, including the following items attached:
 - Description of how you plan to use the grant, should you be selected.
 - Business plan (optional)

Timeline and Process

- Applications will be accepted beginning Monday, August 31th, 2015
- Applications will continue to be accepted through Monday, September 28th, 2015 at 5pm
- Applicants can expect to hear grant decision on or before October 9th, 2015
- All submissions will be considered for competition



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GRANT APPLICATION

Attention:
Avery Ozimek
The Gordon Square Arcade Suite 1
6516 Detroit Avenue
Cleveland, Ohio, 44102
AOzimek@DSCDO.org
216.961.4242 x 228

Date submitted _____

APPLICANT INFORMATION

Business name _____

Address _____

City _____ State _____ Zip _____

Phone number (s) _____

E-Mail _____

Contact person _____

Phone number (s) _____

E-Mail _____

Are you a (check one)

New retail businesses looking to open a storefront

Existing businesses looking to try a new market

By signing this application, I certify that the information in this application is true, complete and accurate to the best of my knowledge.

Signature _____ Date _____



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Pop-Up Competition Questionnaire

Thank you for your interest in the Gordon Square Pop-Up Competition! As you know, our neighborhood is already home to some of the most exciting businesses in Cleveland. We are always eager to engage with entrepreneurs and small business owners. This questionnaire will be used by our Economic Development Committee to better assess and understand your business. This questionnaire will be one of the ways the winner will be determined. All applications must be turned in no later than Monday, September 28.

(Feel free to attach a separate sheet to answer the questions)

- 1) What is the nature of your business?
Retail Other Commercial Hospitality Industrial Other

- 2) Please give details of the business (what you sell, hours, product display, how product has previously been sold, etc.).

- 3) Describe your target market and how your business complements the existing businesses in Gordon Square. What makes you excited to have a business in Gordon Square?

- 4) How is your business unique and how will you market your business to bring people in from both inside and outside the neighborhood?



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- 5) How do you hope to capitalize on the Holidays in Gordon Square?
- 6) How would this opportunity impact your business?
- 7) Please describe your long term goals for your business.

Thank you very much for your expressed interest in the Gordon Square pop-up competition. The winner will be notified and announced October 9th.



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