



POP-UP

TOOL KIT

Created by LISC Milwaukee
June 2022



Pop-Up MKE is sponsored by:

JPMORGAN CHASE & Co.



This tool kit is meant to be a resource for any person, neighborhood, organization, business, governmental agency, or collaboration interested in implementing a “pop-up” program, where entrepreneurs sell their products or services in a brick-and-mortar setting on a temporary basis. It was developed based on Pop-Up MKE, a Milwaukee-based program modeled after Motor City Match of Detroit. The Pop-Up MKE pilot created and maintained pop-up locations in three different neighborhoods surrounding downtown Milwaukee. The tool kit discusses the history of the Pop-Up MKE program and partners that make it possible, the incentives and benefits that make a pop-up model worthwhile, the best practices for making pop-ups a success, and most importantly, how a pop-up program can be organized and implemented.

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Overview of Pop-Up MKE

Pop-Up MKE is a collaborative program focused on promoting economic development and entrepreneurship by creating pop-up shops along underinvested commercial corridors in three distinctive neighborhoods bordering downtown Milwaukee, Wisconsin. The pop-up model provides a low risk opportunity for entrepreneurs to occupy commercial space on a short-term basis to operate their business, exhibit products and services, and establish their brand. In addition, Pop-Up MKE businesses gain access to potential landlords, reduced rents, business coaching, marketing support, mini grants, and an overall supportive environment.

Pop-Up MKE transforms places and supports growth by:

- Supporting investments in commercial and community facilities
- Nurturing and lifting up skills that exist in communities
- Partnering with local organizations to integrate businesses into communities
- Connecting incubators, accelerators, and maker spaces to community partners

Key Collaborative Partners

- **Local Initiatives Support Corporation (LISC Milwaukee)** – A non-profit community development financial institution (CDFI) that works as an intermediary to provide capacity-building and capital to organizations and projects in historically disinvested communities
- **Wisconsin Women’s Business Initiative Corporation (WWBIC)** – An economic development corporation that provides quality business and financial training and products to underserved individuals interested in starting, strengthening or expanding businesses
- **City of Milwaukee Commercial Corridor Team** – A division of the Department of City Development that supports the development of Milwaukee's Commercial Corridors and small businesses
- **MKE United** – A diverse team of community leaders from downtown and adjacent neighborhoods who used a comprehensive planning process to create a shared and inclusive Action Agenda for Downtown Milwaukee
- **Three Business Improvement Districts (North Ave/Fond du Lac Marketplace, Historic King Drive, and Cesar Chavez Drive)** – Organizations funded and operated by local businesses, commercial property owners, and other community members that work to strengthen commercial, residential, and industrial properties in defined areas and create jobs.

History & Impact of Pop-Up MKE

JP Morgan Chase awarded LISC Milwaukee a \$200,000 grant to pilot Brew City Match Ramp Up, a commercial corridor development program that funded both Pop-Up MKE and RISE, a 14-week, culturally-competent, BIPOC entrepreneurial training program operated by the African American Chamber of Commerce of Wisconsin. In its first iteration, Pop-up MKE successfully implemented three pop-up spaces and each space hosted three rounds of temporary businesses. In total, 19 small businesses were featured, six of which also participated in the RISE training.

In the first three rounds, Pop-up MKE businesses received reduced rent, mini-grants of up to \$2,500, media promotion, and access to business coaching, webinars, and classes. The pop-up businesses activated three underinvested commercial corridors; they also motivated property owners to make improvements, repairs, and cosmetic upgrades to their storefronts and other properties. Two of the pop-up property owners entered into long-term leases with pop-up entrepreneurs, and three more entrepreneurs found long-term homes for their businesses in other locations. Among the three rounds, businesses individually sold between \$500 - \$10,000 in products and services and totaled over \$40,000 in sales cumulatively. Three business owners successfully secured KIVA loans from \$5,000 - \$15,000 to continue expanding their operations.

The success of the Pop-Up MKE pilot and related activities encouraged JPMorgan Chase & Co to award \$3.5 million to support Brew City Match, a collaborative that is adapting elements of Detroit's Motor City Match and other economic development programs in the U.S. that aim to revitalize underinvested commercial corridors by pairing small business owners to vacant brick-and-mortar spaces.



Success Story

Natural E Beautiful



Imani Ray owns and operates Natural E Beautiful which designs and sells clothing and lifestyle products created to encourage women and men to embrace their natural beauty and utilize their skills and abilities to create the life they desire.

Imani credits the Pop-Up MKE experience with increasing her exposure to the public, business acumen, and a better understanding of what it takes to run a brick-and-mortar space. She utilized the space not only to boost sales but also as a community engagement hub. Imani set and met her goal of selling 300 shirts within the 30 days she occupied the space. Overall, she made over \$10,000 in sales during the one month she was in the Pop-Up MKE shop.

Ray began her business journey in high school, when she got the idea and built a website, began blogging, and created YouTube videos to begin affirming the natural beauty of the Black community. "As Black Women, we aren't always affirmed in the way we should be and that makes self-love very difficult. I've seen hundreds of people come through this door, make purchases and support this brand that in the long run benefits them because it's supporting who they are naturally. I could have never imagined that at 21-years-old, I would be in a position where I'm working in a store, not a store, my store, that's really, really, really exciting for me."

Once she finishes her degree at Alverno College, she plans to continue building her business up to a place where it is her main source of income. She hopes one day that her business will be a household name and a global brand that gives other young women the ability to dream big.

Potential Benefits & Incentives for Entrepreneurs

Pop-Up MKE offers new and growing business owners a low-risk, supportive environment where they can exhibit their product or service in a brick-and-mortar commercial space. The short-term nature of Pop-Up MKE allows those who want to test their business ideas in a brick-and-mortar setting to take the next step. Pop-Up MKE offers a middle ground between conducting business from home or online exclusively and making the commitment to rent a storefront.

Other incentives include:

- Access to an improved and prepared retail space at a fraction of the market rate
- Connections to the local Business Improvement District (BID) and other local organizations and opportunities
- Access to mini-grants to use for marketing expenses, such as window displays, signage, website design, print advertising, social media, coaching, management assistance, and public relations
- potential customers generated by pop-up program promotion and increased foot traffic along the corridor
- Short-term, flexible commitment to determine which products, systems, promotions, designs and layouts work and don't work for the business
- Support and technical assistance from Pop-Up MKE's network of partners and support from other participating entrepreneurs, such as market assessments, business education workshops, and online business coaching to advance businesses
- Ability to establish and further define the brand, brand message, and key customer base
- Opportunity to fine-tune best practices for attracting customers, displaying merchandise, and discovering what environment best suits the product or service
- Access to free merchandise display equipment, such as clothing racks, bookshelves, and other furnishings

Requirements for Entrepreneur Participation

To participate in Pop-Up MKE, entrepreneurs need to fulfill the following requirements in order to demonstrate they have the personal and financial standing to operate their businesses for the selected amount of time:

- Must be personally and professionally prepared to occupy a storefront for a 45-day, 60-day, or 90-day period
- Must have access to enough capital and other resources (i.e., sufficient inventory, established point-of-sale system)



- Must agree to provide clear and consistent business hours with a minimum of 25 hours per week
- Must give permission to promote the business as part of the program, including the use of photos and testimony in promotional materials
- Must secure business insurance and a seller’s permit prior to occupying a storefront in the program

Potential Benefits & Incentives for Property Owners

Property owners interested in participating in Pop-Up MKE receive financial assistance for property renovations, reliable monthly rent, and promotion of the tenants to help establish the new retail presence. Participation in Pop-Up MKE also boosts traffic to the property and street.

Other incentives include:

- Access to City of Milwaukee commercial revitalization grants for any buildout
- Activation of vacant or underutilized retail space
- Monthly rent with reliable tenants
- Assistance with business selection and vetting to ensure serious, reliable business tenants are chosen
- Partnership with the local Business Improvement Districts (BIDs) to cross promote the business and commercial corridor

Potential Benefits & Incentives for BIDs

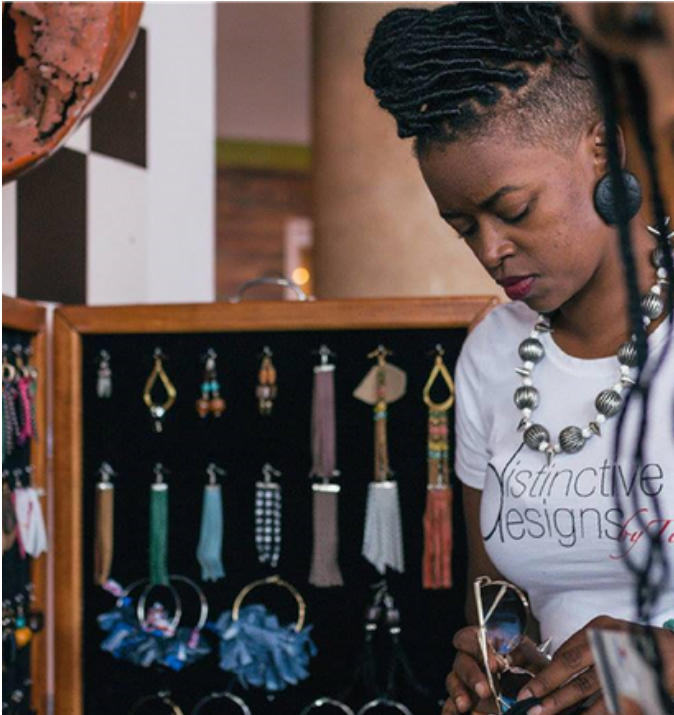
Business Improvement Districts are the link between property owners and tenants, making any pop-up initiative more successful. BIDs can look forward to improving their districts by filling vacant or underutilized storefronts in their commercial corridors.

Other incentives include:

- Playing a key role in deciding which tenants are selected and for how long they will occupy a storefront
- Showing property owners that opening their spaces to local businesses assures cash flow and improves value
- Helping establish commercial corridors as places that accommodate a retail experience
- Changing the perceptions of and narrative about underinvested corridors by bringing more life and pedestrian traffic to the areas

Success Story

Distinctive Designs & The Bronzeville Collective



Tomira White is the owner of Distinctive Designs by Tomira, a chic, artsy, distinctive, and exclusive brand. Distinctive Designs specializes in one of a kind handcrafted pieces of wearable art and fashion forward eye wear. Her mission is to design pieces that allow customers to indulge in a celebration of fashion, beauty, art, and exclusivity.

Tomira credits the Pop-Up MKE program with opening her eyes to all the steps and pieces it takes to successfully manage store inventory, maintain retail hours, set pricing, and care for customers in a brick-and-mortar space.

Tomira, along with Pop-Up MKE participants Lilo Allen, Tiffany Miller, and artist Jasmine Barmore were so successful in their pop-up space that they didn't want to leave. They came together as partners and negotiated a long-term lease and named it the Bronzeville Collective. They credit the Pop-Up MKE program with opening the doors necessary to gain the space and come together for all of their brands and the community.

As the name says, the four women run the 3,500 square-foot store collectively. In addition to their brands, the store also features and sells the work of over a dozen other creatives of color in an effort to spur additional entrepreneurial development and opportunity in the community.

Pop-Up Timeline

Phase One



- Assess whether a pop-up model is a good choice for the area
- Identify entrepreneur ecosystem partners motivated to start a pop-up model
- Secure funding
- Host a preliminary partner meeting and develop a regular meeting schedule
- Determine program goals, partner responsibilities, and implementation timeline
- Identify target business sectors based on available commercial properties

Phase Three



- Complete preparations and build out of space
- Review and assess entrepreneur applications and select top applicants
- Conduct interviews with top applicants and choose winners
- Host a grand opening event to promote the program and initial winners

Phase Two



- Identify and work with property owners to secure locations that will host entrepreneurs
- Secure scope of work from property owners on the work needed to build out the space and get it business tenant-ready
- Begin build out of space using available grants and other funding
- Conduct info session for entrepreneurs
- Market the opportunity to potential entrepreneurs via partners
- Collect entrepreneur applications

Phase Four



- Pop-Up spaces filled and operating
- Ongoing support and coaching provided for the entrepreneurs via the partners
- Ongoing evaluation of process

Program Planning & Implementation

Phase One

During the first phase of a pop-up program, there are some preliminary steps that can be taken to encourage program success, the first being to assess whether a pop-up model is a good choice for the area. Are there willing partners and funds available? If the program is meant to be collaborative, then identifying economic development ecosystem partners who are motivated and have the capacity to start a pop-up model is key. Partners can then convene to develop a regular meeting schedule and determine program goals, partner responsibilities, and implementation timeline.

For Pop-Up MKE, LISC Milwaukee is the convening agency that brought partners together, did initial research on the approach, and identified that the Milwaukee economic development ecosystem could support the launch of a pop-up model. LISC MKE also secured funding.

Phase Two

After initial planning, the next phase starts with identifying property owners that are willing to host entrepreneurs in their locations. If the program includes grants or other funding to build out commercial properties and get them business-tenant ready, then securing a scope of work from property owners and beginning the build out of that space would be next. Based on interested property owners and the type of spaces they have, partners can finalize how the program will work, i.e. how many businesses can be part of the program, how long each business will stay in the commercial space(s), who will hold the lease, etc. From there, the program application can be created and marketed, and informational sessions can be held.

For Pop-Up MKE, The City of Milwaukee Commercial Corridor Team and collaborating Business Improvement Districts identify commercial space owners willing to host rotating entrepreneurs in their properties. The City provides commercial revitalization grants to improve and prepare the spaces for occupancy and also assist with permits, inspections, and other related questions.

BIDs work with the property owners to negotiate leases agreeable to all parties, including the businesses that will sublease through the BID in the future. Partners decided that BIDs would hold the lease with the property owners for the entirety of the pop-up period to ensure smooth and timely transitions between occupants. BIDs also acquire and are reimbursed for internet, insurance, utilities, and occupancy permits for the same reason. Having the program structured this way makes it easier for businesses to move in and out of the spaces; however, it makes the



brick-and-mortar experience less realistic for the business owners who don't have to take these important initial steps themselves.

WWBIC is primarily responsible for recruiting participants and creating the bilingual application (English/Spanish) materials. LISC facilitates the public info sessions about the requirements, structure, and benefits of the program.

Phase Three

Once the application deadline has been met, partners should review the applications based on criteria that is set collaboratively. The team can schedule interviews with the top applicants and then select the winners. During this process, commercial property build-out and other preparations should be completed. Once the space is ready and finalists are chosen, there can be a celebratory grand opening with press and media to create a buzz around the program and the new businesses. This will expand awareness of the new businesses and the program beyond the immediate neighborhood.

The full Pop-Up MKE partnership reviews and scores the applications through the online application portal, *Submittable*. The businesses are rated on their vision, business experience, community benefit, access to start up funds, and business goals. Business Improvement Districts (BIDs) ultimately make the final decision since they know which types of businesses are needed and would perform well in their neighborhoods.

Though not instituted in the Milwaukee process, partners have identified that adding an interview to the selection process would improve the overall quality of the program. An interview would allow partners to better understand the business and how it would fit in the pop-up model, and would allow business owners to better understand the program and expectations.

Phase Four

This is the operational phase. Pop-Up spaces are filled and operating and business owners are receiving ongoing support and coaching provided via the partners. There should be ongoing evaluation of the overall process to make improvements where applicable.

In the first round of Pop-Up MKE, businesses had 30 days to move in, sell their product or service, and move out. This was extended in later rounds to 45, 60, or 90-day subleases because partners realized moving in and setting up took longer than expected and businesses wanted to have more time to conduct business in the space. It also gives the business more flexibility to extend their time if their product or service is performing well.

BIDs and property owners allow multiple businesses to operate in the same pop-up if the space is large enough and they aren't selling the same type of products. Most of the time the arrangements work out very well; occasionally there are tensions.

Through WWBIC, Pop-Up business owners have access to an online assessment and coaching platform that provides targeted support in areas of need. In addition, there is one formal check-in and coaching session with the business owner, but it would be more beneficial to have routine, biweekly check-ins with them to identify any additional challenges or needs more quickly given the short time frames. Business owners also have access to mini-grants up to \$2,500 to assist with costs like window signage, displays, furniture, and marketing.

Pop-Up MKE partners have also been trained to use a software platform to track commercial corridor properties, and enable matches of property owners and business owners. Though identified as a useful tool, partners do not have the data entry and analysis capacity to take full advantage of the technology.

Many of the tools and materials mentioned in this section are located in the Appendix.



Success Story

Beware of Savage



Beware of Savage, started by Jeff Bias, is a lifestyle brand that collaborates with artists to create quality streetwear and goods for urban culture. Jeff and his team of artists design prints and then screen-print them onto shirts, jackets, sweatshirts and more.

Jeff's space on Dr. Martin Luther King Jr. Drive was a carefully curated upscale boutique. He not only designed the clothing, but also built his checkout counter and shelving for display. Jeff's ability to create a space that exemplified his brand is what makes Pop-Up MKE exciting and significant. Jeff had an ambitious sales goal during his 90-days, but besides sales, he acknowledged how important making connections with the neighborhood and Pop-Up Partners has been for his business. Pop-Up MKE exposed him to a wider audience and network. The Pop-Up experience has enabled him to make connections to other entrepreneurs as well as expand his audience. Jeff was surprised at how well his clothing sold to older generations he wasn't actively targeting. Having a brick-and-mortar store allowed all walks of life to engage with his brand.

Jeff realized he needed a bigger space to allow him to house his screen-printing equipment as well as products. He also realized the importance of a website, so mid-way through his stay on King Dr., he launched his with much acclaim. He already had a large social media presence, but the Pop-Up experience helped him grow his base of followers which will help him reach his ambitious sales goal.

Best Practices

The following tips and practices have been identified as important Pop-Up MKE partner reflections:

- Prioritize entrepreneurs who are motivated to move to a brick-and-mortar space long term since pop-ups are a good platform for entrepreneurs to test the long-term viability of a brick-and-mortar space
- Have the business owner pay rent (at least a portion) so the experience helps demonstrate actual expenses in a brick-and-mortar setting
- Involve partners, consultants, and ambassadors who are well connected on the ground in BIPOC communities to ensure the entrepreneurs recruited reflect the target population of the program
- Offer different sublease timeframes (45-90 days) so entrepreneurs have enough time and flexibility to take advantage of the space
- Prioritize build-out projects that create furnishings that stay in the space so future pop-up tenants can benefit from them as well
- Hold weekly/biweekly meetings with winners to help problem solve and connect with resources more quickly
- Create bilingual program materials as needed
- Budget and prioritize funding for one-on-one business coaching support focused on public relations, bookkeeping, retail displays, and general business goal setting
- Require businesses to post business hours and require a minimum number of hours the business needs to be open
- Create move-in and out procedures to ensure smooth transitions between businesses
- Have community events and promotions in the spaces to attract new customers
- Have a prior discussion or agreement with administration in zoning, permits and licensing governing agencies so applications can be processed efficiently
- Document processes and create sustainability plans to maintain momentum when staff transitions occur

Most Compatible Businesses

Retail shops like soaps, jewelry, clothing, etc., are a great fit for the pop-up model, as well as graphic design, art collaboratives, maker spaces, and dance, cross fit, and other types of movement classes. These sorts of businesses attract foot traffic to the area, are easier to move in and out of the space, and provide new products and services to consumers.

Businesses that have an online social media presence are also ideal since they already have a following to draw to a physical location. Also, businesses with multiple owners/partners have



been very successful because the business could be open longer and more consistently since there were multiple people who could work additional shifts.

Unfortunately, food-based businesses are a challenge for Pop-Up MKE. This is due to the difficulty in accessing turnkey kitchens, the high cost to build out kitchens, and difficulty in acquiring the permits and licenses required for food-based businesses. Permits for food-based businesses often take longer to acquire and are more costly and usually require a one-year minimum permit to operate, so it's not realistic if a business will only be in the space for shorter periods of time. Similar challenges with liquor licensing requirements for businesses like paint and sip and other ideas that incorporate alcohol. This could be mitigated by advocating for policy changes that would support accelerated or special permits for pop-up models at the local government level. Having a relationship with leadership in those departments would also create an easier pathway to acquire permits in a faster, more efficient way.

Partner Roles & Responsibilities

- **WWBIC**
 - Create applications (see appendix)
 - Recruit businesses
 - Co-facilitate informational sessions with LISC (see appendix)
 - Participate in business selection
 - Promote businesses via social media and other advertising
 - Provide business coaching and support to selected businesses
 - Review, co-approve, and disperse mini-grants

- **City of Milwaukee**
 - Recruit interested property owners for pop-up locations
 - Support property management (site and business tenant needs)
 - Assist with acquiring permits and licensing (see appendix)
 - Facilitate all commercial revitalization grants
 - Promote application process
 - Participate in business selection
 - Support additional coordination/management tasks as needed

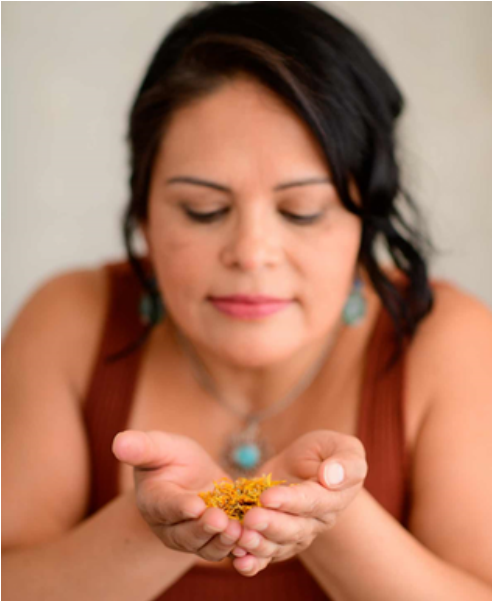
- **Business Improvement Districts**
 - Recruit interested property owners for pop-up locations
 - Support property management (site and business tenant needs)
 - Own the lease with property owners (see appendix)
 - Sublease to the business tenants (see appendix)
 - Obtain the occupancy permit
 - Maintain general liability insurance

- Cover utility and Wi-Fi costs
 - Promote application with entrepreneurs and business owners
 - Provide support for City grant applications
 - Participate in business selection process
 - Promote the business via social media and other advertising
 - Coordinate programming for the space as applicable
 - Help fund the build out in some cases
- **Property Owners**
 - Lease pop-up location to the BID
 - If appropriate, could also:
 - Maintain general liability insurance
 - Cover utility and Wi-Fi costs
 - Cover general site maintenance (inside and out)
 - Contribute to the build-out costs
- **African American Chamber of Commerce of Wisconsin**
 - Provide business coaching and support for some participants through RISE
 - Promote application process and recruited businesses
 - Promote businesses via social media and other advertising
- **LISC**
 - Coordinate the initiative and convened partners
 - Manage and disbursed grant funds
 - Manage logistics of events
 - Manage communications, record keeping, etc.
- **Consultants**
 - Promote application process and recruited businesses
 - Design the layout of the spaces
 - Promote and conducted marketing of the program
 - Coordinate events and programming for the spaces
 - Conduct individual trainings



Success Story

Monash Natural Blends



Monica Semington is the owner of Monash Natural Blends, which makes specialty aromatherapy products for the mind and body. Her products are made of natural ingredients that are only bought from ethical and sustainable suppliers. Not only does she make products with original Monash blends, but works with individual clients to make custom blends, suited to their needs and preferences.

Prior to Pop-Up MKE, Monash could only be found on the web and through local markets, but a local Milwaukee investor and store owner was introduced to the brand through its Pop-Up MKE space, and offered Monica a permanent retail presence inside a brick-and-mortar space. Now the public can walk into the Milwaukee Fisk Avenue market and shop this brand daily.

Monica watched her grandmother grow chamomile in her garden in Mexico, and how she would use it to cure ailments such as stomachaches and colds. She started making natural blends as a healing activity to help her through a difficult time in her life, and people began asking if her creations were for sale.

Monica shared, "I didn't know that what happened then with my grandma would be a big part in my life. Now I have my own garden and I dry my own herbs to infuse oils. It's all related and it's all coming together. It's not about just money or being successful and having a big store. For me, it's something that really makes me happy."

Budget & Cost

Budget:

Grant from JP Morgan Chase & Co: \$200,000

Costs:

Grants

- Small Businesses-Pop-Up mini grants to entrepreneurs \$36,000
- Commercial Revitalization grants to property owners \$19,000
- Business Sub-Lease rents to Business Improvement Districts \$30,000
- Software platform for commercial corridor inventory \$15,00

Administration

- Administration \$90,000

Communications

- Marketing, opening events, communication support \$10,000

TOTAL: \$200,000

Licenses & Permits

Pop-Up MKE businesses and partners must acquire a number of licenses and permits in order for the pop-up spaces to operate. Similar permits and licenses would be required in any city, but may have differing names and governing bodies.

Pop-Up MKE businesses are required to have a business license in order to participate in the program. Acquiring a business license in any city can be a timely process, has a required fee, and may require approval from the local alderperson or city council. It is important to make sure applicants know this requirement early on so if they haven't obtained a business license, they do so as quickly as possible to be ready for their time in the pop-up space.

In the City of Milwaukee, a Certificate of Occupancy is required when a new business is established in a new or existing building. In the case of Pop-Up MKE, the BIDs are the lease holders and therefore acquire the Certificates of Occupancy, so the individual business owners do not have to take that step. An operation plan that outlines how the business will operate, what sort of activities will happen at the premises, hours of operation, parking/loading information, etc., will likely be required to obtain occupancy. In this case, the BID is also responsible for submitting the general operation plan for the pop-up location.



Zoning is also important to consider, especially when recruiting property owners as potential pop-up locations. Check the City's zoning ordinance to determine whether the property address permits the business' intended use. If the use is not permitted or if it is classified as a different or special use, they will have to seek authorization from the corresponding zoning governing body, which can take several months.

Along with the occupancy permit application comes various inspections of the property to ensure the property is up to code in areas such as construction, plumbing, and electrical. Keep in mind that different zoning categories have different code specifications.

Marketing & Promotion

Promoting Pop-Up MKE is a collaborative effort among all partners and consultants; each shares information and opportunities through their networks. Ideally, there should be point people identified from each partner organization designated to implement marketing and promotion strategies. Having a budget dedicated to marketing that allows for a website, grand openings, and consultant support is helpful if organizational capacity does not allow for marketing coordination. The following are successful marketing strategies for Pop-Up initiatives:

- Pop-Up Website and social media (FB, Instagram, Twitter, LinkedIn, etc.)
 - Create hashtags that all partners and participants use
 - Share content on a consistent basis
 - Rotate businesses to highlight
 - Celebrate accomplishments and milestones
- Clear signage and visibility from the street
- Grand openings
 - Invite the Mayor, local Alderpersons, and the media to help promote the program and businesses
 - Use local artists and influencers to create visual and social hype around the program
- Promotions
 - Giveaways – the first 20 customers receive a free item
 - Raffles – buying an item enters you for a chance to win another more expensive product
 - Social media tagging and sharing – someone can win an item if they tag friends and share a post or picture of the business/product
 - Community events like open mic nights, screen printing, games, movie nights, candle making, and the like to get people to the space

Appendix

The following documents were created and used for Pop-Up MKE and can be adapted to fit other pop-up programs and initiatives.

- A. Informational Session
- B. Application
- C. Orientation
- D. Handbook
- E. Sub-License Agreement
- F. MOU with BIDs
- G. Press Release
- H. Milwaukee Licenses & Permits



Appendix A:

Informational Session



POP-UP



Info Session

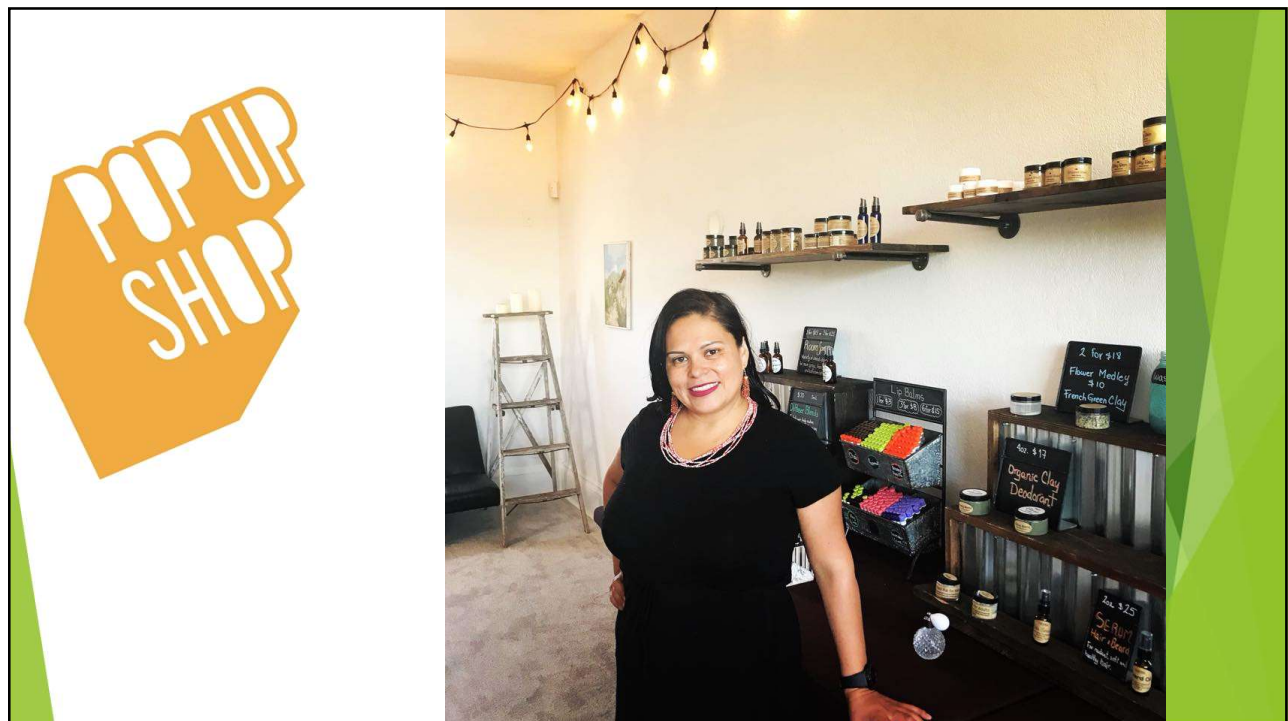
Deadline to Apply: January 31, 2020

Why Apply for a Pop-Up Shop?



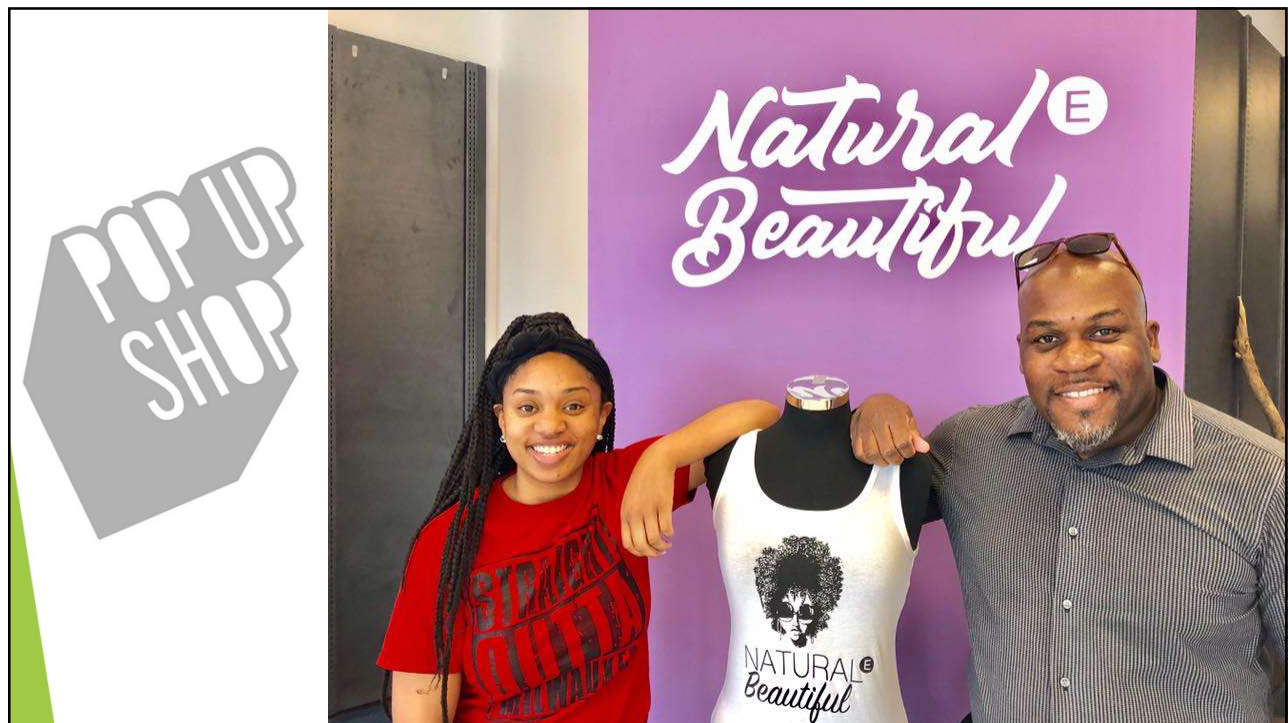
Benefits to Business Owners:

- ▶ Receive access to commercial Pop-Up retail space at a fraction of the market rate.
- ▶ Partner with local Business Improvement Districts (BIDs) to cross promote your business, and build relationships within one of three of Milwaukee's historic commercial corridors.
- ▶ Access a white-boxed and turn-key retail space with minimal build-out needed.
- ▶ Take advantage of a short-term, flexible commitment to test your business product or to advance your business in a physical space. Selected businesses will activate a pop-up shop for 1-3 months.
- ▶ Receive mini grants of up to \$1,000 that can be used for business marketing expenses.
- ▶ Gain business support and technical assistance throughout the Pop Up MKE initiative that includes an assessment, business education workshops, access to an online business support portal, and access to resources to advance your business.



Choices for Business Owners:

- ▶ Select 45, 60, or 90 Days- the Program Fee will be \$400-\$500 per month depending on the site.
- ▶ Decide if you would like to share the space with another business owner. Consider if you have enough inventory to fill the space on your own, and the network to drive traffic to the storefront.
- ▶ Choose among the three pop-up shop sites: Cesar Chavez Drive, Historic King Drive, and North Avenue and Fond du Lac BIDs



Requirements: Businesses selected will meet the following minimum requirements.

- ▶ Demonstrate access to capital needed to open their business (inventory, point of sale systems, displays, etc.)
- ▶ Be prepared to occupy a storefront for a 45 day, 60 day, or 90 day period between March – June, 2020
- ▶ Agree to provide clear and consistent business hours for the operation of their business. A minimum of 25 hours per week will be required.
- ▶ Gives Pop-Up MKE permission to promote the business as part of the program. This includes the use of photos and testimony in promotional materials.
- ▶ Secure business insurance and a seller's permit prior to occupying a storefront in the program.

Program Fees:

- A program fee of \$400-\$500/month will cover rent, internet, permitting, and utilities for the space.
- The fee depends on the pop-up shop site selected.
- If you share the location, each business will be required to pay the monthly fee.

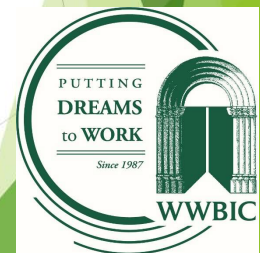
Accessing Mini-Grants

- ▶ **Up to \$1,000** per business
- ▶ Can be used for various marketing related expenses linked to your business like:
 - Signage/marketing
 - Print materials
 - Website design
 - Radio or online advertising
 - Grand opening event expenses
- ▶ Funds will be processed through the Business Improvement Districts
- ▶ Business owners will need estimates for services in order to apply for the funds, and receipts will need to be submitted to show how the funds were spent



Trainings and Support from WWBIC

- ▶ Free classes to support your business and you!
- ▶ OnDemand, online and in-person
- ▶ Access to additional resources
- ▶ Small business loans from \$1,000.00-\$250,000.00
- ▶ Access to the WWBIC Initiate Portal
- ▶ 1:1 business coaching
- ▶ www.wwbic.com
- ▶ Renee at renee.lindner@wwbic.com or 414-263-5450



POP-UP MKE

www.brewcitymatch.com/pop-upmke

Appendix B:

Application



POP-UP

EXPAND YOUR BUSINESS THROUGH POP UP MKE!

Pop Up retail shops are a great way to build your business and test your products. Apply today for a low overhead, low risk way to generate buzz for your business.

BENEFITS FOR SELECTED BUSINESS OWNERS:

- ✔ Receive access to commercial Pop-Up retail space at a fraction of the market rate
- ✔ Partner with local Business Improvement Districts (BIDs) to cross promote your business, and build relationships within one of three of Milwaukee's historic commercial corridors
- ✔ Take advantage of a short-term, flexible commitment to test your business product or to advance your business in a physical space. Selected businesses will activate a pop-up shop for 1-3 months.
- ✔ Access a white-boxed and turn-key retail space with minimal build-out needed
- ✔ Receive mini grants of up to \$2,500 that can be used for business start-up expenses. A few examples would include:
 - *Inventory*
 - *Business insurance*
 - *Retail display furniture and merchandise*
 - *Window displays*
 - *Signage*
 - *Point of Sale System*
 - *Digital and printed marketing materials*
- ✔ Gain business support and technical assistance throughout the Pop Up MKE initiative that includes an assessment, business education workshops, access to an online business support portal, in-person coaching and access to resources to advance your business.

WHERE ARE THE POP-UP RETAIL SPACES LOCATED?

Business owners will be matched with a pop-up retail shop that best supports their business goals. These are temporary, short-term retail sites within three of Milwaukee's historic commercial corridors. Business owners will begin to develop relationships with a community of business owners who are working collectively to build strong retail corridors.



MARTIN LUTHER KING BID

"A flourishing neighborhood cannot simply be willed into existence. It takes a collaborative effort of dedicated businesses and individuals to cultivate a neighborhood that believes in itself."

Since its inception in 1992, the BID's mission has been to improve the King Drive District by fostering a culture that enjoys a trendy and authentic retail experience while attracting businesses who embrace the commitment to hard work and strong character that the area was founded on. And so far, expectations have been exceeded. In the past 15 years there has been over \$400 million of new development in the BID. This type of success can only be achieved in a collaborative effort by people who believe in King Drive and each other. BID members, our partners, and the Harambee residential community are working together to cultivate a thriving community like no other in Milwaukee.



CESAR CHAVEZ DRIVE

The business district is surrounded by the city's oldest neighborhoods of Walker Point and Clarke Square. The district is a commercial drive located on the 16th Street Avenue of the near south side. It embraces traditions, both old and new, in an ongoing effort to maintain the area's vitality and spirit.

The drive is home to variety of the traditional Mexican American restaurants and clothing shops. From vintage Latin clothing to gourmet Mexican cheeses, Cesar E. Chavez Drive offers an abundance of choices for those who want more than the traditional shopping experience. It is home to the region's largest and most well known cultural super market, El Rey Foods. El Rey is also one of the largest producers and manufacturers of corn and flour tortillas. In the last 30 years the avenue has become the state's largest Hispanic conclave destination point for cultural foods, clothing and products.



MARKETPLACE BID 32

Established in 2004, the Marketplace Bid 32 was one of the first BIDs in the country to focus its mission on how our environments affect businesses and businesses practices. The Marketplace BID works to reduce environmental waste through healthy business and healthy living projects with environmentally centered goals that include; waste remediation, recycling programs and energy and water conservation projects with the businesses in the community.

Because of its location, in the Lindsay Heights Community, it is a natural fit to focus its goals on business practices that targets healthy neighborhood lifestyles. The Fondy Farmers Market, Walnut Way CDC and Conservation Corp, Johnson Park and Alice's Garden are all with-in the BID's Commercial Corridor and is also home to YMCA and several community medical clinics that further support the mission of a viable community and "health-full" living.



POP-UP MKE SHOP APPLICATION

Complete and submit this form to Renée Lindner at renee.lindner@wwbic.com to be considered for one of the Pop-Up MKE's Shops.

CONTACT INFORMATION	
Name:	
Phone:	
Email:	
Address:	
City/State:	
BUSINESS INFORMATION	
Business Name:	
Website:	
Date Started:	
General Business Description	
Have you considered locating/expanding your business in one of the below neighborhoods? (Please check all that apply)	
<input type="checkbox"/> North Avenue Marketplace (info) <input type="checkbox"/> Historic King Dr. (info) <input type="checkbox"/> Cesar Chavez Dr. (info)	
If selected, would you be able to launch your pop-up shop within 30 days of acceptance? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If no, what might you need to successfully open in this timeframe?	
ADDITIONAL QUESTIONS	
How might your business add value to the neighborhood?	



What are your future business goals? What steps have you taken to move them forward?

Why should we select your business for this pop-up shop opportunity?

Thank you for your interest in Pop-Up MKE's pop-up shop opportunity!

Pop-Up MKE is a partnership of:



ENTREPRENEURSHIP
FINANCIAL IMPACT
• EDUCATION
• LENDING
• COACHING

Businesses will also receive business planning & marketing support from:



Pop-Up MKE is sponsored by:



Appendix C:

Orientation



Orientation

February 20th from 4:30pm – 6:30pm

Agenda

- Welcome Finalists!
- Trainings and Support – Renee w/ WWBIC
- Round Robin Final Interviews
- Maximizing Your Pop-Up Shop with Gabi Olmedo – Four The City
- Program Expectations
 - Managing the Pop-Up Site
 - Permits
 - Mini Grants
 - Marketing Your Pop-Up Business
 - Next Steps
- Q&A

POP-UP MAKE



Pop-Up MKE 2ND Year Locations!



2714 Dr. Martin Luther King Drive



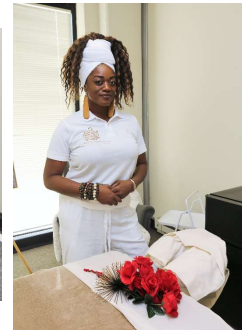
POP-UP MKE



Pop-Up MKE 2ND Year Locations!



1860 W. Fond du Lac Ave



POP-UP MKE



Pop-Up MKE 2ND Year Locations!



1037 S. Cesar Chavez Drive



POP-UP MKE



Location	Characteristics	Recommendations
Historic Dr. MLK Drive	Includes Bronzeville Arts and Cultural District. Is next to the American Black Holocaust Museum opening his fall.	Large windows and on the corner. Use visual displays that are visible from the street so passersby are encouraged to come in. Print flyers and coordinate with community events taking place along the street.
Cesar Chaves Drive	The Clarke Square Neighborhood Initiative was created to establish new relationships and build on existing connections to develop a sense of belonging and community pride. Clarke Square neighbors are individuals and families who live, learn, work, play, worship, shop, serve, or otherwise spend time in Clarke Square.	Many stores surrounding this location, but remember this location has lower visibility because it is upstairs. Host several events and use social media to invite people. Also add balloons and signage to your outdoor area so passersby know you're there. Print flyers and coordinate with community events taking place along the street.
Marketplace BID 32 (Fondy North)	Marketplace BID works to reduce environmental; waste remediation, recycling programs energy and water conservation projects with the businesses in the community.	This location has been hosting a Makers Market for over a year. It is also next door to the Juice Kitchen so activate the customer base that frequents this location by coordinating with them. Print flyers and coordinate with community events taking place along the street.

Trainings and Support at WWBIC

- Free OnDemand, Online and Inperson classes throughout the Pop-Up period to support your business and you!
- Access to additional resources, includes volunteers
- Ability to apply for small business Kiva or WWBIC loans
- 24/7 Access to the Initiate Business Resource Portal

WWBIC Contact

Renee Lindner

renee.lindner@wwbic.com

414-395-4548



Services You Will Receive from Venus Business Consulting & Training

- Business Development Consultation helping emerging business find various resources i.e Financing (loan/grants), Technical Assistance, Business Ideation and Concepts
- Help develop or review Business Plan
- One-to-One Business Coaching or Mentoring
- Business Development Workshops
- Developing and Managing a Budget/Spending Plan
- Goal Setting
- Main contact is Jaqueline Ward



Program Guidelines

- **The business owner must:**
- Demonstrate access to capital needed to open their business (monthly rent, inventory, point of sale systems, displays, etc.)
- Be prepared to occupy a storefront for a 45 day, 60 day, or 90 day period between March – June 2020 (King Dr. location is May- Aug.)
- Agree to provide clear and consistent business hours for the operation of their business. A minimum of 25 hours per week will be required.
- Give Pop-Up MKE permission to promote the business as part of the program. This includes the use of photos and testimony in promotional materials.
- Secure business insurance and a seller's permit prior to occupying a storefront in the program.



Paying Monthly Program Fee

- \$400-\$450 program fee due the first of every month- this fee covers rent, utilities, and internet for the building
- Coordinate payment with the Business Improvement District

POP-UP MKE



Permits & Licenses

- The Business Improvement District will hold the occupancy permit for the space
- If you need a business license or aren't sure- use Start Smart online platform through the City of Milwaukee
- <https://itmdapps.milwaukee.gov/StartSmart/>
- To call: (414) 286-2238
- To visit: City Clerk - License Division
City Hall, Room 105
200 E. Wells St.
Milwaukee, WI 53202



Managing the Commercial Property

- Review inventory and condition of the space upon arrival and document both
- Small businesses will be a sub licensee of the Business Improvement Districts who are leasing the spaces from the property owner
- Set up a meeting with the BID contact and property owner a week prior to your scheduled move in date
- Get approvals from the BID prior to making any significant changes to the space (wall color, anchoring things to walls, etc.)
- Communicate. Communicate. Communicate.
- Leave the space in the same condition it was found

POP-UP MAKE



Accessing Mini-Grants

- **Up to \$1,000.00**
- Can be used for various items related to marketing your business. For example:
 - Marketing/PR Coaching
 - Website design
 - Promotional events
 - Signage
 - Branding the interior of your space via artwork/displays/etc.
- Process of applying
- Clearly articulate the purpose of your project, the expense, tasks, timeline and how it relates to your business goals

POP-UP MAKE



How to Maximize Your Pop-Up Shop?



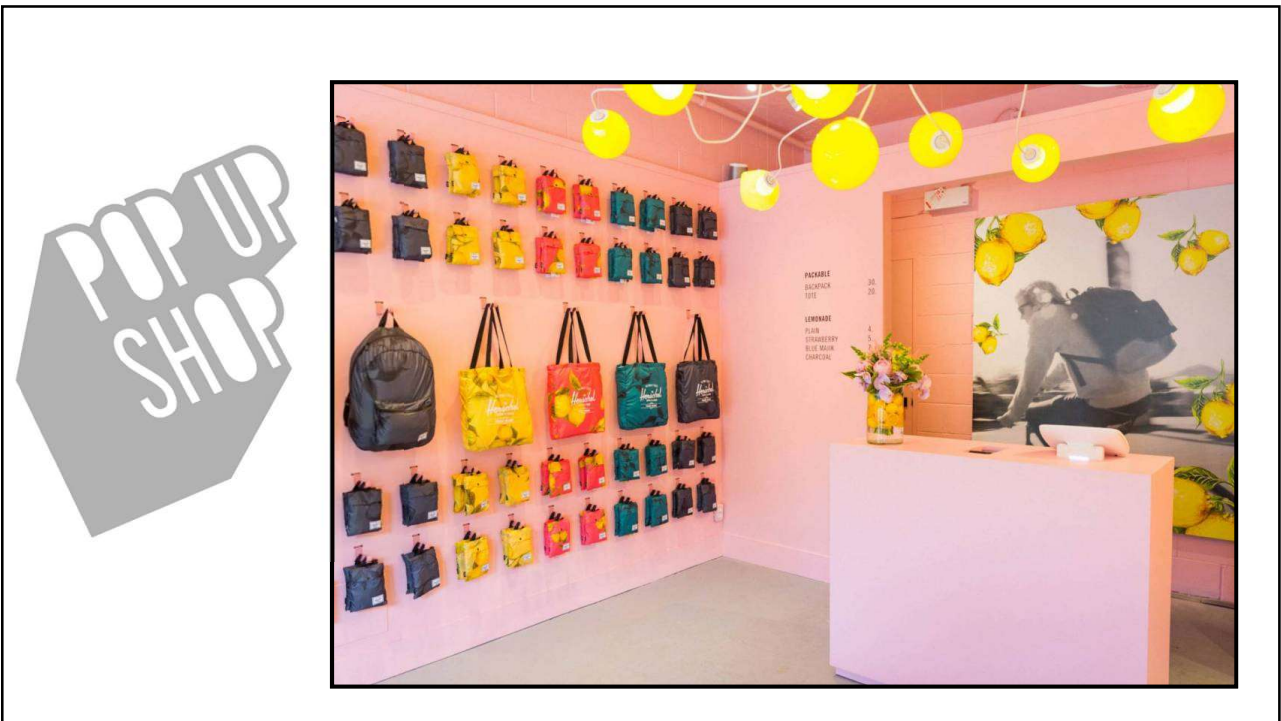
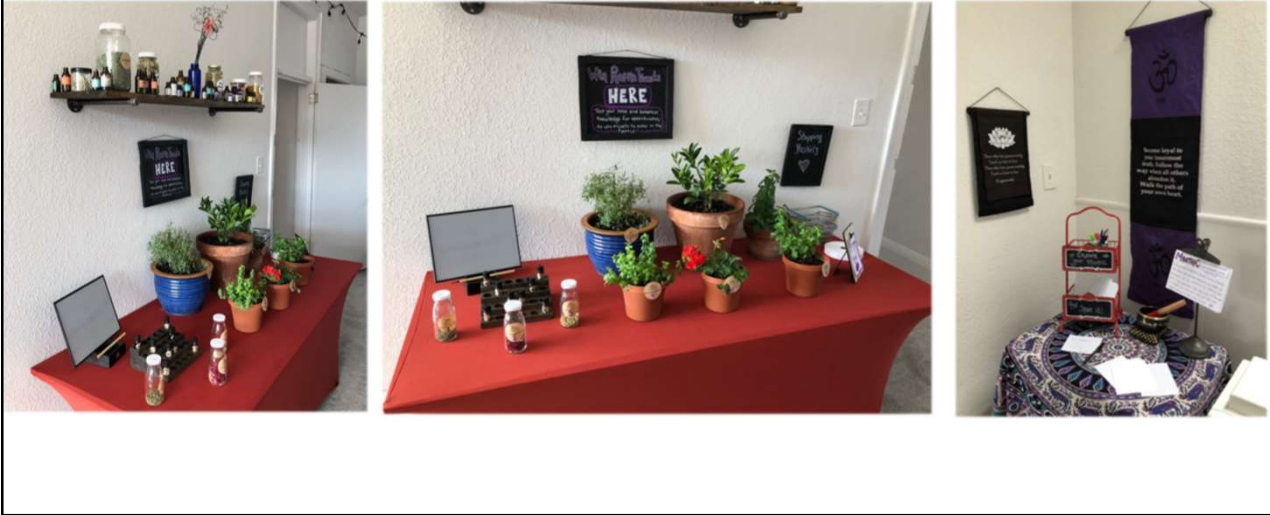
How to Maximize Your Pop-Up Shop?



How to Maximize Your Pop-Up Shop?



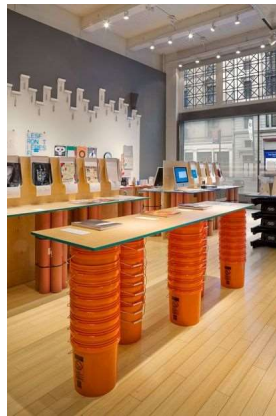
How to Maximize Your Pop-Up Shop?

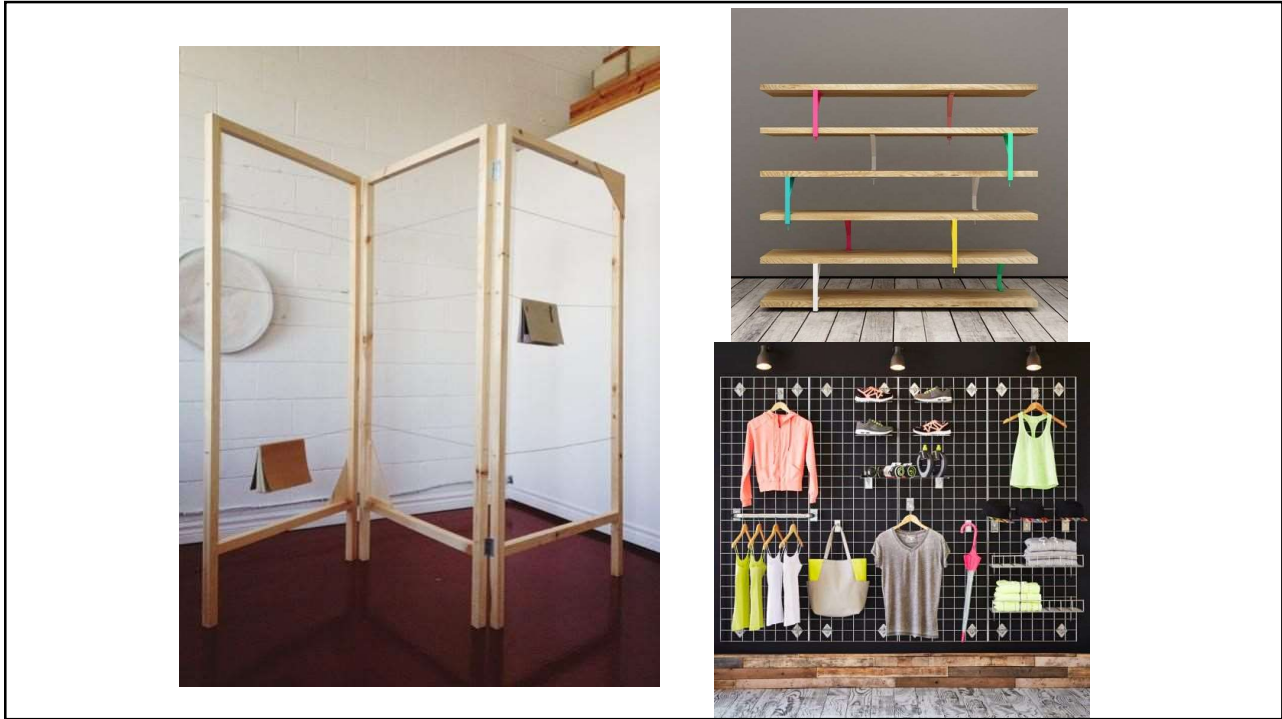


Pinterest Inspiration – Space Division



Use What You Have





Social Media Marketing

- Build your brand using social media to share your products, events, and promotions
- Sponsor posts to increase reach
- Canva is a great tool to design promotions
- Local shows/outlets to target for short segments:
 - Real Milwaukee
 - Morning Brew
 - 88Nine, 98.3, 100.7, 860AM
 - Neighborhood News Service
 - Press releases or e-notifications from the corresponding common council representatives



#PopUpMKE #WhatsPoppinMKE
#ShopSmall

Earned Media Support

- Sharing advice on how to pitch your business to local shows that feature community stories.
- Local shows/outlets to target for short segments:
 - Real Milwaukee
 - Morning Brew
 - 88Nine, 98.3, 100.7, 860AM
 - Neighborhood News Service
 - Press releases from the corresponding common council representatives

Web Presence & Optimization

- Identify your website needs
- If you don't have a website you can work with Pop-Up MKE partners to identify resources to develop an online presence
- Businesses that have websites should identify their SEO words and phrases for their websites to build your website visibility online



Hosting a Grand Opening Event

- **Develop experiences-** activities, raffles, photo booths
- Invite public officials and neighborhood stakeholders
- Market the **event via social media** and send a press release – create a hashtag for the event and your business- use Pop-Up MKE hashtags
- Engage other vendors, artists, or entertainers in the event to build your audience
- Offer a **free sample or giveaway**
- Provide a discount that can be used at a future date
- Stay on brand
- **Announce your grand opening** at least a week in advance and promote on social media and earned media
- Your grand opening should not be the first 2-3 days you move in. We recommend a soft opening and a few days to make adjustments prior to hosting a public event.



Next Steps for Winners

- Winners will be finalized by February **27th** and notified of dates they can occupy the pop-up
- Secure business insurance and share a copy of the certificate with the BID
- Set up a meeting with your BID contact to make initial rent payment and sign your sub-license agreement

POP-UP MKE



Next Steps for Winners

- **Visit the space** and begin **planning** how you would like to **set up** the space.
- Begin to gather displays and other items you will need to set up your shop. Don't wait until you have keys to the building!
- **Begin building buzz** for your Pop-Up on social media and utilize the Pop-Up MKE hashtags and Facebook Page
- Identify **marketing projects** for the mini grant program and submit the application at least **a week before** you plan to need the funds

POP-UP MKE



POP-UP MKE

Questions?

Appendix D:

Handbook



SMALL BUSINESS HANDBOOK 2019





Congratulations! You have been selected for Pop-Up MKE a temporary, low risk opportunity to build your business.

You will have the opportunity to be placed in a vacant storefront for the 2nd round between January- March, 2020.

You have been matched with the King Drive BID. Your contact is Deshea Agee. He can be reached at (414) 265-5809 or deshea@kingdriveis.com

The location is 2714 N. Dr. Martin Luther King Drive. The space is available for your business for 60-90 days. Please set a meeting with Deshea Agee to finalize details and sign the license agreement.

In this document you will find:

- A list of next steps
- Business Handbook
- Mini grant form

Important dates to remember:

- **September 13th** opportunity to pick up retail displays and Pop-Up MKE branded signage for your location. We will reach out with more details.
- Pop-Up MKE launch event on **Monday, September 16th from 4-7pm**. This is an opportunity to showcase your business and promote your Pop-Up!

Congratulations again! We are excited to welcome you into the Pop-Up MKE family!

Next Steps for Winners:

- ✓ Secure Business Insurance
- ✓ Set up a meeting with the BID and Property Owner for your site to sign the licensee agreement **as soon as possible!**
- ✓ Submit the first month's rent to the BID. **Must be received prior to receiving Mini grant funds.**
- ✓ Identify projects for the mini grant program and submit the application **at least a week** before you plan to need the funds
- ✓ Begin building buzz for your Pop-Up on social media and utilize the Pop-Up MKE hashtags and Facebook Page. #PopUpMKE, #WhatspoppinMKE, #ShopSmall
- ✓ Visit the space and begin planning how you would like to set up the space.
- ✓ Begin to gather displays and other items you will need to set up your shop. Don't wait until you have keys to the building!



MAXIMIZING YOUR POP-UP SHOP

KNOWING YOUR PASSION & PURPOSE

Why are you in business? What experience do you want to provide your customers that they cannot get anywhere else? Leading with your passion and purpose gives customers an opportunity to connect with you and your product. Stay true to who you are as a brand.

SETTING GOALS

Pop-Up MKE is designed to support you and your goals as an entrepreneur. What are the 2-3 goals you want to achieve through your Pop-Up Shop? Are your goals realistic and measurable? How do you know you have been successful?

EXERCISING DISCIPLINE

Be focused and strict about holding yourself to your goals. Try not to extend yourself beyond the scope of the goals you have set for yourself.

ACTIVATE THE SPACE

Make the space work for you, and create a space that brings your brand to life. Engage an artist or designer to give you recommendations on how to create inexpensive and eye appealing displays. Create an inspiration board on Pinterest that represents your brand. Develop unique experiences within your shop that customers can't find anywhere else.

COLLABORATION

Utilize the trainings and business coaching available to you through Pop-Up MKE. Give feedback on how we can continue to improve the Pop-Up MKE program in the future. Let us know your challenges, and tell us how we can support you. Share your successes so we can celebrate with you! Find other businesses and initiatives that fit your brand that you can collaborate with, as well.



PILOT PROGRAM GUIDELINES

BUSINESS MUST BE READY TO OPERATE DURING THE TIME FRAME ASSIGNED

There are many moving parts to consider before opening. Inventory, marketing, launch party plans, and staffing are some initial things to consider. If anything comes up that prevents you from filling the space on time, please notify the Pop-Up MKE team immediately.

HAVE CONSISTENT AND CLEAR HOURS OF OPERATION

Pop-Up MKE requires that the shop is staffed a minimum of five hours per day for five days a week. Post your hours clearly within the shop. Communicating clearly helps build trust for your brand with your customers.

SIGN AN AGREEMENT TO OCCUPY THE POP-UP SHOP

Your business will be a sub licensee for the Pop-Up Shop from the Business Improvement Districts. We ask that you care for and maintain the shop you have been matched with.

SECURE BUSINESS INSURANCE

Contact your insurance provider for quotes. A typical plan covers up to \$1 million.

FINANCIAL RESOURCES AND SAVINGS TO OPERATE FOR 30 Days

Estimate the inventory, supplies, staffing, and staging expenses you will need to run the shop during your term.

SIGNED PHOTO RELEASE FORM

We want to share your success story! The release form gives Pop-Up MKE partners the right to share your photo and story in marketing materials. A photo release form is included at the end of this handbook.

UTILIZE POP-UP MKE SIGNAGE ON SITE

A sandwich board and vinyl sign will be provided for each location. Funds are available for business owners to custom their own sign for the sandwich board through the mini grant program.



PROGRAM FEE

With the generous support of JP Morgan Chase Bank, and Pop-Up MKE partners this program heavily subsidizes startup costs for participants. We do ask that each entrepreneur pays a \$400- \$450 per month program fee to cover a portion of the rent, utilities, and permit costs for occupying the space.

PAYMENT WILL BE MADE TO: The Business Improvement District for your location.

DEADLINE: The first of every month you will be occupying the space.

NOTE: First month's rent must be paid prior to accessing the mini grant funds.



MARKETING YOUR POP-UP SHOP

MARKETING CHECKLIST

- ✓ Start marketing your pop-up shop before it opens to create excitement for your brand.
- ✓ Invite your legislators and send a press release to your local media outlets.
- ✓ The key to pop-up success is based on consumer reactions, whether it be an in-person emotion or through social media buzz and mentions. Brands that are popping up should pop-up with intention and creativity to succeed.
- ✓ Use social media and your website to post your store location and hours, and even advertise discounts.
- ✓ Launch events are a great way to entice new customers, make an impact and create the perfect opportunity for press and local trendsetters to put the spotlight on your brand.
- ✓ Self-promotion is great, but getting other people to do it for you is better. Consider making flyers or using the local newspaper to get the word out.
- ✓ Develop a customer rewards program that builds positive word of mouth recommendations.
- ✓ In any marketing, be clear, consistent, and concise with your message. Consider printing some business cards so customers can refer their friends.
- ✓ Use balloons and colorful displays to draw attention to the store.

MARKETING YOUR PARTICIPATION IN POP-UP MKE

- ✓ Mention Pop-Up MKE in press releases
- ✓ Share posts from the Pop-Up MKE page on social media
- ✓ Use the Pop-Up MKE Hashtags to create an online thread
 - #PopUpMKE, #ShopSmall, #WhatsPoppinMKE, #RevitalizeMKE
- ✓ Keep a journal on your experience that captures your Pop-Up journey
- ✓ Cross promote the other businesses at the other sites and visit their Pop-Up Stores



SITE DETAILS FOR POP-UP MKE

The Basics:

- Take note of the condition of the building and complete inventory of space
- The Business Improvement Districts (BIDs) are holding the lease and occupancy permit for the space.
- Businesses are required to hold Business Insurance
- Each site will have electricity, lighting, WiFi, restroom access, Pop-Up MKE branded marketing assets and some basic display fixtures and furniture.
- Business owners will be required to leave the space in broom-swept conditions. Any damage to the property due to general usage should be repaired prior to the last day of your licensee agreement.
- Communicate any minor issues or concerns with the property in a timely way to the BID contact for your site. If there is an emergency (broken water pipe, major vandalism, etc.) contact the property owner immediately.
- Follow design guidelines for signage- cover no more than 25% of windows

License Agreements:

- Each business owner will sign a license agreement that will serve as the formal legal document for utilizing the space. Read the agreement carefully and understand your obligations as a sub licensee.
- Schedule a meeting a week prior to moving in with the BID and Property Owner to visit the property and sign the license agreement.



NAVIGATING CITY OF MILWAUKEE LICENSES & PERMITS

Occupancy Permits:

- The Business Improvement District will hold the occupancy permit for the space. A copy of the permit should be on display within the space.

Business Licenses:

- If you need a business license or aren't sure- use Start Smart online platform through the City of Milwaukee

<https://itmdapps.milwaukee.gov/StartSmart/>

- **To call:** (414) 286-2238
- **To visit:** City Clerk - License Division
City Hall, Room 105
200 E. Wells St.
Milwaukee, WI 53202

WI State Seller's Permit:

<https://www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx#s1a>



ACCESSING MINI GRANTS

WHAT IS A MINI GRANT?

Mini grants are designed to assist our business owners with marketing expenses. **This should not be the only funding your business is relying on to operate the pop-up shop.**

The first step is identifying what small marketing projects will assist you in meeting your business goals. This open-ended grant has been designed to meet your needs as a startup. Grants can be used for a wide variety of expenses including website design, marketing coaches or trainings, graphic design, interior design linked to branding, creation of fliers, advertising, etc.

TIPS FOR SECURING MINI GRANTS:

- ✓ Be realistic with your request
- ✓ Focus your request on product or services that will help you reach your goals
- ✓ Plan ahead- the approval process can take up to one business week. After approval it may take 2-3 days to receive a check.
- ✓ Clearly communicate the details of your marketing plan, and how it will assist you in meeting your business goals
- ✓ Share a brief explanation of expenses.

PROCESS FOR APPLYING:

- ✓ The maximum grant amount awarded to one business will be \$1,000.
- ✓ An application form is included at the back of this handbook, and will be shared digitally with each business owner
- ✓ Provide vendor estimates for each project, and copies of receipts upon purchase

PROGRAM FEE MUST BE PAID PRIOR TO ACCESSING FUNDS



BUSINESS TRAINING & COACHING

Wisconsin Women's Business Initiative Corporation (WWBIC) Services:

- Free classes to support your business and you!
- OnDemand, online and in-person
- Access to additional resources
- Small business loans from \$1,000.00-\$250,000.00
- Access to the WWBIC Education Portal
- 1:1 business coaching
- www.wwbic.com
- Renee Lindner at renee.lindner@wwbic.com or 414-395-4548





TIPS FOR SECURING LENDING

ASK YOURSELF THESE QUESTIONS:

- How much money do I need? Prepare a budget and financial projections that include expected income and estimated expenses
- What is the Lender's minimum and maximum loan size?
- Can the Lender meet my present and future needs?

LENDERS USE OF 'THE 5 Cs' RULE:

- Capital to use (Cash)
- Capacity to pay (Personal and Business Income)
- Collateral to secure (Hard Assets – personal and/or business)
- Character to evaluate (Credit History & Cooperation)
- Conditions of Loan (Structure-Term/Line of Credit Covenants)

WHEN CONSIDERING LENDERS, ASK:

- What types of business will the Lender finance?
- What collateral does the Lender accept?
- If required, do I have a qualified co-signer?

When You Meet With a Lender:

- Bring along a hard copy of your business plan and other materials requested by the Lender
- Plan ahead. Anticipate the questions a lender may pose and have honest, well-researched answers ready
- Be prepared to put your own skin in the game (Cash, equity, assets)
- Know your business numbers
- Know your plans for the future
- Ask questions about the process of the loan



WHERE TO FIND FUNDS

PERSONAL FUNDS

- Develop a monthly budget to understand your opportunity for savings.

FRIENDS AND FAMILY

- Your friends and family are your biggest champions and are already invested in your success. Taking money from family and friends, however, can be complicated. We recommend you weigh pros and cons and clearly agree upon terms when borrowing money from loved ones.

CROWD FUNDING

- KIVA
- Indiegogo
- RocketHub
- Go Fund Me
- Kickstarter

TRADITIONAL LENDERS

- Community Banks
- Credit Unions
- Large Banks

COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS (CDFIs)

- WWBIC
- Legacy Redevelopment Corporation
- Local Initiative Support Corporation (LISC)
- Milwaukee Economic Dev. Corporation

INVESTORS

- Golden Angels
- Fund Milwaukee



Suggested Next Steps for Winners:

- ✓ Secure Business Insurance
- ✓ Set up a meeting with the BID and Property Owner for your site to sign the licensee agreement **a week prior** to your start date
- ✓ Submit the first month's rent to the BID. **Must be received prior to receiving Mini grant funds.**
- ✓ Identify projects for the mini grant program and submit the application **at least a week** before you plan to need the funds
- ✓ Begin building buzz for your Pop-Up on social media and utilize the Pop-Up MKE hashtags and Facebook Page
- ✓ Visit the space and begin planning how you would like to set up the space.
- ✓ Begin to gather displays and other items you will need to set up your shop. Don't wait until you have keys to the building!

Important Contacts

Business Training Contact:

WWBIC- Renee Lindner- Access to trainings, business planning advice, workshops, etc.

renee.lindner@wwbic.com

414-395-4548

BID Contacts & Pop-Up MKE Locations:

King Drive BID- Deshea Agee; (414) 265-5809

2714 N. Dr. Martin Luther King Drive

Cesar Chavez Drive/CSNI- Ian Bautista; (414) 647-0548

1037 S. Cesar Chavez Drive

North Avenue Marketplace BID 32- Robin Reese (414) 988-2020

1860 W. Fond du Lac Ave

Pop-Up MKE Coordination:

City of Milwaukee- Sierra Starnner-Heffron, 809 N. Broadway, 1st floor, room 104

(414)286-0739; starnner@milwaukee.gov



MINI GRANT APPLICATION FORM

Business Name: _____

Contact Name: _____

Phone Number: _____

Email: _____

Amount of Request: _____

Mini-grants can be used for any project that helps market your business, products, services.
The maximum grant amount for each business is \$1,000.

Describe the marketing project:

How will this project assist you in reaching your business goals?

Return this form to your Business Improvement District contact. It may take up to a week to process a payment. Please save receipts and submit them with this form or upon use of funds.

Appendix E:

Sub-License Agreement



ARTICLE I –

Sublicense Property – POP-UP MKE

1. POP UP SHOP Sublicense Historic King Drive Bid (“Bid 8”) hereby grants Sublicensee a revocable and non-transferable use of the POP UP SHOP (as described on Exhibit B hereto) located at _____ and the public rights of way appurtenant thereto (the “Pop Up Shop Sublease”). The Pop Up Shop Sublicense is subject to the following: (a) the Master Lease Agreement between Bid 8 and ____, and (b) all zoning regulations, restrictions, rules and ordinances, building or use restrictions and other laws and regulations now in effect or hereafter adopted by any governmental authority having jurisdiction thereof.

Sublicensee represents and warrants that it has obtained or will obtain all required business licenses from the required governmental departments to operate and sell goods.

2. Pop Up Shop Grant Subject to Master Lease. Sublicensee acknowledges and agrees to be bound by and adhere to the terms of the Master Lease that refer or relate to Sublicensee, including but not limited to (a) any and all applicable terms that refer or relate to Sublicensee and Temporary Vendor Structures and (g) Article 6 – Compliance with All Laws.

Sublicensee further expressly acknowledges and agrees that in the event the BID 8 terminates the Master Lease, this Agreement is hereby deemed immediately terminated.

3. BID 8's and Sublicensee's Work. BID 8 shall deliver to Sublicensee the POP UP SHOP in substantially the condition as reflected in Exhibit B ("BID 8's Work"). All other improvements to the POP UP SHOP shall be provided by Sublicensee at its own cost and expense, in accordance with plans and specifications approved by BID 8 (and the City of Milwaukee), in a good and workmanlike manner, and shall be in compliance with all applicable building codes, laws, ordinances and regulations (the "Sublicensee's Work"). Sublicensee shall, at its expense, remove from the POP UP SHOP and from the public rights of way appurtenant thereto any and all trash that may accumulate in connection with Sublicensee's Work.

4. Delivery Date. BID 8 and Sublicensee agree that the term of this Agreement shall begin as of (the "Delivery Date"), and that the Sublicensee's Work (if any) shall be performed after the Delivery Date. Sublicensee taking possession of the POP UP SHOP shall be conclusive evidence that the POP UP SHOP was in good and satisfactory condition and that BID 8's Work was fully completed in accordance with the terms of this Agreement.

5. Use. Sublicensee shall operate its business in the POP UP SHOP during the Term of this Agreement for the purpose as stated in the vendor application and for no other purpose without BID 8's prior written consent.

6. BID 8 Access. BID 8 reserves the right to access to the POP UP SHOP for any purpose that shall not be inconsistent with the rights herein granted to Sublicensee by providing 24 hour's written notice to BID 8.

ARTICLE II - Term of Sublease

1. Term. The term of this Agreement (the "Term") shall commence on the Delivery Date, and shall expire on the Handover Date. Sublicensee acknowledges and agrees that BID 8 may revoke and or terminate this Agreement at any time prior to the expiration of the Term by giving Sublicensee five (5) business days' prior written notice of BID 8's intention to terminate (the "BID 8 Termination Option").

2. Surrender. Upon the expiration of the Term or five (5) business days following BID 8's exercise of the BID 8 Termination Option, Sublicensee shall vacate the POP UP SHOP without the necessity of any further notice. Sublicensee shall deliver and surrender to BID 8 possession of the POP UP SHOP broom clean and in good condition and repair. At the expiration of the Term or five (5) business days following BID 8's exercise of the BID 8 Termination Option, Sublicensee, at its own cost and expense, shall remove all of Sublicensee's property and all alterations, additions and improvements and shall repair all damage to the POP UP SHOP caused by such removal and restore the POP UP SHOP to the condition in which it existed on the Delivery Date. Any property not so removed at the expiration of the Term or five (5) business days following BID 8's exercise of the BID 8 Termination Option shall be deemed to have been abandoned by Sublicensee and may be retained or disposed of by BID 8, as BID 8 shall desire, but such abandonment shall not relieve Sublicensee of its obligations to remove and repair and restore at its own expense if required by BID 8. Sublicensee's obligation to observe and perform this covenant shall survive the expiration or termination of this Agreement.

ARTICLE III - Insurance

1. [BID 8 Representations and Warranties. BID 8 represents and warrants that it has obtained all types of insurance required and mandated by the _____.]

2. Sublicensee Requirements. Sublicensee shall procure, maintain, or cause to be procured and maintained, at Sublicensee's sole cost and expense, during the entire term of this Agreement, the types and amounts of insurance set forth below with insurance companies authorized to do business in the State of Wisconsin and agrees that it will have (at all times covered by this Agreement) insurance in the following limits (the "Policy"):

(a) Retail Business Insurance Policy– Liability Insurance or equivalent with limits of not less than \$1,000,000 per occurrence for bodily injury, personal injury and property damage liability. (See Lease Agreement for limits)

(b) Sublicensee must name BID 8 as additional insureds on a primary, non-contributory basis for any liability arising directly or indirectly from Sublicensee's performance of its obligations under this Agreement.

3. Sublicensee shall deliver to and be held by Wisconsin Women's Business Initiative Corporation (WWBIC) all Certificates of Insurance required hereunder. The receipt of any certificate does not constitute agreement by BID 8 that the insurance requirements in this Agreement have been fully met or that the insurance policies indicated on the certificate are in compliance with all requirements set forth herein. The failure of BID 8 to obtain certificates or other evidence of insurance from WWBIC shall not be deemed a waiver by BID 8 of the insurance requirements set forth herein. Sublicensee shall include a provision in the Policy requiring 30 days' advance notice to BID 8 prior to cancellation or lapse, or any change of the Policy. Non-conforming insurance, or failure to submit a Certificate of Insurance evidencing such coverages, shall not relieve Sublicensee of the obligation to obtain insurance as specified herein. Non-fulfillment of the insurance conditions constitutes an Event of Default (as defined herein).

4. Sublicensee agrees that insurers shall waive their rights of subrogation against BID 8, its employees, elected officials, agents, and representatives. Sublicensee expressly understands and agrees that any coverages and limits furnished by it shall in no way limit Sublicensee's liabilities and responsibilities specified in this Agreement or by law. Sublicensee expressly understands and agrees that its insurance is primary and any insurance or self-insurance programs maintained by BID 8 shall not contribute with insurance provided by Sublicensee under this Agreement. The required insurance shall not be limited by any limitations expressed in the indemnification language herein or any limitation placed on the indemnity therein given as a matter of law. To the extent applicable, Sublicensee shall require all contractors and subcontractors to maintain the above-described coverage, or Sublicensee may provide such coverage for its contractors and subcontractors. BID 8 shall have no responsibility to provide insurance or security for the property, material, supplies, or equipment to be used by Sublicensee or, to the extent applicable, any of its contractors or subcontractors in connection with Sublicensee's performance of its obligations hereunder.

ARTICLE V - Operations

1. Operating Covenant. Sublicensee shall not abandon or leave vacant the POP UP SHOP, and shall not permit the Sublease or occupancy of the POP UP SHOP by any party other than Sublicensee, its agents, employees and invites, and shall:

(a) Conduct no auction, fire, going-out-of-business or bankruptcy sales or similar practice.

(b) Display no merchandise outside the POP UP SHOP nor in any way obstruct the public rights of way without prior written consent of the BID 8; and, store all trash and refuse in appropriate containers within the POP UP SHOP and attend to the daily disposal thereof in the manner designated by BID 8. Tenant shall not burn any trash or rubbish in or about the POP UP SHOP or anywhere else within the confines of the Designated People Plaza or the public rights of way appurtenant thereto.

(c) Keep the POP UP SHOP in a careful, safe, clean and proper manner; and not permit any rubbish or refuse of any nature emanating from the POP UP SHOP to accumulate in the Designated Peoples Plaza and the public rights of way appurtenant thereto.

(d) Prevent the POP UP SHOP from being used in any way which will injure the reputation of the BID 8 or from being used in any way which may be a nuisance, annoyance, or inconvenience, including, without limiting the generality of the foregoing, the operation of any instrument or apparatus or equipment or the carrying on of any trade or occupation which emits an odor discernible outside of the POP UP SHOP or which may be deemed offensive in nature or noise that violates the Milwaukee Noise Ordinance, _____ et seq.

(e) Keep the POP UP SHOP continuously and uninterruptedly open for business and adequately staffed during agreed upon hours of operation.

(f) Promptly comply with all laws, ordinances, orders, rules, regulations and requirements of federal, state, county and city governments regulating the use and occupancy of the POP UP SHOP.

(h) Utilize only POP UP MKE furnished signage in the public right away. No other signage may be used or displayed without the prior written consent of BID 8 and in accordance with the Master Lease. (Deshea can you add language related to City of Milwaukee signage requirements?)

(i) Not use, occupy, suffer or permit the POP UP SHOP or any part thereof to be used or occupied for any purpose contrary to law.

(j) All articles, merchandise, displays, decorations or the like and the arrangement, style, color, and general appearance thereof, in the interior of the POP UP SHOP that shall be visible from the exterior thereof, including, without limitation, window displays, advertising matter, signs, merchandise, and fixtures, shall be maintained in such a manner as not to detract from the character and standards of the Bid 8.

2. Environmental Compliance. Sublicensee and its agents and employees shall use the POP UP SHOP and conduct any operations therein in compliance with all applicable federal, state, and local environmental statutes, regulations, ordinances and any permits, approvals or judicial or administrative orders issued thereunder. Sublicensee covenants that:

(a) For purposes of this Agreement, "Hazardous Substances" shall mean any and all hazardous or toxic substances, hazardous constituents, contaminants, wastes, pollutants or petroleum (including without limitation crude oil or any fraction thereof), including without limitation hazardous or toxic substances, pollutants and/or contaminants as such terms are defined in CERCLA or RCRA; asbestos or material containing asbestos; petroleum products and PCBs, PCB articles, PCB containers PCB N277.

Sublicensee shall indemnify and hold BID 8 harmless for any cost, loss or liability it incurs as a result of the foregoing.

3. Security. Sublicensee is responsible for properly securing all activities in, on or around the POP UP SHOP during the Term of this Agreement. Sublicensee agrees that no illegal drugs of any kind or nature shall be sold, given away, or consumed,

in, on or around the POP UP SHOP and the public rights of way appurtenant thereto. There shall be no smoking allowed on or around the installation and POP UP SHOP

ARTICLE VI – Default

1. Event of Default/BID 8's Sole Option to Terminate. Should Sublicensee breach any of the provisions in this Agreement (an "Event of Default"), Sublicensee agrees that BID 8 may at any time declare the Sublicensee in Default and terminate Sublicensee's access to the POP UP SHOP, the Designated Peoples Plaza, or the public rights of way appurtenant thereto.

ARTICLE VII - Liability/Indemnification

1. Liability/Indemnification. Sublicensee agrees for itself, and any contractors, employees, guests or invitees to indemnify and hold BID 8 harmless from and against any and all claims, suits, causes of action or damages arising from Sublicensee's performance of services associated with this Agreement. In the event of a breach of this Agreement by BID 8, BID 8 shall only be liable to Sublicensee to the extent of any Payment made to BID 8 by Sublicensee.

2. Sublicensee Reimbursement. Sublicensee agrees that it shall reimburse BID 8 for any and all costs and expenses, including reasonable attorneys' fees that BID 8 incurs in connection with the enforcement of its rights under this Agreement.

ARTICLE VIII - General Provisions

1. Notice. Any notice required or permitted to be served under this Agreement may be served by registered mail or in person as follows:

If to BID 8:

Milwaukee, WI

Attn:

with a copy to:

Either party may change the address for notice by notice to the other party. Notice served under this Agreement may be by United States certified mail, return receipt requested, with postage prepaid. Notice may be delivered by hand or by any other receipted method or means prescribed by law. For purposes of this Agreement, notices shall be deemed to have been "given" or "delivered" on personal delivery thereof or forty-eight (48) hours after having been deposited in the United States mail as provided in this Agreement.

2. Entire Agreement; Modification. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes any prior agreements, negotiations and discussions. This Agreement may not be modified or amended in any manner without the prior written consent of the parties hereto. No term of this Agreement may be waived or discharged orally or by any course of dealing, but only by an instrument in writing signed by the party benefited by such term.

3. Exhibits. All exhibits referred to herein and attached hereto shall be deemed part of this Agreement.

4. Governing Law and Jurisdiction. This Agreement shall be governed by and construed in accordance with the laws of the State of Wisconsin.

5. Headings. The headings of the various sections and subsections of this Agreement have been inserted for convenience of reference only and shall not in

any manner be construed as modifying, amending or affecting in any way the express terms and provisions hereof.

6. Waiver. Waiver by BID 8 or Sublicensee with respect to any breach of this Agreement shall not be considered or treated as a waiver of the rights of the respective party regarding any other default or with respect to any particular default, except to the extent specifically waived by BID 8 or Sublicensee in writing. No delay or omission on the part of a party in exercising any right shall operate as a waiver of such right or any other right unless pursuant to the specific terms hereof. A waiver by a party of a provision of this Agreement shall not prejudice or constitute a waiver of such party's right otherwise to demand strict compliance with that provision or any other provision of this Agreement. Neither prior waiver by a party, nor any course of dealing between the parties hereto, shall constitute a waiver of any such party's rights or of any obligations of any other party hereto as to any future transactions.

7. Severability. If any term of this Agreement or any application thereof is held invalid or unenforceable, the remainder of this Agreement shall be construed as if such invalid part were never included herein and this Agreement shall be and remain valid and enforceable to the fullest extent permitted by law.

8. Authority. The parties represent and warrant to each other that they have the full right and lawful authority to enter into this Agreement.

Appendix F:

MOU with BIDs

Small Business Ramp Up Memorandum of Understanding

Based on the recent investments in downtown development, we must “ramp up” investments in adjacent cultural commercial corridors plagued by historical disinvestment. This strategy will help these districts to stabilize and benefit from the emerging growth opportunities, while mitigating the risk of wide-spread displacement.

Project Description: LISC Milwaukee and WWBIC will partner to provide grants to both property owners and small businesses to revitalize blighted stretches along five commercial corridors within the MKE United footprint. This work will be done in collaboration with and through Business Improvement Districts, and the City of Milwaukee.

The following Memorandum of Understanding (“MOU”) between Local Initiatives Support Corporation (LISC) Milwaukee and the Historic King Drive BID (MLK BID) outlines the commitments of each partner in furthering the Ramp Up program in the Bronzeville neighborhood in Milwaukee. This MOU reflects the desire of the Ramp Up partners to develop and agree upon a shared mission for the program, and to articulate roles and responsibilities for the program.

This MOU is specifically executed for the period April 15, 2018 to September 30, 2018, but may be extended with mutual agreement between partners.

LISC Responsibilities & Commitments:

LISC shall have the following responsibilities:

1. Approve lease conditions for the selected property.
2. Provide MLK BID with funding to cover expenses for rent, utilities, and insurance for the site according to the conditions in the lease.
3. Supply \$2,000 in administrative and staffing costs to MLK BID.
4. Serve as the primary contact for the ‘Ramp Up’ Initiative.
5. Coordinate business recruitment and technical assistance for small business owners through WWBIC, Venus Consulting, and MORTAR.
6. Develop and implement an evaluation process for the Ramp Up initiative, and provide recommendations for future collaborations grounded in partner feedback.
7. Coordinate marketing efforts and event planning to promote the corridor, small businesses, and the overall collaboration.

Ramp Up Site Responsibilities and Commitments

Each Ramp Up Site will have the following responsibilities:

1. Serve as the lease holder for the pop up site.
2. Obtain the occupancy permit for the site.

3. Secure utilities, internet, and insurance for the site throughout the duration of the lease term.
4. Participate in conversations regarding business recruitment and selection for the pop up site.
5. Promote the pop up site, events, and participating businesses via neighborhood newsletters, social media, etc.
6. Provide feedback on the initiative that addresses successes and challenges associated with implementing the Ramp Up initiative, and share lessons learned that would enhance future collaborations in the corridor.

Donsia Strong Hill
Executive Director, LISC Milwaukee

Date

Deshea Agee
Executive Director, MLK BID

Appendix G:

Press Release



POP-UP

PRESS RELEASE

Pop-Up MKE, a public and private partnership focused on economic development and entrepreneurship, has selected 7 businesses to kick start the program. This first round will run 45-60 days and then another 5 businesses will take over the spaces. The program will run from mid-September through December, with the possibility of some sites operating into the next year.

The pop up spaces are a great opportunity for entrepreneurs to test their products, and begin to generate buzz for their business in a low risk, supportive environment. Entrepreneurs will receive access to reduced rent, business coaching, marketing support, and mini grants that can be utilized for marketing expenses.

The storefronts are located at 1037 S. Cesar E. Chavez Drive, 1860 W. Fond Du Lac Ave. and 2714 N. Martin Luther King Jr. Drive.

Pop-Up MKE is currently collaborating with the Historic King Drive, Cesar Chavez Drive, and the North Avenue and Fond du Lac Business Improvement Districts to host a launch party for the program. The date of the launch party is September 16, 2019. All three sites will be active from 4pm to 7pm, although all the businesses may not be fully operational at that point. Their individual Grand Openings will be posted on Facebook, Pop-UpMKE.com

The businesses selected for 1037 S. Cesar E. Chavez are:

- LUNA (Latinas Unidas en las Artes) a collective made up of diverse Latinx artists based in Milwaukee, WI.
- Artesenia – artisan pottery from Guanajuato, Mexico.
- FOURTECITY -- apparel brand that mixes pop culture with Milwaukee culture. They also specialize in Digital Media (videography) and provide digital assets to other local businesses.
- Tranquilidad -- Bridging the gap between mental and physical health by establishing healthy habits in exercise, nutrition, and mindset. Using tech to make the implementation process easy for community members. Using a holistic approach to promote health within our communities.

The businesses selected for 1860 W. Fond du Lac Ave are:

- The Classic Shoppe – a clothing brand dedicated to promoting the idea that our culture is not a trend
- Elevated Healing Massage & Wellness Arts LLC – massage therapy and bodywork techniques for healing and wellness
- Quiescent Moments is a retail candle and home goods line along with Cre8tive Like My Father – a clothing line that promotes people of all ages exploring their natural talents.
- Crowned Soles LLC – a women’s shoe store that provides trendy, affordable, and customizable quality footwear. She specializes in bridal parties and other large group orders.

The businesses selected for 2714 N. Martin Luther King Jr. Drive are:

- Beware of Savage LLC – Streetwear brand
- NEXT|HIIT, LLC -- a multi-purpose private fitness company specializing in multiple practices of wellness.
- Angels In Style LLC -- one of a kind custom apparel company
- Gifted Clothing, LLC -- A clothing line the idea that everyone has a God given talent/ability.

Another round of applications will be open in November for those interested in applying.

Pop-Up MKE is coordinated by the City of Milwaukee’s Commercial Corridor team, and the Local Initiatives Support Corporation (LISC) in partnership with the Wisconsin Women’s Business Initiative Corporation (WWBIC), participating Business Improvement Districts, and MKE United. Pop-Up Milwaukee was seeded with funds from Chase Bank.

<https://brewcitymatch.com/pop-upmke>

Appendix H:

Milwaukee Licenses & Permits Info

Milwaukee Info Regarding Licenses & Permits

Milwaukee Business Licenses

- The City of Milwaukee does not issue general business licenses. Licenses are required for specific types of businesses. To determine whether your type of business requires a license, visit, Milwaukee.gov/StartSmart (<https://itmdapps.milwaukee.gov/StartSmart/>)
- You can visit a license specialist to ask specific questions about your business and what requirements are needed before opening
 - City Hall at the City Clerk's Office License Division, room 105
- There are business workshops you can attend to ask questions about business licensing and permitting
 - Visit Milwaukee.gov/Pivot for locations and times.
- Typically, licenses must be approved by either the local alderperson, or the entire Common Council. Some licenses take more than 8 weeks to be approved. Plan accordingly.
- Most applications must pay a fee in order for the application to be processed.
- It is beneficial to contact the district alderperson where your business is located at (414) 286-2221 to discuss your business plan
- Regardless of whether or not your business needs a license, you will need insurance and a Seller's Permit from the State. To obtain a Seller's Permit, contact:
 - Wisconsin Department of Revenue
 - 819 N. 6th St. Rm 408
 - Milwaukee, WI 53204
 - (414) 227-4000 revenue.wi.gov

Milwaukee Occupancy Permits

- When a new business is established in a new or existing building, you need a Certificate of Occupancy before you open your doors. In the case of new construction, businesses often apply for an occupancy permit when they apply for building permits. Businesses moving into an existing location should apply for occupancy after applying for licenses.
- The BID is usually the lease holder and therefore obtains the Certificate of Occupancy.
- The BID must submit a plan of operation for each tenant occupying space within the building. The Plan of Operation form can be found here: <https://city.milwaukee.gov/PlanofOperation4134.htm>
- When you apply for a Certificate of Occupancy, check the City's zoning ordinance to determine whether the use you plan for the property is permitted at that address. If the use is not permitted, or if it is classified as a special use, you must seek authorization from the Board of Zoning Appeals. This generally takes about 6-8 weeks.
- In most cases, the application triggers inspection of the property by plumbing, construction, and electrical inspectors to determine whether the space has code violations. When applicable, sprinkler, elevator, hazardous and boiler inspectors also

make inspections. Information about scheduling these inspections is found in the customer information sheet, "Occupancy Inspections."

- Different requirements of the State building code apply to different property uses. For instance, a day care center inspection differs from an office or factory inspection, because the code has different requirements for all these uses.
- If inspectors find the property does not comply with the applicable building codes, inspectors will issue orders to make needed repairs. Inspectors must return to approve the work.
- Once all necessary work has been completed, when the inspectors give their OK, and after the Board of Zoning Appeals has acted (if required), Development Center staff issue the Certificate of Occupancy. It can be mailed or picked up in person.
- The fee for a Certificate of Occupancy varies depending on the proposed use, the size of the space occupied, the amount of time the space was vacant, and other variables. You may contact the Development Center Plan Examination staff at (414) 286-8210 to determine the fee for your specific situation. There is an additional 1.6% IT and Training Surcharge and \$6 processing fee for each Certificate of Occupancy application.
- Applications for Certificates of Occupancy are available thru the Milwaukee Development Center:
 - 809 N. Broadway, 1st floor, Milwaukee
 - Hours: M, W, TH, F: 8am - 4:30pm and Tuesdays: 8am-noon
 - Applications are accepted in person or by mail.