

2026 Downtown Holiday Pop-Up Program

Application: DUE 5 p.m. Friday, October 30, 2026

Business Name: _____

Contact Person: _____

Mailing Address: _____

Daytime phone: _____ Email: _____

1. What products/product lines do you plan to sell? (Be as detailed as possible and attach at least five images. Continue on a separate page if needed.)

2. Is your shop a collaboration with several other businesses? ____ yes ____no If yes, Who are the other businesses that will be represented?

3. How much approximate square footage can your shop fill for the holidays? _____

4. Describe your shop's aesthetic. Please submit a copy of your logo with this application:

5. Do you have a current physical location (s)? ____ yes ____no If yes, please provide the current address (s):

6. Do you have a current website or other online presence? ____ yes ____no If yes, please provide website URL:

7. Is your business presently licensed and insured? ____ yes ____no

8. Will you and/or your staff be able to adhere with the required daily hours of operation? ____ yes ____no

9. Are you able to track and provide sales data to Downtown Partnership staff for the full two-month duration of the program? ____yes ____no

10. If you have a positive experience in the pop-up shop program, would you be interested in leasing a downtown location after the program has ended? ____ yes ____no ____unsure at this time

11. Suggested Attachments:

- Letter of interest
- Detailed description of the business and marketing plan, and financial plan
- Letters of recommendation (up to 3)
- Photos of your existing operation (up to 20)
- Branding and marketing materials
- Window display plan and other aesthetic materials
- Description of any special events or programs planned for the holiday season
- Description of past business and retail experience

Interested applicants are advised and welcome to contact us for more information. Contact Craig Compton, Director of Planning and Economic Development, Downtown Partnership, at craig@DowntownCS.com, 719-286-7060.