



**2017-2018**  
**Program Packet**



[www.downtownfresno.org](http://www.downtownfresno.org)



### About

The Downtown Fresno Foundation and Downtown Fresno Partnership, in conjunction with Wells Fargo, are pleased to announce an open call for interested participants for the 2017-18 *Fulton Marketplace Program*. This 12-month program matches four emerging small businesses, entrepreneurs, makers, curators, and designers with a temporary retail area in a shared storefront in the Fulton District, Fresno's downtown commercial district.

The program aims to:

- Nurture local talent by allowing emerging small businesses, entrepreneurs, makers, curators and designers to test and enhance their product line in low- to no-cost space;
- Recruit potential future independent retailers to the area;
- Increase the vibrancy and retail mix of Fulton District by activating vacant storefronts;
- Place local emerging small businesses into permanent storefronts in downtown Fresno; and,
- Showcase retail leasing opportunities for Fulton District retail real estate.

*See Program Details on Page 3*

### Timeline Overview

#### 2017

September 8 | Fulton Marketplace Program Launches

September 28 | Meet & Greet

October – December | Office Hours, Site Walk-Through

December 22 | Applications Due by 11:59 pm

#### 2018

January 13 | Semi-Finalists Selected, People's Choice Social Media Competition Launches

January 27 | Finalists Selected and Notified

February – March | Design and Build Out Space / Finalists Announced at State of Downtown

April – September | Open for Business! / Business Development Support Begins

September – December | Find Permanent Location / Sign Lease / Open for 2018 Holiday Season

*See Program Timeline for more details on Page 5*

### Selection Criteria Overview

The following criteria will be applied to determine 4 Finalists:

- Improvement to the downtown retail mix
- Applicant's experience and investment
- Ability to engage the public
- Job creation
- Business vision and plan
- 60 second pitch video

*See Application Details on Pages 6-8 and Selection Criteria on Page 9*

Due to limited space, we encourage all applicants to provide as much information as possible and meet with staff for any questions or clarifications. Questions? Email Jenna Chilingierian at [jenna@downtownfresno.org](mailto:jenna@downtownfresno.org).

### Who Can Participate

We are looking for creators, innovators, visionaries, self-starters, hard workers, believers. In short: entrepreneurs. If you love to create and have an **existing, emerging small business**, we want to see you downtown.

#### Types of Retail We're Looking For:

- Home Décor / Furniture
- Kitchen / Cooking Supplies
- Electronics
- Office Supplies
- Bath / Beauty Supplies
- Active Wear
- Jewelry / Eyewear
- Men's / Women's Fashion
- Artisan Grocery Retail Items (jarred, canned, boxed, or bottled)
- Stationery / Books / Media
- Plants / Floral
- Artwork / Creative
- Gift Items / Miscellaneous
- Accessories / Specialty Fashion
- Footwear / Shoes

#### Types of Retail We're **NOT** Looking For:

- No prepared to-go food
- No restaurants
- No liquor / tobacco / vape supplies
- No guns / firearms
- No pawn shops / thrift shops
- No adult stores
- No non-retail office, event space or business service uses

### What's Required

Participants selected as finalists will be responsible to provide the following:

- Proof of general liability insurance and a business tax certificate with the City of Fresno to be selected as a Finalist. Downtown Fresno Foundation, City of Fresno, and Property Owner shall be listed as additional insured.
- Professionally merchandized retail area and storefront ready to conduct business on a daily basis. This includes design, checkout systems, staff, displays, other fixtures or furniture needed, and merchandising.
- Staffing and adhering to required hours of operation: Tuesday – Saturday, 11 am to 7 pm, Sunday, 11 am to 5 pm. Finalists will be required to sign a use agreement with Downtown Fresno Foundation and Property Owner.
- Clean/maintenance of space during usage timeframe, including trash and recycling removal services.
- On-time monthly utility payments, including: electricity/gas, water/sewer, and trash. Internet/phone is optional and the responsibility of the participant.

Other qualifications include:

- At least 40% of merchandise carried in store should be procured from local Central California designers, makers, artists, and builders.
- Retail sales, management/organizational experience required.
- Branded merchandise should be unique to the marketplace and not currently carried or represented in downtown retail establishments.
- Return the space in its original clean condition upon completion of program.

## What's in it for You

Participants selected as Finalists will be provided with:

- Retail area in a shared and subdivided space (location TBD) for six months located within the Fulton District at no-to low-cost rent.
- Retail area design assistance from local creative engineers and designers, as well as cash prize for basic renovation/build-out of the retail area to be used at the participants' discretion.
- Marketing and promotional support through all Downtown Fresno Foundation/Downtown Fresno Partnership digital assets (website, social media, e-newsletters, blog), including assistance with special events.
- Cash prize toward permanent-location lease after six months of the pop-up.
- Ongoing business support from program partners through mentoring and education to ensure your success.

## Program Rules and Regulations

By submitting an application, the applicant agrees to abide by the Rules and Regulations of the program.

1. The Downtown Fresno Foundation/Downtown Fresno Partnership reserve the right to accept or reject any submission.
2. Applicant understands that review, evaluation, and selection of submitted business plans are made at the discretion of the Downtown Fresno Foundation/Downtown Fresno Partnership. All decisions are final.
3. Applicants submitting an application must be 18 years of age or older.
4. Applicant understands that proprietary information will be kept confidential.
5. Business plan must be the original work of the applicant.
6. Business plan should show that this business will contribute to the overall success of downtown Fresno.
7. The Downtown Fresno Foundation/Downtown Fresno Partnership reserve the right to utilize applicants' names and likeness during the competition period.
8. All semi-finalists and finalists grant the Downtown Fresno Foundation/Downtown Fresno Partnership to conduct a credit and background check.
9. Applicant agrees that all risk and expenses incurred by applicant are solely the responsibility of the applicant.
10. Applicant understands that timeline and prize packages are subject to change.
11. The Downtown Fresno Foundation/Downtown Fresno Partnership reserve the right to modify Rules and Regulations at any time during the competition.

## Submittal Requirements

Due to limited space, we encourage all applicants to provide as much information as possible and meet with staff for any questions or clarifications. Questions? Email Jenna Chilingierian at [jenna@downtownfresno.org](mailto:jenna@downtownfresno.org).

The following items must be submitted by 11:59 pm on December 22, 2017 to be considered.

- Online Application: [www.surveymonkey.com/r/fultonmarketplace](http://www.surveymonkey.com/r/fultonmarketplace)
- Non-Refundable Application Fee, \$50 (PayPal): [www.downtownfresno.org/foundation/fultonmarketplace](http://www.downtownfresno.org/foundation/fultonmarketplace)
- 60-Second Pitch Video, submitted via Dropbox: [info@downtownfresno.org](mailto:info@downtownfresno.org)
- If applicable - any documents that help the selection committee understand why this is a good business. Examples: personal resume, site plan/layout/design options, marketing pieces, letters of intent from suppliers, product images. To be submitted via Dropbox: [info@downtownfresno.org](mailto:info@downtownfresno.org)

*See Application Details on Pages 6-8 to help you prepare your responses for the online application. Selection Criteria is listed on Page 9*

<b>September 8</b>	<b>Application Cycle Opens</b> Visit <a href="http://www.downtownfresno.org/foundation/fultonmarketplace">www.downtownfresno.org/foundation/fultonmarketplace</a>
<b>September 28</b>	<b>Fulton Marketplace Program Meet &amp; Greet</b> <i>Casa de Tamales, 938 Fulton Mall – 5:30 – 6:30 pm</i> Meet our staff and learn more about the Fulton Marketplace program. Ask questions, meet other prospective applicants, and talk with current downtown businesses to get the skinny on what it takes to succeed. Refreshments provided. RSVP to Jenna Chilingirian at <a href="mailto:jenna@downtownfresno.org">jenna@downtownfresno.org</a>
<b>October 10-12</b>	<b>Office Hours for Prospective Applicants</b> Offered in 15-minute increments over three days a month to ensure that we are able to assist as many prospective applicants as we can. Sign-up for office hours will be available at <a href="http://www.downtownfresno.org/foundation/fultonmarketplace">www.downtownfresno.org/foundation/fultonmarketplace</a> starting on the first of each month.
<b>November 14-16</b>	<b>Office Hours for Prospective Applicants</b> Offered in 15-minute increments over three days a month to ensure that we are able to assist as many prospective applicants as we can. Sign-up for office hours will be available at <a href="http://www.downtownfresno.org/foundation/fultonmarketplace">www.downtownfresno.org/foundation/fultonmarketplace</a> starting on the first of each month.
<b>November TBD</b>	<b>Tour of Available Space for Prospective Applicants</b> Sign up at <a href="http://www.downtownfresno.org/foundation/fultonmarketplace">www.downtownfresno.org/foundation/fultonmarketplace</a>
<b>December 12-14</b>	<b>Office Hours for Prospective Applicants</b> Offered in 15-minute increments over three days a month to ensure that we are able to assist as many prospective applicants as we can. Sign-up for office hours will be available at <a href="http://www.downtownfresno.org/foundation/fultonmarketplace">www.downtownfresno.org/foundation/fultonmarketplace</a> starting on the first of each month.
<b>December 22</b>	<b>Applications Due by 11:59 pm</b> Includes online application, non-refundable application fee, 60-second pitch video, and any attachments (if applicable).
<b>January 13</b>	<b>Semi-Finalists Selected, People’s Choice Social Media Competition Launches</b>
<b>January 27</b>	<b>Finalists Selected and Notified</b>
<b>February 1 – 28</b>	<b>Meetings with Finalists and Creative Engineers to Design/Build Out Space</b>
<b>March 1 – 30</b>	<b>Design and Build Out Space / Announce Finalists at State of Downtown (Date TBD)</b>
<b>April – September</b>	<b>Open for Business! / Business Development Support Begins</b>
<b>September – December</b>	<b>Find Permanent Location / Sign Leases / Open for 2018 Holiday Season</b>

### *Timeline Subject to Change*

#### **Online Application**

The online application can be found at [www.surveymonkey.com/r/fultonmarketplace](http://www.surveymonkey.com/r/fultonmarketplace). To help you prepare your answers, the questions from the online survey are included below. Due to limited space, we encourage all applicants to provide as much information as possible and meet with staff for any questions or clarifications.

#### Supplemental Documents

Applicants may also submit any documents that help the selection committee understand why this is a good business (e.g., personal resume, site plan/layout/design options, marketing pieces, letters of intent from suppliers, product images, etc.). Supplemental documents may be submitted via Dropbox: [info@downtownfresno.org](mailto:info@downtownfresno.org).

#### ***About You***

1. Quick Details
  - a. Name
  - b. Email Address
  - c. Phone Number
  - d. Mailing Address
  - e. Website
2. Are you 18 years or older? (must be 18 years or older to participate)
  - a. Yes
  - b. No
3. Please tell us about yourself – your background, education, any relevant experience.
4. Why are you interested in this downtown Fresno program? What are you looking to achieve, learn, and gain from this experience?

#### ***About Your Business***

5. Quick Details
  - a. Company Name/DBA
  - b. Business Type
  - c. Date Established
  - d. Merchandise Price Points
  - e. Website Address
6. Please select the type(s) of retail you provide
7. Do you currently have any paid staff or volunteer help? If so, please explain.
8. Social Media. List your company's social media networks and total followers for each.
9. Who are your target customers, and how do you reach them? Please be as specific as possible.
10. My business is registered with the City of Fresno and State of California.
  - a. Yes
  - b. No
  - c. Not yet, but I am working on it
11. My business is covered under a general liability insurance plan.
  - a. Yes
  - b. No

- c. Not yet, but I am working on it

### **About Your Vision**

- 12. Executive Summary - *Provide a description for your proposed retail area. Include a design vision for the retail area including layout, style, and decor. You may submit drawings and/or images via DropBox ([info@downtownfresno.org](mailto:info@downtownfresno.org)).*
- 13. General Company Description – *Describe your business. How will your business make a difference in downtown Fresno?*
- 14. Products and Services – *What products/services will our business offer? What are the price points? You may submit drawings and/or images via DropBox ([info@downtownfresno.org](mailto:info@downtownfresno.org)).*
- 15. Marketing Plan - *Describe the methods you would use to gain exposure, traffic, and sales to your store. This may be in the form of events, social media, promotions, or other active elements. You may include market research, product information, customer data, competitor identification, niche placement, strategies, and sales forecasts.*
- 16. Operational Plan - *What is your process for goal/objective planning? Where do you see your business after 6-months as a pop-up? After completing the pop-up program, where do you see your business in 1 year, 5 years?*
- 17. Management and Organization - *Describe how you would staff the retail area and the roles of each person who will be involved. Stores are required to be open 6 days per week, 11 am to 7 pm - Tuesday through Saturday, 12 to 5 pm - Sunday.*
- 18. Set Up - *What building features/amenities do you require? Are you available to help prepare your space for occupancy? For example, the space may require some basic tenant finishes (e.g., painting, window cleaning, etc.).*
- 19. Financial - *Do you have personal or business assets sufficient to cover operating expenses, such as monthly utility bills? Please explain. What is your 12-month profit and loss projection? Include a three to five year forecast. You may submit financial statements via DropBox ([info@downtownfresno.org](mailto:info@downtownfresno.org)).*

### **References**

- 20. Professional or Personal Reference #1
  - a. Name
  - b. Title
  - c. Organization/Company
  - d. Phone Number
  - e. Email Address
  - f. Relationship to you
- 21. Professional or Personal Reference #2
  - a. Name
  - b. Title
  - c. Organization/Company
  - d. Phone Number
  - e. Email Address
  - f. Relationship to you

## ***Rules and Regulations***

22. By submitting an application, applicant agrees to abide by the Rules and Regulations of the Fulton Marketplace Program.
- a. The Downtown Fresno Foundation/Downtown Fresno Partnership reserve the right to accept or reject any submission.
  - b. Applicant understands that review, evaluation, and selection of submitted business plans are made at the discretion of the Downtown Fresno Foundation/Downtown Fresno Partnership. All decisions are final.
  - c. Applicants submitting an application must be 18 years of age or older.
  - d. Applicant understands that proprietary information will be kept confidential.
  - e. Business plan must be the original work of the applicant.
  - f. Business plan should show that this business will contribute to the overall success of downtown Fresno.
  - g. The Downtown Fresno Foundation/Downtown Fresno Partnership reserve the right to utilize applicants' names and likeness during the competition period.
  - h. All semi-finalists and finalists grant the Downtown Fresno Foundation/Downtown Fresno Partnership to conduct a credit and background check.
  - i. Applicant agrees that all risk and expenses incurred by applicant are solely the responsibility of the applicant.
  - j. Applicant understands that timeline and prize packages are subject to change.
  - k. The Downtown Fresno Foundation/Downtown Fresno Partnership reserve the right to modify Rules and Regulations at any time during the competition.

Proposals will be reviewed by a selection panel made up of business representatives and industry professionals. Submissions from minorities and women are highly encouraged.

**□ Improvement to downtown retail mix**

*Will your business idea be adding a unique product/service and experience to customers? How will your business impact and improve the downtown Fresno business community?*

**□ Applicant’s experience & investment**

*How prepared are you to execute your vision? What is your level of financial investment?*

**□ Ability to engage the public**

*Are you community driven? How well can you engage and communicate your business to others? Are you able to manage different communication channels (TV, radio, print and social media)? How will you be an advocate for downtown Fresno?*

**□ Job creation**

*How many jobs are you creating?*

**□ 60 second pitch video**

*First impressions matter. Show us what you’ve got!*

**□ Business vision and plan**

*For your chosen location, how will your business add to the existing retail mix?*

- Executive Summary – *Provide a description for your proposed retail area. Include a design vision for the retail area including layout, style, and décor. You may submit drawings via email.*
- General Company Description – *Describe your business. How will your business make a difference in downtown Fresno?*
- Products and Services – *What products/services will you offer? What are the price points?*
- Marketing Plan – *Describe the methods you would use to gain exposure, traffic, and sales to your store. This may be in the form of events, social media, promotions, or other active elements. You may include market research, product information, customer data, competitor identification, niche placement, strategies, and sales forecasts.*
- Operational Plan – *What is your process for goal/objective planning? Where do you see your business after 6-months as a pop-up. After completing the pop-up program, where do you see your business in 1 year, 5 years?*
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