

ITP CONSULTING

# Pop-Up Retail







POP-UP RETAIL

# Short-Term Retail Shops

LESS THAN A YEAR

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# Strategic?

How does the program align with your downtown plan, strategic plan, your current program and resources?



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# STATING THE PROBLEM

As humans, we're wired to jump past the problem and go directly to the solution stage.

A problem statement is a short, clear explanation of an issue or challenge that sums up what you want to change.





# Example

*Issue* - Downtown has a XX% storefront vacancy rate creating the perception there nothing to do and other businesses are suffering.

*Background* - COVID-19 hit our downtown businesses hard; many retail stores have closed.

*Relevance* - With so many closures, there is a lack of downtown foot traffic negatively impacting other downtown retailers.

*Objectives:* The primary objective is to support remaining retailers and help grow foot traffic, co-tenancy that aligns with our our strategic plan.



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# PROBLEM STATEMENT

An increase in retail storefront vacancy is threatening downtown's vibrancy.





# Investigate

- Does your city municipal code allow for temporary pop-up retail?
- What spaces are available?
- What do your other downtown storefront businesses think, are they on board?
- Do you have property owners willing to participate?





# Tools

- Program parameters
- Inventory of vacant storefront spaces with specifications
- Short-term lease template
- Insurance requirements
- Use requirements
- Targeted locations
- Application & selection process
- Community partners
- Leverage other programs
- Metrics





# Metrics

A person is standing against a light beige background, holding a large, vibrant green leaf in front of their face. The leaf is heart-shaped with prominent veins. The person is wearing a light-colored, long-sleeved top. The word 'Metrics' is written in a large, white, serif font across the middle of the image, partially overlapping the leaf.

CREATED FROM  
PROBLEM STATEMENT

BASELINE (CURRENT  
CONDITIONS)

CONDITIONS AT 3 MOS, 6  
MOS, ETC.





## PROBLEM STATEMENT

An increase in retail storefront vacancy is threatening downtown's vibrancy.

## MEASUREMENTS

- Pedestrian Counts
- Vacancy Rate
- Start-Up to Storefront conversions
- Survey of downtown retailers sentiments about the program



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# About Us

We help clients create and implement successful strategies.

We specialize in downtown revitalization, retail development, cultural arts and parks.

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