



Queen City Pop-Up: Holiday Edition
DOWNTOWN BUFFALO

REQUEST FOR PROPOSALS

Buffalo Urban Development Corporation, Buffalo Place and Working for Downtown are encouraging the Western New York retail community to submit proposals to the Queen City Pop-Up Project. This initiative is designed to encourage retail activity along Main Street by creating new “pop-up” shops that feature local retailers. The winners of the Queen City Pop-Up Project will receive free rent in a select retail location for the holiday season.

Project Sponsored By:



INTRODUCTION:

Buffalo is rapidly changing with the redevelopment of Downtown. More than \$8.5 billion of investment is taking place in Buffalo, with the majority occurring Downtown. Downtown's rich cultural scene, sports, entertainment and unique offerings bring 7 million visitors annually. With three primary areas of development, and countless projects completed and in the works, it is impossible to miss the huge transformation going on Downtown.



Canalside, a \$250 million mixed-use entertainment destination on the Erie Canal Harbor, sponsors multiple planned events annually for residents and visitors. The Buffalo Niagara Medical Campus has a \$1.5 billion impact on the region and will employ 18,000 professionals by 2018. The Larkin District has morphed from an abandoned industrial complex to an expanding, thriving public space and business area focused around Larkin Square.

The tremendous expansion at Canalside and HarborCenter on the waterfront, the Buffalo Niagara Medical Campus, IBM's new Information Technology Hub at KeyCenter, Catholic Health's new headquarters and other projects will help bring 14,000 new jobs to the greater Downtown area. This will take the current Downtown workforce of 58,000 to 70,000 in just four years. Downtown Buffalo also has a strong pedestrian presence, with peak lunchtime volumes of over 2,000 pedestrians per hour in the central business district. With the workforce population increasing significantly, the pedestrian crowd can be anticipated to increase. The Cars Sharing Main Street project is well underway and is returning vehicular traffic to Main Street.

With the influx of new jobs paired with a 97% Downtown apartment occupancy rate, Buffalo currently has 330 new housing units coming online in the next two years with plans for 1,300 total new units in Downtown Buffalo by 2018. Over 600 new hotel rooms will be added by 2018 and 18 new restaurants will be open for business this fall, twelve of which will open within blocks of our "Pop-up" retail location. BUDC, Buffalo Place and Working for Downtown invite your business to participate in the remarkable opportunity to *Live, Work, and Play* in Downtown Buffalo through our Queen City Pop-Up project.

REQUEST FOR PROPOSALS:

Queen City Pop-Up – Activating Storefronts in Downtown Buffalo

The Queen City Pop-Up is a partnership between Buffalo Urban Development Corporation, Buffalo Place Inc. and Working for Downtown. We are currently seeking proposals from prospective pop-up retail tenants this holiday season. The ultimate goal of the Queen City Pop-Up Project is to create a vibrant Downtown that serves as a destination for the Western New York Region. We will achieve this goal by facilitating the short-term lease of vacant storefronts in Downtown Buffalo.

Downtown Buffalo is experiencing many positive changes in the form of redevelopment, infrastructure improvements, new restaurants and residential opportunities. Queen City Pop-Up will activate empty storefronts and utilize the passion and innovation of Western New York to create new and exciting destinations and a positive economic impact on Downtown Buffalo. Activating empty storefronts through this innovative program will serve as a catalyst for retail and small business development. It will also provide opportunities for workers, residents and visitors to shop and strengthen the rebirth of Downtown Buffalo.

Are you interested in opening a storefront in Downtown Buffalo? If so, we want to hear from you. The winners of the Pop-Up project will receive free rent from November 1, 2014 through December 24, 2014 ("Pop Up Period") in the historic Market Arcade Building located at 617 Main Street in downtown Buffalo. The winners will also have the first option to continue the lease with Sinatra & Company.

Please note: All proposals will remain confidential.

Proposal Requirements

- Completed Business Overview Application
 - Include 5-10 images of your products and/or 1-2 samples of your marketing materials
 - Business plans are also appreciated by the review team if available; all documents are kept internal to the Review Committee

Leasing Details

- The winners of the Queen City Pop Up project will be awarded with free rental space during the pop up period in Market Arcade Building. Following the completion of the pop-up period, the winners will have the first option to continue directly with Sinatra & Company. The lease will include internet, heating/cooling and access to restroom facilities. Tenants will be required to supply their own displays, tables, etc and to cover their electricity usage.

Community Resources for Business Planning

- The Small Business Development Center is available to assist retailers with writing a business plan. Please utilize them if necessary before turning in your application.
 - **Susan McCartney, Small Business Development Center**
Buffalo State College, Cleveland Hall Room 206, Buffalo, NY (716) 878-4030
- The Mayor's Office of Strategic Planning is available to assist with obtaining City of Buffalo approvals.
 - **Kathleen Peterson, Mayor's Office of Strategic Planning**
Buffalo City Hall, 65 Niagara Square, Room 920, Buffalo, NY (716)-851-5086

Timeline

RFP Issued: Tuesday, September 23, 2014

- Property Open House: Monday, September 29, 2014 from 2pm – 4pm
- Deadline for pop-up project application: **October 8, 2014**
- Interviews conducted with top applicants, Pop-up retail tenants selected: Week of October 20, 2014:
- Week of October 29, 2014: Winners of Pop-Up initiative move into space. Retailers should expect to open no later than November 3, 2014.

Proposal Selection

Submit completed applications no later than 4:00 pm on October 8, 2014 to:

Brandye Merriweather, Downtown Development Coordinator
Buffalo Urban Development Corporation

95 Perry Street, Suite 404

Buffalo, N.Y. 14203

bmerriweather@buffalourbandevelopmentcorporation.com

Re: Queen City Pop Up Project

Submissions will be accepted by email, hand delivery or mail.

Any questions should be submitted in writing to Brandye Merriweather at:

bmerriweather@buffalourbandevelopmentcorporation.com

The purpose of this RFP process is to identify potential temporary and long-term tenants for 617 Main Street. The selection team has the right to accept or reject any or all proposals submitted in response to the RFP if none of the proposals are deemed adequate to meet the goals of this development project. BUDC will notify all applicants of the results of the selection process within three weeks of the submission deadline.

Evaluation Criteria

Timely submitted proposals shall be evaluated based on the assessment of:

1. The Proposer's soundness, completeness and creativity of the business plan.
2. The Proposer's experience, capacity and availability of personnel.
3. Investment in your business concept. We want to see entrepreneurs who will use this opportunity to take their business to the next level.
4. The Proposers interest in opening a retail location on Main Street in downtown Buffalo.

About the Partners:

Buffalo Urban Development Corporation

The Buffalo Urban Development Corporation (BUDC) is the designated agency for downtown development. BUDC is responsible for the implementation of the Buffalo Building Reuse Project, a strategy designed to revitalize downtown Buffalo. The Buffalo Building Reuse Project encourages the adaptive reuse of vacant and underutilized buildings, increasing downtown's residential base, improving downtown infrastructure and assisting developers, businesses and retailers with financial tools and incentives. The Buffalo Building Reuse Project is deeply rooted in developing partnerships and encouraging collaborative efforts to continue the momentum occurring in downtown Buffalo.

Buffalo Place Inc.

Buffalo Place Inc. is the not-for-profit organization dedicated to improving the economic health and quality of life in Downtown Buffalo. Buffalo Place manages the Downtown core surrounding the pedestrian mall, which was developed as part of the Light Rail Rapid Transit Project. Buffalo Place activities are partially funded by special charges paid over and above property taxes within Downtown's Special Charge District. The Special Charge District includes Main, Pearl and Washington Streets from Goodell Street to the Buffalo River. Buffalo Place District property owners have a substantial investment in Downtown and are committed to Downtown's success. Buffalo Place strives to make Downtown Buffalo clean, safe and fun.

Sinatra & Company

Sinatra and Company continually aims to make a difference in neighborhoods we invest in. We believe that a real estate company can have a positive influence on the communities that it is involved in. From improving the living conditions and work spaces in historic neighborhoods, to acting as a catalyst for community turnaround, we pride ourselves in innovative thinking when it comes to real estate development.

Working for Downtown

Working For Downtown works to promote and help improve the quality of life in Downtown Buffalo by fostering an interest in civic and downtown development. Through member education and cooperation with other representatives, Working For Downtown supports the effort to revitalize Buffalo's Downtown.



Queen City Pop Up Application



Name: _____

Business Name: _____

Mailing Address: _____

Email Address: _____

Phone: _____

Best way to contact you? _____

How many square feet do you require? _____

What amenities do you require? (land-lines, wi-fi, etc.) _____

Are you available to occupy and open your pop-up shop by November 3, 2014? _____

Are you available to help prepare your pop-up location for occupancy? _____

The project requires the tenant to be responsible for all store equipment and furniture (tables, seating, etc.). Are you prepared to do this? _____

Do you plan to open a shop if you are not selected to participate in the Pop-Up Project?

Products/Service

Describe your shop concept and product(s):

Proposed number of employees: _____

History

Is this an existing business or start-up?

How long has it been established?

Do you currently have a retail location?

If yes, where is it located?

Are you considering locating in downtown Buffalo?

Marketing

What is the average price of your products/services?

Who are your target customers and how do you plan to reach those customers?

Describe your marketing plan:

Explain how your business will affect Downtown residents, workers and visitors:

If you are an existing business, list your best selling items:

Please list three ways you plan to successfully sustain your pop-up shop during the pop-up period.

Operational

How much time will you require for equipment set-up:

Please describe the role of each person who will be involved in operating the shop:

Financial

Retailers selected to participate in Queen City Pop Up will have the first option to enter into a long term lease with Sinatra & Company following the Pop Up Period.

Please check all leasing terms you would be open to:

Yes or No

	<i>Yes or No</i>
Flat rate per month	
Percentage of sales (typically 3-7% of monthly sales)	
Graduated Rent (increase in rent each month over the length of the lease)	
Other:	

Terms and Conditions

- Retailers selected to participate in Queen City Pop Up must supply copies of Sales Tax Certification, Vendor Permits (if required by the City, County or State). Vendors selling food items must provide a copy of their Health Inspection Certificate. We also require Proof of Liability Insurance in the amount of \$1,000,0000, listing the following as additionally insured:
 - Buffalo Urban Development Corporation
95 Perry Street, Suite 404
Buffalo, NY 14203
 - Buffalo Place
671 Main Street
Buffalo, NY 14203
 - Sinatra and Company
617 Main Street
Buffalo, NY 14203
 - Working for Downtown
P.O. Box 173
Buffalo, NY 14205-0173

- Tenants must occupy the space no later than November 3, 2014. Tenants must be open and staffed during business hours. M-S: 10:00am - 6pm, Sun. 12pm-5pm
- Tenants should keep all aisles clear during all business hours and maintain their space in an orderly fashion within the assigned boundaries.
- All tenants should plan to equip their own shop.
- All signage must be professional in look and appearance. Nothing can be hung or affixed to the walls without landlord's permission.
- Your space cannot be sublet.
- All persons under 18 years of age must be supervised by an adult at all times.

NOTE: Occupancy of temporary spaces requires the approval of the City of Buffalo, Zoning and Fire Departments. The Building and Fire Departments are directed by New York State Law to ensure the proposed building/use doesn't endanger public safety and welfare; including that fire extinguishers have been provided, that doors are operable (not locked shut), existing building systems (exit signs, lights, toilets, etc.) are provided and working.

