



CITY OF NEW LONDON
CONNECTICUT
OFFICE OF DEVELOPMENT & PLANNING

Pop-Up Marketplace Program Guidelines

The Office of Community and Economic Development has designated \$30,000 of the CARES Act Round 2 funding to offer financial relief to small businesses in order to mitigate negative economic affects related to COVID-19.

Funding Use & Objective

The CARES Act funds will provide short-term rental-reduction assistance for new pop-up businesses that want to take advantage of the Pop-Up Shop Program. It is the mission of the City of New London, in partnership with New London City Center District, to create and revitalize the shopping experience in the city's downtown central business district. The objective of the POP-UP MARKETPLACE Program is to incentivize entrepreneurs and business owners to operate a temporary storefront with a low level of risk. The expected outcomes are to bring more foot traffic to downtown, take advantage of in-state tourism, market our inventory of commercial spaces and provide Landlords the opportunity to have long term tenants for those who wish to extend their temporary leases. The incentive, paid directly to the landlord, will provide rental-reduction for the first three months of a new lease up to \$400/month, or up to 50% of the monthly lease, whichever is the lesser amount.

Qualifying Businesses & Non-Profits

- All business types are welcomed, e.g. Retail, Restaurants, Service Providers, Home & Online based businesses, Entrepreneurs, Vendors, Art & Culture, Crafts, etc.;
- Businesses must be committed to promoting Downtown;
- Businesses must partner up with a business development partner (e.g. SCORE, Women's Development Council, SBA);
- Businesses must operate at a minimum between Small Business Saturday & New Years. **Longer is encouraged and the goal of this program;**
- Minimum Hours of Operation:
 - Mon -Wed (owner's discretion)
 - Thurs & Fr (4-8pm)
 - Weekends (Noon-8pm)
- Short Term Lease Agreement- 2-3 months; landlord may opt to create long term lease to have an agreement in place if the tenant stays past January 1st;
- Permits & Insurance are required (including Zoning, Building & Health Dept.);
- Participate in city marketing and signage programs to promote the Pop-Up Marketplace plan.
- Must follow State Guidelines for COVID-19; and
- Tenant is responsible for Utilities; Landlord may opt. to negotiate a fix cost.



Required documentation

- Completed application

If you are awarded Pop-Up Marketplace Program funding, the following documents will be required:

- Signed Lease indicating rental reduction for first three months
- Signed Vendor Registration form (provided to landlord by City for completion)
- Signed Federal Form W9 (provided to landlord by City for completion)

Applications shall be available immediately through the City of New London web site www.newlondonct.org or request via email to: enocera@newlondonct.org

Awardees will be notified via email upon review and acceptance of application.

