

**City of New Haven:
CREATING A PROJECT STOREFRONTS PROGRAM**

I. Identify Program Parameters, Goals & Budget

- Develop program goals tailored to your town or city (review New Haven's goals in the Call To Artists – copies are available)
- Develop a budget to cover all costs associated with managing and promoting the program both to potential entrepreneurs and the public (staff, insurance, build-out, marketing, security deposits, utilities)
- Identify target neighborhood or business district

II. Identify Community Partners/Stakeholders/Collaborators/Supporters

- Identify potential community partners/stakeholders such as Municipalities, Chambers of Commerce, Economic Development Corporation, citizens groups, or arts organizations
- Formulate and present your idea to the community

III. Identify Vacant Storefronts for Potential Use

- Identify vacant storefronts in the designated neighborhood or business district. Contact leasing company. Be persistent! Point out strengths and benefits of the program on their other properties and the neighborhood
- Adjacent storefronts and/or clustered empty spaces are ideal and tend to work best
- Document the surrounding streetscape, note neighboring businesses, foot traffic. Consider how the project can enhance the existing area
- Confirm the potential storefronts are up to code, accessible and secure
- Consider oversized spaces for possible multi-tenant, synergistic use

IV. Call to Artists & Entrepreneurs

- Develop and disseminate a call to artists & entrepreneurs to garner participation in the project
- Host information sessions to evaluate potential applicants, their project ideas, viability and gauge the number of possible start up projects applications
- Refer potential applicants for business mentoring before initiating the application process
- Develop a contract template for future participants

V. Property Owners Negotiations & Occupancy Agreements

- Each Property owner will approach these negotiations differently; there is no standard format and many negotiable variables.
- Explain/push the partnership aspect and benefits including helping to increase exposure of available space, increased foot traffic, enhanced appearance and activation of space, enhanced neighborhood attractiveness. Site any previous success, such as lease signings as a result of past projects
- Work with Property Owners to develop/refine an acceptable "Occupancy Agreement" (*Note: It is imperative to work with an attorney on all legal documents*)
- Encourage engagement of property owner -- what type of activities would they like to see happen and what kind of future tenant would they prefer?

VI. Project Selection

- Encourage Project participants to research new business models and business planning templates
- Projects that can provide full time hours will give the project the best visibility and are preferred.
- Encourage synergistic collaborations among potential applicants whose concepts may not have stand-alone capabilities

VII. Project Support & Applicant Requirements

- Provide access to Small Business Assistance/Counseling
- Require initial and refined Business and Marketing Plans
- Require quarterly reports from participants

VIII. Moving into Temporary Spaces

- Document move-in conditions. Confirm all contracts and insurance policies are in place
- Use window space to advertise the upcoming project and grand opening

IX. Grand Opening

- If possible, schedule the Grand Opening event in collaboration with another event in your area to leverage community awareness and generate excitement
- Form a grand opening committee to spread the word via community networks, social and other media
- Invest city officials, such as the Mayor, or District Representatives in the event such as a ribbon cutting