



**Background**

OPEN is an initiative of the City’s Center City Development Office and The Downtown Operations Department in co-operation with property owners and retailers to offer established business operators a no-cost short-term lease for the 2013 holiday season.

Temporary use of vacant spaces offers a range of benefits to property owners, potential retailers, artists, supporting organizations and the community. The vision of OPEN is to activate underutilized and vacant downtown properties by introducing new creative, dynamic, temporary retail locations that are visually aesthetic and create an environment that engages customers and authenticates downtown as a vibrant urban space for long-term investment.

OPEN could not exist without the generosity, support and enthusiasm of San Antonio’s most forward-thinking property owners, businesses, artists, performers, and community organizations.

**The Proposal**

To offer established business operators a no cost, short-term lease from December 3, 2013 through December 28, 2013. We would like to make the spaces available by November 15, 2013 for the participants to begin setting up their storefronts.

This opportunity will be offered through an application process (interest sheet attached). Businesses will be selected based on the appeal of their product mix for holiday shoppers, how well their concept works in synergy with current full-time tenants, their ability to add excitement to the festive holiday atmosphere through in-store events, promotions, and the quality of their window displays.

OPEN will promote the locations and hours of these new stores in conjunction with advertising and marketing of downtown holiday events and activities.

These short-term tenants will agree to be open certain hours, which will include daytime and evening hours on Tuesdays and Saturdays up through December 28<sup>th</sup>. OPEN participants will also be required to attend a planning/kick-off meeting (date to be announced).

**Timeline**

December 3, 2013 through December 28, 2013. (Tuesdays & Saturdays)

**The goal**

The goal is two-fold: (1) To support our current downtown retailers and restaurants by bringing in quality retailers to enhance downtown San Antonio as a retail destination for the holidays. (2) To authenticate downtown as a vibrant urban space for long-term investment.



## 2013 Holiday Pop-Up Shop Retailer Interest Sheet

**Application Deadline: 5:00 PM, November 11, 2013**

**Email to: [colleen.swain@sanantonio.gov](mailto:colleen.swain@sanantonio.gov)**

Name of Your Business:

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Contact Person:

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Daytime Phone: \_\_\_\_\_ Email: \_\_\_\_\_

What product/product lines do you plan to sell?

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The program requires at least one in-store event. What in-store event(s) are you planning in your store?

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Would you be interested in sharing a space with another applicant who is selling a product that the selection committee believe is complimentary or compatible with yours? (Check yes or no.)     Yes  No

Do you have a current physical location? (Check yes or no.)     Yes  No

If you checked "Yes", please provide the address:

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## Fact Sheet

**What:** This program is an initiative of Center City Development Office and the Downtown Operations Department in co-operation with property owners and retailers to offer established business operators a no-cost short-term lease for the 2013 holiday season.

**Why:** To activate underutilized and vacant downtown properties by introducing new, creative, dynamic, temporary retail locations that are visually aesthetic and create an environment that engages customers and authenticates downtown as a vibrant urban space for long-term investment. Temporary use of vacant spaces offers a range of benefits to property owners, potential retailers, artists, supporting organizations and the community. Temporary uses also:

- Encourage Innovation and Incubation of New Businesses
- Benefit Start-Up Businesses and Community Groups
- Reveal New Possibilities for Vacant Spaces
- Keep Downtown an Active and Attractive Destination
- Connect Art, Retail and Real Estate by Transforming Underutilized Properties
- Draw Foot Traffic to Local Businesses
- Demonstrate Community Capacity for Mobilizing Resources

**Who:** OPEN could not exist without the generosity, support and enthusiasm of San Antonio's most forward-thinking property owners, businesses, artists, performers, and community organizations.

**Where:** Variety of vacant spaces on Houston Street

**When:** December 3, 2013 through December 28, 2013.

**Information:** For information, please contact Colleen Swain at (210) 207-4089 or [colleen.swain@sanantonio.gov](mailto:colleen.swain@sanantonio.gov). Please visit our website at [sanantonio.gov/ccdo](http://sanantonio.gov/ccdo).