

Retail Incentives Program Guidelines: Pop-Up Retail Program

Program Description

Greater St. Louis, Inc. (GSL), with support from the St. Louis Development Corporation, is accepting submissions for the Pop-Up Retail Program (the “Program”) for 2025. Through the Program, GSL will offer reimbursable grants for up to \$15,000, covering up to six months of expenses incurred in connection with the short-term, pop-up activation of vacant storefronts in the Downtown and Downtown West neighborhoods of the City of St. Louis.

The program’s goal is to partner with current and prospective tenants to transform vacancy into vibrant activation. By reducing barriers of entry to aspiring business owners, the Program hopes to increase daytime and nighttime street vibrancy, safety, and economic health through active storefronts that enhance the public experience. The Program seeks to create an atmosphere in storefronts that will lead to activation, commercial activity, and potential permanent residency in these locations.

Eligible Applicants

The following individuals and businesses are eligible to apply for the Program:

- Prospective tenants in Downtown and Downtown West considering opening a location as a pop-up;
- Current tenants in Downtown and Downtown West considering opening a second location as a pop-up.

All applicants must have the consent of their current or prospective landlord and/or building owner to perform the work in question. If an applicant does not have a space identified, GSL may help identify a suitable space and willing property owner.

Eligible and Preferred Uses

The following non-exhaustive list of uses are eligible for reimbursement under the Program:

- Monthly rent
- Utilities
- Labor and materials for setting up the space
- Maintenance of the space during occupancy
- General liability insurance
- Costs associated with putting on public events within the space
- Overall implementation of a pop-up environment.

Successful applicants will propose concepts that appeal broadly to a diverse customer base, complement businesses in the area, and provide memorable experiences for customers and window shoppers. Establishments selling retail merchandise and/or providing an experiential service that is not currently available in the Downtown area are preferred. The Program will be used strategically in key corridors and retail nodes to implement the recommendations of the *Design Downtown STL* Plan.

Among other things, GSL will utilize the following criteria to evaluate applications:

- Creativity and uniqueness of proposed concept
- Relevant experience to the proposed concept
- Credibility of business plan and budget
- Compatibility and synergy of proposed concept with neighboring businesses

- Experience managing a project of the proposed scale and budget
- Potential for creating and driving foot traffic
- Current social media following and existing client/audience base
- Activation of the storefront at night.

How to Apply and Next Steps

1. Contact DowntownRetail@greaterstlinc.com to confirm your eligibility for the program, providing the following information:
 - a. Proposed pop-up concept
 - a. Current business operations
 - a. Ideal square footage of the space
 - a. Preferred location for the pop-up (if already known)
2. Fill out and submit the attached application (attached)
3. If approved, enter into reimbursement agreement with GSL
4. Enter into lease with property owner and receive reimbursement pursuant to agreement with GSL
5. Celebrate your contribution to the revitalization of our great City!

Contract Notes

Approved applicants will enter into a reimbursement agreement (the “Contract”) with GSL setting out the terms of the grant, which will operate as a reimbursement. The Contract will:

- Describe the pop-up concept
- Set out the items and amounts that GSL will reimburse and the process for receiving reimbursements
- Include other standard legal terms and conditions.

Additional details on the Contract are as follows:

- GSL will not provide reimbursement for work completed prior to final approval of an applicant’s participation in the Program and a fully executed Contract.
- Applicants will be responsible for documenting all expenses and submitting receipts for reimbursement under the Contract.
- All work must be consistent with the Contract and any changes in work scope or materials must be approved in advance of that work being performed.
- Absent GSL approval, all improvements contemplated by an approved application and reflected in a Contract must be commenced within six months and completed within one year from Contract execution. Approved funds may be cancelled if your project does not meet these deadlines.
- In-kind work performed by the applicant will not be eligible for reimbursement under the Contract.

Pop-Up Retail Program Application

Date of Application:	
Name of the Business:	
Contact Info:	Name:
	Phone:
	Email:
	Address:
What type of business will you operate?	<ul style="list-style-type: none"> • Retail • Food and Beverage • Arts & Entertainment • Service • Other (please describe):
What is your desired square footage?	<ul style="list-style-type: none"> • Less than 1500 SF • 1500-3000 SF • Greater than 3000 SF • Not sure
How long do you intend to operate a pop-up space?	
What are your anticipated hours of operations?	
Please list your website URL:	
Please list social media pages for your business:	
Total Start-Up Cost Budget:	
Total Grant Requested:	