



**DOWNTOWN POP**  
Pop Up Retail in Downtown Johnson City

**APPLICATION**

The Downtown POP connects entrepreneurs with brick and mortar spaces on a temporary basis to facilitate the vision of vibrant retail in downtown Johnson City. Our goal is to support small businesses, makers and entrepreneurs of all types to properties where they can thrive. Please complete the application below to be eligible for the 2021 Pop Up Shop opportunity.

**Proposed Store Name**

**Merchandise Category**

<b>APPLICANT DETAIL</b>	<b>BUSINESS DETAILS</b>
Individual's Name	Business Name
Address	Website
City, State, Zip	
Email	
Cell Phone	

Enter social media handles:

**EXPERIENCE**

Job Title	Dates
Employer	
Job Title	Dates
Employer	

**ABOUT YOUR BUSINESS:**

Below you will find questions to help us understand more about your business operations, vision and future goals.

Please describe your business.

What is your vision for the future of your business? Where do you see your business in 1 year? 5 years?

Describe the merchandise you sell:

Where do you purchase your merchandise? *Do you go to market, and if so, where? Are you a maker, and if so, how do you acquire your goods to make your products?*

How do you currently sell your merchandise? *Are you selling in a brick and mortar, online, weekend events?*

If applicable, how much of your sales are attributed to each of these platforms?

Describe your business expenses? What is your biggest expense in operating your business?

Describe your ideal space, include size, layout, look, feel and any other relevant details.