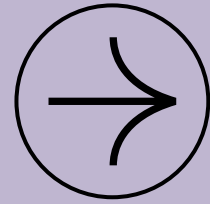


THE WEST TOWN POP UP PROJECT



INTRODUCTION & FAQs | 2025

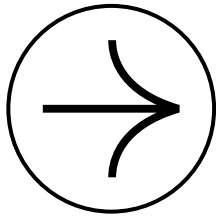
WELCOME TO → WEST TOWN!



MISSION:

The West Town Pop Up Project's mission is to provide lessees with short term access to a physical retail storefront space in order to experience the West Town Chicago marketplace, while also encouraging retail business development along the West Town Chicago commercial corridors.

PROGRAM



SUMMARY

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The West Town Pop Up Project offers short-term leases to small businesses interested in testing their retail concepts in a physical space. Through this program, business owners can experience a storefront for three-months while receiving business support, technical assistance, and marketing benefits.

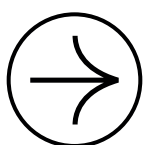
The West Town Chamber created the Pop Up Project in 2021 as a commercial development asset to encourage retail business development along commercial corridors throughout the neighborhood. Over the years we've hosted 26 businesses, eight of which have gone on to find permanent homes in the neighborhood and surrounding area.

GOALS

The West Town Pop Up Project's goals include:

- Support small business entrepreneurs with market growth by providing an affordable short term retail storefront opportunity.
- Encourage small business entrepreneurs to find a permanent retail location within West Town.
- Provide access and awareness of West Town Chamber of Commerce and West Town Special Service Area (SSA) program services.
- Provide insight and assistance on navigating City of Chicago business requirements, as well as making local connections to support business growth

THE ORGANIZATION



Meet the Team



**GABY
GERKEN**

Director of Community
Development

Gaby is the Program Manager for the Pop Up Project. Contact her for all your general pop up questions and needs.

GGerken@westtownchamber.org



**KAYLEN
RALPH**

Director of Marketing &
Communications

Kaylen will work with you to promote your business and products across socials and in the press. Contact her to schedule marketing consultations.

KRalph@westtownchamber.org



**GRACIE
HOLMES**

Business Services
Manager

Gracie can help you out with Chamber Membership. Contact her for information on business resources and member events.

GHolmes@westtownchamber.org



**SUSAN ALDOUS-
HUTCHINS**

Interim Executive
Director

Susan handles all operations and administrative needs at WTCC. Contact her for organizational questions or additional support.

Susan.Aldous@westtownchamber.org

LOCATIONS INCLUDE:

1821 W Chicago Ave.

- 550 square feet
- ADA restroom
- Small partially enclosed storeroom, dressing area, or office
- Overhead lighting, electricity, heat, AC, water, security alarm



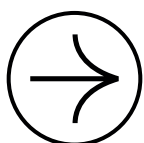
1947 W Chicago Ave.

- 1,125 square feet
- Restroom
- Changing room
- Cash stand
- Overhead lighting, electricity, heat, AC, water, security alarm



1821 W Chicago Ave.

POP UP LOCATIONS



We have two Pop Up
Shops in West Town

TYPES OF POP UPS ALLOWED

RETAIL

Retail merchandise, including but not limited to:

- Clothing
- Accessories
- Galleries
- Gifts
- Seasonal stores
- Craft markets

NONPERISHABLE FOOD & DRINK

Must be commercially prepackaged in a properly licensed establishment. No on-site food preparation allowed.

NOT ALLOWED:

Alcohol, tobacco, or cannabis sales

LEASE AND RENTAL INFORMATION

RENTAL TIMELINE

The Pop Up's can be rented for 4 to 6-month periods.

FINANCIAL & INSURANCE REQUIREMENTS

At lease signing:

- \$500 Security Deposit

60-Days prior to tenancy:

- \$500 Damage Deposit

Upon Receiving Keys:

- General Coverage up to 1 million, (West Town Chicago Chamber of Commerce 1819 W. Chicago Ave. Chicago IL 60622) must be additionally insured.

Checks can be mailed or dropped off at our office: 1819 W Chicago Ave.

RENT

1821 W Chicago Avenue is \$700 per month, and 1947 W Chicago Avenue is \$1,400 per month.

Utilities, water, trash, internet, and an alarm system are included in rent.

WHAT WTCC PROVIDES

MEMBERSHIP & TECHNICAL SUPPORT

- Complimentary year-long WTCC Membership
- Access to networking opportunities
- Opportunity to be involved in Chamber events and initiatives
- Technical support for business development

MARKETING

- Ongoing tertiary PR representation through SIX4 Creative
 - Support with grand opening and ribbon cutting ceremony
 - Press release and social post to announce tenancy
 - Feature on website
 - One-hour professional photography session
 - Monthly consulting sessions to discuss marketing strategies and social media best practices
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MARKETING TIPS

WTCC PROVIDED MARKETING & PR SUPPORT

1. **Two weeks prior to tenancy:** Send Kaylen and Gaby an “intro” photo for an announcement post on Instagram. Please include a short paragraph promoting your business for use on the website
 2. **One week prior to tenancy:** Kaylen will reach out to schedule a 1 hour photo shoot with SIX4 Creative (provided by WTCC). Photos will be available for your use, and ours!
 3. **First week of tenancy:** Kaylen will reach out to schedule a touch base with tenant to discuss goals for tenancy and identify areas of opportunity for collaborative marketing.
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WTCC MARKETING REQUESTS

- Include @westtownchicago and include #WestTownPopUp on all posts utilizing WTCC-provided assets.
 - Photo Credit: @ryanbeshel and @six4creative in all SIX4 Creative provided photos.
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OPPORTUNITIES INCLUDED IN WTCC MEMBERSHIP

- Inclusion in @westtownchicago social media and newsletter content. The What’s Happening in West Town newsletter is distributed on Monday afternoons.
 - To be included, submit details to the Calls for Content [Google Form](#).
 - Submission Deadline: 5PM on Thursday evenings
 - Tag @westtownchicago for the chance to be reposted via our Stories.
 - Tertiary PR/Marketing representation through the Chamber’s contracted agency.
 - Beyond the WHWT newsletters + social content, specified calls for media marketing are sent biweekly to Members (on Tuesdays) and reflect the pitching strategy of our third-party PR team, SIX4 Creative.
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RULES OF OPERATION

DAILY HOURS

- West Town Pop Up Project tenant hours of operation must be between 8AM-8PM, no later than 8PM without written request and written approval in advance.
- Tenant hours of operation must be between 8am - 8pm. We recognize each business is different, but at a minimum, tenants should be open for at least 20 hours a week, ideally over 4+ days.
- WTCC is not responsible for day to day operations or staffing of the leasing business.

WIFI

- Wifi will be provided by WTCC as a complimentary service, although not contracted nor guaranteed.
- If the WTCC Wifi does not work, tenant is responsible for their own internet connection.
- Tenant may not hard-wire their own internet connection through a contracted service.

GARBAGE

- Tenant will be granted access to the garbage cans, and garbage removal is the tenant's responsibility.
- Tenant may not use lavender garbage cans on Chicago Avenue sidewalks as garbage cans for their business garbage.

CLEANING

- Cleaning of the space during the lease terms is the tenant's responsibility.
 - If contracting a cleaning service, tenant must contract with the WTCC approved cleaning service. Tenants may not hire their own cleaning contractors.
 - Janitorial and bathroom supplies are the responsibility of the tenant.
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UPDATES & REPAIRS

- Tenant may not obtain their own contractor to update and/or repair the space in any way.
- Tenant must contact the WTCC in writing with requests for any updates or repairs that are needed.

NON-PERMITTED USES & ACTIVITIES

- Pets are not allowed during store hours, but may be allowed during off hours with prior approval.
- No live music.
- No alcohol, tobacco, or cannabis is permitted to be sold, served, or consumed on premises.

EVENTS

- Instructional and educational events are allowed and do not require a permit. These types of events may be ticketed and marketed online.
- You cannot host events at which an attendance fee and/or "cover" charge is collected at the door or is a requirement in order to enter the space.

ISSUES & EMERGENCIES

- Any issues with the space that are non-emergencies will be addressed during WTCC office hours: Monday through Friday, 9-5PM.
- Any after hours issues must be deemed an emergency to be addressed, which include:
 - Fire
 - Water/Flooding
 - Security/Property Damage
 - Heating/Cooling Outage

CONTACT INFORMATION

- WTCC Office: (312) 850-9390, Info@westtownchamber.org
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