



An Initiative of the Downtown Mobile Alliance and the Springboard to Success non-profit

WHO ARE WE?

The Urban Emporium is a retail business incubator open to entrepreneurs interested in the Downtown Mobile

market. We are recruiting two types of tenants, Lifestyle Retail Tenants and UE Business Boot Camp

Lifestyle Retail Tenants:

- want to try Downtown Mobile.
- add to the stakeholder experience.
- may lease space for three to five years.
- attend educational meetings, art walks & special events to build their business.
- get assistance with tracking sales and profit margins.
- Participate in DMA sponsorship & fundraiser opportunities for marketing & advertising.

Business Boot camp Tenants:

- want fast growth and independence.
- may lease space for one to three years.
- prepare a Business Plan prior to signing a lease.
- monitor and track business plan milestones.
- make elevator speeches promoting the business to DMA's Board and other civic & business leaders for exposure and traction.
- may meet joint venture partners, investors, and key contacts that help accelerate the business.
- attend art walks, educational meetings, Downtown special events. and monthly

Tenants.

We encourage established businesses and start-ups to apply. The Urban Emporium is a great way to test the waters downtown without a long term lease commitment, utilities, staffing or having to rehabilitate your own storefront.

ARE YOU ELIGIBLE?

Each application is brought before a committee made up of board members and staff to determine eligibility. The committee looks at how the business would fit with in the Emporium among other things.

The following things are needed to have your application reviewed:

- ❖ Your completed and signed application
- ❖ If you are a Business Boot Camp applicant, a current business plan
- ❖ At least (3) professional references

Note: The committee may request additional information as needed to determine eligibility.

EVALUATION CRITERIA

Applicants will be evaluated on the following key criteria:

- ❖ The viability of the business and potential for success
- ❖ Need for services of Springboard to Success and willingness to accept assistance when it's required
- ❖ The leadership/management team
- ❖ Local economic diversification
- ❖ Potential for growth and job creation

❖ The compatibility of the business with the Urban Emporium

REQUIREMENTS

Prior to occupancy, applicants and businesses must sign a lease, comply, or agree to comply, with all applicable local, state, and federal regulations and ordinances, including applicable environmental laws.



**Urban Emporium - Springboard to Success
Retail Business Incubator Program Application**

First Name _____ Last Name _____

Address _____ City _____

Address 2 _____ State and Zip Code _____

Phone _____ Mobile Phone _____

Email Address/Blog/Facebook Page _____

Company Description

General Company Description

What is your Business? _____

Where do you want your business to be and why? _____

What is important to you in business and how may the Urban Emporium help you? _____

To whom will you market your products and how? _____

Describe your industry. Is it a growth industry? _____

Describe your most important company strengths and core competencies. _____

Products

Describe your products. _____

What are the pricing structures of your products? _____

Owner Description

Describe your education and business experience: _____

How much startup capital do you have? _____

How much startup capital do you need? _____

References

Please list 3 personal and professional references. _____
