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 Tenants.

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

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.