

## Pop-Up Business Toolkit for Eau Claire

Are you considering starting a pop-up business in Eau Claire? Well, you've come to the right place for information! Below you will find a helpful guide on the steps you will need to take to start your pop-up business in Eau Claire.

### What is a pop-up business?

A pop-up business is a temporary business that sets up, sells their products/services, and leaves in a short timeframe. This can be done in a variety of spaces, from an outdoor flea market to a brick-and-mortar building.

### What is the typical timeframe of a pop-up business?

Depending on the business and the owners plan, pop-ups can range from as short as one day to up to several weeks long. Some pop-ups find a location so successful that they become full time tenants.

### What are the steps I need to take to start a pop-up business?

- 1. Plan your pop-up venture.** What are you going to sell, provide, etc. Consider your purpose, goals, and the timeframe you'd like to have the pop-up business. How are you going to market the location? Pop-ups come in all shapes and sizes, but it is important that you start out with a strategy and have a "mini business plan" of sorts. Pop-ups should be time-limited, with clear opening and closing dates.
  - a. Obtain a Resale License/Tax ID #** - <http://www.revenue.wi.gov/faqs/pcs/seller.html>
  - b. Assessment on fixtures.** If you are in business on January 1, you must contact the City Assessor (715-839-4926) and file a Statement of Personal Property. On this form, you will declare the value of taxable equipment used in your pop-up venture, such as tables or chairs you use to setup your business.
  - c. No transient/leisure license is needed if renting a storefront.**
- 2. Funding your pop-up business.** Oftentimes, a pop-up business is a low fund option to start a business. You can start small, and as you make a profit, reinvest part of that profit back into the business. Other financial assistance can be found through:
  - a. City of Eau Claire** - [http://eauclairedvelopment.com/doing\\_business/assistance.html](http://eauclairedvelopment.com/doing_business/assistance.html)
  - b. Regional Business Fund** - <http://www.rbinc.org/>
- 3. Find a wholesaler/gather inventory.** The amount of inventory you need may depend on your location and how long you plan to stay. Also consider mobility. Will you be taking your inventory with you each day, or will it be able to stay in the location overnight?
- 4. Find the right space.** Pop-up shops are often found in vacant storefronts, but can also be tables and tents set up outdoors. Make sure the space has the right accommodations. For example, if

you need a commercial kitchen, be sure there is one available to use and that it is part of your agreement. Also, choosing a location with high foot traffic will help.

- a. **Buildings must have a building number**
  - b. **You must have bathroom access for customers**
  - c. **You must have a visible fire extinguisher**
5. **Marketing your pop-up business.** Start marketing your pop-up shop before it opens to create excitement for your store. Use Facebook or other social media to establish a “website” where you will host your store location and hours, and even advertise discounts. Consider making flyers or using the local newspaper as a way to get the word out. In any marketing, be clear, consistent, and concise with your message.

If your pop-up will last a few weeks, consider printing some business cards so customers can refer their friends. Also, when opening, use balloons and/or a sidewalk sign (if permitted) to draw attention to the store.

6. **Close up shop.** Be clean and courteous for the next tenant, and be sure to take everything with you when you leave. This will help maintain a good relationship with the landlord and could help you in the future to rent the space again.

Many pop-up shop owners are friendly and willing to share their experiences. Don't be afraid to ask questions and ask for advice from other entrepreneurs.

#### **CONTACT INFORMATION:**

- **City of Eau Claire - Economic Development Division & Downtown Eau Claire, Inc. (DECI) -**  
<http://eauclaireddevelopment.com/> and [www.DowntownEauClaire.org](http://www.DowntownEauClaire.org)
  - **Mike Schatz**, Economic Development Director and DECI Executive Director
  - 715-839-4914
  - [mike.schatz@eauclairewi.gov](mailto:mike.schatz@eauclairewi.gov)

If you are a property owner who would like to have a pop-up business at one of your locations, or if you are interested in possible pop-up shop locations, please contact Mike Schatz.

The City's Economic Development Division can also help you run customized reports to help analyze the behaviors and preferences of the people in the community, as well as the business market potential.

## ARTICLES AND STORIES ON POP-UP SHOPS:

- [How to Avoid Common Pop Up Mistakes](#)
- [Ten Useful Items to Have in Your Pop Up Venture](#)
- [WQOW – Launching a Business With Ease](#)
- [WEAU - Shops "popping up" in Eau Claire](#)
- [Volume One – Shops are Popping](#)
- [Volume One - "Pop-up shops" offer short term shop owning](#)
- [New businesses helped to find temporary retail space](#)
  - [Storefront](#)

## ADDITIONAL RESOURCES:

- **City of Eau Claire Assessor** - <http://www.eauclairewi.gov/index.aspx?page=539>
  - 715-839-4926
  - [City.Assessor@EauclaireWi.Gov](mailto:City.Assessor@EauclaireWi.Gov)
- **City of Eau Claire Fire Department** - <http://www.eauclairewi.gov/index.aspx?page=169>
  - 715-839-5012
  - [ecfire@eauclairewi.gov](mailto:ecfire@eauclairewi.gov)
- **Eau Claire Area Economic Development Corporation** - <http://www.eauclaire-wi.com/>
  - Brian Doudna
  - [ec.info@eauclaire-wi.com](mailto:ec.info@eauclaire-wi.com)
  - 715-834-0070
  - 101 N. Farwell Street, Suite 101 – Eau Claire
- **SCORE (Business Plan Assistance)** - <http://www.score-eauclaire.org/>
  - [score@score-eauclaire.org](mailto:score@score-eauclaire.org)
  - 715-834-1573
  - 500 South Barstow St. - Federal Building, Room B11 - Eau Claire
- **UW-Eau Claire Small Business Development Center (Business Plan Assistance)** - <http://www.uwec.edu/CE/cbs/aboutsbdc.htm>
  - Jim Mishefske
  - [mishefj@uwec.edu](mailto:mishefj@uwec.edu)
  - 715-836-5811
  - 210 Water Street – Eau Claire
- **Western Dairyland (Business Plan Assistance)** - <http://www.successfulbusiness.org/>
  - Karman Briggs
  - [kbriggs@westerndairyland.org](mailto:kbriggs@westerndairyland.org)
  - 715.836.7511 x174
  - 418 Wisconsin Street – Eau Claire

## TESTIMONIAL

“There are many benefits to running a pop up shop. You can come and go as you please, work when you want, and put a very low investment into it. You can sell anything in these pop up shops such as homemade items, art, re sale clothing, or brand new items. There is a small cost and no commitments in this line of business. You are not signing a lease for space you are simply renting it out for a certain amount of time. This is nice because if you are doing well you can keep reinvesting your profit for more space and more items to sell. This is the best way to build a business without having to get a bank loan or get in over your head. My experience selling in Eau Claire, WI was extremely profitable!

There are endless possibilities for Pop Up shops! It’s easy to start up; all you need is a little bit of money, and a little bit of time! This is a great way to start up a small business with very little risks! All you have to do is have an idea, a passion, or dream to turn it into a small business, or a big one with time!”

*Alicia Hashlamoun*

Pop Up Shop Owner

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