

POP UP BUSINESSES BEST PRACTICES GUIDE

The Kingsville BIA district is very fortunate to be adorned with a host of successful businesses. The Retail, Restaurant and Services businesses are flourishing and very reputable for the services and offerings enjoyed by many. As the community continues to develop, grow and evolve Kingsville has become a desirable business location.

Pop Up Businesses have become a popular business model that has proven successful in many locations. With increased popularity and success with this business model some of our BIA members have been propositioned by individuals wishing to host Pop Up Businesses from time to time.

As your local BIA, questions are often received with regards to this decision making process. This guide is intended to provide guidelines in terms of best practices but is by no means an official regulatory document. Each business owner and pop up business owner is responsible to ensure that they verify and ensure that they are fully compliant with regulations and laws, by-laws, leases and landlord agreements and insurance.

THINGS TO CONSIDER

1. Will the presence of a Pop Up Business in my business create an issue for my customers?
2. Is the Pop Up Business licensed with the Town? Do they need to be?
3. Does my property owner or landlord permit Pop Up Businesses on the premise?
4. Is the Pop Up Business covered by my insurance or do they need their own?
5. Would it be causing a conflict of interest for my neighbouring BIA members?
6. Is the Pop Up Business going to confuse my customers?
7. Are there items being sold that could interfere with my own insurance, zoning or licensing?
8. Is the item being sold already being sold and well represented within the BIA district? If so, does it make sense to bring in more for just a short period of time?
9. Is there any liability concern for my business that I am not considering?
10. Does the presence of their goods and staff impact accessibility requirements?
11. The Pop Up Business will be a reflection upon you and your business and customer service levels. Does the Pop Up Business presence compliment, help or hinder your image?
12. Does the Pop Up Business advertising represent my business well?
13. What does my business or do my customers actually gain in bringing in a Pop Up Business?
14. Do I have ample parking and floor space to accommodate an influx of customers in my location? If not, will it frustrate and deter my existing customers or create accessibility concerns?
15. The Sidewalk Sales are a BIA sponsored promotion and BIA members are the only participants that are welcomed to participate. Did I confirm with the BIA that this pop up can participate with the sidewalk sale promotion?

CROSS PROMOTING WITH OTHER BIA BUSINESSES

Cross promoting fellow BIA businesses is a very healthy way to help one another, provide enhanced service to customers, keep Kingsville to stay fresh and current with the times and achieve business success for the businesses working together.

Examples of Cross Promoting May Include (but not limited to) Ideas Such As:

- Running joint contests either in store or online. From time to time we will see a restaurant partner with a retail or service business (Both BIA Members) where both provide a gift certificate for a drawing. Both businesses promote the contest bringing awareness to both.
- Leveraging exposure through partnerships when running a special event or campaign. Often when browsing in one business patrons may see items from another local BIA store that catches their eye and result in a visit to another business. In exchange, each participating partner in this type of situation has items on display where this may be reciprocated. Example – floral arrangement may be on display at a restaurant near the checkout letting people know about a local flower store while the flower store has a menu or coupon on display from that restaurant.
- Our BIA membership has seen a joint fashion show be hosted for many years where several of the clothing boutiques partner, advertise and put on a show to display items that can be found in their boutiques. Additionally, swag bags are given to ticket holders where often goodies from other neighbouring BIA businesses are handed out ultimately providing marketing and advertising opportunities to other businesses.
- Putting up posters and signs in businesses to support and advertise events or campaigns that a fellow BIA member may be supporting. Examples may be a food drive, coat or shoe collections going to charities in the area.