

On the Spot Pop Up Presents...



Edmonton City Centre

On the Spot Pop Up has the opportunity to move into Edmonton City Centre for July/August 2012.

The space is the former Val Berg store on the main floor of Edmonton City Centre West, near the Delta Hotel entrance and across from Shoppers Drug Mart.

Market hours follow the Edmonton City Centre mall hours and may be adjusted from those on this sheet. The former Val Berg store comes complete with wall fixtures, moveable floor fixtures, change rooms and plenty of storage space.

Demographics

Annual Shopper Visits: 10 million people

Customer's Average Length of Visit: 70 minutes

Trade Area Avg. Households 2011: \$103, 317

Households with income \$100,000 +: 36%

150,000 people work, live and study in Edmonton's downtown core everyday.

Downtown Employees:

68% are women

79% are between 25 to 54

48% are from households averaging +100K

79% regard the ability to stay Downtown for all of their shopping needs as important.

ECC shoppers frequent the mall at least 2 times a week.

ECC successfully draws shoppers from high income and elite income households and is just ramping up a major re-branding campaign to draw more people to the core.

Vendor Options

Weekday - Multi-Vendor (approx 15 x 15 space)

Monday - Friday

10 am to 6 pm

\$400 - 5 days

Week Single-Vendor (4100 Sq. Ft)

Monday - Friday

10 am to 6 pm

\$1200 - 5 days

Weekend Multi-Vendor

Saturday - Sunday

10 am to 5 pm (Saturday)

Noon to 5 pm (Sunday)

\$50 for the weekend

Weekday & Weekend Multi-Vendor Package

\$425/wk Sunday to Saturday

Costs Include:

Space Rental

Utilities

Liability Insurance (property damage. Individual loss not included and is the responsibility of the vendor)

Marketing & Media Relations

Storefront Display

Mall Signage

Vendors who pre-pay 3 or more dates throughout the summer will receive **10% off their vendor fees**. Please note: Fees pre-paid can not be refunded.

Temporary Urbanism

Opening Up Edmonton

Our goal is to find space in under-utilized storefronts in Edmonton business and retail corridors to shop and interact with local artists, crafters and handmade artisans.

To help activate the corridors where the pop ups are, visitors will be encouraged to explore the neighborhood and the businesses operating there.

Building Strong Foundations in a Strong Community

About 85 per cent of small and medium-sized businesses that enter the marketplace survive one full year, 70 per cent survive for two years and 51 per cent survive for five years.

(Source: Industry Canada)

With movements like Shop Local and Support Handmade reaching across our country, it is time for Edmonton to create a profitable and sustainable environment for small business. Allowing local vendors to establish solid consumer support creates a stable foundation as they grow their business. With temporary opportunities, local vendors establish an existing customer base before making the risky and scary jump to buying and operating a permanent location – whether it be a retail, dining, art space or entertainment venue.

Working with the vendors doesn't stop at creating a space for them. Marketing, business development and how to sustain a business while creating a product are all necessary tools for success.

Creating a temporary urbanism initiative will allow local vendors to participate in a structured, but creative way to integrate with their community. Giving them the tools to succeed, we create a better city for residents, vendors and visitors.

When one door closes,
we open it again.

With a Pop Up.

Vibrant Success

Local businesses in the area benefit from the increase in traffic to the area, while the community benefits from exciting, creative events that provide a unique experience.

Local artists and vendors benefit by meeting with their community to build a solid consumer foundation before they make the commitment to have a permanent retail solution of their own.

Building owners benefit from an open-house feel of their empty building as well as contributing to their community.

Edmonton benefits from a vibrant urban core that fills unused and abandoned space while creating opportunities for small business to succeed.

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