

Can you see yourself in our windows?

The Downtown Committee of Syracuse is seeking entrepreneurs and artists
for a Pop-Up Program!

Pop-Up Retail strives to assist entrepreneurs, landlords, and the general public, by:

- Matching entrepreneurs with available, below-market retail space in downtown Syracuse
- Helping landlords quickly fill ground-floor vacancies with in-demand neighborhood amenities
- Facilitating negotiations for short-term, low-rate leases
- Minimizing costs and risks to both parties
- Creating a more vibrant streetscape

How it works:

- Business owners and building owners/property managers call the Downtown Committee and ask about our Pop-Up Retail Program
- Downtown Committee staff play “matchmaker” between eligible businesses and properties
- Property managers and business owners who wish to work together negotiate a short-term, below-market lease of up to 3 months
- The Downtown Committee provides guidance on City of Syracuse approvals
- Following the initial lease period, both parties have the option of negotiating a long-term, market-rate lease

Who is eligible?

- Business owners who have a proven sales record (e.g., online sales, outdoor markets, other brick-and-mortar storefronts) and a business model that is not yet represented in Downtown Syracuse (see the Downtown Committee’s Retail Wish List for in-demand business categories)
- Building owners with ready-to-occupy ground-floor space. Certificate of Occupancy on file must be for retail or restaurant, and space must be in “vanilla box” condition (clean, code-compliant, no construction or equipment installation required prior to occupancy)

What about art?

- Art in the Windows strives to beautify the streetscape, generate foot traffic, and highlight available storefronts
- If your vacant ground-floor space is ineligible for the Pop-Up Retail program (e.g. construction required prior to lease), please call the Downtown Committee to be paired with available artwork
- If your arts organization is interested in displaying work before a Downtown Syracuse audience, please call to inquire about available spaces and opportunities



For more information, please call Heather Schroeder,
Economic Development Program Manager, at (315) 470-1958.
www.BeDowntownSyracuse.com