

POP UP

HOLYOKE

MASSACHUSETTS



HOW TO POP UP IN HOLYOKE

INTRODUCTION

This guide has not been published to inform you about our city's rich history as one of the first planned industrial cities or the innovative spirit that has permeated Holyoke's brick walls since its founding. This guide has been designed as a resource for you, today's creative entrepreneurs and community leaders, who make Holyoke a vibrant place to live, work and play. Use this tool to assist you in organizing pop up events in the city of Holyoke.






WHAT IS A POP UP?

POP UP [POP-UP]

A pop up is not an ice cream treat, a tent, or people randomly dancing on the street. It is a trend of opening short-term spaces that creates a unique, temporary environment that fosters engagement and interaction. Some use pop ups for testing of products, locations and markets to build community awareness. It's also one of the most effective and low-cost ways to start a business without committing to a long term lease.

WHAT'S IN THIS GUIDEBOOK?

Useful tips, guidance on navigating municipal processes, a resource directory, and most importantly, space to record your own thoughts and document your pop up planning.





TIP #1

Thinking about the questions below will give you a starting point. Don't lose focus of these ideas and make sure your team is on the same page around the purpose of your pop up.

BEFORE YOU START... ASK THE BIG QUESTIONS.

What kind of pop up will you be organizing?

Retail shop, outdoor bazaar, a restaurant, a performance, a parade, a festival or something else?

How much will it cost to put on?

How much do you expect to make? How will any profits be used? And how will any losses get paid?

Who is your target audience?

Who will be helping produce the event? Community partners, volunteers, sponsors, and fiscal agent?

Why are you having the event or what would you like your pop up to achieve?

Showcase creative talent, raise awareness, showcase property or business, or a business venture?

Where is the event going to take place?

And when?

Find out what other events may be happening in the area. Do you need a rain date?





TIP #2

Search for other businesses around this location that might be interested in what you are offering and perhaps in collaborating. For example, the canal district is filled with old factories and creative minds, many of which have space for rent or for collaborating.

(See location directory in back)

FIND A LOCATION

Raw and creative spaces, galleries, former warehouses, industrial spaces, clean tech spaces, outdoor spaces—Holyoke is an amazing place to host a broad range of events. When picking a location consider:

Affordability: Price is important, but sometimes spending a little more money for a better location will yield more profit.

Foot traffic: The more foot traffic and parking availability in an area the more business you will receive.

Appropriateness: Is the location a good fit for the event/ what you are offering? Find out electricity/water needs, if there are enough bathrooms and what are the rules and regulations that will influence the use of the space.

Supplies: Consider that the space you have selected doesn't get used often or for this purpose. Think of the things your event may need that one may normally take for granted: cleaning supplies, toilet paper, hand soap, paper towels, push pins, tape, extension cords, scrap paper, shopping bags, batteries, sound system, etc . . . make a list here:

PERMITS AND INSURANCE

Depending on the type of pop up you want to host, you may have to seek city inspectors to verify that the event location is safe for public assembly. As soon as you have chosen a location, apply for the necessary permits and insurance. Permits to consider:

Certificate of Occupancy: Even if the event is only for one day, if the space is not currently occupied, the Building Department will need to approve using the space for the proposed temporary purpose, at times in consultation with the Fire Department.

Exhibition Permits: A license from the City Clerk is required for theatrical exhibitions, public shows, public amusements and exhibitions of every description.

Liquor License: A one-day special event liquor license can be issued by the City License Board. This is especially important for festivals and pop up restaurants that wish to sell alcohol. Proof of insurance is required in order to obtain this permit.

Street/Sidewalk Occupancy Permit: A permit from the Board of Public Works is required for street or sidewalk occupancy including: sidewalk sales, block parties, demonstrations, parades, road races, posting of signs, or any projections onto or over a street or sidewalk .

Insurance: It is recommended that events that the public is invited to attend be covered by liability insurance. The city requires coverage at events held on public property and/or when alcohol will be served. Talk to an insurance agent to see what kind of coverage you will need and check with your fiscal agents, the property owner and other sponsors to see how they may be able to extend their coverage to include your event.





TIP #3

Make sure you budget for permits and insurance and give yourself enough lead time for the permit process, as city boards meet periodically and can take weeks to evaluate applications. This is vital to avoid problems and liability that could jeopardize the success of your event. Resources to applications for these Permits and Licenses and others are available at the end of this document.

MONEY, MONEY, MONEY

Effectively strategizing how to spend your money will make you money in the end. Create a budget and research networks to find community partners that will help mitigate costs.

Fiscal Agents are organizations with a bank account, the ability to receive and disburse payments and document financial transactions. It's important to keep in mind that partnering with non-profits often makes you more eligible to receive grant funding.

Sponsors can be local businesses, organizations, and/or individuals that financially help support your endeavor. Local businesses want to be involved in the community, so don't hesitate to ask for their help. Consider what you're offering in recognition of the business support such as advertising in program, free tickets to the event, sponsorship banner, among other ideas.





TIP #4

Holyoke is a very welcoming community when it comes to pop up events and an experienced team is available to guide you through the process. Involving individuals and businesses will help you gain community exposure and further contribute to the economic development of the community. Building a network of partners should be an early part in the planning process. *(Find a list of city departments in back)*

Make a Budget You can use the space provided in this guide to accurately plan out expenses and figure out how much money you will need to make. Be realistic about projecting revenue to avoid the risk of spending more than you will be taking in.





TIP #5

Write an elevator pitch, a brief description that you can recite off-the-cuff in about 30 seconds, whenever you're asked about your event.

MARKETING AND PROMO

Having a defined and active marketing strategy is critical to informing your audience about your event. DON'T WAIT UNTIL THE LAST MINUTE TO PROMOTE YOUR EVENT; consider launching your advertising campaign at least four weeks in advance.

Marketing Tools: Banners, posters, flyers, postcards, website, and email advertising such as Constant Contact and MailChimp.

Social Media: Facebook is a widely used networking tool in and around Holyoke. Consider setting up an Events page and post pictures of the location and brief description of the event, and what kinds of goods will be sold and/or provided. Also consider using Twitter, Instagram, Eventbrite and other platforms to help get the word out to your target audience. Get others involved to post and share. These services are mostly free, but you can consider paying a little extra to boost your promotions to a larger audience.

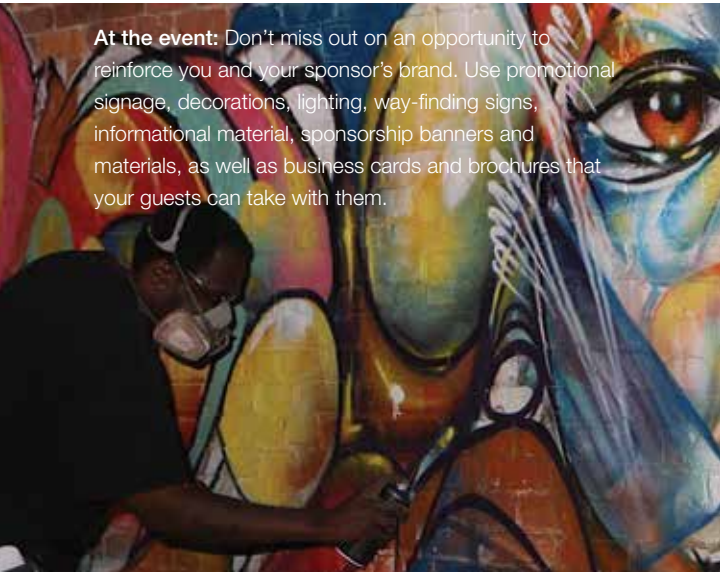
Press releases: Write an article highlighting your event to local news (TV, Radio and Print). Remember; don't just write an advertisement for the event, media outlets are looking for the story behind it. It is usually a good idea to send a Press Release out about a week in advance of the event, and then again the day before or the morning of the event. Make sure your press release includes contact information in case the media or public have questions about your event.

MARKETING AND PROMO CONTINUED

Viral / Buzz Marketing: Deliver wacky and unique marketing messages that spread quickly and exponentially among consumers. Think about unique ways to get people to write and talk about your event. Consider using a #hashtag to promote the event and ask people to use it if they post pictures during the event.

Word of Mouth Marketing is when consumers that are familiar with you refer your product or services directly to other people. Always reach out to your key group of supporters and let them know how they can help and get involved. Encourage supporters to share social media posts and write online reviews.

At the event: Don't miss out on an opportunity to reinforce you and your sponsor's brand. Use promotional signage, decorations, lighting, way-finding signs, informational material, sponsorship banners and materials, as well as business cards and brochures that your guests can take with them.






PLANNING AND OPERATIONS

This is the part where it all starts to come together. Make sure to determine the exact date(s) and hours of the pop up and how it will be staffed during open hours. Get this information out early and make sure you abide by it.

Management: It is important to clearly define who is in charge and accountable for each task whether it be individuals and/or committees, and someone always needs to be supervising the location during open hours.

Staff and Volunteers: Clearly establish, define, and assign the duties and responsibilities for everyone. Recruit more volunteers than you feel necessary, you may find not all can commit in the end.

Security: If security is needed, look into hiring a local security company early on in the planning process. A police detail and/or EMT may be required for larger scale events and/or events with alcohol. Please consult with the police and fire departments about hiring details when holding an event serving alcohol and/or expecting over one hundred attendees. Regardless of your need for a detail, it is always a good idea to make the police department aware of an event.





TIP #6

Stay calm and don't lose your cool when things don't go exactly as planned, it's the nature of the universe! Plan for the worst, try to identify challenges that might arise before they actually happen, and always make sure you have a backup plan, especially if your event is going to be held outside.

THE POP UP IS IN MOTION, IT'S GO TIME!

GO TIME CHECK LIST

- How will the event space be laid out?
- Where will equipment and supplies be stored?
- How will people flow through the space?
- Who is going to collect payments and how?
- How are you tracking and processing the sales?
- Will you provide receipts? How?
- How is sales tax going to be handled?
- What are your plans for cleanup?
- Do you have garbage cans and bags, toiletries, cleaning supplies?
- Does everyone have a job to do and know what it is?





TIP #7

In order to accurately account for profit, it is imperative that you have a precise record of what you are purchasing and selling. Keep track of which items and how many you have sold. Think about the training that may be required for those tasked to purchase supplies, process sales and so on.

GO TIME CHECK LIST continued

- Do you have a program or literature to pass out at the event?
- How are you tracking attendance/participation?
- How will you organize and distribute information? (Mailing lists? Staff/Vendors Lists, Volunteer list, contact lists)
- Do you have a donation box? How will it be secured?
- Do you need electricity? Is there power at the site?
- Do you need water? Is there access to water at the site?
- Do you need internet? Is there Wi-Fi onsite?
- Do you have the documentation of permits and insurance on hand?





TIP #8

Learn from your event. Always search for ways to improve next time. What are your ideas to improve the event next time?

OUTCOMES AND EVALUATIONS

If you decide to have similar events in the future, documenting the results will give you reliable data as a guide. Consider these factors:

How much money did you collect?

How much did you spend?

How many people participated and/or attended?

Where did they come from?

Did you reach your target audience?

How did they hear about the event?

What was most successful?

What didn't work?





TIP #9

Regardless of your need for a detail, make the police aware of the event; let them know what kind of crowd you expect and where parked cars will be so they can schedule patrols accordingly.

DIRECTORY

City Clerk: 413-322-5520/clerks@holyoke.org

Exhibition Permit:

- Sunday Exhibition Permit (State form)
- Raffles & Bazaars Application
- Application to Conduct an Auction

Police Department (HPD): 413-536-6431

When and why do you need a HPD detail?

Please consult with the police department about hiring a detail when holding an event serving alcohol and/or expecting over one hundred attendees.

To schedule police detail for event call the Details Officer: 413-322-6960

Fire Department (HFD): 413-534-2250

When and why do you need HFD detail?

On-site EMT: at events expecting over one hundred attendees.

On-site Fire Prevention: at events held in spaces that do not meet the mandated code requirements for that temporary change of use. Consult with HPD whenever utilizing a space for a purpose other than its current permitted use.

Propane Permit

pick up/drop off form at Headquarters

DIRECTORY

Board of Health (BOH):

413-322-5595/boh@holyoke.org

For pop up restaurants and events selling food

Any food to be served to the public at an event must be prepared in a kitchen (stationary or mobile) certified by the city of Holyoke Board of Health.

All staff preparing food must have completed ServSafe Certification

ServSafe Certification: www.servesafema.com

Liquor License (special event permit)*

Food Service Establishment permit*

Catering Establishment permit*

Residential Kitchens permit*

Mobile Food permit (annual)* or (temporary)*

**require 30 day lead time*

Building Department: 413-322-5600

To approve a space and receive Certificate of Occupancy

Parks and Recreation: 413-322-5620

To use city park property and/or facilities

DIRECTORY

Department of Public

Works (DPW): 413-322-5645

Street/Sidewalk Occupancy Permit*

**requires 48 hours notice*

Holyoke Gas and Electric

(HG&E): 413-536-9300

Temporary electric service hook up

Office of Planning and Economic

Development (OPED): 413-322-5575

Contact the **Creative Economy Coordinator** for general questions on pop ups and this document

Mayor's Office: 413-322-5510

For general questions

LOCAL MEDIA OUTLETS:

Newspapers

Republican/Masslive: events@masslive.com

Valley Advocate: editor@valleyadvocate.com

The Reminder: news@thereminder.com

Holyoke Sun: kwill@turley.com

El Sol Latino: manuelfrau@gmail.com

DIRECTORY

Radio stations

NEPR/WFCR: 413.735.6622/news@nepr.net

The River WRSI 93.9/101.5 FM:

413-586-7400/dmus@whmp.com

MIX 93.1 FM: 413-781-1011/advertising@mix931.com

TV Stations

ABC 40/FOX 6:

413-733-4040/assignmentdesk@wgggb.com

NBC 22: 413-377-1160/news@wwlp.com

CBS 3: 413-788-7640/tips@westernmassnews.com

PBS: 800-781-9429/feedback@wgby.org

Online

Holyoke.org: 413-322-5510/events@holyokey.org

PassportHolyoke: info@passportholyoke.org

Around the Mills: aroundthemills@gmail.com

Find templates for press releases here:

www.pressreleasetemplates.net

Heritage State Park: 413-534-1723

To use the state park grounds

Department of Public Works (DPW): 413-322-5645

Street/Sidewalk Occupancy Permit*

**requires 48 hours notice*

DIRECTORY

Holyoke Gas and Electric (HG&E): 413-536-9300

Temporary electric service hook up

Contact the **Creative Economy Coordinator** for general questions on pop ups and this document

ADDITIONAL RESOURCES:

Updated and additional resources can be found at www.holyoke.org/popup.

Special thanks to:



Susannah Auferoth Design