



fresh new
storefront
retail downtown

PROGRAM GUIDE 2016



The PUSH Program pairs start-up retailers with vacant downtown storefronts on a short-term, low risk basis. The aim is to help activate ground floor retail in downtown Winnipeg. By creating opportunities for entrepreneurs to test the downtown market, we hope to draw more shoppers downtown and generate long-term lease deals in formerly vacant spaces.

Over the past few years, PUSH has given crucial support to entrepreneurs who want to build their businesses downtown, but are uncertain if they should take the risk of signing a long-term lease. To date, PUSH has supported 7 retailers, 2 of which have moved to permanent store locations. The PUSH program supports Manitoba's economy by filling downtown storefronts, developing home-grown businesses, and promoting the revitalization of downtown Winnipeg.

*More information and updates from
PUSH can be found at www.winnipegpush.ca*



PROGRAM OBJECTIVES

- **Activate ground floor retail in the downtown**
- **Create opportunities for retailers to test the downtown market**
- **Draw more shoppers downtown**
- **Generate long-term lease deals in formerly vacant spaces**



PROGRAM PARAMETERS

Oak and Oar
Previously located on Vaughan Street

HOW TO QUALIFY

- You own a retail business and are interested in operating in a downtown storefront.
- You have a business plan, product inventory, etc. and are ready to operate.
- By filling out an application form online at www.winnipegpush.ca.
- You might also have to respond to an Expression of Interest that will be available online at www.centreventure.com.

TERM

- The maximum duration of the rental incentive is three (3) months.
- During the Term, the retailer must be open a minimum of 5 out of 7 business days, and must operate within accepted retail business hours. Minimum hours may also apply.
- Thereafter, if the retailer wants to become a permanent tenant in the space, the rent and term is negotiated between them and the landlord directly.

INSURANCE

- All retailers will be required to carry commercial general liability insurance, as agreed to by all parties.

FEES

- Participating retailers will be required to pay a monthly rent, to be determined based on negotiations between the landlord and CentreVenture. Retailers should assume a monthly rental rate between \$500-\$750 per month of the Term.

OPERATING

- Over and above the monthly rental fee, retailers are responsible for all operations and any operating costs (i.e. POS, alarm, staffing, etc.)
- The Program provides branded PUSH signage and Wi-Fi (if necessary) for the Term.

TERMINATION

- Either party may terminate the pop up agreement within 30 days written notice.



WHAT'S IN IT FOR ME?

Lennard Taylor
223 McDermot Avenue

PROPERTY OWNERS

- Generates rental revenue
- Draws attention to the space and drives more interest in the property
- Long-term lease potential

You should fill out an application form at www.winnipegpush.ca and contact CentreVenture to have your name and property listed on a database of interested property owners for the program.

RETAILERS

- Test your product in the downtown marketplace on a short-term, low-risk basis
- Tap into a network of other local retailers and entrepreneurs through the program
- Potentially negotiate a long-term lease to open up a shop downtown

In addition to reviewing this Program Guide, you should fill out an application form at www.winnipegpush.ca to have your name put on a database of interested retailers for the program.



ROLES & RESPONSIBILITIES

*Verde Terrariums
419 Graham Avenue*

CENTREVENTURE DEVELOPMENT CORPORATION

- CentreVenture will act as a liaison between property owners and potential retail operators. Modest grants may be available to offset minor capital improvements. CentreVenture will also provide some marketing support.

PROPERTY OWNERS

- Property owners will provide operators with below-market short-term lease rates.

RETAIL OPERATORS

- Retail operators are responsible for all operations in the pop-up space for the agreed period of time and the payment of a monthly fee between \$500-\$750 as agreed to.

ALL PARTIES

- All parties must agree to a License Agreement outlining all legal obligations.



FREQUENTLY ASKED QUESTIONS

1 DO I NEED INSURANCE?

Yes, each tenant/vendor will need to insure themselves and their property/products/equipment. Vendors selling prepared foods must not prepare any foods on site, and they must carry Product Liability Coverage as well as conform to local laws disclosing all ingredients, etc.

2 WHAT ARE THE HOURS OF OPERATION?

Shops must be open at minimum 5 out of 7 days, for at least 6 hours per day. Hours must include evenings and weekends.

3 DO I NEED TO SIGN A WAIVER/AGREEMENT?

Yes, all vendors are required to sign a License Agreement with CentreVenture.

4 WHAT DO I NEED TO PAY FOR?

All vendors must cover the cost of monthly rent, POS system, Wi-Fi and operational costs such as the security alarm, rental equipment, décor, etc.

5 WHO WILL ADVERTISE WINNIPEG PUSH?

CentreVenture will market the broader Winnipeg PUSH program by supplying signage to each location, and utilizing social media. Each PUSH location will market their own store with a secondary name, window signage, social media, etc. All PUSH locations must support each other under the broader program.



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centreventure
development corporation