



THE NEXT GREAT POP-UP SHOP APPLICATION

The American Dream Project is an annual pop-up contest that connects entrepreneurs with brick-and-mortar spaces to facilitate the vision of new and expanding American businesses. The initiative is run by Hull Property Group, a retail real estate company. Our goal is to support small businesses, makers and entrepreneurs of all types to create properties where both local businesses and national brands can thrive.

Please complete the application so we can better get to know you and your business!

Email the completed application to dreambighere@hullpg.com

Pop-Up Shop Name:

Location:

Your Name and Title:

Email:

Street Address:

Cell Phone:

Merchandise Category

What kind of merchandise will you sell? Please check any that apply.

Apparel

Accessories

Shoes

Food

Home Décor

Furniture

Other _____

Would your shop be a new business or an extension of an existing business?

My pop-up would be a brand-new business.

My pop-up should be an extension of an existing business online.

My pop-up would be an extension of an existing brick-and-mortar store.

If existing:

Business Name:

Business Address:

Business Website:



ABOUT YOUR BUSINESS

Below you'll find questions to help us understand more about your business operations, vision and future goals.

- A. Please describe your business. Include when and how you got started.

- B. What is your vision for the future of your business?

- C. Describe the categories of merchandise you sell.

- D. Where do you purchase your merchandise?
Do you go to market and if so where and how often? Are you a maker and if so, how do you acquire your goods to make your products?

- E. Have you operated a brick-and-mortar space before or do you currently operate a storefront?
If so, how long have you been in your current location? What is the size of that space?

- F. What are your average annual sales?

- G. Describe your business expenses. What is your biggest expense in operating your business?

- H. Describe your ideal space. What is your ideal size, layout, look and feel and any other relevant details?

- I. If selected as the winner, you will receive up to \$1,000 toward the design and build-out of the space. Describe how you would use the prize money.

- J. Would your store operate Mall hours? If no, please explain and propose revised operating hours.



OPERATIONS WORKBOOK

Complete the below to gain an overview of projected sales, expenses and growth for your business.

- A. Outline the furniture, fixtures and equipment you would need to open your proposed storefront. What are your estimated costs associated with these items?
 E.g. Cash wrap, merchandise racks, point of sale or other electronics, etc.
- B. How much would you anticipate needing to invest to fully merchandise your proposed storefront before opening?
- C. Complete the fields below to help us understand your business. See the next page for sample cash flow statements and calculations that may be helpful for projections.
- Start with gross sales and enter in your cost of goods
 - Wages = number of hours x number of employees x wage
 - Credit card fees depend on provider, a good metric is 2-3%
 - Utilities include electricity, water, trash and internet

POP-UP SHOP PROJECTIONS		
SALES	Gross sales	
INVENTORY	Cost of goods sold	
	Income from sales	
EXPENSES	Wages	
	Payroll Taxes	
	Credit Card Fees	
	Insurance	
	Advertising	
	Licenses/Permits	
	Supplies	
	Utilities	
	MISC	
	Total Expense	
	NET PROFIT BEFORE RENT	



SAMPLE CASH FLOW WORKSHEET

Below is an example of a cash flow statement for a sample business with gross sales of \$300,000. Assumptions in the example calculations were figured using the following metrics for a 2,000 square foot space.

- Cost of goods sold: 40% of gross sales
- Wages: 3744 hours x 1.5 employees x \$10/hr
Wages in this example are based on operating maximum hours from 10am-9pm Monday-Saturday and Sunday from 12-6pm
- Utilities:
 - Electricity - \$2.00 per square foot
Electricity for a retail space cost analysis is typically estimated at \$2-\$3.50 psf
 - Water - \$0.35 per square foot
Water for a retail space cost analysis is typically estimated at .35-.50 psf
 - Internet \$100 per month
Internet for a retail space cost analysis is typically estimated at \$100-\$200 depending on capacity needed

SAMPLE BUSINESS YEARLY CASH FLOW AT \$300,000 ANNUAL SALES VOLUME			
SALES	Gross sales	\$	300,000
INVENTORY	Cost of goods sold	\$	120,000
	Profit from sales	\$	180,000
EXPENSES	Wages	\$	56,000
	Payroll Taxes	\$	3,000
	Credit Card Fees	\$	3,000
	Insurance	\$	3,000
	Advertising	\$	2,000
	Licenses/Permits	\$	1,000
	Supplies	\$	2,000
	Utilities	\$	6,000
	MISC	\$	2,000
	Total Expense	\$	78,000
Net Profit Before Rent		\$	102,000



FINANCIALS

The following information is required to lease a commercial space at the property. Please complete to the best of your ability. All information provided is confidential and is helpful in advocating for the funding needed toward space improvements and other co-investment opportunities.

Personal Financial Statement as of _____, 20____

BALANCE SHEET			
Assets	In Dollars	Liabilities	In Dollars
Cash		Notes Payable	
Stocks and Bonds		Real Estate Mortgages	
Real Estate Owned		Other Debts	
Other Assets			
TOTAL ASSETS		TOTAL LIABILITIES	

SOURCES OF INCOME	
	In Dollars
Salary, Bonuses & Commissions	
Business Income	
Real Estate Income	
Other Income	
TOTAL	

LEGAL ACTIONS		
Has any tax lien ever been filed against you?	YES	NO
Are you a defendant in any suits or legal actions?	YES	NO
Have you ever declared bankruptcy?	YES	NO
If any of the foregoing answers are "YES", please explain below:		



The information contained herein is provided for the purpose of leasing space from Hull Property Group, LLC. Each undersigned understands that Hull Property Group, LLC is relying on the information provided herein (including the designation made as to ownership of property) in deciding whether to lease space to the undersigned. Each undersigned represents and warrants that the information provided is true and complete and that Hull Property Group, LLC may consider this statement as continuing to be true and correct until a written notice of a change is given to Hull Property Group, LLC by the undersigned. Hull Property Group, LLC is authorized to make all inquiries it deems necessary to verify the accuracy of the statements made herein, and to determine the creditworthiness of the undersigned Applicant acknowledges that typing Applicant's name shall be a valid and binding signature under this Application and Hull Property Group, LLC may rely on such signature as if Applicant had signed by hand. Hull Property Group, LLC is authorized to answer questions about the credit experience Hull Property Group, LLC has had with the undersigned.

By clicking "I Accept" you agree your electronic signature is the legal equivalent of your manual signature on this Agreement.

I Accept

Signature (individual): _____

S.S. No.: _____ DOB: _____

Date Signed: _____

Email the completed application and a copy of your picture ID to dreambighere@hullpg.com

Hull Property Group, LLC
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