

Seattle RESTORED

Virtual Application Information Session

Monday, December 15th, 2025

1:00 - 2:00PM



SeattleRestored.org



Seattle Office of
Economic Development

good BUSINESS
of Washington NETWORK





WELCOME

SESSION GUIDELINES & REMINDERS

- Staff will **not** be able to see or hear you throughout the presentation
- You may ask questions in the Q&A and our staff will do their best to answer them as they come in
- There will be a live Q&A portion **at the end of the session**
- We will share this deck and a recording of this session by email to you by **Friday, Dec 19th**

SESSION AGENDA



PROGRAM OVERVIEW



PARTICIPATION OVERVIEW



POP-UP SHOP APPLICATION



APPLICATION SUPPORT

Q & A WITH STAFF





PROGRAM OVERVIEW

ORGANIZATIONS

Seattle Restored is a program of the Seattle Office of Economic Development managed in partnership with the Good Business Network of Washington.

CITY OF SEATTLE OFFICE OF ECONOMIC DEVELOPMENT

The City of Seattle's Office of Economic Development (OED) is committed to building an inclusive economy in the City of Seattle.

GOOD BUSINESS NETWORK OF WASHINGTON

Good Business Network of Washington is a 501c3 nonprofit organization, founded in 2010. Their mission is to connect and inspire people to buy, produce, and invest locally so that everyone has a meaningful stake in the local economy.

ABOUT SEATTLE RESTORED

Seattle Restored partners with small businesses to transform vacant storefronts into vibrant community spaces.

The program continues to prioritize demographic populations that historically face significant barriers to entry into the local economy, particularly Black, Indigenous, Person of Color (BIPOC) and Women.



ABOUT SEATTLE RESTORED

Since launching in 2021

95 - Pop-up Locations

180 - Businesses Supported

18 - Pop-ups transitioned to Long Term Leases

10k+ - IG followers

3.5K - Newsletter Subscribers

1200+ - Passport Users

\$1.6M - Facilitated sales





WHY PARTICIPATE

- Receive financial support and a no-cost commercial lease
- Find new audiences and customers across Seattle
- Be included in a citywide media campaign, including digital, print, and radio
- Contribute to efforts that revitalize Seattle
- Receive professional photography to document your Seattle Restored participation
- Access business support through the City of Seattle's ABC program
- Connect with community and other businesses



PARTICIPATION OVERVIEW





ELIGIBILITY

In order to participate in Seattle Restored, you must:

01

Be 18 years or older.

02

Be a for-profit business. This application is not open to non-profits or fiscally sponsored organizations.

03

Have no more than one operating business location. This does not include pop-ups, markets, or production facilities.

04

Have not received over \$20,000 in funding from the Seattle Office of Economic Development between 2023-2025.





POP-UP OVERVIEW

Duration: Five to six months pending property placement. *Within that time period, participants will have 2 weeks to set up and 2 weeks to break down*

Lease: The program holds the lease. Businesses are the subtenant of the Good Business Network of Washington

Insurance: The program provides General Liability Coverage. We do not cover theft insurance

Maker Space: Production may be completed onsite if your primary activity is retail

Food & Beverage Businesses: Businesses will not be able to sell food or beverages unless they are shelf-stable, grocery-style items





POP-UP OVERVIEW

Participation Stipend: \$2,500

\$2,000 provided on a Net30 basis after Seattle Restored contract is signed

\$500 provided on a Net30 basis after final sales and post activation survey is completed. Typically, 45 days after your pop-up is completed.

This final stipend can be withheld if the property is damaged or if the participant fails to participate in all program requirements.

Participants should be prepared to invest financially in their pop-up, as there will be additional costs related to furnishings, tenant improvements, staffing, marketing, parking, and other expenses not covered by the program.



PARTICIPATION REQUIREMENTS

Retail Hours: Pop-up shops must be open to the public as a retail storefront at least **32 hours per week**, over **five or more days**. At least one of the five days must be either a **Saturday or a Sunday**.

Hours: Openings will be verified via a GPS-based check-in system. If repeated closures are confirmed, we may revoke the pop-up opportunity.

Retail Focus: Pop-ups must operate with a primarily retail focus. On-site production is permitted only when retail is the main activity.

Public Access: By appointment only concepts are not eligible. Pop-ups must be open to the public.



PARTICIPATION REQUIREMENTS

Business Licenses: Pop-ups must have a City of Seattle Business License. A Washington State Business License/UBI is also required if your business earns more than \$12,000 annually.

Contract: Sign a participation contract. Non-adherence to the contract may result in closure of your pop-up.

Orientation: Attend a program orientation session

Reporting: Participants must submit monthly sales reports and complete pre- and post-program surveys.

Documentation: Provide W-9 form and invoices



PARTICIPATION REQUIREMENTS

Recognition: Have your name and business associated with the program, OED, GBN, and any private funders

Promotion: Promote your participation in the program through social media, website, branded A-board, window cling, and postcards at your location

Pop-Up Renovations: Discuss any significant renovations or programming not outlined in your initial application with your program lead prior to implementation

Documentation: Secure all licenses and permits as required, including alcohol service permits, and large event permits





APPLICATION NOTES

- Previous applications will NOT rollover. Everyone must reapply, no exceptions
- This is the only application cycle for 2026.
- Food & Beverage Businesses: Businesses will not be able to sell food or beverages unless they are shelf-stable, grocery-style items. Businesses can find an interest form about future food/bev opportunities on the Apply page.
- Be sure to submit concise and actionable submission. Too many ideas can be hard to activate in a 6-month timeframe.





POP-UP LOCATIONS

- Seattle Restored is currently prioritizing locations in Belltown, Chinatown International District, the downtown retail core, and Pioneer Square.
- Storefronts in Lake City may become available in 2026.
- You may list your preferences in the application.
- Locations range from 500 to 5,000 square feet, but most are around 1,500 square feet on average.



POP-UP LOCATIONS

- All locations have electricity, access to a restroom, and the ability to secure inventory.
- Final selection location will be determined by Seattle Restored.
- If selected, participants will have the opportunity to accept placement at the location we offer or an applicant may choose not to participate in the program.
- Acceptance will not be deferred to future application cycles.



APPLICATION TIMELINE

*Dates are
Subject to Change*

Panel Review

A diverse community panel reviews and scores applications

Applicant Notification

All applicants will be notified of their status on or before Jan 30, 2026. Status will include nonacceptance or moving to interview stage.

**JAN 8
2026**

**JAN 9 - 22
2026**

**JAN 26 -
FEB 4 2026**

**JAN 30
2025**

**FEB 10
2026**

Applications Close Jan 8th at 5:00PM PDT

Late Applications will NOT be accepted

Applicant Interviews

Interviews will be held over Zoom in 45-minute sessions

Pop-Up Selection

Selected applicants will be notified of acceptance for pop-up placement.

POP-UP TIMELINE EXAMPLE

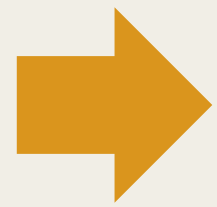


SELECTION CRITERIA & REVIEW PROCESS

Panel Review for All Applications

A diverse community panel reviews and scores applications

Evaluation Criteria



Impact

Will the proposed storefront provide a social and/or public benefit for the local community? Will it drive economic growth by sourcing products locally, creating jobs, and/or creating an active and inviting street-level storefront?



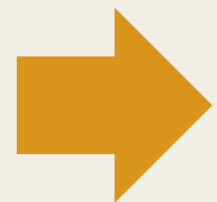
Readiness

What is the proposal's status and viability?



Equity

Is the business Woman/Black, Indigenous, or Person of Color (BIPOC) owned, and/or how does the project serve women/BIPOC communities?

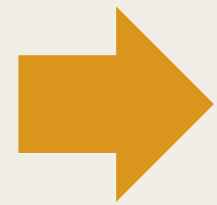


Experience

Does the proposal demonstrate that the business owner has the necessary experience to implement their proposed project?

ADDITIONAL STEPS

LEARN MORE TO MAKE YOUR APPLICATION SHINE



VISIT CURRENT POP-UP LOCATIONS

We understand you may want to ask current participants about their experience, but please be mindful of their retail operations and limit your inquiries.

seattlerestored.org/explore/locations/

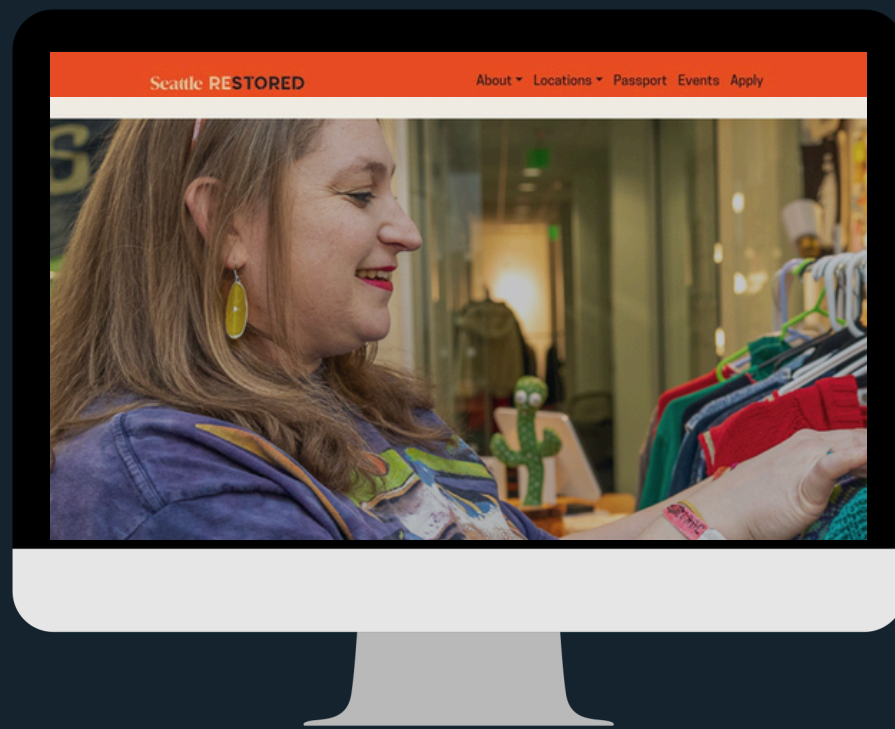


DOWNLOAD AND USE THE SEATTLE RESTORED PASSPORT

Get a feel of the program overall. It may help you develop your application!

seattlerestored.org/explore/passport/

HOW TO SUBMIT AN APPLICATION



Seattle RESTORED

Explore ▾

About ▾

Participate ▾

Apply



English ▾



- Go to seattlerestored.org
- Click on the “Apply” tab
- Read through the application details
- Finish your application before Jan 8th at 5PM PST
- Late applications will not be accepted or reviewed

FREE Help

Introducing the ABC Program (Accounting & Business Consulting)

City of Seattle businesses get 40 hours of free consulting paid for by the Office of Economic Development.

Large employers are required to pay a payroll tax called the Jumpstart tax that contributes to small business growth within the city.

Eligibility

- Must have a City of Seattle business license
and must meet 2 of these 3 requirements
- Less than 50 employees
- 2 or less brick-and-mortar locations
- \$5 million or less in revenue

REGISTER
HERE



Seattle Office of
Economic Development

12 business expert consultants

Take advantage of your free hours:

- **10** hours of **business development support**
- **10** hours of **marketing support & logo design**
- **10** hours of **accounting/tax support**
- **10** hours of **loan support**

LIVE Q&A WITH STAFF



Can I
apply if I
applied
before?

Can I apply
to Seattle
Restored if I
am not a US
citizen?

Is a
business
license
required?

How
much
funding
do I
receive?

CONTACT US!



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www.seattlerestored.org



[@seattlerestored](https://www.instagram.com/seattlerestored)

