Seattle Restored 2027 Pop-Up Application

Applicant Information

Name: (Required)

First Name (Required)

Last Name (Required)

If you are applying as a group, please fill out the application with one primary contact.

Email address: (Required)

Phone number: (Required)

Home address: (Required)

Country (Required)

☐ Select…

Address (Required)

Address Line 2 (optional)

City (Required)

State, Province, or Region (Required)

Zip or Postal Code (Required)

Business address (if different):

Country

- ☐ Select...

Address

Address Line 2 (optional)

City

State, Province, or Region

Zip or Postal Code

Age: (Required)

This question is for demographic purposes only and will not impact your application.

What is your gender identity? (Required)

- ☐ Female
- ☐ Male
- ☐ Nonbinary/gender non-conforming
- ☐ Two-spirit
- ☐ Prefer not to say
- ☐ Other

This question is for demographic purposes only and will not impact your application.

What are your pronouns? (they/them, she/her, he/him, etc.) (Required)

This question is for demographic purposes only and will not impact your application. If you prefer not to share your pronouns, please indicate "Prefer not to answer" in the text box.

What is your race? Please check all that apply (Required)

- ☐ Native American or Alaskan Native

- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic or Latina/o/x
- ☐ Native Hawaiian or Pacific Islander
- ☐ White
- ☐ Other
- ☐ Two or more races
- ☐ Prefer not to say

What is your ethnicity? (Required)

This question is for demographic purposes only and will not impact your application.

Primary language(s) spoken at home? (Required)

Are there any other identities you'd like to share with us? (e.g., religion, sexual orientation) (Required)

This question is for demographic purposes only and will not impact your application.

Business Information

Are you applying as an individual business or with other businesses to share a space? (Required)

- ☐ Individual Business
- ☐ With Others to Share a Space

Business Name: (Required)

Limit: 300 characters

Business Website:

Primary Business Social Media Account:

Is your business at least 51% woman-owned or Black, Indigenous, or other communities of color owned, managed, and controlled? (Required)

- ☐ Yes
- ☐ No

Have you previously received funding from or participated in any programming from the Seattle Office of Economic Development (OED)? For example, OED's Tenant Improvement Program or the Accounting Business and Consulting Program. (Required)

- ☐ Yes
- ☐ No

What is the legal entity of your business? (Required)

- ☐ Limited Liability Company (LLC)
- ☐ Sole Proprietorship
- ☐ Partnership
- ☐ Corporation
- ☐ Other

Please provide your City of Seattle Business License number. If you do not yet have one, please describe your plan and anticipated timeline for obtaining one. (Required)

Your Seattle Business License number is 16 digits and can be found at the top of your business license tax certificate.

Please provide your Washington State UBI number. If you do not have one and expect to exceed $12,000 in annual sales, please describe your plan and anticipated timeline for obtaining one. If you do not intend to obtain a UBI number because you expect your annual sales to be less than $12,000 in 2027, please explain why you anticipate staying below this threshold. (Required) *Limit: 100 words*

Your UBI number is nine digits and can be found on your state-provided business license.

Tell us about yourself and your business. Why would you be a good fit for this program? (Required) *Limit: 250 words*

How long have you operated your business? (Required) *Limit: 50 words*

How many full- or part-time employees does your business currently have, including yourself? (Required)

- ☐ One, only myself
- ☐ Two or more

What are your current sales channels? Please describe where and how you sell your products or services, such as in person, online, through wholesale, or a combination of channels. (Required) *Limit: 150 words*

What is your price range for products or services? (Required) *Limit: 150 words*

Have you participated in any business training programs, received mentorship, or attended business support events? If yes, please provide additional details about your experience. (Required)

- ☐ Yes
- ☐ No

How confident are you at this point that you can support yourself financially through your business full time? (Required)

- ☐ Not confident
- ☐ Somewhat confident
- ☐ Confident
- ☐ Very confident

Please provide your business's gross annual income for the previous three years. (Required)

	2024	2025	2026 to date
Annual Income	$_____	$_____	$_____

- Round to the nearest dollar.
- Do not include dollar signs.

- Put “0” for any years in which your business was not open or did not generate income.
- Do not include income from another job.
- Gross annual income is the total amount of money you earn from your business in a single year before any expenses are deducted.

Please provide photos, videos, or PDFs that illustrate your business; we are looking for product photography, events and pop-ups, and process shots that best demonstrate your brand.

Choose File

Please provide a minimum of five items. You are allowed a maximum of eight.

Acceptable file types: .pdf, .jpg, .jpeg, .png, .mov, .mp4

Pop-Up Information

Tell us about your pop-up! (Required) *Limit: 250 words*

What are your primary goals for participating in a pop-up? Please select your top three goals. (Required)

- ☐ Generate revenue and increase sales
- ☐ Connect with existing customers
- ☐ Reach new customers
- ☐ Connect to the downtown community
- ☐ Test a new product, service, or business concept
- ☐ Explore a pathway to securing a permanent storefront
- ☐ Build experience operating a physical storefront
- ☐ Test a new neighborhood or market
- ☐ Host workshops, classes, or community events
- ☐ Gain press coverage and media exposure

How do you plan to measure the success of your pop-up? (Required) *Limit: 150 words*

How would your business contribute to the diversity of products, services, or experiences available in downtown Seattle? (Required) *Limit: 250 words*

What activities, events, or experiences might you offer to encourage people to visit your pop-up? (Required) *Limit: 150 words*

Does your business already have a brick-and-mortar location? (Required)

- ☐ Yes
- ☐ No
- ☐ Have in the past but not currently

Seattle Restored is open to businesses seeking to establish a second location, provided they intend to operate both locations simultaneously during their participation in the program.

What experience do you have selling your products or services in-person? (Required) *Limit: 250 characters*

Please describe your current inventory and your ability to replenish or restock products as needed throughout the pop-up. (Required) *Limit: 250 words*

What days of the week and hours do you intend to be open? (Required)

Example*:*

- Tuesday - Friday 10–4 pm
- Saturday- Sunday 12–6 pm

This program has a minimum requirement of 32 hours per week, over at least five days. At least one of the five days must be a Saturday or Sunday.

Please note: The days and hours you provide are your anticipated schedule and are not a final commitment. If selected, your operating schedule will be confirmed with the Seattle Restored team.

How do you plan to market and promote your pop-up? Please describe your marketing plans throughout the activation. (Required) *Limit: 100 words*

We ask accepted applicants to promote participation and their pop-up only after signing a contract and confirming their pop-up location.

What businesses or organizations are you connected with, and how do you plan to collaborate with them to drive visitors, engagement, and sales at your pop-up? (Required) *Limit: 250 words*

What challenges do you anticipate in participating in the program, such as transportation, staffing, inventory, or production needs? How do you plan to address these challenges? (Required) *Limit: 250 words*

How comfortable are you communicating your needs, raising concerns, and advocating for yourself when issues arise? Please describe how you would communicate with the Seattle Restored team to keep them up to date on programming or to address any challenges during your activation. (Required) *Limit: 150 words*

Please select your first choice location for your pop-up. (Required)

- ☐ Pioneer Square
- ☐ Downtown Retail Center
- ☐ Chinatown International District
- ☐ Belltown
- ☐ Capitol Hill

Please note that your first-choice location is not guaranteed. We will consider your location preferences during the placement process, but final placements are subject to availability.

After your first choice, please rank any other locations you would be interested in, in order of preference. If none of your preferred locations are available, would you be open to placement in a different neighborhood? (Required) *Limit: 50 words*

If you are only interested in your first-choice location, please indicate that in your response.

Please select the types of storefront you would be interested in occupying. The more locations you're open to, the greater your chances of being placed. **(Required)**

- ☐ Small: 500–1,000 sq ft
- ☐ Medium: 1000–2,500 sq ft
- ☐ Large: 2,500 sq ft or larger
- ☐ Ground-level, street-facing storefront
- ☐ Interior storefront at Pacific Place

Do you have any specific requirements or needs for your pop-up space? Please describe any features or accommodations that are essential for your business. **(Required)** *Limit: 150 words*

Is there anything else you'd like us to know about you or your business that hasn't been covered in this application? **(Required)** *Limit: 150 words*

How did you hear about Seattle Restored? **(Required)**

Would you like to join the Seattle Restored mailing list to receive updates about future opportunities, program announcements, and events?

- ☐ Yes
- ☐ No
