Seattle RESTORED

Virtual Application Information Session

Wednesday, November 4th, 2026

12:00-1:30 PM

SeattleRestored.org

Seattle Office of Economic Development

good BUSINESS NETWORK of Washington



WELCOME

SESSION GUIDELINES & REMINDERS

- Staff will **not** be able to see or hear you throughout the presentation
- There will be a live Q&A portion **at the end of the session with past particpants and staff.** You can find Q & A under the more area of Zoom
- Our chat function is disabled
- You may ask questions in the Q&A just before the past particpant panel portion of the event. It will be off until that time
- We'll email the slide deck and recording to participants and post both on our website by **Friday, Nov 13th**

SESSION AGENDA

- PROGRAM OVERVIEW
- PARTICIPATION OVERVIEW
- POP-UP SHOP APPLICATION
- WHAT HAPPENS AFTER ACCEPTANCE
- Q & A with PAST PARTICIPANTS
- Q & A WITH STAFF





PROGRAM OVERVIEW



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

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 (GBN) is a nonprofit organization founded in 2010. creates the connections that make local economies work. We bring together purpose-driven businesses, community organizations, and residents to support local makers, revitalize neighborhoods, strengthen local food systems, and advance sustainable practices–building a more connected and vibrant regional economy

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ABOUT SEATTLE RESTORED

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

Since launching in 2021

123 - Pop-up Locations

225 - Businesses Supported

33 - Transitioned to long-term leases

30 - Pop-up Locations in 2026







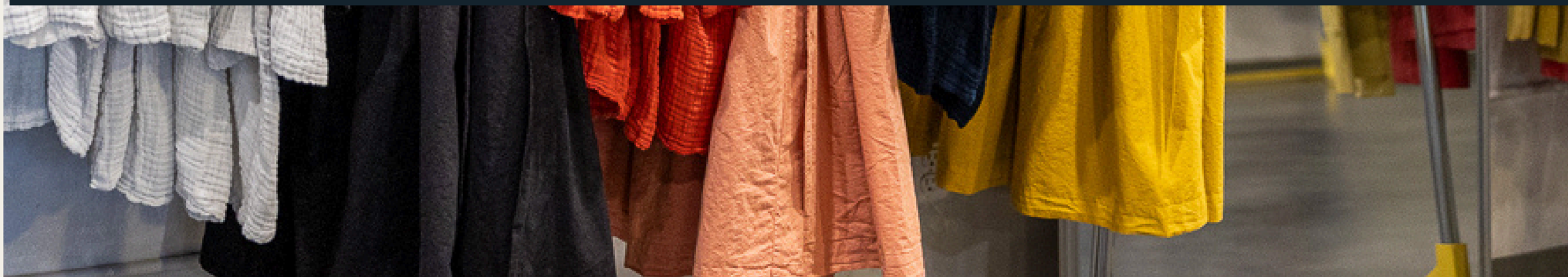


WHY PARTICIPATE

- Receive a no-cost 6-month commercial lease
- Test a brick-and-mortar space without the financial burden of a lease
- Connect with your current customers and find new ones
- Receive financial support of $2,500
- Receive professional photography to document your Seattle Restored participation
- Contribute to efforts that revitalize Seattle
- Receive 10 hours of external consulting support



PARTICIPATION OVERVIEW







ELIGIBILITY

- Be 18 years or older
- Be a for-profit business. This application is not open to non-profits or fiscally sponsored organizations
- Have no more than one operating business location. This does not include pop-ups, markets, or production facilities
- Have not participated in Seattle Restored previously as a pop-up (art installations & residencies may apply)
- Have not received over $20,000 in funding from the Seattle Office of Economic Development between 2024-2026





POP-UP PATHWAYS

RETAIL BUSINESS

A retail storefront selling products

- *Examples: clothing store | art gallery*

SERVICE-BASED BUSINESS

A storefront that coordinates services

- *Examples: furniture repair | tutoring services*

CLASSES/WORKSHOPS

A business with regular classes or workshops

- *Examples: yoga studio | art classes*



POP-UP LOCATIONS

- Seattle Restored is currently prioritizing locations in Belltown, Chinatown-International District, the Downtown retail core, and Pioneer Square
- We may also have locations become available in Capitol Hill pending property owner interest
- Locations range from 500 to 5,000 sq. feet, but most on average, are 1,500 sq. feet
- All locations have electricity, heating, access to a restroom, and the ability to secure inventory
- A/C and free parking are unlikely





POP-UP OVERVIEW

Duration: Six months
This includes:
2 weeks to set up & 2 weeks to break down

*Must be open **32 hours a week** between retail hours and events*

Lease: The program, through Good Business Network, holds the lease; businesses are our subtenants

Insurance: The program provides General Liability Coverage through Good Business Network; we do not cover theft insurance





POP-UP OVERVIEW

- **Maker Space:** Production may be completed on-site if your primary activity is retail, service, or events

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

- **Public Access**: By-appointment-only concepts are not eligible.
  Post-recording clarification: *Appointment-based businesses are eligible if they also welcome walk-in customers during operating hours.*

- **Collective Space**: Multiple businesses may share a space. This can be a great way to manage hours, staffing, and merchandising





POP-UP OVERVIEW

- Seattle Restored runs program-wide marketing campaigns that highlight your pop-up alongside other program participants. These campaigns are designed to amplify your marketing efforts and increase visibility, but they are not a substitute for your own promotion.

- The program connects participants with resources and business support through our partners. We offer occasional educational opportunities, but participants should be prepared to seek additional guidance and resources as needed to support their pop-up.

PARTICIPATION REQUIREMENTS

Business Licenses: Must have a City of Seattle Business License and a WA State Business License

Contract: Sign a participation contract

Documentation: Provide a W-9 form and invoices

Orientation: Attend orientation sessions

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

Walkthrough: Participants must conduct two walkthroughs to close up their pop-up and ensure the space is returned in the order it was received





PARTICIPATION REQUIREMENTS

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

Promotion: Promote your participation in the program through social media, website, 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

Licenses/Permits: Secure all licenses and permits as required, including alcohol service permits and large event permits







POP-UP APPLICATION







BUSINESS SHOULD APPLY IF:

- They are prepared to make the pop-up a full-time job or significant **professional priority**
- Can commit to being open at **least 32 hours per week for 6 months**
- Are comfortable operating in Downtown Seattle neighborhoods
- Are prepared to invest financially in their pop-up, as there will be costs related to furnishings, tenant improvements, staffing, marketing, parking, and other expenses not covered by the program





BUSINESS SHOULD APPLY IF:

- Have the appropriate business licensing and/or understand the permitting that will be required for their concept
- Have an established business and some demonstrated history of selling their products or services and working with customers
- Are willing to experiment, learn, and adjust their approach as they learn what works
- Are willing to invest in marketing to promote their pop-up.





BUSINESS SHOULD APPLY IF:

- Have a clear understanding of their business model, target customer, competition, and the Seattle market
- They are prepared to scale their operations to support a new location while maintaining any existing operations
- Can clearly articulate what they would bring to a neighborhood and how their business could contribute to a vibrant retail environment
- Are self-starters who can identify opportunities, solve problems, and ask for support when they need it





APPLICATION NOTES

- Previous applications will NOT roll over; everyone must reapply

- 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 a concise and actionable submission. Too many ideas can be hard to activate in a 6-month timeframe





APPLICATION NOTES

- Multiple businesses may apply to share a space
- Any businesses interested in applying together must determine one person/business to represent them in the application and in ongoing communications with our team if selected
- Only one stipend will be provided per storefront, so it is up to the applicants to determine how funding will be shared and distributed
- Seattle Restored will not connect individual applicants in sharing a space or facilitate day-to-day operations of shared locations

SELECTION CRITERIA & REVIEW PROCESS

A diverse community panel reviews and scores applications. Panelists include property managers, past participant, media partners, and community members

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?

APPLICATION TIMELINE

Applications Open: October 28, 2026

Info Session: Nov 4, 2026

Application Office Hours: Nov 6, 13, 20, 2026

Applications Close: Nov 24, 6 PM PST 2026

Application Reviews: Nov 25, 2026 - Jan 3, 2027

Notice of Application Status to All Applicants and Invitation to Interview for Select Applicants: Jan 4, 2027

Applicant Notification: Jan 29, 2027

Placement Begins: March 1, 2027





INTERVIEWS

- Applicants will be notified if they move to the interview stage on **Jan 4, 2027**
- For those applicants who proceed to the interview phase, we will coordinate 30-minute Zoom sessions between **Mon, Jan 11 and Fri, Jan 22, 2027**
- Interview questions will be shared in advance





FINAL INFO SESSION

- Applicants who have been accepted to the program will be invited to attend an in-person info session that will also host a panel of past participants

- This is an opportunity to make a final determination if this program is a match for you - we want applicants to hear from past particpants to fully understand this opportunity and the commitment

- After this session, applicants will communicate with Seattle Restored staff to confirm if they would like to accept the Seattle Restored program offer

WHAT HAPPENS AFTER ACCEPTANCE?

- Being accepted into Seattle Restored means you can move forward to the storefront matching process; **it does not guarantee a storefront placement**

- **Location Match**: Seattle Restored staff will use your preferred locations, and your business needs to identify potential storefronts

- **Understand the Process:** Placements depend on available properties, property owner interest, and the fit between a space and your business.

- We cannot guarantee that every accepted applicant will be matched with a storefront. Property owners are part of the matchmaking process and typically review 3 - 4 applicants for their location and make a final determination on whom they would like to see placed in their venue

WHAT HAPPENS AFTER ACCEPTANCE?

- **Tours:** As property owners select your business for placement, we arrange a tour for you to view the space.

- You are never obligated to accept a space. We want the location to be the right match for you.

- We can typically offer a **maximum of 2- 3 tours** for placement, but most placed applicants accept the first or second location toured.



WHAT HAPPENS AFTER ACCEPTANCE?

- **Monthly Updates:** Staff will communicate with accepted applicants each month about placement opportunities

- Most placements will launch between the months of **March and October 2027**

- Time between a tour and getting your keys is typically **2 - 6 weeks**

- During this time period, you will review and sign a particpant contract and engage in your orientation sessions



BY THE NUMBERS

These numbers are approximations and may be adjusted

Applications: 150 - 200

Applications Reviewed by Community Panel: 75

Applicants Moved to Interview: 35

Accepted Applicants: 25 - 30

Accepted Applicants Placed: 20 - 25

Properties Currently Secured: 0

We will begin negotiating leases in January 2027

Locations Launching in March: 5 - 7

More pop-ups will follow throughout the year



ADDITIONAL STEPS

JOIN US AT OFFICE HOURS: NOV 6, 13, 20th from 9 - 11 AM PST

If you have additonal questions, feel free to sign up to attend our office hours. This will be open to all applicants. Please understand you may need to wait for others to hav their questions answered

seattlerestored.org/apply

VISIT CURRENT OR PAST 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/

HOW TO SUBMIT AN APPLICATION





- Go to seattlerestored.org
- Click on the “Apply” tab
- Read through the application details
- Watch the info session recording and attend office hours as needed
- Download the application to work on your questions in advance of submitting
- Sign up for Submittable
- Finish your application before Nov 24th at 6PM PST - late applications will not be accepted or reviewed

Contact Us



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www.seattlerestored.org



@seattlerestored