

# "pop-up" Opportunities

The term "pop-up" refers to the **short-term duration of the retail stores, which "pop up" one day and are gone the next.**

# WELCOME TO THE WORLD OF POP UPS

**T**ake a look around, and you see pop up cinemas and pop up cafes, pop up shops and pop up workspaces. And even those establishments that have been around a long time may suddenly have the word pop up in front of them. What's going on with this pop up phenomenon?

## *Just What Is a Pop Up?*

So what separates a *pop up* from other projects? To truly qualify as a pop up, a project should:

- ✓ Use an empty or under-used space.
- ✓ Be time-limited, with clear start and end dates.
- ✓ Not aim for permanence.
- ✓ Be designed for demountability and ease of removal.
- ✓ Have the potential to transfer to a different site.

# ***Making the Pop Up Decision***

Pop ups offer many benefits to lots of types of business. Although artists were the first to recognise the benefits of pop ups, all business sectors, from small and home-based businesses to global brands like Reebok and Disney, widely use them.

You should pop up if you:

- ✓ Don't want a high street shop all year round.
- ✓ Want to do something different.
- ✓ Have enough people who'll come to your shop.
- ✓ Want to test out your ideas before committing big resources to a project.



A range of businesses you'll be familiar with already use pop up shops:

- ✓ Halloween shops
- ✓ Firework stores
- ✓ Christmas markets





# Planning to Pop Up

## The 5<sup>th</sup> Wave

By Rich Tennant



"Einstein over there miscalculated our start-up costs and we ran out of money before we could afford to open a 24-hour store."

## Your complete guide to planning, starting and running a successful pop up venture

Pop up shops are popping up all over. And everybody from big-name international brands to fledgling fashion designers, crafters and budding artists are jumping on the pop up bandwagon. That's because pop ups provide a great way to test out a new business idea, experiment with a new product, location or market, gain exposure and learn more about customers – all with minimal risk and financial outlay. Packed with case studies, tips and expert advice, this book is your total hands-on guide to all things pop up.

- **Get the lay of the land** – research your market and develop a business plan to make sure that your pop up idea is really viable
- **Rally your troops** – assemble a team that can help you bring your pop up dream to life
- **Create a home for your business** – find the perfect space, fit it out without spending too much and create an environment that's welcoming
- **Pull in the punters** – create a recognisable brand and market your pop up using a range of inexpensive tools, from neighbourhood meet-and-greets to social media
- **Stay on-track** – get a handle on the day-to-day running of your pop up



## Nebraska "pop-up" Opportunities



# POP-UP EVENT







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# Mobile.....ideas





TOP STORY

# Pushcart street vendor a familiar figure throughout Grand Island

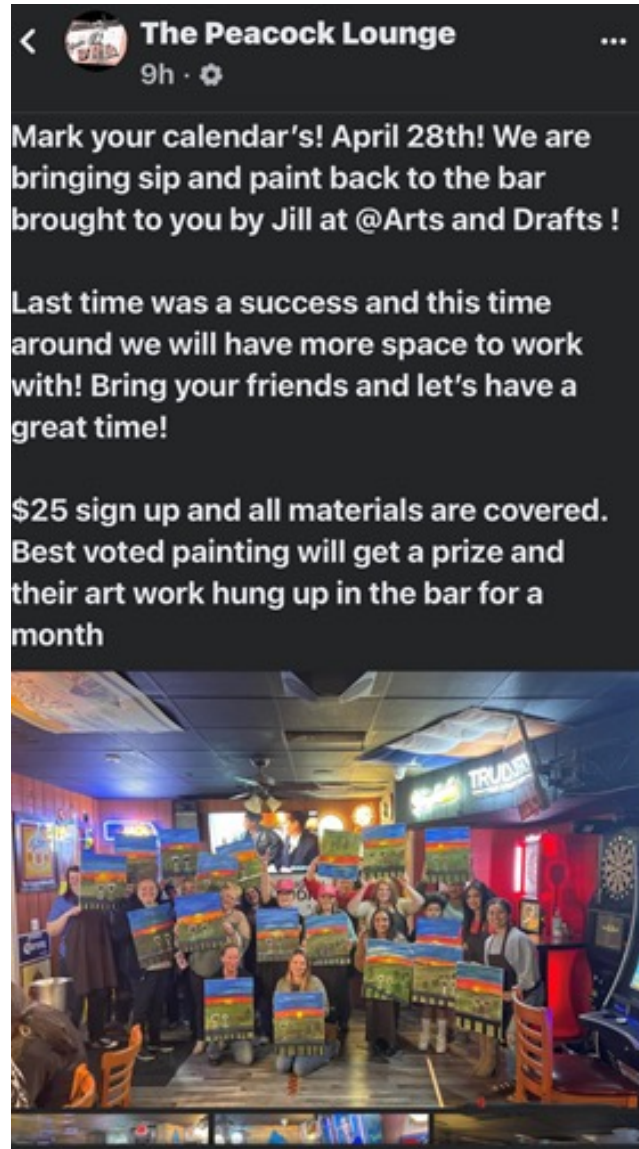
Jeff Bahr Jan 30, 2022 0



In selling snacks on the streets of Grand Island, Joe Terrazas works with Los Hermanos, a restaurant at 602 W. Fourth St. Independent/Jeff Bahr

## Collaborations/ Combos

- Bar- Art Classes
- Wedding: Nails/ Hair/ Makeup







A Simple, Cost-Effective – But Fun –  
Solution for Catering ...



# HOW TO Make Money on Your Homestead

## ~COTTAGE FOOD LAWS~



•Nebraska passed a bill (LB 304) in 2019 which greatly expanded their cottage food law. Before that, *homemade food could only be sold at farmers markets.*

•Producers *can sell any type of non-perishable food* at farmers markets, public events, from home, and online to anyone in the state of Nebraska. For sales outside of farmers markets, *producers must complete a food safety course*, as well as online registration. This is where our course comes in—it fulfills the requirements for registration. This course is written specifically for Nebraska and our regulations, but producers in other states could possibly take this course also to fulfill their requirements.

•*This law does not allow indirect sales (wholesale, retail stores, etc.),* but there is no sales limit and it is very easy and inexpensive to start using the law.





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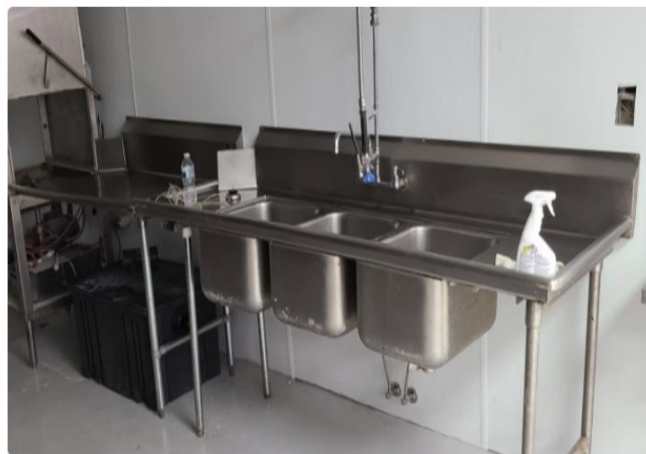




# Food Preparation- Rent

## Find licensed, commercial kitchens to take your food business to the next level!

The Kitchen connects you with commissary kitchen spaces that are available for rent. So whether you are a chef, caterer, baker, food truck, or any other food entrepreneur, The Kitchen will help you find an extraordinary place where **you can cook, legally!**



### The Upstart Kitchen - VERIFIED

2851 Capehart Road Ste. D, Bellevue, NE 68123, USA

[Contact Kitchen](#)

## Benefits of a Shared-Use, Commissary Kitchen



### Community, in the Kitchen

With a professional, shared-use commercial kitchen, you aren't just getting a place to cook. You're getting a family of chefs, food producers, caterers, and other like-minded businesses to exchange advice, guide you, and build camaraderie.



### Staying Compliant is as Easy as Pie

Commercially-licensed, shared kitchens make it easy for you to stay compliant. You'll have the peace of mind knowing you won't risk getting shut down by the health inspector.



### Help your Food Business Grow

Commissary kitchens often provide the additional services - like incubator programs and demo space - that help your business bring home the bacon! You're the food expert. They can help your business scale.

### Description

The Upstart Kitchen and Commissary is a shared use commercial kitchen available for up-and-coming food businesses and food trucks. Storage closets, commercial equipment, production space, and 24 hour access. 2 locations available in Bellevue within minutes on downtown Omaha. Licensed in by the State of Nebraska.

#### Equipment available:

- Convection ovens
- Combi Ovens
- 6 burner stove tops w/ standard oven
- Rental coolers
- Rental Freezer
- 20, 40, 60 Qt Hobart mixers
- Microwave
- 3 compartment Sinks
- Commercial Dishwashers
- Food Processors

### Pricing

Various options available based on hours of use





# Churches...

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 **Watlao BuddhaMetta** · Jul 23, 2021  
· 

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## Pop up in action

Adidas opened a series of pop up shops across Europe. They used empty shops and were based around a simple set of steel-framed furniture and freestanding lights, which employees could put up and

take down in one day. The locations weren't announced to the public, but carefully chosen individuals were invited using social media sites. The secret stores only sold two styles of Adidas's most desirable shoes.

Pop ups have been around a long time, in one form or another; they're very much a movement that started with artists looking for temporary space to exhibit work, hold stage shows or create studio spaces. And good pop ups still need a bit of creativity.

Throughout the years, most major towns and cities have things happening that you could call a pop up. Take London. You could draw a line from Shakespeare's reuse of the old gatehouse of Blackfriars Monastery straight to Camden's Roundhouse, which was used in the 1960s for theatre and music happenings. In South London, Brixton Art Gallery ran from 1983 to 1988 in an old carpet showroom.

More recently, Space Makers worked in 20 empty shops in a market just around the corner. Many of these businesses started as pop ups, but have become more permanent over time.



Some very famous people started out this way. Tracey Emin ran a shop in Bethnal Green for six months, with fellow artist Sarah Lucas. Called 'The Shop', it sold a range of products they'd designed and manufactured, and the pop up led to Emin signing with a major art dealer.

While London has boasted high-profile pop ups, others have existed around the world and are part of the wider movement of reusing old buildings. Think of Andy Warhol's Factory in