

THE LOCAL  
COLLECTIVE  
*by* WEST ACRES.



# WELCOME!

IT'S NICE TO MEET YOU

Thank you for your interest in The Local Collective, a pop-up retail experience curated by West Acres, featuring a rotating schedule of local and regional retail concepts.

Please read through this welcome packet in its entirety to learn more about this opportunity and to ensure it is right for you and your business.

Once you've reviewed the welcome packet and have determined that your concept will be a good fit, we welcome you to send in an application (details within the packet). We look forward to introducing you to The Local Collective and hopefully working with you in the future!

*Alissa Adams*

COO, WEST ACRES

*Niki DeConcini*

DIRECTOR OF MARKETING & EVENTS, WEST ACRES



## Local Collective MISSION

With a passion for fostering entrepreneurship, West Acres created The Local Collective to showcase businesses in our community and provide an opportunity for them to trial and thrive in a vibrant retail setting.

Let's Grow Together.



# THE LOCAL COLLECTIVE

by WEST ACRES

## WHAT YOU GET

- ✓ A HIGH-TRAFFIC STOREFRONT
- ✓ DEDICATED MARKETING SUPPORT
- ✓ MENTORSHIP & GUIDANCE FROM OUR TEAM
- ✓ MAINTENANCE SUPPORT
- ✓ AN OPPORTUNITY TO GROW INTO RETAIL WITH MINIMAL UPFRONT CAPITAL



## DURATION

1-3 MONTHS PER CONCEPT



## INVESTMENT

COSTS PERTAINING TO:  
STORE SETUP & MERCHANDISING  
STAFFING  
YOUR MARKETING EFFORTS  
PERCENTAGE RENT

## WHAT IS IT?

The Local Collective is essentially a pop-up retail space that temporarily houses one (or a few) local and regional retail businesses who are in pursuit of testing out a brick-and-mortar space with the opportunity to do it in a dominant, high-traffic retail destination.

## OUR WHY

We Love Local! West Acres started as a dream by our founder, William Schlossman, and a group of local partners. Entrepreneurship is at our core, which is one of the many reasons why we love to help foster, grow and collaborate with local businesses. The Local Collective not only allows us to do that, but it also helps grow a network of locally owned businesses within West Acres with the long-term goal of adding to our selection of locally and regionally owned store offerings. Additionally, we view the Local Collective as a platform to connect local businesses to a large, diverse regional customer base to help you grow!

# WHY WEST ACRES?

## HOW WE CAN WE SUPPORT YOU

### IDEAL LOCATION

Convenience is key, and the accessible location of West Acres is second to none in the region. Fifteen-minute-or-less drive times make West Acres convenient to access from anywhere in the metro. West Acres features easy access and egress from I-29 and I-94 as well as an abundance of parking.

A Regional Draw: Located in the center of Fargo, Moorhead and West Fargo, you'll benefit not only from regular local shoppers, but also the regional draw that West Acres provides. 30% of our customers come from beyond our fast-growing MSA of 250,000. West Acres attracts shoppers from a population of 2.3 million and over 1 million households.

### JOIN OUR NETWORK

Gain access to resources and other local businesses who have thrived in our center, for guidance and mentorship during the process. Our team is here to help you succeed!

*"For any start up retail business, this experience is a great way to explore the option of opening a physical location with the flexibility of being a pop up shop. The entire West Acres team and staff was always willing to help out when we needed it and actively checked in with us to see how everything was going. Being at West Acres Mall helped us grow our customer base and opened up a new demographic for our business." - Kayla, Dak & Co.*

### A WELCOMING, VIBRANT ENVIRONMENT

Experience matters. West Acres employs a team that is dedicated to the overall mall experience, from the level of cleanliness throughout the mall and caring for our thousands of plants to curating local art for our halls and scheduling live musical performances. Our job is to create an experience that is a gateway to the pleasant experience customers have within our stores. In addition, as part of this pop-up experience, our team is here to support you should you have an issue within your store that needs attention.

### DEDICATED MARKETING SUPPORT

West Acres has a team of marketing experts. Benefits include:

West Acres Social Media reach through organic + paid posts. West Acres Social Media Coordinator works directly with our stores to highlight their products + services.

Instagram (2021): 9.9 million impressions

Facebook (2021): 20 million impressions

PR support through local and regional outreach

We are an extension of your team. We are here to amplify your efforts, brainstorm new ideas, bridge new partnerships, and help new-to-the-area tenants engage within the community and customer base.

West Acres' team is dedicated to creating new innovative ways to wow customers with seasonal art installations, unique year-round events, and surprise and delight moments created to drive traffic and create excitement.

# TESTIMONIALS

## WHAT LOCAL BUSINESS OWNERS HAVE TO SAY ABOUT WORKING WITH US

Starting a small business can be very difficult. When we launched our best of local store in West Acres, we were greeted with warm open hands. Several years later, through a pandemic and everything, those same warm open hands are there to help answer questions, provide guidance, and help us grow. Best choice we made in business was to locate at West Acres.

**GREG KEMPEL**

**MINN DAK MARKET  
(WEST ACRES LOCAL RETAILER)**

Collaborating and partnering with the West Acres Mall and staff has been a highlight of new adventures we've tried! We had a holiday pop up shop as a mall kiosk one year and really grew our mission thanks to the mall working with us to make it happen. From the marketing staff to security when we had late nights setting up, everyone there was on top of it and made it seamless. We felt like we weren't alone in taking on a big new thing for us as a small business and were inspired by how West Acres operates and works with their team and tenants - AND artists around the area. Hosting our craft fest this past year in the hallways was a brand new big endeavour, too, and we couldn't have asked for a better team within the mall to work with to pull it off! We are grateful to have a shopping center like West Acres in our community who creates a unique place focused on experiences, art, and the community.

**ASHLEY MORKEN**

**UNGLUED  
(POP-UP & EVENT PARTNER)**

West Acres has been amazing to work with. They care about my local, small business and are invested in it's success. Their team has provided invaluable mentorship. They are mindful of the challenges small businesses face and cheer on growth. One conversation with a member of their team shows just how caring they are. I was comparing myself with the larger chain stores and remarked, "but you don't need to be a business incubator." The team member stopped me right there and said, "That's EXACTLY what we are trying to do. That is our business." They have proved this time and again with unbelievable social media support, facilities management, mentorship, and patience as we work through growing pains.

**CAROL SIMMONS**

**REAL GOOD BATH & BODY  
(WEST ACRES LOCAL RETAILER)**

Our pop up shop in West Acres Mall provided a great experience for my husband and I to grow our small business. For any start up retail business, this experience is a great way to explore the option of opening a physical location with the flexibility of being a pop up shop. The entire West Acres team and staff was always willing to help out when we needed it and actively checked in with us to see how everything was going. Being at West Acres Mall helped us grow our customer base and opened up a new demographic for our business. We were delighted to see the engagement West Acres has with local businesses from our community to bring in a wide variety of artistic talent, create cultural experiences and showcase fun-filled events.

**KAYLA COTE VAN RENSBURG**

**DAK & CO.  
(POP-UP)**

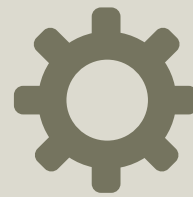
# LET'S TALK ABOUT *the* SPACE

WHAT'S INCLUDED IN YOUR POP UP LOCATION



## A TURN-KEY SPACE

1,750 sq. ft. store with clean finishes, ample window display space, and back room storage area. Our goal is to provide you a space that is ready to showcase your business with minimal investment.



## ACCESS TO RESOURCES

West Acres will provide exterior signage & additional ambiance to the space through our furniture and art connections, should you need them. We also have a small collection of store fixtures that are available for use.



# LET'S GET DOWN *to the* DETAILS

## REQUIREMENTS & EXPECTATIONS TO BE ELIGIBLE FOR THE LOCAL COLLECTIVE

### 01

#### BUSINESS ELIGIBILITY

- Cannot be a current West Acres tenant, unless presenting a new retail concept
- Must be a locally or regionally established business
- Must be an already established brand or concept
- Must have interest in a long-term storefront at West Acres
- Applicant must be considered the founder/owner of the business
- This opportunity is ideal for a local or regional-based retail business (i.e. apparel, product, pre-packaged foods, etc.) that is interested in testing out the retail environment within our shopping center.

### 02

#### EXPECTATIONS OF KNOWLEDGE + EXPERIENCE

- Must have knowledge of your business's target market and sales strategy
- Must have experience in merchandising a storefront, or have resources available to provide that service

### 03

#### PRODUCT OFFERING REQUIREMENTS

- Product can be handmade or custom curated (does not have to be local or regional product)

*Note: Are you an over-the-counter food service business? This space isn't set-up for food service, but we may open up that opportunity in the future! In the meantime, feel free to drop us an email to let us know of your interest at [leasing@westacres.com](mailto:leasing@westacres.com)*

- Must add to or amplify West Acres current tenant mix and customer experience
- Must be able to produce/have appropriate inventory available to stock a storefront in a high-traffic shopping center

### 04

#### LOGISTICAL REQUIREMENTS

- Must have time and resources to staff and operate a retail storefront based on full, or a majority percentage, of mall hours.



# FAQ's

HAVE ANY QUESTIONS?

01

## WHAT IS THE TIMEFRAME FOR A LOCAL COLLECTIVE POP-UP?

Each pop-up will be for a duration of 1-3 months, with exceptions made for candidates that we feel would be a great fit but wouldn't be able to commit to that timeframe. Currently we are searching for candidates for **Holiday 2022**, but will keep all applicants on file for future opportunities.

02

## WHAT WILL I BE RESPONSIBLE FOR DURING THIS PROCESS?

Should you be chosen as a Local Collective pop-up, your responsibilities include setting up, managing and running the store, which includes but is not limited to: staffing, merchandising and inventory, cleaning and operations (with maintenance support from our team), and marketing to your customer base.

03

## WHAT ARE MY FINANCIAL OBLIGATIONS FOR THIS OPPORTUNITY?

Your financial obligations include aspects related to setting up the store (merchandising, display materials, etc.), staffing, and a percentage of sales, which will be discussed during the contract phase of the process.

04

## WHERE WILL MY POP-UP BE LOCATED? WHAT IS THE SPACE LIKE?

We currently have a space ready for The Local Collective, which is located in the JCPenney wing next to Minn Dak Market, although for future timeframes the location and space size may change based on availability and need.

# READY TO APPLY?

HERE'S WHAT HAPPENS NEXT

01

## READ THROUGH PACKET + REQUIREMENTS

It's important that before you send in an application, you read through this packet in its entirety and ensure your business would be a great fit and meets the requirements.

02

## FILL OUT APPLICATION ON OUR WEBSITE

Feel like you have what it takes? Head over to our website to fill out an application!

[CLICK HERE TO FILL  
OUT AN APPLICATION](#)

03

## BE CHOSEN AS A LOCAL COLLECTIVE BUSINESS

Our team will review each application and have a final say on which businesses will be chosen to be a part of The Local Collective.

Important Note: This is a rotating schedule of businesses, so if you are not chosen for the first few spots, there could be future opportunity. There is no need to reapply unless there are changes you would like to update us about with your business.

04

## WORK WITH OUR TEAM TO LAUNCH YOUR POP-UP

If you've been chosen to be a The Local Collective pop-up, our team will guide you step-by-step on what actions need to take place to get your pop-up launched! We will work with each business to ensure you have the opportunity to be successful in our environment during your time with us.

# READY *to get* STARTED?

LET'S WORK TOGETHER

We can't wait to hear from you!

[FILL OUT AN APPLICATION](#)

# LET'S CONNECT

ADDITIONAL WAYS TO REACH US  
& TO STAY UP-TO-DATE ON ALL THINGS WEST ACRES



[FACEBOOK.COM/WESTACRESMALL](https://www.facebook.com/westacresmall)



[WESTACRES.COM](https://www.westacres.com)



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



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701 282 2222

WE LOOK FORWARD TO HEARING FROM YOU!