

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



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
- ✓ AN OPPORTUNITY TO GROW INTO RETAIL WITH MINIMAL UPFRONT CAPITAL



DURATION

3 - 9 MONTHS PER CONCEPT



YOUR 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 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 260,000. 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!

"We wouldn't be here if it weren't for West Acres giving us the opportunity and the support they've provided."

*Brittani & Shawna
Huseth- Drift*

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 Marketing Team works directly with our stores to highlight their products + services.

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

"Being a part of The Local Collective at West Acres Mall was truly a dream come true for Do Good Candle Studio. We loved the way the mall welcomed us. This opportunity was a perfect way for us to test out our products with a wider audience, get new eyes on our business, and test our retail line in a brick-and-mortar setting. It also helped us identify what works and what doesn't, and we've been able to share some of this information with our other wholesale retailers to better merchandise our products in their locations. The Do Good Candle Bar was a wonderful addition in our beautiful location, and we were humbled by how many customers booked a candle bar experience."

DEBBI OSOWSKI

DO GOOD CANDLES
(PREVIOUS LOCAL COLLECTIVE PARTICIPANT)

"We wouldn't be here without the opportunity and support we've received from West Acres. From the very beginning, the team has been incredibly friendly, supportive, and confident in us—even when we weren't confident in ourselves. The traffic the mall brings, along with the work their operations and marketing teams put into drawing visitors, has helped us immensely. Being at West Acres gives us exposure to school groups, tourists, and shoppers from out of state and Canada who might never have found us otherwise. That visibility has been invaluable in helping us grow and build a successful brand."

BRITTANI & SHAWNA HUSETH

DRIFT CLOTHING

"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
(PREVIOUS 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 endeavor, 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)

LET'S TALK ABOUT *the* SPACES

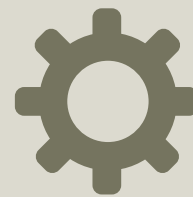
WHAT'S INCLUDED IN YOUR POP UP LOCATION

1



A TURN-KEY SPACE

3,800 sq. ft. store with cash-wrap, 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 can provide 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
- 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 full 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 3-12 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 2026, 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 some 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?

The space available for The Local Collective is located in the Aquarium Court wing.

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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WE LOOK FORWARD TO HEARING FROM YOU!