

VENDOR APPLICATION

2026 SEASON



ABOUT:

The SoHo Shops (16114 South Park Ave, South Holland, IL 60473) are an 8-month retail incubator designed for entrepreneurs and artisans who are ready to test out a physical space. Featuring 10 custom-built mini storefronts, the program connects small business owners with invaluable resources, including tailored business education, ongoing marketing support, and more!

Located in the heart of South Holland, the Shops create a collaborative environment where vendors can showcase products, connect with customers, and gain hands-on experience running a retail operation. Vendors are also encouraged to build relationships within the local business community, facilitate engaging events, and serve as leaders onsite. With affordable leasing, this program is the perfect launchpad for online or pop-up businesses looking to explore a more permanent brick-and-mortar.

Open from May to December 2026, the Shops are set to become a vibrant retail destination that both supports business growth and energizes the Town Center.

How to Apply:

1. Confirm Eligibility - This project is for artisans and entrepreneurs who:

- a. Are 18 years old or older
- b. Do not require running water.
- c. Are not a service based business
- d. Do not use a multi-level marketing model
- e. Do not sell CBD/THC products, alcohol, or weapons
- f. Do not have products with profanity, religious symbols, or political statements

2. Gather Required Documents

- a. EIN and Sales Tax ID
- b. Product Photos
- c. Business Plan
- d. Certifications (EX: cottage, food handling...)

3. Submit the application online before the deadline of January 5, 2026.

Interested in becoming a vendor at the SoHo Shops?

Have questions?

Please contact us at sohoshops@kpgs-consulting.com or 708-210-2947



2025 TIMELINE

SEPTEMBER

10 — Application Period Opens

22 — First Informational Meeting

OCTOBER

15 — Second Informational Meeting

NOVEMBER

19 — Third Informational Meeting

DECEMBER

8 — Fourth Informational Meeting

JANUARY

5 — Applications Close

12 - 23 — Vendor Interviews

FEBRUARY

4 — Vendor Selection Notification

16 — Site Visit/ Space Assignment

MARCH

3 — Marketing Materials Due

16 — Site design, insurance, business license application, signed license agreement due

16 — Key Pickup/ Move-in

APRIL

24 — Soft Launch

MAY

1 — Grand Opening

APPLICATION



SCAN QR CODE FOR
DIGITAL VERSION
OF APPLICATION

The Shops are a retail incubator program for the Village of South Holland designed to support entrepreneurs, artisans, and makers who are committed to expanding their businesses.

Looking for the next step on your business journey? Interested in testing out a physical space? Apply to be a vendor! To ensure you have the necessary information ready, please review the following application packet. Specifically, you are required to answer the following questions, as well as provide product photos and a drafted business plan.

We acknowledge that moving into a retail space and running a business may be a big venture. We are here to support you! If you do not have a business plan already, the Business Plan Outline included in this packet can help you get started.

Complete the online application and submit it along with your business plan and product images at www.southhollandshops.com.

Applications are due by January 5, 2026.

Primary Contact:

First & Last Name	Phone Number:	Phone Type: (Cell/Work/Home)		
Email Address	Home Address	City	State	Zip Code

Business Information:

Business Name	Business EIN	Sales Tax ID

Please select the option that best describes your business:

- | | | | | |
|--------------------------------------|--|-------------------------------|----------------------------------|---------------------------------|
| ☐ Accessories | ☐ Bath and Body | ☐ Food | ☐ Apparel | ☐ Beauty |
| ☐ Home Goods | ☐ Other: <input type="text"/> | | | |

What products do you sell? Please list all types.

Where do you currently operate your business? Check all that apply.

- | |
|---|
| ☐ Storefront or brick-and-mortar building |
| ☐ Online (website or social media platforms) |
| ☐ At home |
| ☐ Pop-up shop events or farmers' markets |
| ☐ Other (please specify): <input type="text"/> |

Where have you previously operated your business? Check all that apply.

- | |
|---|
| ☐ Storefront or brick-and-mortar building |
| ☐ Online (website or social media platforms) |
| ☐ At home |
| ☐ Pop-up shop events or farmers' markets |
| ☐ Other (please specify): <input type="text"/> |

Online Presence:

Business/Brand Website URL (Etsy and eBay are acceptable)	Facebook Page
Instagram Page	Other Social Profiles

Business/Brand Background:

How long have you been an entrepreneur, maker, and/or artisan?

Do you have a business plan?

Yes

☐

No

☐

**If you DO NOT currently have a business plan, please note that you will be required to submit one by January 5th, 2026 for your application to be considered complete. Please let us know if you need assistance.*

What inspired you to become an entrepreneur, maker, and/or artisan?

As a Participant:

How might participating in this retail incubator improve your current business model?

What type of business advising or training would you ideally like to receive?

With the support and training provided throughout this project, would you consider graduating into a full-blown storefront in the future?

Is there any additional information or questions that you would like to share?

The SoHo Shops Expectations:

If you are selected as a participant, you will be expected to adhere to the following guidelines:

1. Operate a 12x16 mini storefront from May-December on:
 - a. Friday 12p-8p
 - b. Saturday 10a-6p
 - c. Sunday 11a-6p
2. The rent and common area maintenance (CAM) fees are \$4,500. A refundable \$500 security deposit is also required for a total investment of \$5,100. Vendors will be required to pay 50% of total rent plus the \$500 security deposit to secure their spot at the time of signing the License Agreement. Vendors will not be given access to their Shops until the initial payment is received. The remaining rent and CAM (\$2,600) will be paid over the 8 months of the program (May - December 2026) at a rate of \$325 a month.
3. Participate in marketing and special events associated with the SoHo Shops.
4. Attend monthly training sessions with business leaders.
5. Act as the "Site Manager" on a rotating basis when assigned and complete these tasks:
 - a. Remove trash, leaves, and/or snow, keeping the area clean, neat, and safe.
 - b. Unlock gates to start each day. Report to the Village staff if any shops are not open during required hours/days.
 - c. Lock the site gates and maintenance closet to end each day.

By checking this box and signing, I confirm that I read, understand, and agree to the details and information in this application.

I agree

☐

Signature

Date

BUSINESS PLAN OUTLINE:

The following "Business Plan Outline" pages are designed to help you build your complete business plan necessary for submitting your application. Please take your time and address each question with as much detail as you see fit.

Executive Summary: (attach document at end)

Business Description:

Company Name

Company Owner First & Last

What do you do and for whom? (1-2 Short Paragraphs)

What needs does your business meet?

Mission (Purpose/what are you offering and why is it important?)

Vision (1- to 3-year goal for the company)

Market:

The reason: What is the need/gap/problem that your product meets/fills/solves?

Ideal Customer (also known as Target Customer)

Trends in the Industry (at least 3)

Size of Market: How many are affected by this problem that you might reach?

NAICS Code

Business Plan Outline Continues 

BUSINESS PLAN OUTLINE (continued):

Marketing & Sales: (Include as much detail as possible)

How you will position your business relative to your competition (are you more convenient, better service, lower cost, etc.? Make sure that you are emphasizing what matters to the customer.

How you will find customers: i.e. what marketing strategies will you select, and why?

Who will be selling?

What is your social media plan?

Operations:

Entire business process from sale to fulfillment and follow-up.

Who, What, Where, When, How

Describe any key vendors/partners

BUSINESS PLAN OUTLINE (continued):

Management & Organization:

Brief bio of owner, focused on experience relevant to the business (full bio or resume would go in an appendix)

Legal entity/structure of business When established

Email Address	Home Address	City	State	Zip Code

Other key personnel: Bios (if personnel are on board), General job duties and timing/plan for hiring.

Financials:

Startup Expenses

Source/s of Funding

Cash Flow Projections for 1-3 years (monthly for first 1-2 years)

Appendices:

*Anything else relevant for the business plan reader that is not included above
(menu of products and prices if set, resume, certificates/licenses/key vendors/suppliers)*

CONGRATULATIONS ON SUBMITTING YOUR APPLICATION FOR THE SoHo Shops

HERE IS WHAT TO EXPECT NEXT:

Initial Review:

The Clean, Bright, Beautiful Committee (CBBC) will review applications for completeness and contact applicants if any questions or concerns arise. Incomplete or ineligible applications will be removed during initial review.

Panel Evaluation:

Based on CBBC feedback, Village staff will share the applications of the finalists to the committee of panel members. Committee members may request clarification on specific applications as needed, or draft follow-up questions for applicants. The panel will evaluate applications based on the following criteria:

+ Business Readiness

- Quality of Completed Business Plan
- Online Presence
- Brand Identity

+ Viability

- Do you provide a variety of diverse array of quality products that would thrive in an artisan market?
- Is there a clear demographic for your products
- Would your concept be successful outside of the SoHo Shops?

+ Commitment

- Do you understand the financial and personal commitment of owning a retail store?
- Do you demonstrate ambition and passion for your business?

Presentations

After panel evaluations, finalists will be selected to participate in an in-person interview before the panel to determine applicant viability. Interview panel will rank applicants to confirm the top 10 overall, as well as 3 runner-up applicants.

Selected applicants will be contacted by Village staff to inform them of next steps. Runner-up candidates will be on standby, in the event one of the 10 selected vendors can no longer fulfill their obligation to the SoHo Shops.

**For any questions throughout the process, please contact the
Economic Development department at sohoshops@kpgs-consulting.com or 708-210-2947**

