SOHO SHOPS
AT TOWN CENTER

2027 VENDOR APPLICATION

ABOUT:

The Shops at Town Center 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 2027, the Shops transform into 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
    b. Sales Tax ID
    c. Product Photos
    d. Business Plan
    e. Certifications (EX: cottage, food handling....)
3. Submit the application online before the deadline of 11:59 PM on January 4, 2027

If you are interested in applying to be a SoHo Shops at Town Center Vendor and have questions, please contact us:
SoHoShops@KPGS-Consulting.com

2026/27 TIMELINE

OCTOBER

- 1 — 2027 Applications Open
- 24 — 12-3pm — Entrepreneur Networking at the Shops

NOVEMBER

- 17 — 6-7pm — Informational Meeting (In-Person)

DECEMBER

- 2 — 6-7pm — Informational Meeting (In-Person)
- 16 — 6-7pm — Informational Meeting (virtual)

JANUARY

- 4 — Applications Close
- 21 — Vendor Selection Day #1
- 28 — Vendor Selection Day #2



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 southhollandshops.com. Applications are due by January 4, 2027.

Primary Contact:

First & Last Name | *Phone Number:* | *Phone Type: (Cell/Work/Home)*

Email Address | *Home Address* | *City* | *State* | *Zip Code*

Business Information:

Legal Business Name | *Doing Business As (DBA)* | *Business EIN* | *Sales Tax ID*

Please select the option that best describes your business:

- ☐ *Accessories*
- ☐ *Bath and Body*
- ☐ *Food*
- ☐ *Apparel*
- ☐ *Beauty*
- ☐ *Home Goods*
- ☐ *Other:*

Please list all products or product types that you anticipate selling at the SoHo Shops. For example, if you selected home goods, please list out the home goods you anticipate selling (i.e. candles, wooden decor, furniture, etc.)

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):*

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):*

**The Village of South Holland expects a high volume of applicants, so your application will NOT be considered unless it is complete. This application may be either physically filled out and turned in at the Customer Service Center (16226 Wausau Ave, South Holland, IL 60473) or completed online at southhollandshops.com. All business plans and images can be submitted electronically at SoHoShops@KPGS-consulting.com.*

Online Presence:

Business/Brand Website URL (Etsy and eBay are acceptable)

Facebook Page (URL)

Instagram Page (URL)

Other Social Profiles (URL)

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 4, 2027 for your application to be considered complete. Please let us know if you need assistance by emailing SoHoShops@KPGS-consulting.com.*

What inspired you to become a small business owner?

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?

What types of events, workshops, activities have you hosted and/or would like to host as a participant?

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

The Shops at Town Center Expectations:

If you are selected as a participant, you will be expected to adhere to the guidelines found in the Vendor Expectation Sheet.

SCAN QR CODE FOR Vendor Expectation Sheet

I agree By checking this box, I confirm that I read, understand, and agree to the details and information in the Vendor Expectation Sheet.

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

Please send completed application, business plan, and high-quality images of your business/brand products to be sold to us at SoHoShops@KPGS-consulting.com.

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 will you 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 Continues

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 was the business 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 AT TOWN CENTER!

HERE IS WHAT TO EXPECT NEXT:

Initial Review:
The SoHo Shops Team will review applications for completeness and contact applicants if any questions or concerns arise. Incomplete or ineligible applications will be removed.

Panel Evaluation:
The Clean, Bright, Beautiful Committee (CBBC) reviews all completed applications and selects the 20 finalists. Committee members may request clarification on specific applications as needed, or draft follow-up questions for applicants. The CBBC will evaluate applications based on the following criteria:

1. Business Readiness
    - Quality of Completed Business Plan
    - Online Presence
    - Brand Identity
2. Viability
    - Do you provide a variety of quality products that would thrive in the Shops?
    - Is there a clear demographic for your products?
    - Would your concept be successful outside of the SoHo Shops?
3. Commitment
    - Do you understand the financial and personal commitment of a retail store?
    - Do you demonstrate ambition and passion for your business?

Presentations
After panel evaluations, the 20 finalists will be invited to participate in an in-person business pitch before the panel. After all pitches, the panel will rank applicants to confirm the top 10 overall, as well as 3 runner-up applicants.

Selected applicants will be contacted by the SoHo Shops Team 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 Shops at Town Center.

For any questions, please contact the
The SoHo Shops team at SoHoShops@KPGS-Consulting.com

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The Village of
South
Holland
Faith, Family, & Future

southhollandshops.com

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