SOHO SHOPS
AT TOWN CENTER
2027 PROGRAM SUMMARY

The SoHo Shops at Town Center retail incubator is an 8-month program designed to support emerging entrepreneurs and artisans by providing them with a temporary, low-risk physical space to test their business concepts. The incubator consists of 10 mini storefronts (12'x14' interior with a 2'x14' porch) and is located in South Holland's Town Center (16114 South Park Ave, South Holland, IL 60473). The program aims to foster local business growth and activate the commercial corridor with diverse retail offerings.

With its unique setup and vibrant mix of vendors, The Shops at Town Center is a dynamic shopping destination, drawing residents and visitors from across the region.

GOALS

- Provide emerging businesses with an affordable, short-term retail opportunity.
- Help online, home-based, or pop-up businesses test out a physical space in a supportive learning environment via tailored training sessions and hands-on market experience.
- Increase foot traffic and economic activity within Town Center.
- Create an engaging shopping destination for the community.



southhollandshops.com

16114 South Park Ave, South Holland, IL | SoHoShops@KPGS-Consulting.com | @SouthHollandShops

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



WHY BE A VENDOR?



More than just a place to sell your products, this opportunity connects you with customers, fellow entrepreneurs, and resources to help your business grow. Vendors gain hands-on experience, valuable exposure, and the chance to test ideas in a supportive community environment.

As a vendor, you will:

- Be promoted via a dedicated website, social media, and at community events.
- Join a cohort of entrepreneurs, making connections and expanding your network.
- Learn business skills through hands-on workshops and monthly training sessions.
- Test new products and ideas in a mini storefront before making a larger investment.
- Meet customers face-to-face and gain direct feedback on your products and business.
- Host family-friendly events and collaborate with other small businesses.
- Access a team of professionals and business advisors for guidance, resources, etc.
- Build your brand and customer base while becoming an active part of the community.

WHERE AM I LOCATED?



Set in the heart of South Holland's Town Center, your business gets the visibility and presence of a storefront without the cost and commitment of a traditional retail lease. Create a space that reflects your brand, connect with the surrounding community, and become part of a shared destination for local entrepreneurs and customers.

While at the SoHo Shops, you will:

- Operate from your own mini (12'x14') storefront with an affordable retail footprint.
- Make the space your own with interior buildout and design freedom to reflect your brand.
- Enjoy access to a shared courtyard for gathering, events, and community connection.
- Access on-site bathrooms, mini storage area, and supplies to keep the space clean.
- Become a Site Manager and take on a leadership role on a rotating basis.
- Be surrounded by local businesses, community activity, and neighborhood traffic.

2027 SOHO SHOPS AT TOWN CENTER
MEMORANDUM OF UNDERSTANDING

SoHo Education, Networking & Support

- Regularly check-in with vendors via email, calls, and onsite visits
- Mid-season and end-of-season reviews
- Monthly educational sessions led by business experts
- Invitations to business networking events
- Access to available property lists and real estate contact info
- Additional resources, workshops, etc. as they become available

Communication

- Open communication with Village staff and program lead(s)
    - Email is the preferred form of contact: SoHoShops@kpgs-consulting.com. Please give 1-2 business days to respond to messages.
    - Village hours are Monday to Friday 9am - 5pm.
- Regular reminders and updates on all program events, priority items, deadlines, opportunities, etc.

Site Maintenance

- The Village is committed to maintaining a regular cleaning schedule for the onsite bathrooms and surrounding area.
- The following amenities will be provided:
    - Heat/AC
    - Electric
    - Internet/WiFi
    - Site security cameras
    - Waste removal service
    - General maintenance
    - Digital locks
    - Custom-made signage (vendors must provide logos)
    - Exterior décor/signage (planters and exterior elements provided by Village)
    - Exterior gates
    - Exterior lighting
    - On-site bathrooms
    - Storage area with limited cleaning supplies
    - Audio system with music
    - On-site seating
    - Shared courtyard for events
    - Access to nearby municipal parking lots
- Village is available to help problem-solve and address any onsite maintenance issues (i.e. WiFi, audio, locks, supplies, etc.)

Marketing, Promotion, & Events

- 1 custom sign for each mini storefront
- Promotion of the project as a whole on the Shops website, social media, and e-blasts
    - Vendors will not be promoted individually (i.e. sales, new products, etc.).
    - Collaboration with others, big events, and themed weekends may be considered.
    - Images taken by staff or submitted by vendors may be used for promotional purposes across platforms. Please do not submit any images that do not belong to you and require photographer credit.
    - The Village cannot commit to resharing vendor posts, stories, etc. on platforms.
- Business logos, website URLs and social media handles will be featured on the SoHo Shops website.
- The Village will share a calendar of events and require vendor participation.
- Vendor events will be promoted via the website, e-blast and in a monthly "upcoming events" social media post.
- The Village is committed to promoting the Shops via traditional outlets (i.e. PR/media, magazine, flyers, water bill announcements, ads, etc.).
- Vendors may be offered promotional opportunities, including SoHo Cash coupons, videos, professional photographer, etc. These opportunities are at the discretion of the team.



2027 SOHO SHOPS AT TOWN CENTER
EXPECTATIONS OF THE VENDORS

Rent & CAM Fees

- Initial Rent Deposit: $2,000 (non-refundable)
- Security Deposit: $500 (refundable)
- Remaining Rent: $2,080 ($260 per month May-December)
- CAM: $640 ($80 per month May-December)

**Vendors will be required to pay the initial $2,000 rent deposit 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 ($2,720) will be paid over the 8 months of the program (May - December 2027) at a rate of $340 a month.

Vendors will be required to pay rent/cam on the 1st of every month. A grace period of 5 days will be given to collect late rent. Rent received after 5 days will encounter a $75 fee.

Other Associated Costs

- Insurance
    - General commercial liability: $1,000,000.00
    - Worker's compensation per occurrence: $500,000.00
- South Holland business license (fee may be waived)
- Additional permits/certifications as needed
- Individual Shop décor/equipment as needed
- Individual marketing materials (events, flyers, design work, posters, etc.)

Operating Hours

Vendors must operate during designated hours from May through December:

- Fridays 12pm-8pm
- Saturdays 10am-6pm
- Sundays 12pm-6pm

**These hours are subject to change.

Vendors will be asked to open their storefronts for additional hours during community events. Vendors will also be asked to participate in events outside of the Shops, including but not limited to, Memorial Day Parade, 4th of July Fireworks, Cruise Nights, etc.

Attendance

- If a vendor is absent or late, without prior approval, the vendor will encounter a fee of $20 per hour that the shop is not open. This fee is designed to encourage vendors to consider their capacity and schedule as it is roughly the amount it would take to hire an employee. It is important for vendors to obtain coverage for their shops so all are open.
- Vendors are expected to arrive at least 15 minutes before the Shops open.
- Absences, tardiness, and leaving early will not be permitted. All tardies or closing before official closing times will count as an absence for the day.
- Do not close your shop for extended periods of time (more than 10 minutes) during the day. If you need to leave your shop for any reason, make sure someone else is able to fill in for you.

Communication

- If you need to be absent, arrive late, or leave early due to an emergency, please email SoHoShops@KPGS-consulting.com.
- Get approval from the Village before adding new products that were not included in the original application. Items need to be submitted with 2 weeks' notice via email. This request for additional products must include details and photos.

Site Manager Duties

- Complete rotational weekly site manager duties (See site manager checklist)
- Record weekly attendance as part of their rotational site manager duties (See attendance checklist for details.)

Site Maintenance

- Must keep the shops, walkways, and surrounding area clean and clear.
- Make sure all garbage is disposed of in garbage bins. Large boxes must be broken down and placed inside the nearby dumpster.
- Any issues or concerns regarding WiFi, lighting, audio, locks/doors, supplies, extra bathroom cleaning, or general site maintenance should be communicated to the SoHo Shops team via SoHoShops@KPGS-consulting.com.

Site Limitations & Prohibited Activities

To ensure a safe and compliant operating environment, the following restrictions apply:

- No food preparation is allowed on-site without proper certifications and approval
- No open flames or heating elements
- No selling alcohol, spirits, etc. onsite
- No excessively loud or disruptive activities
- No hazardous materials or illegal products
- No marijuana or synthetic marijuana products
- No packaged liquor at this time
- No vulgarity
- No political merchandise

Marketing

- Vendors are expected to promote their individual businesses on their own platforms.
- Vendors are expected to create their own marketing materials for individual promotions, special events, etc.
- Requests for event promotion on the Shops' platforms must be submitted to the marketing team with at least 3 weeks' notice.
- Vendors are encouraged to cross promote and support each other's content/ businesses as well as the SoHo Shops.
- Vendors may be asked to participate in media/press relations. All media spotlights must be coordinated by and through the Village.

Graduation Requirements

- Maintain the mandatory open hours (Fridays, Saturdays, and Sundays)
- Pay rent and all fees on time (by the 1st of each month)
- Submit the monthly sales form (by the 15th of each month)
- Attend all business education sessions
- Meet expectations on all business basic categories: Communication, Marketing, Collaborations, Layout & Products, Site Manager Responsibilities, Attitude & Respect
- Meet all additional expectations set in the Vendor Expectation Sheet and follow all guidelines outlined in the Vendor License Agreement
- Submit an updated business plan (by December)

*Each vendor will receive a mid-season and final report card, showing their progress and graduation status.

Events

- Vendors are required to host 2 special events during the season.
- Vendors who wish to host a special event on site must submit a request no less than 3 weeks prior to the desired event date and receive written approval before proceeding.
- Vendors organizing events involving food must comply with all food-related special events permitting to ensure that all food and safety requirements are met.
- Any participating special guests or food vendors must be approved prior to the event.
- Vendors are required to open during special events hosted in Town Center to maximize exposure and sales opportunities.
- Vendors may host events during off hours in their own space or courtyard, but need prior written approval from the SoHo Shops team.
- All events hosted at the SoHo Shops MUST be family friendly and adhere to the Village's ordinances and guidelines.
- No more than 1 vendor event can be hosted on the same day, unless otherwise stated by the SoHo Shops team.
- Vendors must submit an Event Recap Form after each of their events.

Educational Participation

Vendors must attend mandatory business education sessions covering topics such as business accounting, marketing strategies, commercial lending, and retail operations.

Misc Expectations

- Vendors are required to obtain a South Holland business license.
- Vendors are responsible for the design, layout, and buildout of their own space.
- Vendors are required to attend all scheduled workshops, group check-in meetings, and other training sessions. Vendors must also attend 2 report card meetings.
- Vendors are required to submit monthly sales tax data.

Compliance

Vendors who fail to meet the program's expectations may forfeit their security deposit and face potential financial penalties as outlined in the License Agreement.

SCAN QR CODE FOR
DIGITAL VERSION
OF LICENSE AGREEMENT



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

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

SOHO SHOPS
AT TOWN CENTER

The Village of South Holland
Faith, Family, & Future

southhollandshops.com

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