2027 SOHO SHOPS AT TOWN CENTER
MEMORANDUM OF UNDERSTANDING

SOHO SHOPS AT TOWN CENTER

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.

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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