



May 30, 2018

Alderman José G. Pérez
(414) 286-3762

Alderman Pérez encourages retailers to apply for ‘pop up’ storefront

Application due June 6

Alderman José G. Pérez is encouraging entrepreneurs to apply for a pop-up retail space opportunity on Cesar Chavez Drive. Selected applicants will receive access to reduced **rent, business coaching, marketing support, and mini grants that can be utilized** for business start-up or expansion expenses.

“This low risk endeavor is a great way for an enterprising retailer to drum up some attention and start or expand their customer base,” said Ald. Pérez.

According to Ald. Pérez, the resources are provided by Pop-UP MKE, a private/public partnership helping to launch retail pop-ups in the Historic King Drive, Cesar Chavez Drive, and the North Avenue and Fond du Lac Business Improvement Districts. Pop-Up MKE is coordinated by Local Initiatives Support Corporation (LISC) in partnership with the Wisconsin Women’s Business Initiative Corporation (WBBIC), and MKE United, a partnership between the City of Milwaukee, Greater Milwaukee Foundation, Greater Milwaukee Committee, and Milwaukee Urban League.

Applications for business owners can be found on WBBIC’s website <https://www.wwbic.com/news-and-events/popumkep.php> . **The deadline for submission is June 6, 2018.** Application questions can be addressed to Amber Miller, WBBIC, amber.miller@wbic.com, 414-263-5450.