

December, 2018

Dear Business Leader or Owner,

Do you or the small businesses you represent have an interest in testing a new market and growing your business in Minneapolis amidst the 160,000 people who work downtown, more than 43,000 who live downtown, and the millions who visit downtown? As the Director of Downtown Partnerships for the mpls downtown council (mdc) I am pleased to invite you to consider applying for a unique opportunity to test and grow your business in retail spaces located in the central business district of downtown Minneapolis.

The Chameleon Consortium is a non-profit private and public partnership program of mdc consisting of more than twenty organizations with capacities and leverages that include retail, regulatory, merchandising, economic development, small business coaching, banking, marketing and real estate services. The work of the Chameleon Consortium is to connect, incubate and accelerate diverse small businesses in currently vacant downtown retail spaces.

The Chameleon Consortium is currently negotiating with property managers from the IDS Center, Gaviidae Common, and City Center (see below map) to secure a variety of retail spaces to activate pop up business activity **April 1-26, 2019**. This time period will include a unique opportunity to engage visitors for the NCAA Final Four programming that will occur downtown April 5-8.

What does it cost? You will need standard liability insurance and we are negotiating between 13-18% of gross receipts in lieu of rent. (the exact percentage is yet to be determined). Our program goal is structured such that the mdc will secure the lease and, if accepted as a sub tenant through our simple application process, your business will share retail space alongside other growing diverse small businesses. We are exploring both a single point of sale model for multiple businesses in shared retail space and multiple points of sale as



81 south 9th st
suite 260
mpls, mn 55402

well, where you would manage your own point of sale. There is a \$250 fee for those who choose the consignment approach with a single point of sale services.

Please review the attached digital version of our brochure for more general information about the Chameleon. We are accepting applications immediately and encourage you to apply by completing the attached PDF application and emailing it back to me at dcollison@mplsdowntown.com.

Finally, we are building a website that will be up and running by the end of December. Look for that in the near future!

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan Collison', written in a cursive style.

Dan Collison
Director of Downtown Partnerships
Manager, Chameleon Consortium
dcollison@mplsdowntown.com

