

## **The Pop-Up at Coy Westerly Library & Wilcox Park**

### **What is The Pop-Up at Coy**

The Pop-Up at Coy is a small activation space at the front of the library, adjacent to the main entrance. Originally, the reception office, the space has served many other purposes over the years including the circulation desk, Friends Bookstore, and following a renovation in 2017 a Café. It is now ready for its next chapter as The Pop-Up at Coy.

Pop-ups are temporary spaces that can help promote your brand or idea, connect with consumers, drive sales, raise awareness, share a passion, or publicize a service or resource. Pop-ups allow customers to see, touch, experience, and learn about offerings and products. The space is great for non-profits, ecommerce businesses, home businesses, or those wishing to test a brick-and mortar space.

Pop-ups are beneficial for everyone in our community. This space in downtown Westerly provides variety, additional attraction, and excitement for our patrons as well as a better visitor experience while supporting local community businesses/sellers and consumers.

The attractive, yet simple space offers water/sinks, a small refrigerator, Wi-Fi, air conditioning, heating, access to public restrooms, natural light, a locking door, and cabinets for storage and display. The area sees high traffic especially in the summer as well as during times when library programming and events occur.

Before applying, please review the guidelines below to see if The Pop-Up at Coy is the right fit for your needs.

### **Guidelines**

#### **Eligibility**

- Applicants may be a business, non-profit, charitable organization, club, student, etc. that has a product, service, or resource to share with the local community.
- Applicants must be a resident or licensed (if applicable) in the state of Rhode Island and/or Connecticut.
- Applicants will be selected and scheduled in such a manner so to maximize the use of the space while providing variety for downtown Westerly.
- Direct sales businesses such as Pampered Chef or Mary Kay will not be considered.

#### **Rental Days/Hours**

- The Pop-Up at Coy is available to rent for any duration of time from 1 day to 1 month.
- Days available are Tuesday through Saturday during regular library hours.
- Available hours of operation: 10 am to 1 hour before closing. Set up and break down will occur between no later than one hour before your pop-ups hours of operation is scheduled to begin and no later than one hour before library closing.

- The Pop-Up at Coy should be open for at least two hours per day during open library hours only. Hours must be consistent.

#### **Cost**

- For-Profit - \$35/day or \$150/week
- Non-Profit - \$8/day or \$35/week

#### **Westerly Library & Wilcox Park responsibilities**

- Daily trash and recycling removal with the exception of Saturdays
- Utilities
- Cleaning The Pop-Up at Coy before your pop-up begins and after it
- Signage
  - Following Town Code, we are limited in what can be placed in windows and outside the front of the building. We provide small window signs for both the front and Main Entrance side windows.

#### **Renter Responsibilities**

- Rent
- Display components and décor within the space
- Ensuring the space is clean and tidy during the duration of your pop-up
- Staffing
  - You must be able to staff the space during advertised hours for pop-up.
- Sales transactions and equipment needed for such transactions, where applicable
- Insurance and/or permits
  - Proof of liability insurance is required where applicable. If you have liability insurance, please add our company to it. Specifics will be in your contract. Alternatively, temporary insurance is available through a variety of insurance sources. If you need guidance, we can refer you to our insurance broker.
- Marketing
  - Any promotional material created for your pop-up must be reviewed by the Marketing and Communications team prior to marketing material production.

To apply for The Pop-Up at Coy, please [click here](#), or visit: [surveymonkey.com/r/thepopupatcoyapplication](https://surveymonkey.com/r/thepopupatcoyapplication)