

Right Place. Right Size.

Entrepreneurs Encouraged to “Pop-Up” in Delaware

Designated Main Street Towns Participate in Downtown Delaware Project

WILMINGTON, Del. (September 7, 2012) –Downtown Delaware, a program of the [Delaware Economic Development Office](#) is pleased to announce an innovative initiative intended to stimulate entrepreneurial activity and reduce downtown vacancies. This program is supported by funds from the United States Department of Agriculture (USDA).

Project Pop-Up is designed to provide several Delaware entrepreneurs an opportunity to be “open for business” in select downtowns by offering commercial space, rent-free for three months during the 2012 holiday season. The success of the business in this temporary location may lead the entrepreneur to commit to a long long-term lease. Spaces are available in currently vacant properties in four designated Main Street communities: Dover, Middletown, Milford and Wilmington. (For details and photos visit: www.dedo.delaware.gov/popup.)

“We encourage fledgling business owners, new entrepreneurs and existing entrepreneurs that may be interested in locating in a downtown location to complete an [application](#),” said Diane Laird, DEDO State Coordinator for Downtown Delaware. “The anticipated community support of these businesses will contribute to the entrepreneur’s success while providing the community with appropriate and sustainable retailers and/or service providers.”

Applications will be accepted from small business owners through Saturday, **September 15, 2012**. A panel of representatives from DEDO, USDA, and participating Main Street towns will review applications to select the best qualified applicant for each space.

At least one business owner will be selected for each participating town and will be notified by **September 24**. In preparation for opening the business, winners will participate in a one-on-one consultation with a business coach between **September 26 and October 3** to ensure likelihood of a successful launch of the business by **October 15**, and then continued running of the business.

For additional details visit www.dedo.delaware.gov/popup.

About the Delaware Economic Development Office

The Delaware Economic Development Office is an executive state agency responsible for attracting new investors and businesses to the state, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and developing tourism and creating new and improved employment opportunities for all citizens of the State. Visit dedo.delaware.gov.

About Downtown Delaware

Downtown Delaware, a program of the Delaware Economic Development Office, provides Delaware's historic downtowns, communities, and small businesses with tools to revitalize their commercial districts, increase entrepreneurial opportunity, and enhance quality of place. To learn more about the Main Street program, visit www.delawaremainstreet.com.

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