



**We are pleased that you have considered being a part of  
Downtown Lansing Inc.'s (DLI's) Middle Village Micro-Market!**

**Downtown Lansing has several advantages:**

- Social Districts (we can stroll downtown with a drink!)**
- Delicious Restaurants (food for everyone's tastes!)**
- Thriving Arts & Cultural base (murals, art & more!)**
- Loyal, invested residents (and more moving downtown daily!)**
- Tight Business Community (we all support each other!)**

**all we are missing is your business!!**

**DLI will provide marketing support, business educational programming,  
and a prime location in the heart of Downtown Lansing to our  
Middle Village Micro-Market Participants!**

**Our hope is that your business will join Downtown Lansing  
permanently upon graduation from the Middle Village Micro-Market Program!**

**Test the market, build clientele and raise capital,  
all while increasing visibility for your business.**

**Middle Village merchants will receive exclusive additional support for  
opening a permanent business downtown.**

**Hurry, limited space is available!**

**Send application to:**

[julie@downtownlansing.org](mailto:julie@downtownlansing.org)

**Application deadline: November 15, 2022**



**DOWNTOWN  
LANSING INC.**

**LAKE  
TRUST**  
THE POWER IN ALL OF US



Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Phone # \_\_\_\_\_

Sales Tax ID # or SSN \_\_\_\_\_

Tell us about your business: \_\_\_\_\_

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Describe the product that you will be selling? \_\_\_\_\_

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Do you have retail or business experience: \_\_\_\_\_

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What do you hope to accomplish with your participation at Middle Village: \_\_\_\_\_

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What concerns you most about opening a storefront location? \_\_\_\_\_

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## By signing this form I agree to:

- Follow pre-opening steps required by Middle Village
  - January: Sign up for an SBDC Consultation (<https://michigansbdc.org/get-started/start-a-business>)
  - January and February: attend monthly preparation meetings
- Have an open, stocked storefront from [March 1 - February 11, 2024](#)
- Pay rent on the first of each month (March-December) at the following rate:
  - \$500 deposit due upon acceptance to the program to be refunded March 1, 2024 upon successful completion of program
  - \$350/month due March
  - \$500/April-July
  - \$750/month due August - October
  - \$1000/month due November - December
  - \$500/month January
  - \$350/February
  - If rent is not paid within 10 days of the first of each month I am at risk of being removed from the program
- Conduct business in the provided 12'x14' retail space:
  - DLI will provide Utilities, Wi-Fi, monthly business development seminars and weekly business assessment meetings with Director of Community Development and marketing exposure through our social media channels
- Provide a Certificate of Liability Insurance that includes Downtown Lansing Inc. as an additional insured
- Hold open store hours Tuesday - Saturday 11-7pm & all DLI Signature Events
  - I will provide an employee to represent my shop during those hours and during all signature DLI events
  - If shop closures, early closures or tardiness occurs 3x I am at risk of being asked to leave the program
- Provide weekly business metrics to Director of Community Development in order to facilitate goals and business growth.
  - Your business will remain confidential but this data will be used to show program success, improve programming and solicitate funding
- Attend one DLI sanctioned training opportunity per month during my program participation
  - If I fail to attend monthly business development seminars I am at risk of being asked to leave the program
- Attend a weekly meeting with DLI/Middle Village representative concerning goals, progress and business' health
  - Business acknowledges that DLI/Middle Village is not making any representations, warranties, promises or guarantees of any kind about participant business' success, including, without limitation, representations about Business sales or profits or public awareness of Business.
- Attend a weekly group meeting with other Middle Village participants to discuss group goals, progress and concerns related to Middle Village shared space
  - I understand this is a shared space and will respect and promote Middle Village and other participants
  - I understand I am also representing the Middle Village Program while I am a part of the program and will conduct myself in accordance
  - I will conduct myself in a professional manner at all times during business hours

- Provide acceptable fixturing, signage and display pieces to sell goods (no card tables, plastic bins, etc) and represent Middle Village as a permanent, vibrant shopping experience
  - I am responsible for cleaning my storefront
  - DLI will maintain front windows, common areas and restrooms
- Private After Hour Events will be arranged with DLI Staff
  - Private events within Middle Village will contain Middle Village Logo as an in-kind sponsor
  - Private events may include fee for additional DLI staff and supplies
  - You will be responsible for the security of other merchant's storefronts if they are not present for event
- Conduct business in accordance with all Federal, State and Local laws
  - Business is and will be an independent enterprise. Nothing in this agreement creates an employment, partnership, joint venture, fiduciary or similar relationship between business and DLI/Middle Village for any purpose
- Be respectful of staff, customers and other Middle Village participants and to conduct business in a professional, courteous, and ethical manner without regard to race, religion, or color.
  - Failure to do this could result in immediate dismissal from the program

Failure to follow agreement will result in dismissal from program and forfeit of deposit.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Middle Village Micro Market proudly sponsored by:



**DOWNTOWN**  
LANSING INC.

