



Street Scenes

Art Food Music Retail

Street Scenes was created from the Wellington communities desire to activate vacant CBD shop fronts and is a collaboration between Dubbo Regional Council's Ignite program, Wellington Arts, Corrective Services – Community Corrections and local Real Estate Agents and land owners.

Stage one, curated by Wellington Arts, exhibits artworks and sculptures by talented and flamboyant artists from around the Region. The trail is complimented by vibrant live music, enticing retail spaces and a smorgasbord of delicious eateries.

Stage Two of this initiative involves a permanent public art trail being created within the Wellington CBD and will involve five projects – Pop Up Urban Garden, Indigenous Street Gallery, Fung Lee Lane, Illumination of Cameron Park and the rejuvenation of CBD laneways.

stage three - pop up stores

The aim of stage three is to connect start-ups, home-based business and established businesses that offer a product or service not available within the Wellington market with short term access to unused spaces on commercial terms. This will bring life and energy back into the Wellington CBD resulting in benefits to local business and residents.

Dubbo Regional Council is calling for Expressions of Interest from individuals and businesses throughout the Region that are interested in opening a pop up store within Wellington's CBD. The first program will coincide with the Wellington Eisteddfod (28 July – 18 August 2018) and be supported by an advertising campaign targeting locals, eisteddfod participants and residents from surrounding towns.

Wellington hosts a number of well-established community events throughout the year. This will ensure that stage three will be able to continue organically after this initial three week period and Expressions of Interests will be accepted year round. Pop Up Stores will be available on a negotiated basis and will continue to benefit from the Ignite Program's established marketing campaign.



am i eligible?

When assessing an Expression of Interest, several criteria will be considered when determining whether a start-up, business or project is a good fit for stage three of Street Scenes – Pop Up Stores. Please note that you do not have to meet all criteria to be selected.

- **Start-ups, businesses or projects should aim to be a product/service that there is an identified gap within the market:** stage three of Street Scenes is designed to reinvigorate disused shopfronts within Wellington's CBD without harming existing business. Property owners who nominate their space for use are not a loss, as the program targets space that is currently not leased. In addition, other local businesses should not be disadvantaged by projects that compete with them while paying nominal rent.
- **Program participants should be comfortable with the lack of secure, long-term arrangements:** Program participants can be asked to leave the property upon 7 days' notice from the property owner and Administrating Body. You must be willing to trade-off the very low rent against the lack of security.
- **Ongoing uses are preferred to one-off or very short-term projects:** continuous projects are more likely to contribute to the ongoing life of the disused area. For example, a Program Participant wishing to run a gallery or host a series of workshops is preferable to an artists who wants space for a single exhibition. If you are an artist looking for space for a single exhibition, please get in touch as you may benefit from stage one of the Street Scenes program.
- **Projects should be creative or cultural enterprises that inject vitality into the area:** projects should be unique, original and should serve as a draw card to bring people into the CBD.
- **Start-ups, business or projects should have a high degree of professionalism and a clear vision:** there is a limited number of spaces available to house projects. Accordingly, program candidates should be eligible only if they are serious about what they are doing and have a clear idea of what they are trying to accomplish. In addition, start-ups, businesses and projects should be move-in ready and not take months of development before the space is put to use.
- **Projects should have the support of the property owner:** property owners have the ultimate right to decide what uses the Administrating Body and program participants may make of their property. The ultimate goal of Street Scenes – Pop Up Stores is for the property owner to gain a permanent tenant and the community of Wellington a permanent service/product offering.
- **Projects should be practicable in view of planning, local government and Building Code of Australia regulations:** some projects, in particular in the area of performing arts, may not be possible to implement because of legal restrictions related to places of public entertainment. If tenancies become long term, include a food preparation function, propose footpath trading or any kind of construction or plumbing works Dubbo Regional Council may require a development application to be lodged.
- **Public Liability Insurance:** all Expressions of Interest will need to include a copy of a valid Certificate of Currency for \$20 million Public Liability Insurance.

the commitment

All successful Expressions of Interests will need to commit to the following minimum operating hours. Dubbo Regional Council is currently working alongside TAFE NSW Wellington campus to establish a partnership to assist program participants to staff opening hours.

- **Artisan and retail offerings:** Wednesday through to Sunday 10am – 3pm
- **Office-based offerings:** Monday to Friday 10am – 3pm
- **Lease agreement:** all program participants will be required to sign a lease agreement and pay rent.