



Pop-Up Village 2022

Muskoka

# The Pop-Up Phenomenon

Pop-up Shops are taking over the retail world!

There are many benefits to operating a pop-up shop.

Test a new revenue stream engage customers offline, and generate brand awareness.

The SWS Minett Pop-up Village has become a destination venue on Lake Rosseau in Muskoka for over 8 years. Becoming a 'must see' attraction for locals and cottagers surrounding Muskoka Lakes and beyond.

Our Minett location is home to 11 Pop-Up Shops. Some new each year, and many returning year after year including Lululemon and Roots.

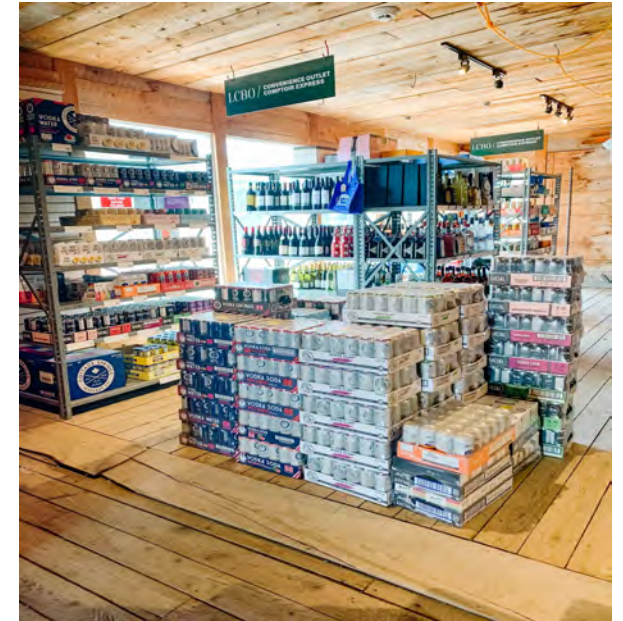
New in 2021 we opened up three new Pop-Up Shops at our Port Carling location on Lake Rosseau. 3 Lock Street.



# The Locations

## Minett

- Located beside the JW Marriott
- ✓ 221 rooms on-site
- ✓ High volume weekends – upwards of 800 guests
  - **Down the street from The Rock Golf Club**
- ✓ 18 hole world class facility
- ✓ Includes a dining room, terrace, pro shop
- ✓ Open to the public
  - **SWS Minett**
- ✓ Service Department on the location
- ✓ Ski School, private lessons & events on site
- ✓ Surf Shop including clothing, water sports gear, snacks, drinks & LCBO Convenience Outlet
- ✓ Gas dock
- ✓ Launch ramp
  - **The Boathouse Yoga**
- ✓ Yoga studio on site featuring multiple classes/day



# Port Carling

- Located in the heart of Port Carling
- ✓ Restaurants
- ✓ Ice Cream Shop
- ✓ Home Hardware
- ✓ Local Beach and park
- ✓ Local Market on Wednesdays
- ✓ Shops
- ✓ LCBO
- ✓ Real Estate Offices
- Located beside Port Carling locks
- ✓ Boat traffic between Lake Rosseau & Lake Muskoka
- SWS Boatworks
- ✓ Gas Dock
- ✓ Surf Shop
- ✓ Snacks, ice cream, drinks
- ✓ Boat in Movie Night (August)



# Rental Terms

**Rental Term:** June 1<sup>st</sup> - Labour Day (Sept 5<sup>th</sup>, 2022)

- Tenants can begin set up in June. You are able to open in June if you decide to. Must be open by July 1<sup>st</sup>.

**Rental Cost:**

- Minett \$11,000 +HST
- Port Carling \$10,000 +HST

**Includes:** hydro, wifi, parking, garbage/recycling removal, washrooms

- Any items needed beyond what we offer must be set up and paid for by the tenant ie. Plumbing, additional electrical etc.



# Tenant Responsibilities

- To be open 7 days per week
- Hours are 9 AM to 4 PM during the term
- All permits and licenses must be acquired that pertain to operating your space
- Obtain own liability insurance (2 million)
- Responsible for your own storage of overstock
- Maintain overall presentation of storefront and keep clean, tidy and appealing
- Properly dispose of garbage/waste in appropriate dumpsters
- Staff must be presentable & responsible. No alcoholic beverages can be consumed during work hours
- Smoking must be done in a designated area away from all Pop-Ups
- SWS has the right to close your shop for the day if we feel that your staff is incoherent and unable to represent your brand and SWS to our standards
- Employees are not allowed to work at two Pop-Ups at the same time
- All marketing material must be approved by SWS Management and be in compliance with the by-laws and meet Dine-safe health regulation standards
- All products for sale must be approved by SWS Management so that there is no conflict of interests
- To participate in SWS event nights/days (Dates for events will be provided early in the season)



# Ready to start your Muskoka business adventure?

Please contact [marketing@swsmuskoka.com](mailto:marketing@swsmuskoka.com)

