

# GROW DOWNTOWN



## WHAT

**DOWNTOWN NEXT DOOR** - is an initiative of the Rochester Downtown Alliance and Destination Medical Center to connect property owners and emerging entrepreneurs who have been selling online, from home, local markets, or more, and are ready to step into a brick-and-mortar experience. This pilot program offers short-term lease opportunities that activate vacant storefronts and add even more energy to Downtown Rochester. Selected businesses will bring new experiences, products, and ideas to the heart of Downtown, with the potential to grow into long-term tenants and lasting community anchors.

## WHY

### TENANT BENEFITS

- **Low-Risk Entry** – short-term leases allow new businesses to test concepts with minimal upfront investment.
- **Prime Downtown Exposure** – tenants gain visibility in a central, high-traffic area they might not otherwise afford.
- **Build Customer Base** – Downtown activation introduces businesses to new audiences and markets, helping to grow your brand.
- **Step Toward Permanency** – provides a pathway to prove viability before committing to a long-term lease.
- **Community Connection** – being Downtown ties businesses into civic life and local events.
- **Marketing & Support Boost** – shared promotion and visibility that small businesses couldn't generate alone.



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## LANDLORD BENEFITS

- **Activate Vacant Storefronts** – fill empty spaces quickly with temporary uses that add life and visibility.
- **Increase Foot Traffic** – active storefronts attract more people downtown, which benefits neighboring tenants and properties.
- **Showcase Space Potential** – temporary businesses demonstrate how the space can function, making it more appealing to future long-term tenants.
- **Reduce Carrying Costs** – even short-term leases can offset expenses like utilities, maintenance, and insurance.
- **Strengthen Community Ties** – participation shows landlords as partners in Rochester's growth and vitality.
- **Pipeline to Long-Term Leases** – successful short-term tenants could transition into permanent ones.
- **Protect Property Value** – active, maintained spaces prevent the "vacant look" that can hurt perceptions of a property.

## DETAILS

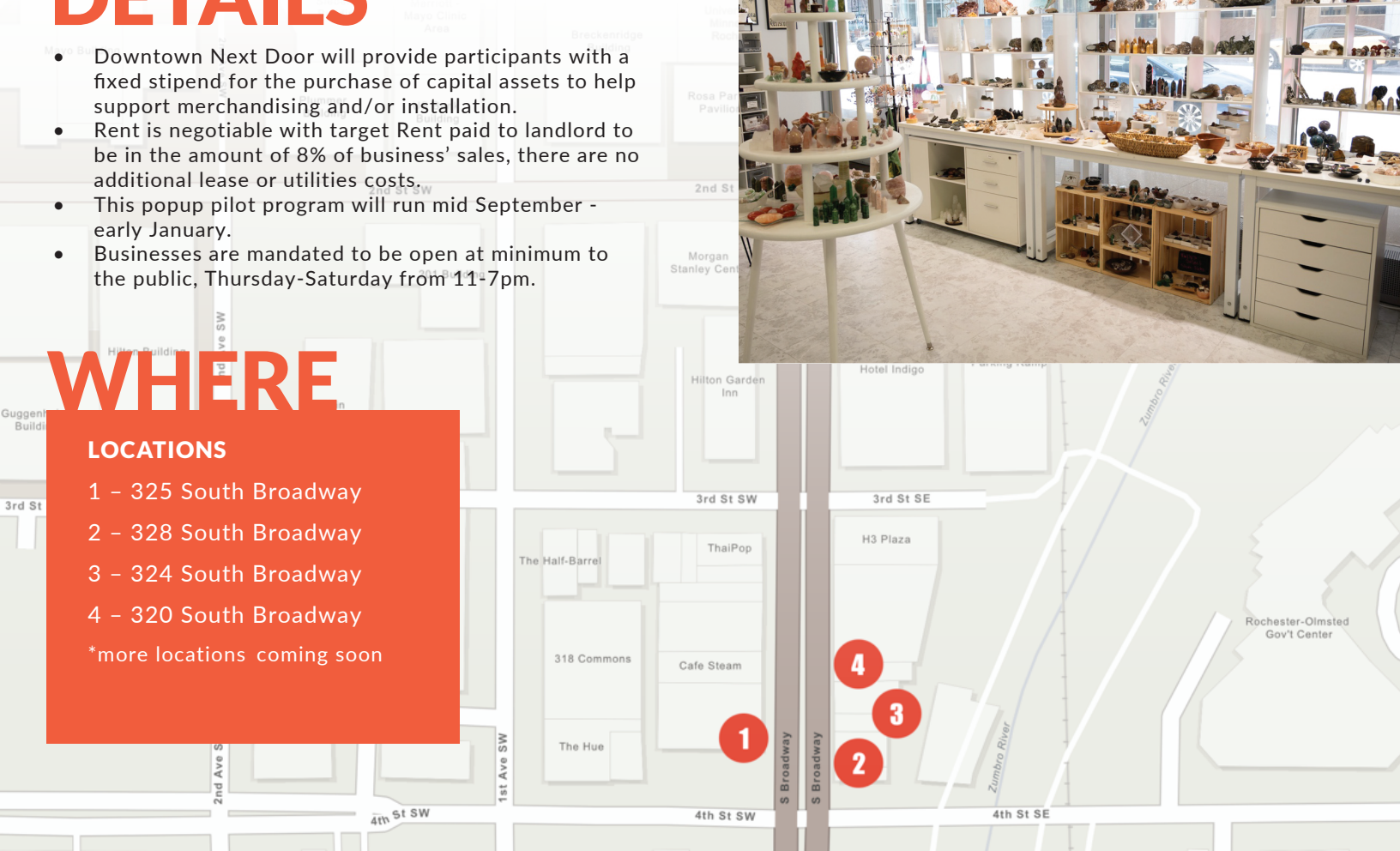
- Downtown Next Door will provide participants with a fixed stipend for the purchase of capital assets to help support merchandising and/or installation.
- Rent is negotiable with target Rent paid to landlord to be in the amount of 8% of business' sales, there are no additional lease or utilities costs.
- This popup pilot program will run mid September - early January.
- Businesses are mandated to be open at minimum to the public, Thursday-Saturday from 11-7pm.



## WHERE

### LOCATIONS

- 1 – 325 South Broadway
  - 2 – 328 South Broadway
  - 3 – 324 South Broadway
  - 4 – 320 South Broadway
- \*more locations coming soon



## CONTACT

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For more info, visit [bit.ly/downtownnextdoor](http://bit.ly/downtownnextdoor)

