

To: Members of Dublin City Council
From: Megan O'Callaghan, City Manager
Date: November 8, 2022
Initiated By: Kendel Blake, Management Analyst
Emily Goliver, Management Analyst
Re: Pop-Up Dublin Update

Background

On February 14, 2022, City Council approved a one-year lease for 63 S. High Street to create a beta pop-up shop concept to promote vibrancy and pedestrian circulation on South High Street. "Pop-Up Dublin" is a rotating retail and art experience featuring a variety of vendors and artists. Staff partnered with the Historic Dublin Business Association (HDBA), Visit Dublin Ohio (VDO), Crawford Hoying and the Dublin Arts Council (DAC) to plan and promote Pop-Up Dublin.

On July 1, 2022, the City executed a one-year lease with the homeowner's realtor for \$3,000 per month plus utilities. Pop-Up Dublin is open every Wednesday from 4 – 8 p.m. and Saturday from 1 – 8 p.m. The initial phase of Pop-Up Dublin opened for business on July 30, 2022 and is planned to run through December 17, 2022, with the option to extend for the full length of the lease, based on success.

Council requested an update mid-way through the City's lease of the house. Attached to this memo is the past memo received by Council, for reference.

Update

Vendors

Invitations to apply were sent to over 400 vendors, including current participants at the Dublin Market, waitlisted vendors at the Dublin Market, approved vendors at the Dublin Irish Festival, and all vendors at the Westerville Music and Arts Festival. To date, 115 vendors have applied to participate in Pop-Up Dublin. Of that 115, 105 were approved. 19 withdrew for reasons unrelated to the pop-up shop, while 14 withdrew after participating due to low sales.

Engagement

On August 24, 2022, the Architectural Review Board approved a mural to be added to the back of the garage. A local high school senior, Cecilia Martyna, designed and painted the Irish Fairy Wings to compliment the Fairy Door Trail run by VDO. Ms. Martyna painted the mural during the operating hours of Pop-Up Dublin as a live entertainment component to the pop-up shop. Visit Dublin added stickers to the Fairy Door Trail maps encouraging participants to go to 63 S. High St. to get a photo with the wings.

In partnership with the Dublin Historical Society, staff worked to print and frame photos of the Richards family. Framed family pictures are hung throughout the house to honor the Richards family

and provide visitors with a look into the historical significance of the house. Staff added labels to inform visitors about the photo and when it was taken, increasing the engagement opportunities and continuing to honor a founding family of Dublin.

Expenses

In order to decrease vendor absenteeism, vendors are charged a small fee of \$25 for Wednesdays and \$50 for Saturdays. These fees have generated \$6,300 in revenue, to date. Expenses include rent, utilities, marketing materials, and operating supplies and are \$16,800, to date. Additional expenses include the staff time required to plan, promote and manage the shop. Two staff members, one from the City Manager’s Office and one from Operations, serve as the managers responsible for identifying vendors, reviewing applications, communicating with vendors, managing the schedule, billing, promoting, and surveying. Between the two staff managers, the Multi-Media and Communications Strategist, and support staff, approximately 350 hours of staff time have been dedicated to Pop-Up Dublin.

Feedback

After each pop-up date, vendors are asked to report sales through the market management software, Manage My Market, and a survey is sent. 27 unique vendors reported sales. In total, 54 reports were received, accounting for a total of \$8,817 in sales across all market dates through the end of October. \$664 was reported in July, \$1,869 in August, \$4,767 in September, and \$1,517 in October. As only 54 reports were received, this does not encompass all potential sales at Pop-Up Dublin.

34 responses were received through the survey, the results are as follows:

1. How would you rate your overall experience?

Excellent	0
Good	11
Fair	8
Bad	8
Poor	7

2. How would you rate the communications you received ahead of your market date?

Excellent	14
Good	14
Fair	6
Poor	0
Don't Know	0

3. What was the best part of your experience at Pop-Up Dublin?

6 respondents (19%) answered **Meeting other vendors** for this question.



4. What can we do better?

14 respondents (45%) answered **people** for this question.



5. Anything else we should know?

9 respondents (29%) answered **vendors** for this question.



Social Media Promotion

The City utilizes various social media channels to promote Pop-Up Dublin. In addition to promotional efforts by the City, VDO paid for advertisement on Facebook and filmed a TikTok video that earned over 1,200 views and over 500 likes across TikTok and Instagram. HDBA has also been supporting Pop-Up Dublin via social media. See attached Communications and Marketing Report for detailed marketing analytics.

Kids Holiday Gift Shop

From December 7th through 10th, Pop-Up Dublin will be hosting the "Kids Holiday Gift Shop". Kids can purchase and wrap gifts for their loved ones. Parents can drop kids off with cash or a credit card. Volunteers will walk the kids through the pop-up shop and help them buy and wrap gifts. There will also be a station for kids to write letters to Santa and a special appearance from Santa

and Mrs. Clause each night. Staff also scheduled a vendor to sell hot chocolate and mini donuts on the lawn outside the house for guardians to enjoy while the kids shop.

The Kids Holiday Gift Shop will be open from 4 – 8 p.m. Wednesday through Friday and 1 – 8 p.m. on Saturday. Vendors will be selling clothes, barbecue sauces, coffee beans, artisan crafts, candles, home décor, and hot chocolate gift baskets. The vendors were asked to sell price-appropriate items for the special events.

Other Uses

Pop-Up Dublin has generated the interest of a clothing retailer to beta test their business at 63 S. High St. The retailer is interested in having the City assign the lease to them for the remainder of the lease term. Staff believes this is a good opportunity and is discussing this potential arrangement with the retailer and realtor.

Recommendation

Staff requests Council's feedback on the following discussion questions:

1. Is the combination of retail and art vendors and days/hours of operations appropriate?
2. Is Pop-Up Dublin achieving the goals envisioned for encouraging vitality and increasing pedestrian traffic along South High Street?
3. Is Council supportive of staff engaging in conversations with the potential clothing retailer to assume the remainder of the City's lease to beta test their business, beginning as soon as March 2023?



Pop-Up Dublin Communications & Marketing Report

7.25-11.3.2022

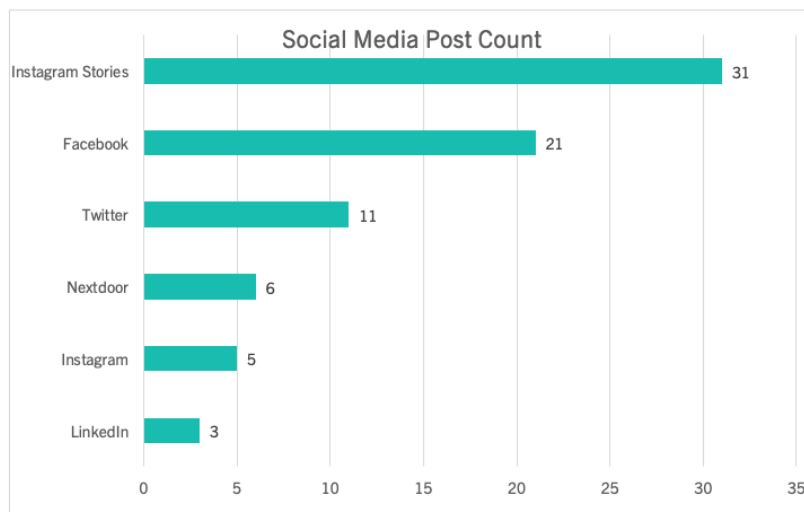
Summary: Pop-Up Dublin was featured more than 70 times across the City of Dublin’s social media platforms during the first three months of the pilot project. During that time, more than 150,000 people were reached on social media with over 3,000 engagements. The most effective social media channels are LinkedIn, Instagram and Facebook based on engagement rate.

The website received more than 4,400 page visits with most traffic coming from a direct link to the site. Pop-Up Dublin is included in the City’s Dublin News Now weekly eNews and more than 1,700 clicks on Pop-Up Dublin content led readers to the website.

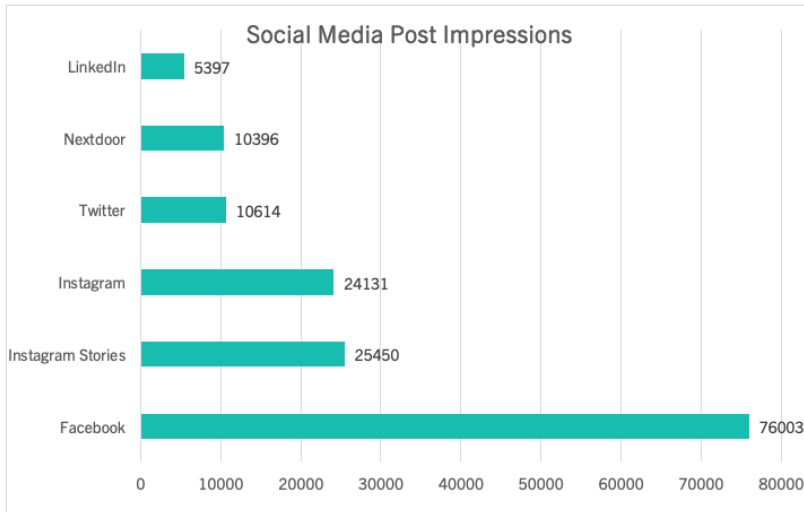
ZenCity reports online conversations about Pop-Up Dublin generated 872 interactions, accounting for 0.7% of citywide conversations. An analysis of the interactions reveals that residents were very supportive of the initiative, as reflected by 71% positive sentiment and zero negativity. There have been two news stories about Pop-Up Dublin thus far.

Recommendation: Continue to promote Pop-Up Dublin weekly on Instagram Stories, Twitter and Facebook. However, change up the content on Instagram (feed) and LinkedIn to feature the different businesses or provide a behind-the-scenes look at a vendor set up. Do a holiday-themed video that will promote supporting small business, holiday shopping and the Kids Holiday Gift Shop event.

Social Media Snapshot

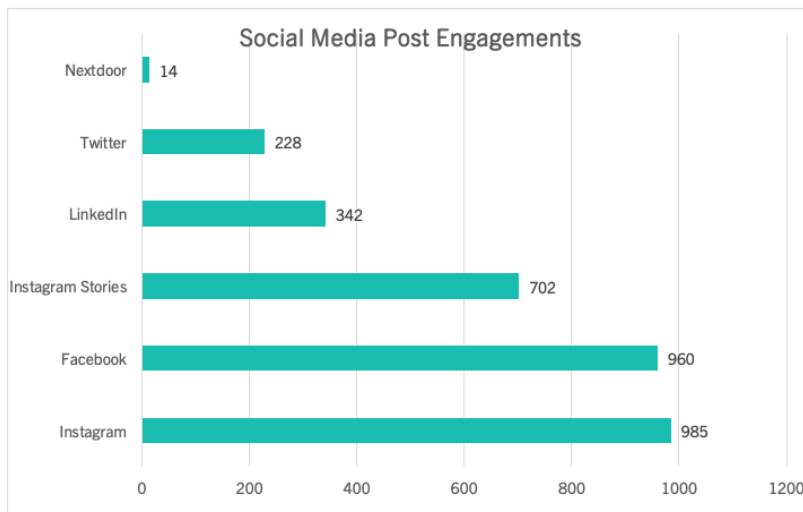


Total Posts: 77



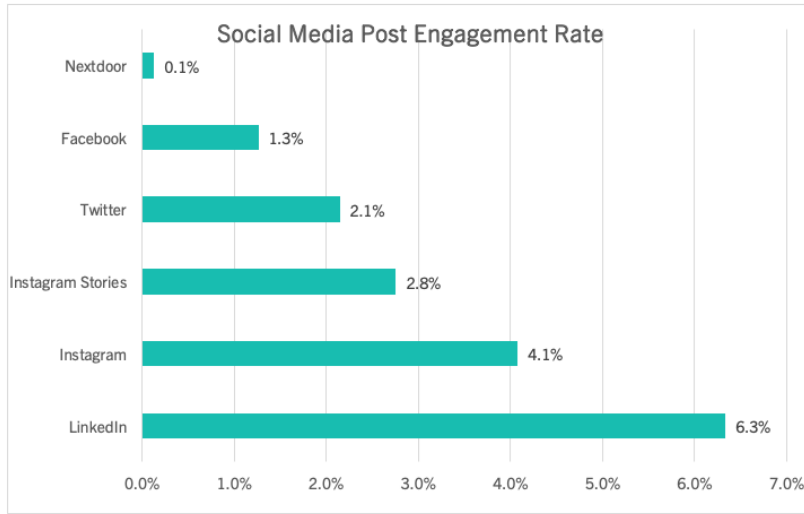
Total Impressions: 151,991

*Impressions are defined as the total number of times the post was delivered to a feed.



Total Engagements: 3,231

*Engagements are defined as likes, comments, shares, link clicks, and other interactions with a post.



Total Engagement Rate: 16.7%

*CPI's goal is for a 5% engagement rate on social media posts.

#PopUpDublin Hashtag Shares

Total Posts: 72

Tags with the mural, public posts: 2





 **saynplaycolumbus** · Follow
Dublin, Ohio

 **saynplaycolumbus** Hit the @visitdublinohio Irish Fairy Door Trail and be sure you stop for a picture at @ccthesketchyartist fairy wing mural located at 63 S High St. Is there anything more fun than fairies and interactive murals?

#popupdublin #sodublin
#fairydoorsofdublin #dublinfairytrail

♥ 💬 📍 📌

 Liked by visitdublinohio and 90 others

SEPTEMBER 27

 Add a comment... [Post](#)

Pop-Up Dublin Video

Views: 1,426

Impressions: 3,380

View Rate: 42%

Average watch time: 29 seconds on YouTube, 5 seconds on Facebook

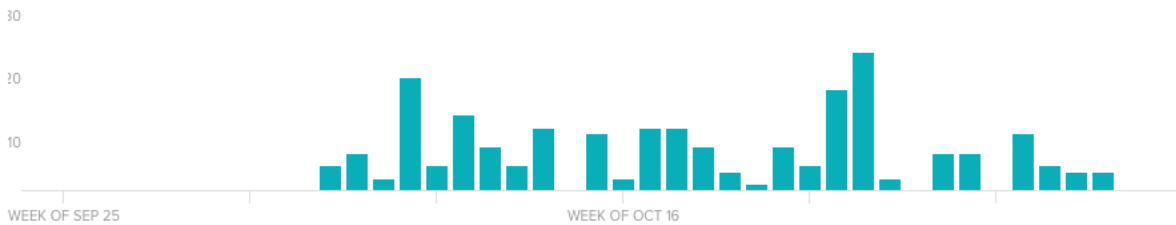




Bit.ly Clicks

These are the total number of website visits from social media posts using <https://bit.ly/PopUpDublin> as the call to action webpage.

1,955 TOTAL CLICKS



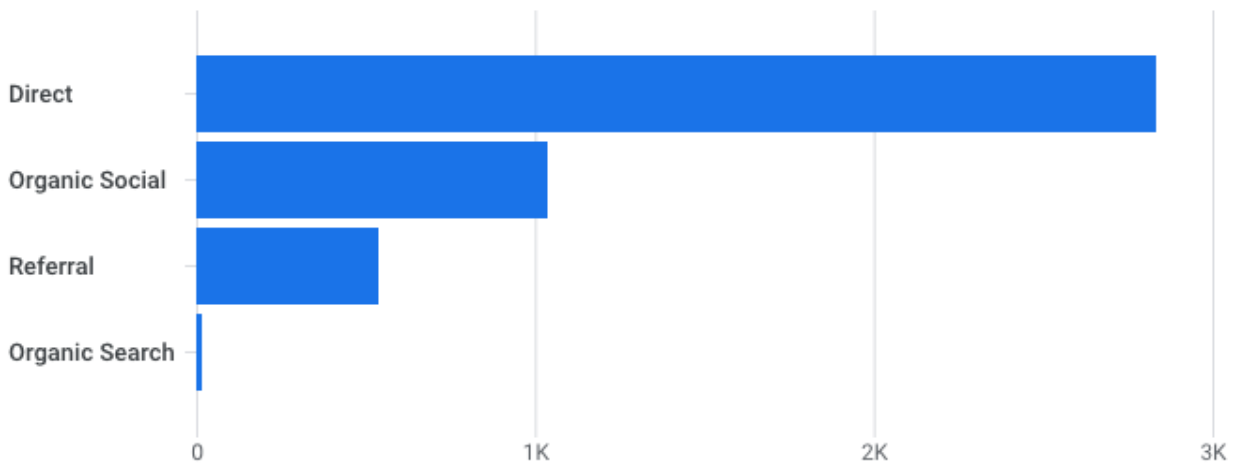
Website Traffic

Visitors: 4,421

Average time spent on website: 27 seconds

Where are visitors coming from?

The majority of visitors are coming from direct links, either by typing into the web address bar (for example, they have the Pop-Up Dublin postcard with the website URL and they type that in) or through the Dublin News Now eNews direct link to the website.





Dublin News Now eNews

Total Number of Emails: 14

Total Number of Opens: 92,488

Total Number of Clicks on Pop-Up Dublin Links: 1,773

Breakdown:

Date	Opens	Clicks
7/28/22	6546	379
8/4/22	6972	177
8/11/22	6727	104
8/18/22	6530	75
8/25/22	6623	66
9/1/22	6512	89
9/8/22	6515	459
9/15/22	6422	41
9/22/22	6791	85
9/29/22	6631	49
10/6/22	6476	76
10/13/22	6599	72
10/20/22	6568	50
10/27/22	6576	51

The most clicks were when Pop-Up Dublin headlined the Sept. 8 email:

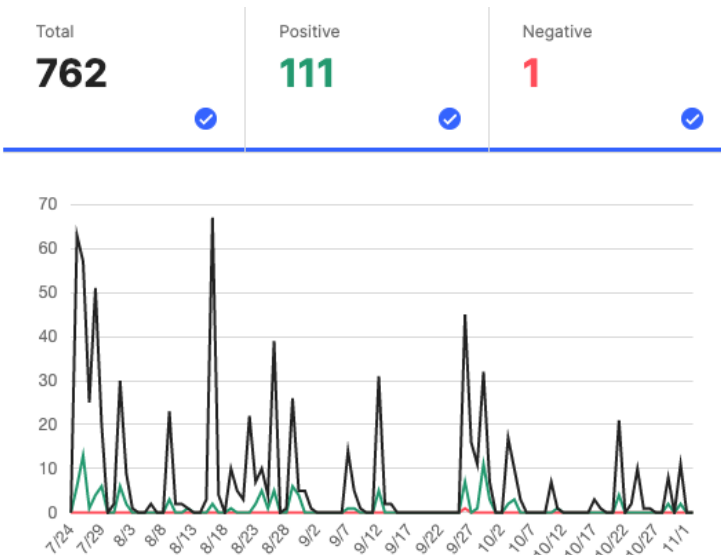
DUBLIN NEWS NOW | City of Dublin OHIO, USA

Pop In at Pop-Up Dublin
Try a new experience in Dublin! Visit Pop-Up Dublin and support various rotating retail and art vendors in charming Historic Dublin. The shop is open Wednesdays and Saturdays!

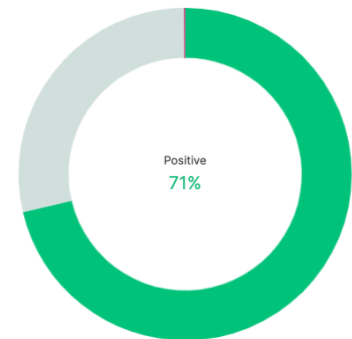
[Let's Go Shopping](#)

ZenCity Conversation Snapshot

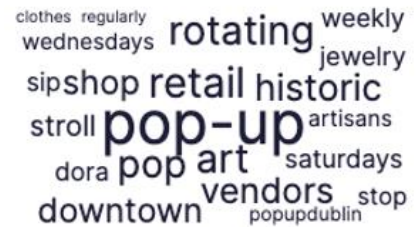
Volume of Interactions



Sentiment Analysis



What are residents talking about?



Takeaways From The Data

Pop-up Dublin: Reactions are predominantly positive with zero negativity; the opening announcement was the leading post; official channels drive the conversation

Since July (Jul 25 - Nov 2, 2022), **online conversations about Pop-Up Dublin generated 872 interactions**, accounting for 0.7% of citywide conversations. Official channels drove most (89%) of the discussions on the topic, led by the City's Facebook page.

An analysis of the interactions reveals that **residents were very supportive of the initiative**, as reflected by 71% positive sentiment and zero negativity. Satisfied responses primarily comprised 'likes,' 'loves' emojis, and shares, **indicating residents' interest in the initiative and a desire to inform others**. Although conversations were limited, residents expressed their enthusiasm with tagged comments and expressions of excitement such as "Can't wait."

The shop's opening announcement was the leading [post](#) with the highest number of interactions, indicating residents' anticipation to visit the establishment. **Posts that showcased pictures of the store, stalls, and murals also captured greater attention.**



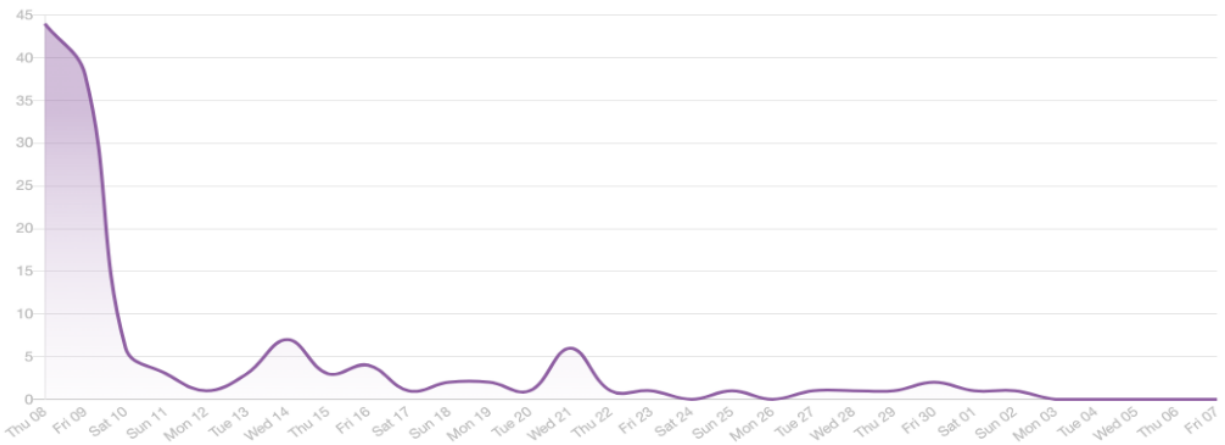
Link Ahead Podcast

Episode: [How our partners at Visit Dublin Ohio bring us people, prosperity and prestige!](#)

Visit Dublin Ohio Marketing Director Sara Blatnik highlights Pop-Up Dublin for 3 minutes from 3:55 to 7:03 during the podcast. The episode has garnered 135 listens.

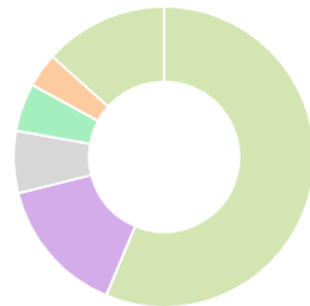
DATE	FULL EPISODE HISTORY	DURATION	DOWNLOADS
Sep 8, 2022	How our partners at Visit Dublin Ohio bring us people, prosperity and p...	19:41	135

135 Downloads



APPS

Your Buzzsprout Site	56%	76
Apple Podcasts	14%	20
Unknown Apple Apps	6%	9
Spotify	5%	7
Overcast	3%	5



Media Mentions

Click on the story to open in source

These combined stories have a combined potential reach of **1,012,600**, based on the sources' total readership.

 **Spectrum News 1 Ohio** · Brionna Rivers
Editorial | US | Sep 14 · 12:04 PM

Pop-Up Dublin highlights local vendors in historic setting

... **DUBLIN, Ohio** — A new shopping and art experience is shining a light on local artisans and a historic Ohio town. What You Need To Know Pop- ...

DUBLIN, Ohio, Economic Development, artist, business

September '22 

941k Reach




Positive 

 **ColumbusUnderground.com** · Chris Alexis
Editorial | US | Oct 20 · 12:16 PM

New Retail Experiences Popping Up in Dublin

Our technology series is presented by our partners in the City of **Dublin**. **Dublin** is a city of more than 47,000 residents located just ...

Dublin, Ohio, Economic Development, Emily Goliver

October '22 

71.6k Reach **Social Echo**



Neutral 



To: Members of Dublin City Council
From: Dana L. McDaniel, City Manager
Date: July 26, 2022
Initiated By: Megan O'Callaghan, Deputy City Manager/Chief Finance and Development Officer
Kendel Blake, Management Analyst
Emily Goliver, Management Analyst
Re: Pop-Up Dublin Opening Weekend

Background

On February 14, 2022, City Council approved a one-year lease of 63 S. High Street to create a beta pop-up shop concept to promote vibrancy and pedestrian circulation on South High Street. "Pop-Up Dublin" is a rotating retail and art experience featuring a variety of local vendors and artists.

On July 1, 2022, the City executed a one-year lease with the homeowner's realtor for \$3,000 per month. The homeowner has completed upgrades to make the house ADA compliant, added electricity to the garage, and improvements to the kitchen and restroom. City staff has begun landscaping maintenance, including planting red geraniums, yellow marigolds and white bacopa.

Pop-Up Dublin opens for business on July 30th and runs through December 17th, with the option to extend for the full length of the lease, based on success. The pop-up shop will be open every Wednesday from 4 – 8 p.m. and Saturday from 1 – 8 p.m. Days and times coincide with Wander Wednesdays and Stroll Saturdays hosted by the Historic Dublin Business Association, as well as the DORA hours.

Over 400 vendors were invited to apply. Applications were sent to participants at The Dublin Market, the waitlist for The Dublin Market, and approved vendors at the Dublin Irish Festival. Staff also attended the Westerville Music and Arts Festival, at the recommendation of the Dublin Arts Council, to invite art vendors to apply and distribute QR codes with the application link.

To date, 59 vendors have applied to participate in Pop-Up Dublin. 50 have been accepted. Currently, vendors are limited to only three (3) dates per month to allow for a rotating variety and to create a new experience for patrons each time they shop at Pop-Up Dublin.

Weather permitting, there will be 10 "stalls" available at the pop-up shop, through the end of October. Thus far, four dates in October are completely booked and several market dates are nearly full. Due to the cold weather in November and December, the number of vendors permitted will be reduced to five. Three will be in the house and two will be in the garage. At this time, all dates in November and December are booked.

There are several themed dates planned to provide a special experience. August 3rd and 6th are "Irish Themed" to coincide with the Dublin Irish Festival. Staff has booked the Rice Brothers and The Pints to provide an acoustic performance of Irish music on these dates. October 1st is "Harvest Themed" to kick off the fall season and October 22nd is "Sustainable/Eco-Friendly Themed". December 7th and 10th are "Kids-Only Holiday Shopping" themed. Only 3 vendors were selected for this date, as the

garage will be used for gift wrapping. On these days, kids will be able to shop with the help of volunteers to purchase presents for their family and friends. Volunteers will then help the kids wrap their presents. Vendors were selected to provide a variety of affordable options that would appeal to all. Staff is considering extending this theme by adding special pop-up dates. Finally, December 14th and 17th are "Holiday Themed".

The list of vendors participating on specific days can be found on the website popup.dublinohiousa.gov. The "Map" tab will show where vendors are located each week. The map is currently up-to-date through the end of September.

The attached news release was distributed on Monday, July 25 in advance of the City of Dublin and its partners beginning a social media campaign to raise awareness of the initiative. Additionally, staff will be going door-to-door to distribute the attached letter to residents in the immediate vicinity of Pop-Up Dublin and to answer any questions.

Recommendation

For information only.



Dublin, Ohio, USA
For Immediate Release
7.25.22

Dublin Launching Pop-Up Shop in Historic District

The City of Dublin is excited to announce the launch of Pop-Up Dublin, a rotating retail and art experience in Downtown Dublin. Located at 63 S. High St., this destination will add to the vibrancy of Historic Dublin by supporting retail businesses and local artisans, while providing shopping options for residents and visitors. This initiative also aims to encourage more pedestrian activity along South High Street.

Beginning July 30, 2022, Pop-Up Dublin will be open two days a week to coincide with the Historic Dublin Business Association's Wander Wednesdays and Stroll Saturday. The hours are as follows:

- Wednesdays 4 – 8 p.m.
- Saturdays 1 – 8 p.m.

The hours also overlap with Dublin's Designated Outdoor Refreshment Area (DORA) hours, so patrons can sip, stroll and shop in the downtown area. Learn more about the Downtown Dublin DORA on the City's website — <https://dublinohiousa.gov/dora/>

Dublin, Ohio, is a thriving city of nearly 50,000 residents that provides many leisure and entertainment options for those who live in, work in, and visit the area. The city's historic district has many restaurants and businesses, and Pop-Up Dublin will provide even more reasons for people to visit and enjoy Dublin's historic core.

Vendors will rotate regularly as the pop-up shop is open and will be selling a variety of products including jewelry, clothes, soaps and donuts, just to name a few. Up to eight vendors can occupy the space on any given day and will be located in the house, garage and backyard area, as weather permits. The vendor schedule will be published online at <https://popup.dublinohiousa.gov/>

In addition to vendors, local artists and musicians will be featured on occasion.

The City is proud to have the support of [Dublin Chamber of Commerce](#), the [Historic Dublin Business Association](#), [Visit Dublin Ohio](#) and [Bridge Park](#), which operates the [Dublin Market](#) and the [North Market Bridge Park Pop-Up Program](#).

The City leased the property from the Richards family for one year, beginning July 1, 2022, for this pop-up pilot project. The house was built by Horace Tuller circa 1836 and was in his

family for many years. It became known as the Richards house when Polly Richard, daughter of Oliver Tuller, took ownership of the house in 1946. It is known in Historic Dublin for its red trim and annual geranium beds.

###

About the City of Dublin, Ohio, USA

Dublin is a city of nearly 50,000 residents located just northwest of Columbus, Ohio. It offers residents and corporate citizens responsive services, attractive housing options, superior public education, direct regional highway access, abundant park space, thoughtful and strategic planning, innovative ideas and technology and a dynamic community life. Dublin is ranked the number one small city in Ohio and is consistently named one of the safest cities in the nation. It is home to more than 20 corporate headquarters, an entrepreneurial center, 4,300+ businesses, world-class events and the urban, walkable Bridge Street District. For more information, visit DublinOhioUSA.gov or call 614.410.4400.

Media Contact:

Lindsay Weisenauer
Director of Communications & Public Information
614.410.4504 – Desk
614.704.9742 – Cell
lweisenauer@dublin.oh.us
newsroom: <http://dublinohiousa.gov/newsroom/>



July 15, 2022

Neighbor
40-42 Franklin Street
Dublin, Ohio 43016

Dear Neighbor,

The City of Dublin would like to inform you of an upcoming City initiative occurring at 63 S. High Street, located behind your property. The City leased the Richards' property for one year, beginning July 1, 2022. Through this arrangement, we will create Pop-Up Dublin, an initiative to encourage South High Street vitality and pedestrian circulation.

Pop-Up Dublin features a retail and art experience with rotating vendors and exhibits. Additionally, in partnership with the Historic Dublin Business Association, the City is planning several special occasions with local musicians (acoustic performer/duo) in the green space between the side of the house and the screening on Eberly Hill Lane. Pop-Up Dublin will be open on Wednesdays from 4-8 p.m. and Saturdays from 1-8 p.m., beginning July 30.

Additionally, we are exploring hiring a local artist to design a mural for the west side of the garage. The final mural design would go through the Architectural Review Board process.

If you have any questions, please contact us at popupdublin@dublin.oh.us or call 614.410.4551. Thank you for your support of this initiative.

Sincerely,

Kendel Blake & Emily Goliver
Management Analysts

To: Members of Dublin City Council
From: Dana L. McDaniel, City Manager
Date: June 28, 2022
Initiated By: Kendel Blake, Management Analyst
Emily Goliver, Management Analyst
Re: Richard's Property Pop-Up Concept Update

Background

On February 14, 2022, City Council indicated its support for the City Manager to enter into a one-year lease of 63 S. High Street to create a beta pop-up shop concept to promote viability and pedestrian circulation on South High Street. The pop-up shop is envisioned to be a rotating retail and art experience featuring a variety of local vendors and artists. Since that time, the Law Director has been coordinating the lease with the homeowner's realtor. The homeowner agreed to make all necessary ADA compliant upgrades, such as adding a wheelchair accessible ramp and restroom modifications, as well as adding electricity to the garage at their own expense. The homeowner's contractor is currently completing the modifications. Once all the modifications are complete, the one-year, \$3,000 per month lease will be executed. Staff has also collaborated with community partners to develop the concept pilot program.

Community Partner Collaboration

Beginning in March, Staff engaged our Downtown Dublin Strategic Alliance community partners including the Dublin Arts Council, Historic Dublin Business Association and Visit Dublin on the pop-up shop concept. City staff researched several pop-up shop concepts and presented them for discussion. Additionally, the group discussed necessary site modifications, general logistics (WiFi, building access, rental length, etc.), and management options. Staff then attended a Downtown Dublin Strategic Alliance monthly meeting to engage additional partners, including the Dublin Chamber of Commerce and Crawford Hoying. The consensus from these discussions included:

- The pop-up shop should be a destination
- Hours should coincide with the DORA and Wander Wednesday/Stroll Saturdays
- Vendors should be a mix of retail and art
- Marketing should be strategic through themed events and activities, such as themed pop-up shop days
- Vendors should rotate frequently to increase interest, traffic, and help attract more vendors
- 4 vendors are ideal
- An experiential aspect should be included in the pop-up. For example, a mural could provide an "Instagram-able" component that will help increase pedestrian traffic and earned social media content. To this end, Dublin staff is in the process of designing exterior branding and a mural which will need go before the Architectural Review Board before being implemented.

Pop-Up Dublin Operations

Based on the research and collaboration to date, Staff's current plan for Pop-Up Dublin is as follows.

The pop-up shop be open every Wednesday from 4 – 8pm and Saturday from 1 – 8pm. The anticipated opening date is July 30th. The hours align with the DORA to encourage residents and visitors to sip and stroll through the pop-up shop. Vendors will be located inside the house and garage, as well as outside on the lawn. In alignment with Council's comments from the February 14th Council meeting, vendors will be required to report metrics (such as sales).

The cost for participating in the market is \$25 for Wednesdays and \$50 for Saturdays. Vendors who participate in multiple Pop-Up Dublin dates will pay per pop-up. There was unanimous consensus among the community partners that a participation fee was needed in order to hold vendors accountable for attendance, rule following, reporting, and other components of the contract. In addition, this participation fee offsets the software fee for managing the market.

In partnership with the aforementioned community partners, the City's Communications and Public Information division is leading the graphic design collateral for the pop-up shop. The Development and Operations teams have been heavily involved in the planning process and will assist in oversight and management of Pop-Up Dublin. The Community Events division is helping with vendor procurement and logistics. Information Technology is assisting with providing WiFi for vendors, while the Public Service division will upgrade and maintain the landscaping and lawn. Finally, Facilities will be responsible for maintenance of the building, including maintaining the restrooms.

Below is the plan for how each community partner will contribute to the pop-up.

Historic Dublin Business Association - The days of operation for the pop-up intentionally coincide with HDBA's "Wander Wednesday" and "Stroll Saturday" activities. HDBA will be a key partner in promoting Pop-Up Dublin and messaging the market to Historic Dublin businesses. HDBA is also exploring providing live entertainment (e.g. musician, demonstration, performer) on the lawn during the pop-up shop operating hours.

Dublin Arts Council - In an effort to reach different audiences and create a mix of retail and artistic vendors, the Dublin Arts Council has provided a list of local artists who might be willing to participate in the pop-up. Staff will reach out to the artists and share the vendor application with them, once it is finalized.

Visit Dublin - Visit Dublin is leading the marketing efforts for Pop-Up Dublin, with support from City Staff. The marketing plan includes social media content creation, in-person activation, and a newsletter to Visit Dublin contacts, among other ideas.

Crawford Hoying - Crawford Hoying has shared their vendor waitlists for both the Dublin Market and North Market pop-up space to ensure we get the word out to potential vendors. Staff also coordinated the Saturday Pop-Up Dublin hours with Crawford Hoying so as not to interfere with The Dublin Market. The hours will allow visitors to walk from The Dublin Market to Pop-Up Dublin, engaging both sides of Downtown Dublin.

Recommendation

For information only.