

Request for Proposal to Lease at 252-254 Xenia Avenue, Yellow Springs, Ohio

Thank you for your interest in leasing space with us, for a minimum of six month, month-to-month lease at either 252 or 254 Xenia Avenue. Please respond to the questions below as thoroughly as you can — this helps us understand your vision and find the best fit for our community. Kindly return your proposal to ysdc@ysdc.org. Note: “concept” refers to a variety of uses, not just retail.

1. About You

- Who are you? Tell us about yourself and any partners or team members involved.
- What practical experience do you have with this concept or similar ventures?

2. Your Concept

- What do you want to use the space for? Describe your concept in detail.
- Who will visit and use the space? What will drive foot traffic to your space?
- Do you already have a following, fanbase, or established customers for this concept?
- How seasonal is your concept, and how do you plan to manage slower periods?
- What are you offering that people have to come to Yellow Springs for?

3. Market & Community Fit

- How does your concept fit within the broader community — including other downtown businesses, residents, and visitors?
- What need or gap in the community does your concept address?
- How does your concept align with one or more of our core community values: **accessibility, active & engaged citizenship, affordable living, artistic expression, collaboration, diversity, ecological sustainability, equity, health & wellness, inclusion, living wages, local focus, progressive community, and vibrancy?**

4. Marketing and Outreach

- How do you plan to market and promote your concept?
- What channels, partnerships, or strategies will you use to reach your audience?
- How does your concept address shifts in consumer behavior, use of free time, etc.?

5. Space & Logistics

- How much space do you need, and for what specific purposes?
- Of the spaces available, do you have a strong preference to lease one vs. the other?
- What are your utility requirements (electricity, water, ventilation, internet, etc.)?
- How soon are you able to move in and open for business?

6. Financial

- Describe the key financial aspects of your business plan and benefits to Yellow Springs.
- What range of monthly rent and utilities are you able to pay?
- Would your concept work well as a pop-up (try it out, perhaps for less than six months)?

We look forward to learning more about your vision and exploring whether it is a great fit for our space and community. Submissions will be evaluated per the categories and questions above.