



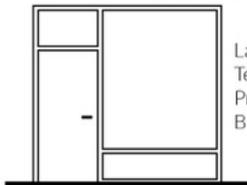
www.miles.city | [@MILESxCITY](https://twitter.com/MILESxCITY)

WE OPEN STOREFRONTS TO POSSIBILITIES



BY ACTIVATING URBAN NEIGHBORHOODS FOR
POPOP ENTREPRENEURSHIP

IDENTIFY: SPACE



Landlords
Tenants
Property Managers
Brokers

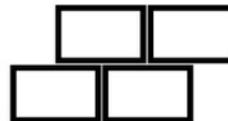
+



MATCH: INDIVIDUALS

Entrepreneurs
Creatives
Locals
Teachers
and more...

+



SUPPORT: TOOLS, TALENTS COLLABORATORS

Product display
Consulting
Collaborators
and more...

=

CREATE: EMERGING IDEAS!

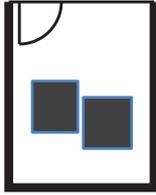


The
New York
Times

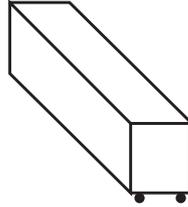
FAST COMPANY

HUFFPOST

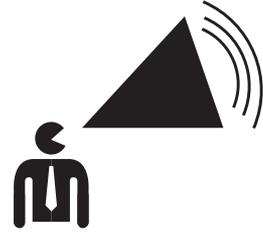
Open IDEO



Events Production



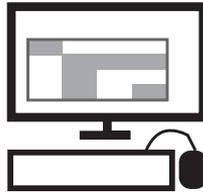
Furnishing



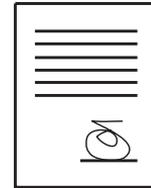
Social Media & Communications



Brand Partnerships



Operations



Securing Spaces



\$\$\$\$\$

5 - 10 YEAR LEASE



\$\$

DAILY, WEEKLY, MONTHLY USE

POP-UP.

A NOUN, A VERB, AN ATTITUDE,
AN INVITATION.

CELEBRATE THE MAGIC OF THE SHORT-TERM AND
THE SMALL-SCALE. TRY OUT YOUR IDEAS.
TELL YOUR STORY. INVITE THE PUBLIC
INTO YOUR VISION. LEAVE SPACES BETTER
THAN HOW YOU FOUND THEM. BE FLEXIBLE.
PROTOTYPE YOUR DESIGNS. TEST YOUR AUDIENCE.
FIND UNEXPECTED LOCATIONS. TURN SPACES INTO
PLACES. CARE FOR THE COMMUNITY. GET INSPIRED
BY EVERYDAY OBSERVATIONS.
CREATE WHAT YOU DREAM.

BUILD YOUR PASSION. TRY, FAIL, LAUGH,
LEARN, PIVOT, IMPROVE. EXECUTION IS KING.
AUTHENTICITY IS EVERYTHING.
SHARE YOUR IDEAS OFTEN & BUILD UPON OTHERS'.
PARTNER CREATIVELY. PLAN IMAGINATIVELY.
DO IT TOGETHER.



#POPUPMANIFESTO

by miLES

JOIN OUR MOVEMENT @madeinLES
SIGNUP AT

POPUP ACTIVATION (STOREFRONT) - ARTSHOW AT BY LOCAL ARTIST



POPUP ACTIVATION (STOREFRONT) - PET ACCESSORIES SHOP BY A LOCAL SMALL BUSINESS



POPUP ACTIVATION (STREET & EMPTY PROPERTY) – ART FESTIVAL W/ PROPERTY DEVELOPER



POPUP ACTIVATION (CITY BOROUGH) - MADE IN QUEENS LOCAL PRODUCTS STORE W/ QUEENS EDC
SUPPORTED BY CAPITAL ONE BANK



POPUP ACTIVATION (3 CITIES) - SMALL BUSINESS WORKSHOP WITH SQUARE



140+ POPUPS

since 2013



ARTISAN MARKET . ART SOCIAL . CHOCOLATE SHOP . CLASSROOM . COMIC MUSEUM . DESIGN / TACO SHOP . EATERY . EXHIBIT . FASHION SHOW . FILM FESTIVAL . INDEPENDENT JEWELRY SHOP . HAUNTED HOUSE . HOLIDAY SHOP . MUSEUM OF BEAUTIFUL PEOPLE . MAKER GALLERY . LIVE MAGAZINE . SEWING STUDIO . AND MANY MORE...

AVERAGE DURATION OF POPUP:

9.19 DAYS

LONGEST POPUP:

180 DAYS

SHORTEST POPUP:

1 DAY

MOST SALES:

\$18,000+ in 3 DAYS

MOST VISITORS:

4,000+ ppl in 1 DAY

MOST TALKED ABOUT:

2 million SOCIAL MEDIA IMPRESSIONS

Howard Hughes.
THE HOWARD HUGHES CORPORATION



ARUP



NEW
235 BOWERY
NEW YORK NY
10002 USA
MUSEUM



COFFEED





CLASSROOM



ART



COMIC



FILM SCREENING



SHOP



SHOWROOM



FARM



EATERY



TURN YOUR CITY INTO
A HUB FOR IDEAS INCUBATION
ONE NEIGHBORHOOD AT A TIME

CHALLENGES / OPPORTUNITIES

FOR SPACE HOSTS

ONE-OFF
ACTIVATIONS



SUSTAINED
INNOVATION



**GETTING A CRITICAL
NUMBER OF
LANDLORDS &
PROPERTY OWNERS
WITH VACANT
PROPERTIES TO
SUPPORT**



**GETTING
TENANTS TO
SUPPORT
SHORT TERM
ACTIVATIONS**



THE UPWARD BATTLE:

GETTING LANDLORDS TO SUPPORT OTHER THAN FINANCIAL GAINS

AGGREGATING ENOUGH SHORT-TERM ACTIVATIONS

FINDING AN INTERMEDIARY BODY TO ACT LIKE A CONVENTIONAL TENANT

CONVINCING LANDLORDS ON RISK & LIABILITY OF UNCONVENTIONAL TENANTS

FOR SPACE USERS

**REVENUE
GENERATION**



**MARKETING
EXPOSURE**



miista

**MOST POP-UP ACTIVATIONS
FAILED TO CREATE A RETURN OF
INVESTMENT VIA SALES**



**MOST POP-UP ARE SUCCESSFUL
IN GETTING THEIR TARGET
AUDIENCE TO ATTEND & SUPPORT**

THE UPWARD BATTLE:

GETTING ACTIVATIONS TO BE FINANCIALLY VIABLE

**CULTIVATING PEOPLE USING SPACE THAT THIS IS ONE OF MANY CHANNELS
IN THEIR SALES / MARKETING STRATEGIES**

SETTING THE RIGHT EXPECTATIONS

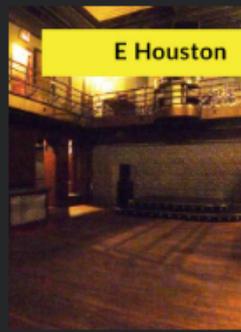
UNDERSTANDING THE WORK NEEDED TO PRODUCE ACTIVATIONS

FOR AGENTS / MEDIATORS

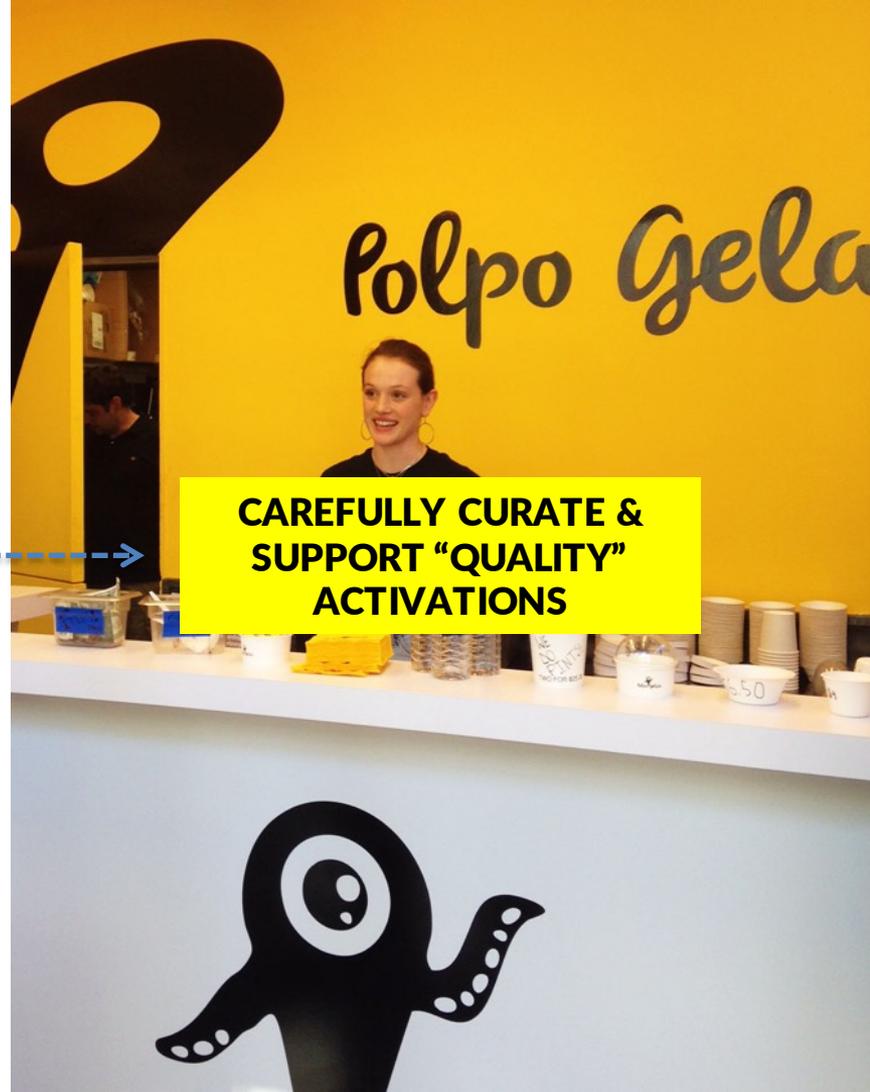
**STREAMLINED
OPERATIONS**



**HIGH-TOUCH
CUSTOMER
SUPPORT**



CREATING A SYSTEMATIC WAY TO STREAMLINE ACTIVATIONS



THE UPWARD BATTLE:

CONVEYING THE NEED OF RISKS TO CULTIVATE INNOVATION

PROVIDING RECURRING CONSISTENCY TO BE SELF-SUSTAINABLE

WORKING WITH MULTIPLE STAKEHOLDERS SIMULTANEOUSLY

WHO ARE THE STAKEHOLDERS?

**EMERGING
SMALL BIZ &
CREATIVES**



**RISK-ADVERSE
STAKEHOLDERS**



**CREATE AN ECOSYSTEM
TO CULTIVATE EMERGING
BUSINESSES & CREATIVES**



**MINIMIZING
RISKS OF
PROPERTY
OWNERS &
OTHER
STAKEHOLDERS**

THE UPWARD BATTLE:

BALANCING THE NEED OF THE TWO-SIDED MARKET

**MINIMIZING RISK & PROVIDING SOMETHING THAT CORPORATIONS &
PROPERTY OWNERS NEED, WHILE HAVING CULTIVATION OF THE
EMERGING AS THE CORE MISSION**

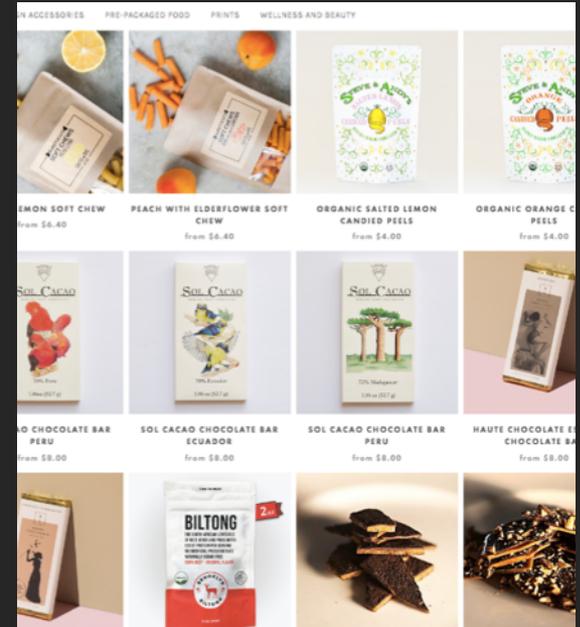
WHAT'S NEXT FOR US?



ADVISORY SERVICES FOR ECONOMIC DEVELOPMENT CORPORATIONS



INNOVATION SESSIONS WITH PROPERTY DEVELOPMENT TEAMS



PRODUCT CURATION TO SUPPORT SMALL-BATCH & LOCALLY MADE PRODUCTS



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