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## **“Project: Pop-Up” comes to Burlington 3rd Avenue**

April 28, 2023 - Retail

Burlington, MA Burlington's Economic Development Office has partnered with UpNext and Nordblom Properties to offer temporary retail space for the months of May and June for emerging brands at 3rd Ave.

The initiative entitled, “Project: Pop-Up,” offers entrepreneurs with fresh ideas an opportunity to test out premium retail space to experiment and expand their concepts. Retailers, artists, and other small business entrepreneurs have the opportunity to occupy a space along 3rd Ave. at a subsidized rate. “Project: Pop-Up” also offers the entrepreneurs a variety of resources to help seed their success.

Beyond supporting creative entrepreneurs, the goal of the “Project: Pop-Up” initiative is to activate empty storefronts in various communities. Burlington's Economic Development Office worked with Nordblom to identify the vacant space for 277 s/f of retail area and 1,500 s/f of back room space.

“Connecting entrepreneurs with available temporary physical retail space offers emerging brands the opportunity to connect with customers face-to-face.” said Melisa Tintocalis, Burlington's economic development director. Retailers, designers, artists and food purveyors can submit an application for a chance to take their concepts for a brick and mortar test drive. Since its inception in 2021, dozens of emerging brands have popped up in locations across Massachusetts.

This effort is being funded through the Massachusetts Office of Business Development REDO grant program.

as part of the state's efforts to accelerate economic recovery from the pandemic. Following the challenges the pandemic has induced, Burlington is thrilled to welcome emerging brands, artists and more to their commercial district.

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