

Calling All Pop-Ups

Flagler Street wants you for an activation during FIFA World Cup.

A Request for Letters of Interest from the Flagler BID

The June/July Opportunity

This summer, the world is coming to Miami. The FIFA World Cup brings seven matches to Hard Rock Stadium, and the FIFA Fan Festival at Bayfront Park runs June 13 through July 5 — with up to 30,000 fans per day, every day, for 23 days.

Bayfront Park sits directly across Biscayne Boulevard from the 100 and 200 blocks of E Flagler Street. There are approximately 7-10 ground-floor spaces along these blocks that are ready for short-term pop-up activations during the tournament window.

If you're a retailer, artist, maker, cultural organization, or experiential brand with something interesting to offer, we want to hear from you. Email us a Letter of Interest. Keep it short. Tell us who you are and what you'd do with a Flagler Street storefront for 4-6 weeks.

This is not a bid, not a procurement, not a contract.

It's a conversation starter. If your idea is a fit, we'll reach out to talk about space, terms, and explore how we might help you make it a hit.

What We're Looking For

Retail, art, culture, and experience. Things that draw people in, give them something to see and do, and feel like Miami. A few directions we're interested in:

- **Independent, locally-owned retail** — boutiques, concept shops, makers, vintage, multibrand, apparel
- **Art and culture** — galleries, artist studios, immersive installations, pop-up exhibits
- **World Cup and international** — official or licensed merchandise, cultural showcases tied to the visiting nations, soccer-themed experiences
- **Interactive experiences** — photo activations, interactive exhibits, brand pop-ups, games
- **Gift and specialty retail** — souvenirs with taste, books, stationery, music, home goods, jewelry

NOTE This RFLI is for retail and experience uses only. We are not seeking food & beverage operators in this round.

What We're NOT Looking For

Discount/dollar stores, check cashing, vape and smoke shops, or businesses/activities that don't add vibrancy to the street. Also not in this round: food & beverage operators.

Tell Us About Yourself

A good Letter of Interest is short and specific. Two to three pages is plenty. Here's what's helpful for us to know:

Tell us about...	...and what to share
Who you are	Business or project name, your name, email, phone. A sentence or two about your brand or concept.
Your concept	What would you like to bring to Flagler Street? Describe the experience — what would a visitor see, do, and leave with? How does it connect to the World Cup moment or to Miami?
What you've done before	Tell us about past pop-ups, stores, exhibits, or events you've run. Where, when, how it went. Photos welcome.
Space and setup	How much space do you need, roughly? Any specific needs — electrical, lighting, wall space, ADA, etc.? Anything unusual we should know about?
Anticipated Hours of Operation	Tell us what you think. Details can be worked out at a later date.
Timing	Are you going for a 4-week run (June 08 – July 6), the extended window (June 08 – July 19), or something else? Could you be open by June 08? Are you interested in staying longer?
The money side	Can you fund your own buildout and operations? Are you hoping for a grant or rent subsidy? Just give us the broad strokes.
A couple of references	Two people we can call — landlords, event partners, other folks you've worked with.

What Good Looks Like

No scoring rubric, no points system. We're sitting down with each letter and asking:

- **Is this a fit?** Does the concept match the vibe we want for Flagler Street — authentic, interesting, Miami?
- **Could it draw a crowd?** Is this something that pulls people off the sidewalk and creates energy?
- **Can you pull it off?** Have you done this kind of thing before? Do you have the chops to be open and running by June 08?
- **Are you on solid ground?** Do you have the financial and operational capacity to execute?
- **Might you stick around with us?** Bonus if you're interested in staying on Flagler after the World Cup wraps up.

Our Role

Depending on the fit and the concept, the Flagler BID may be able to help with:

- **A clean, ready-to-go storefront** — we’re running a fix-up and paint-up program on these blocks before the Fan Festival opens
- **Introductions to the property owner** and help working through a short-term lease
- **Certificate of Use** — property owners can pull the CU for the operation; we’ll help coordinate with the City on any other permits you need
- **Marketing and promotion** through Flagler BID channels, Weekends on Flagler, and cross-promotion with other activations in the district during FIFA World Cup
- **Programming tie-ins** — your pop-up becomes part of a whole corridor of activation, not a solo effort

How to Submit

- **Deadline:** May 06, 2026, for First Review.
- **Send to:** Flagler BID. Email: popups@downtownmiami.net
- **Format:** PDF by email. 3–5 pages. Attach photos, portfolio samples, or anything else that helps us get the picture.
- **Subject line:** “Flagler Pop-Up — [Your Business Name]”
- **Questions may be submitted in writing to:** Flagler BID. Email: popups@downtownmiami.net

The Fine Print

A few things to keep in mind:

- Sending in a letter doesn’t guarantee anything. The Flagler BID isn’t committing to select anyone, negotiate any lease, or award any grant.
- We may follow up with some respondents and not others. We may negotiate with multiple parties or with none.
- Any occupancy is subject to agreement with the property owner, and all applicable City of Miami permits and approvals.
- Property owners may be willing to pull the Certificate of Use. Selected operators will handle their own business license, insurance, and any use-specific permits.
- The Flagler BID is not the property owner and can’t guarantee lease terms. We make the introduction; you and the property owner work out the deal.
- Any costs you incur putting together your response are on you.

Flagler Business Improvement District

<https://DowntownMiami.net>