

BE PART OF THE RI SMALL BUSINESS VILLAGE AT
PROVIDENCE PLACE MALL DURING THE BIGGEST TOURISM
MOMENTS RHODE ISLAND HAS EVER SEEN.



VENDOR APPLICATION GUIDE

APPLICATION DEADLINE | JUNE 2, 2026



APPLY NOW

Welcome to the RI Small Business Village



TURNING A GLOBAL STAGE INTO LOCAL OPPORTUNITY

FIFA World Cup 26 is one of the most anticipated global events of the decade, and SkillsRI is excited to help you showcase your unique products and offerings. Providence is being positioned as a vibrant fan zone destination, creating an inclusive space where residents, visitors, and local businesses can come together to celebrate this global moment. This presents an exceptional opportunity to be part of a once-in-a-generation event that will bring international attention, energy, and visibility to our city.

THE OPPORTUNITY

The 2026 World Cup will bring unprecedented visibility to Rhode Island. This is your opportunity to:

- Showcase your business
- Reach new customers
- Be part of a defining moment for our state

The RI Small Business Village is a curated retail activation designed to feature 100+ Rhode Island small businesses in a professionally-managed environment within Providence Place Mall. Vendors will have the opportunity to sell products, engage customers and participate in a high-traffic retail setting during one of the busiest tourism periods in the state's history.

WHY THIS MOMENT MATTERS

500,000+
VISITORS

\$350,000,000
VISITOR SPENDING

39 DAYS
OF EVENTS

Providence has been designated as an official FIFA Fan Zone city, with major activations planned at Station Park directly across from Providence Place Mall. In addition to World Cup-related activity, Rhode Island will experience an unprecedented convergence of events, including:

- International team presence, including the Ghana National Team
- The arrival of the Scottish Tartan Army
- Independence Day and America's 250th celebrations
- Providence Fest and Pride event
- Regularly scheduled WaterFire activations

We anticipate:

- Hotels at or near capacity
- High-volume, sustained foot traffic through June and July
- Providence Place Mall serving as a central hub of visitor engagement

Welcome to the RI Small Business Village

TURNING A GLOBAL STAGE INTO LOCAL OPPORTUNITY



THE VILLAGE IS HAPPENING – HERE'S HOW TO JOIN

The RI Small Business Village at Providence Place Mall is moving forward, and applications are now open. Skills for Rhode Island's Future (SkillsRI) is partnering with Providence Place Mall and statewide partners to bring Rhode Island small businesses to the heart of the 2026 World Cup season.

How to secure your spot: Submit your application by June 2, 2026. Because the Village is curated and space is limited, vendors are reviewed and confirmed on a rolling basis applying early gives you the best choice of space and participation dates.

Apply online: <https://skillsforri.tfaforms.net/wfbkRMa>

OUR INTENT

SkillsRI, in partnership with Providence Place Mall and statewide partners, is working to activate a Small Business Shopping Village that ensures Rhode Island entrepreneurs are positioned to benefit from this surge in economic activity. Our goal is to create an experience that is:

- Affordable and accessible to small businesses
- High-quality and professionally curated
- Engaging, interactive, and memorable for visitors

WHAT PARTICIPATING VENDORS GAIN

Joining the Village gives your business:

- A professionally managed retail presence during one of the busiest tourism periods in Rhode Island's history
- Exposure to new local and international customers in a high-traffic mall setting
- Shared staffing, marketing, and merchandising support so you are not doing it alone
- A real-world environment to test products, build your brand, and grow toward your next stage

This is a once-in-a-lifetime opportunity for Rhode Island small businesses to showcase their products, tell their stories, and be part of one of the most exciting summers our state has ever seen.

Welcome to the RI Small Business Village

TURNING A GLOBAL STAGE INTO LOCAL OPPORTUNITY



IMPORTANT DATES

- Application Deadline (initial): June 2, 2026
- Vendor Notifications: on-going
- Move-In Period: June 1-3, 2026 for vendors sub-leasing starting in June
- Soft Opening: June 4, 2026 at 10:00 am
- Peak Activity: June 9 - July 28, 2026

SUB-LEASE POP-UP PARTICIPATION OPTIONS

Option 1: Large Marketplace

Located within the Village Market (formerly Banana Republic). Designed for businesses that can independently staff and manage a traditional retail environment.

Rates (3 options available)

- 1 month = \$500
- 2 months = \$850
- 3 months = \$1,350 (best value)

The Experience

This space is designed to feel energetic, elevated, and easy to explore — blending shopping, discovery, and local culture under one roof. Visitors will move through curated sections featuring Rhode Island souvenirs, small-batch foods, apparel, accessories, gifts, and locally made products of all sizes.

Option 2: Artisan Village | Curated Display Galleries

Designed for jewelry, fine art, pottery, leather goods, handmade accessories, and other small-format artisan products. Located in the former Swarovski and Bare Minerals stores.

Rates (3 options available)

- 1 month = \$400
- 2 months = \$650
- 3 months = \$900 (best value)

The Experience

The Artisan Village is designed to feel intimate, curated, and gallery-inspired — a slower shopping experience focused on craftsmanship, storytelling, and discovery. Different than larger marketplace environment, the Artisan Village will feature smaller-format handcrafted items including jewelry, fine art, pottery, glasswork, leather goods, candles, textiles, and other artisan products created by Rhode Island makers.

THE RHODE ISLAND SMALL BUSINESS VILLAGE @ PPM

APPLICATION DEADLINE | JUNE 2, 2026



VENDOR FAQ

☐ What is the RI Small Business Village?

The RI Small Business Village is a curated summer pop-up retail experience located inside Providence Place Mall featuring Rhode Island small businesses, makers, artists, food producers, and entrepreneurs during Summer 2026.

☐ Where is the Village located?

The Village will be located on the first floor of Providence Place Mall near the Apple Store in downtown Providence. We will be in the following locations: Former Banana Republic, Swarovski, and Bare Mineral Stores.

☐ When will the Village operate?

The Village will operate from June 4 through August 30, 2026. Vendors will move in between June 1-3, 2026 during scheduled times convenient to you.

☐ Is this an official FIFA event?

No. The RI Small Business Village is not an official FIFA-sanctioned event or partner. We are a partner with Ocean State 2026 and the Summer of Soccer events planned for the state. Soccer-inspired themes are encouraged, however official FIFA World Cup branding, logos, and unauthorized merchandise are strictly prohibited.

☐ Who do I contact with questions?

Cecilia Piroto, Village Project Manager

Email: cpirotto@skillsforri.com OR Phone: 401-249-2222



☐ What types of businesses are you looking for?

We are seeking:

- Makers and artisans
- Apparel and lifestyle brands
- Jewelry designers
- Artists and illustrators
- Handmade products
- Rhode Island souvenirs
- Small-batch food producers
- Interactive demonstrations and experiences

☐ Is there a cost to participate in this pop-up village?

Yes. Participation fees vary based on the type of space and length of participation, with options available starting as low as \$400 per month. Our goal is to help reduce the traditional barriers and costs associated with temporary brick-and-mortar retail while creating a high-quality experience for both vendors and visitors. These shared participation fees help offset operational expenses including:

- Shared staffing support
- Marketing and promotion
- Staging and visual merchandising
- Sales tracking and POS systems
- Security and operational oversight
- Activation programming and customer engagement
- Shared retail infrastructure and support services

☐ What are the payment terms for sub-leasing space?

Participation fees for the RI Small Business Village are structured as Net 30, meaning payment for your participation is due within 30 days after the start of your participation period. For example:

- Vendors participating in June would have payment due by June 30, 2026.
- No upfront security deposit is required.

☐ What types of spaces are available?

The Village will feature:

- Shared marketplace (former Banana Republic store in PPM)
- Artisan gallery spaces (former Bare Minerals and Swarovski stores)
- Interactive activation spaces in coordination with event planners

☐ Do I need to staff my space?

Somewhat. Rather than requiring vendors to independently staff their spaces seven days a week, the Village will operate using a shared staffing model. We are asking participating vendors to commit to at least one (1) 8-hour shift per week to help support the overall Village experience. Staffing coverage will rotate between participating small business owners and a small team of paid staff hired and managed by Skills for Rhode Island's Future. This model is designed to help reduce the burden and cost of operating a temporary retail space while still creating a welcoming, well-supported shopping environment for visitors.



☐ What if I cannot cover a staffing shift?

Please notify Village management as soon as possible so coverage can be coordinated.

☐ What support is provided?

The Village is intended to help small businesses test, market, and grow their products in a real retail environment. Supports include:

- Shared staffing support
- Marketing and promotion
- Visual merchandising guidance
- Shared retail infrastructure
- Customer engagement support
- Recording sales data

☐ Is this a traditional vendor market?

No. The Village is designed as a curated retail experience with elevated visual merchandising standards and a strong focus on customer experience. We want to create a cohesive shopping experience for the customers while also showcasing your unique merchandise. Think of Craftland in Providence for inspiration.

☐ Do I need insurance?

Insurance is strongly encouraged, especially for businesses with high-value merchandise. While we will do our best to help safeguard products, as with any retail environment, theft and loss remain a risk. Vendors are encouraged to carry insurance that adequately covers the value of their merchandise and business operations. The Village will utilize security cameras as a deterrent, and certain areas may include locking display cases or secured displays for higher-value items. However, vendors remain responsible for their own inventory, products, and equipment.

☐ Is storage available?

Limited shared storage is available, but it is shared. Vendors are responsible for bringing their own storage bins and locked containers for valuables. Vendors with high-value merchandise are strongly encouraged to bring lockable storage solutions.

☐ What forms of payment will shoppers use?

The Village is expected to operate as a cashless retail environment. Credit and debit card payments only will be accepted. Venmo or PayPal highly encouraged.

☐ Will there be a centralized POS system?

Possibly. Additional details regarding sales systems and payment processing will be shared with participating vendors.

APPLICATION DEADLINE | JUNE 2, 2026



☐ Is there guaranteed foot traffic or sales?

No. While significant tourism and activity are anticipated throughout Summer 2026, sales performance will vary and no guarantees are made.

☐ Can I participate for less than 4-weeks?

Unfortunately, no. We want to make sure that we are creating continuity of businesses at least on a monthly rotations. If you have something specific you considering, please give us a call and let's talk in through.

☐ Can I sell food products?

Yes, but food products must be:

- Small-batch
- Made in Rhode Island
- In compliance with all applicable food regulations

☐ Are there prohibited products?

Yes, prohibited items include:

- Alcohol
- Tobacco/vape products
- Cannabis products
- Weapons/firearms
- Counterfeit goods
- Explicit or inappropriate materials

☐ Can I promote my participation on social media?

Absolutely. Vendors are strongly encouraged to promote their participation and help amplify the Village experience.

☐ How are vendors selected?

The Village is a curated experience. Applications will be reviewed based on:

- Product quality
- Product mix
- Visual presentation
- Operational readiness
- Fit within the overall Village experience

☐ Who is organizing the Village?

The RI Small Business Shopping Village is an initiative of the RI Small Business Hub, a program of Skills for Rhode Island's Future, developed in proud coordination with Ocean State 2026, the City of Providence, and Providence Place Mall. This initiative is generously supported by presenting sponsor Centreville Bank, along with RI Commerce, BankNewport, Washington Trust, and Bristol County Savings Bank.