



the POP-UP at  
**FORAGE**

**Think of** the Pop Up @ Forage as a place to test drive your food-based business idea without the high cost of developing your own commercial kitchen or restaurant.

When you sign a contract with Forage EC, LLC, this is what you get:

- Access to all of our commercial kitchen equipment, pots, pans, utensils and dishes (find more details under The Kitchen page)
- Cold storage and dry storage (possible additional cost depending on needs)
- Co-marketing opportunities with Forage EC and other users
- Access to business, marketing, and food safety seminars on site and with our various partners
- Free wifi and other office equipment
- Like minded colleagues, collaborators, and friends!

**These are the steps** you should take before we meet in person. Print this page to use as a checklist!

1. **Create a business plan, or even an outline.** We suggest a phone call with Karman Briggs and her team at Western Dairyland and Women's Business Center in Eau Claire. They're very experienced in guiding would-be entrepreneurs towards their business goals. Their specialties include writing business plans, business technology, website development and adult education.

Karman Briggs  
Director of Jobs and Business Development  
**Phone:** 715-836-7511, ex 1174  
[karman.briggs@wdeoc.org](mailto:karman.briggs@wdeoc.org)

2. **Legally form your business.** Information on creating a new business in Wisconsin can be found here: <https://www.revenue.wi.gov/Pages/Businesses/New-Business-home.aspx>

3. **Start your business checking account.** You will need it to pay for licensing and other start up costs.

4. **Meet with Eau Claire City/County Health Department**

Eau Claire City/County Health Department  
720 Second Ave  
Eau Claire WI 54703

**Phone:** 715-839-4718

**Hours:** Monday – Friday, 8:00 am – 5:00 pm

Before you call, be prepared to explain how you want to start your business. This will help determine next steps.

The health department is located in the courthouse. Here is information on how to find them.

<http://www.ci.eau-claire.wi.us/departments/health-department/about-us/location>

This is a uniform licensing form, which the Health Department can help you complete:  
<http://www.ci.eau-claire.wi.us/home/showdocument?id=18436>

**Eventually we will require you to obtain Servsafe certification** if you sign a contract with us. This shows your commitment to providing safe food to your customers and helping keep our business in good standing with the Health Department. Here is more information about Servsafe:

<http://www.ci.eau-claire.wi.us/departments/health-department/environmental-health/food-protection/food-manager-certification>.

**Finally, we suggest a eventual conversation with an attorney and an accountant** experienced in small business. Their expertise can save you missteps and the headaches – or fines – that result from being unfamiliar with rules and regulations.