



Specialty Leasing

Common Area Application and Information

Specialty Leasing Program Information

Common Area

How do I become a Specialty Leasing Retailer?

The first step in the selection process requires that you complete the enclosed application form and return it to the Specialty Leasing Manager. You will then be contacted by the Specialty Leasing Manager to discuss what opportunities may be available for your particular business.

Our Specialty Leasing Program was developed to allow for a constant blending and balancing of the Shopping Centre's merchandising offering. Specialty Leasing is committed to maintaining the integrity of the Shopping Centres Program.

What kind of commitment do I have to make?

Specialty Leasing Agreements are typically written for 1 to 12 months. These terms can vary depending on the availability within the Program and on the type of business that you offer.

How are the rates structured?

Specialty Leasing Retailers are responsible for a **monthly** Base Fee, which is payable at the **first of each month**. In addition you will pay a **percentage** of your sales over a natural breakpoint (a threshold which is calculated against your Base Fee) each month.

Specialty Leasing Retailers are also responsible to pay a **Promotion Fund**, which is payable at the first of each month.

What hours do I need to operate?

All Specialty Leasing Retailers are required to be open and fully operational during the normal Shopping Centre hours as designated by the Mall Management.

Do I need insurance?

Prior to entering in to the Specialty Leasing Program, you will be required to secure a Comprehensive General Liability policy. This policy must name the Shopping Centre and the Landlord. This policy must be on an "occurrence" basis, including personal injury, bodily injury, property damage, contractual liability and standard non-owned automobile coverage. The policy shall be written with inclusive limits of not less than Five Million Dollars (\$5,000,000) for common area retail space.

What about presentation?

An appealing, innovative, and professional presentation is essential and will immediately tell the customer the story about your merchandise. Remember you have 3 seconds to catch their attention. This is achieved through fixturing and display. Sufficient inventory must be displayed at all times to maximize sales, maintain the quality of your presentation and uphold the integrity of the Specialty Leasing standard.

You will be required to use the services of a merchandising professional that will assist you in preparing a display plan for approval by the Shopping Centre prior to entering the Program. The cost of the Visual Merchandiser will be the sole expense of the Retailer.

Who provides my utilities?

The Shopping Centre will provide standard electrical service of 15 amps, sufficient to operate the lighting needs of your MRU or kiosk unit, your cash register and credit card processing equipment.

Where will my MRU or Kiosk be located?

The exact location of all MRUs and Kiosks are at the sole discretion of the Landlord and they are subject to relocation at any time that this might be required.

What if I am looking for In-line Store Space?

Upper Canada Mall offers a variety of in-line store opportunities based on availability. Upon receipt of your completed application, The Specialty Leasing Manager will contact you. Each store space is unique and they are individually negotiated based on the particular needs of your business as it relates to the needs of the Shopping Centre.

I already have my own kiosk... can I use it in your program?

Providing your kiosk meets the design criteria of the Specialty Leasing Program, we can discuss what opportunities may be available. Please be sure to include a picture of your kiosk, along with its dimensions, with your completed application.

APPLICATION
Upper Canada Mall

Company/Owner Information

Business Name: _____

Contact Name: _____

Business Address: _____

Legal Address: _____

Telephone: Bus: _____

Cell: _____ Fax: _____

Other: _____ Email: _____

Proposed Business Terms

Description of Business: _____

Type of Unit Desired: _____ MRU _____ Kiosk _____ In-Line _____ Other

Lease Term: From _____ To _____
(month/day/year) (month/day/year)

Phone Line Required: _____ Yes _____ No

If available do you require storage at additional cost: _____ Yes _____ No

Retail Business Experience

Have you ever had a retail business before in a Shopping Centre? _____

If so, please list the location and dates:

Location _____ Dates _____

What type of business did you have? _____ MRU _____ Kiosk _____ In-line

What were the average sales in your most recent business?

Month(s) of: _____ Sales: \$ _____

Month(s) of: _____ Sales: \$ _____

Please list any other sales training, business experience and/or education: _____

References

Please list business references that may be contacted:

Name _____ Phone # _____
Name _____ Phone # _____
Name _____ Phone # _____

Merchandise / Product Line

Briefly explain your retail concept, business identity, and/or theme _____

What types of merchandise will you sell _____

(Please attach pictures and/or brochures of your products to the application)

Projected Sales

What do you estimate as your average monthly sales? \$ _____
Average Sales – Holiday Term (Nov & Dec)? \$ _____

Visual Merchandising

Describe the visual merchandising plans for your new Retail location _____

Types of Fixtures _____
Colour Scheme _____
Props _____
Signage _____

What is the name and telephone number of your Visual Merchandiser _____

Please return this Application along with any other additional information you would like to submit in consideration of your proposal for a Retail location at our Shopping Centre. Include brochures of your products and/or photos of your business (only items that we may keep on file).

Thank You