







Clients & Locations

























"PRI is my "go to" at all times for the creation of my specialty leasing programs. My suggestion is to use them as soon as you hire your architect, as their pre-development work to completion will deliver a successful end product you can't find anywhere else. They are able to read the market and curate a specialty leasing mix that makes your center more interesting and successful."

- Beth Bradford, Owner, B2 and Company



Why a Pop-Up Program?

- Establishing a 'Sense of Place'
 - Daily shopping/eating/service patterns for consumers/commuters
- Attract food vendors and new retail ideas
- Incubation & development of local concepts
 - Become the place to test and launch new ideas!
 - Artisanal opportunities
 - Pop Up to Permanent
- Adds excitement to the common areas & exterior areas
 - Activation on Grand Opening Day!



Partner Integration



Long Term Strategies / Identifying & Negotiating Retail / Restaurants & Services



Park Activities / On Site Events / Programming / Creating a Destination



Media / Sponsorships / Partnership Marketing / Interactive Brand Representation



Short Term Activations / Pop Up & Incubation Retail / Food & Beverage / Services



Partnership Example: Saavy Natural









PERMANENT STORE



SOAP MAKING/DEMONSTRATION



Creating a Dining Destination

Food Trucks

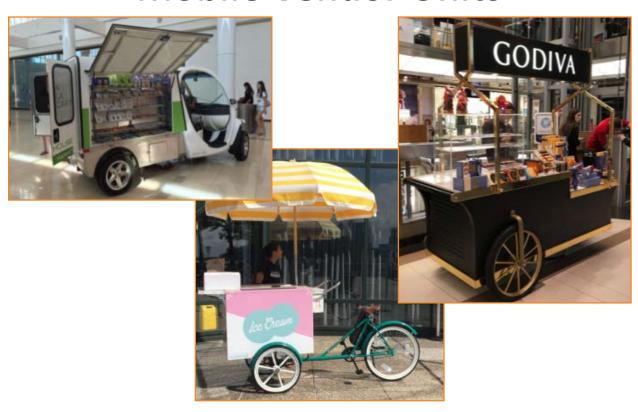


Brew Pub / Wine Tasting





Mobile Vendor Units





Retail Units

- Brand retail
- Capture new customers
- Test brick & mortar









Pop Up Brand Retail

- Experiential Retail
- Brand Activation
- Product Launch



Pop Ups with footprint predetermined





Fashion Trucks







Unique Units





Automated Retail

Immediate Customer Needs & Wants











Automated Retail

Immediate Customer Needs & Wants









Amazon Lockers & Treasure Truck

- Customer Convenience
- **Repeat Visits**



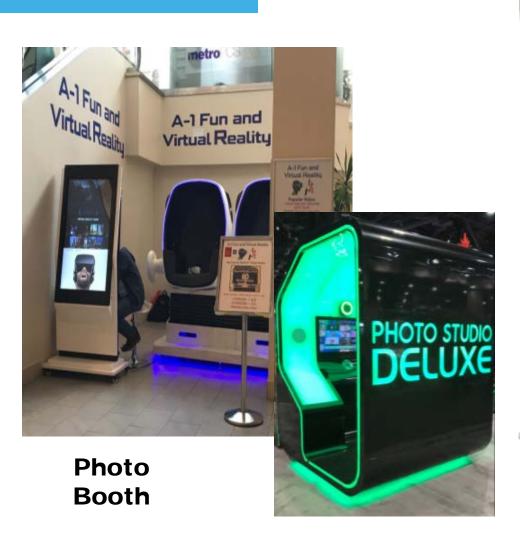




Entertainment

Karaoke Machine









Farmer's Market







Next Steps

- Identify Locations
- Canvass Area Locales
- Meet with Prospects
- Tour Site with Merchants
- Engage Local Partners
- Stage for Opening











Schedule: Key Points

	17-Sep	17-Oct	17-Nov	17-Dec	18-lan	18-Feh	18-Mar	18-Δnr	18-May	18-lun	18-Jul	18-Aug	18-Sen
	17 Эср	17 000	17 1101	I/ Dec	10 3411	10100	10 Mai	10 Αρι	10 May	10 3411	10 301	10 Aug	10 300
ADMINISTRATION													
License Agreement, web application, deal sheet	-												l
CANVASSING-PROSPECTING													
Local, Regional and National	,												
MARKETING													
Email blast, social media	,												
LOCATIONS													
Designated based on Use	•												
MERCHANT TOURS													
Based on construction													
LEASING													
LPC Approva	,												
GRAND OPENING ACTIVATION													
ONGOING ACTIVATION													



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