

Thank you for your interest in the Specialty Leasing Program at Outlets at the Border.

To learn more about our program, please read the following brochure. If interested, complete and submit the attached questionnaire regarding the vision you have for your cart or in-line store.

Approved retailers should expect to:

- Sign a License Agreement.
- Sign the Outlets at the Border Rules & Regulations Guidelines for specialty Merchants.
- Pay a security deposit and the first month's rent at the time of signing License Agreement in the form of a money order or cashier's check. Rent will begin on the License Commencement Date.
- Submit proof of \$1,000,000 in General Liability Insurance Coverage
- Obtain a business license from the City of San Diego and any permits as required by the city or county.
- Submit a basic visual merchandising plan.
- Pay all future rents and other charges in the form of money order or cashier's check.

We will be glad to provide you with information to assist you in obtaining these required items.

Submit all inquiries to:

John Walker, General Manager

Phone: 619-651-8018, Ext. 5

Cell: 760-822-4619

E-Mail: john@outletsattheborder.com



Bohemian Corner is a temporary in-line store and a prime example of excellence in the specialty retail sector.



Our cart program offers entrepreneurs the opportunity to test their product in the market with minimal investment. Often retailers will start with a cart and grow to an in-line store.



SPECIALTY LEASING PROGRAM

Your door to opportunity.

Outlets at the Border is the gateway to San Diego's premiere value shopping district and the first stop for the pedestrian border shopper.

Thank you for your interest in the Outlets at the Border Specialty Leasing Program. This exchange of information is the first step of the application process. Serious applicants should submit the required information on page 3. Acceptance is subject to the review and approval of Licensor.

License Fees are negotiated on an individual basis. However, the following provides a general range of what to expect. These fees are subject to change without notice.

In-Line Temporary Space

Monthly Rates are based on location and square footage. Signage, fixtures, utilities, and store improvements are the responsibility of the Licensee.

Out of the Box

Displays independent of our RMU's/carts or kiosks will be considered, and rates are negotiated on an individual basis.



Upon opening, new retailers receive a minimum of 2-weeks complimentary advertising on 4 digital display boards strategically located to attract local shoppers.

Our experienced on-site marketing team will assist with digital messaging, social media, marketing, and graphics consultation when necessary to help you achieve optimum success.

Standard RMU/cart (approx. 3' x 6') Average Non-Holiday Rates: January-October

Minimum License Fees: \$1,500.00 - \$2,000.00/mo. or 15% of sales, whichever is

Electrical Fees: greater \$25.00 per month

RMU Sign Fee: \$100.00

Standard RMU/cart (approx 3' x 6') Average Holiday Rates: November and December

Minimum License Fees: \$2,500.00 - \$3,000.00/mo. or 15% of sales, whichever is

Electrical Fees: greater \$25.00 per month

RMU Sign Fee: \$ 100.00



SPECIALTY LEASING PROGRAM

Dream. Believe. Achieve.

When you partner with Outlets at the Border, you gain a team dedicated to your success that works with you every step of the way.

Congratulations on taking this important step toward achieving your retail vision. Please complete and submit the following information about yourself and the product and plans you have for your cart or temporary store.

General Information

Today's Date

First/Last Name

Business Name

Address

City

State

Country

Zip

Telephone (Home/Office)

Mobile

Space Inquiry

Rental Period Desired: **From** ___ / ___ /20___ **To** ___ / ___ /20___

(What month would you like to open and how long would you like to stay?) The maximum term/or a license agreement is 12 months with annual renewal options.

I am interested in leasing: a RMU (cart) a Temporary In-line Space (store)

Product Description

Price Range: \$_____ to \$_____

Target Customer: Men Women Children

Age Range:

Tell us about your Retail/Business Experience:

Employee Plan

Number of Employees:

Will you have a problem adhering to a dress code? Yes No

Will you have a training program for employees? Yes No

If yes, explain:



SUBMIT NOW

Thank you for your submission. We look forward to speaking with you further.