SOUTHLAND
MALL

NORTH SHORE
SQUARE MALL

Specialty Leasing Program Information Packet

SOUTHLAND MALL
HOUMA, LA

- Anchors: Dillard's, Sears, JCPenney
- Over 80 specialty stores and two full service restaurants
- Square Footage: 624,513
- Centrally located within the Tri-Parish market at the intersection of West Park Avenue and Bayou Gardens Boulevard in Houma.

NORTH SHORE SQUARE
SLIDELL, LA

- Anchors: Dillard's, Sears, JCPenney, Burlington Coat Factory
- Over 60 specialty stores
- Square Footage: 621,192
- Conveniently located at the intersection of I-12 and Airport Boulevard at Exit 80 in Slidell

OPERATIONS INFORMATION

OPERATING HOURS

Monday-Saturday	10AM to 9PM
Sunday	12PM to 6PM

*Mall Management reserves the right to modify operating hours during special events and/or holidays.

KIOSK OR SHORT TERM IN LINE LICENSE AGREEMENT

In-line rent structure is determined by square footage and location. Please inquire with the Specialty Leasing Coordinator for details. In-line license agreement terms range from one month to 12 months.

INSURANCE REQUIREMENTS

Prior to entering the Specialty Leasing Program, you will be required to carry $1,000,000 general liability insurance and MUST name the following as additional insured:

Southland Mall:
Revenue Properties Southland Mall Limited Partnership, Revenue Properties Southland GP Inc., Revenue Properties (America) Inc., Revenue Properties Management Company, Inc., Royal Bank of Canada as additional insureds

North Shore Square:
*Sizeler North Shore General Partnership, Revenue Properties Management Company, Inc, Revenue Properties (America) Inc, SIZ-Investors, Inc., Spimalla, Inc.*as additional insureds

Insurance carries must have a Best's rating of A-VIII or better, and must be registered or authorized to do business in the State of Louisiana.

*Entity names should be exact on certificate with no omissions or abbreviations.

LICENSES

An occupational license and sales tax permit are required to operate. Your business license should be obtained from the City of Houma.

PAYMENT & SALES REPORT

All rent is due on the first of each month, unless otherwise stated in your license agreement. Blank sales reports will be given to each tenant at the start of term. These reports are to be completed and returned to the Management Office by the 15th of the following month. Percentage rent is also due by the 15th of the following month. Payments can be made directly to the mall office. Check or money orders are acceptable methods of payment; cash will not be accepted under any circumstances.

GUIDELINES FOR TEMPORARY TENANTS

In order to maintain a quality image and insure a successful program, below are a few guidelines for all of our temporary tenants. We appreciate your cooperation in following these guidelines and sharing all of the relevant information with your employees.

1. Monthly sales reports should be brought to the Mall Office or Customer Service Desk by the 15th of the following month. These should include gross sales from the previous month. Gross sales are defined in your license agreement to include all sales (cash, credit, phone orders and mail orders) conducted on the premises. An adequate supply of sales report forms will be provided.

2. With proper notification the mall will provide storage space at a nominal fee for your store. Due to the limited number of storage areas available, locations will be provided on a first come, first serve basis. Prior to taking possession of any storage area an agreement must be signed.

3. Mall Management must approve tenants adding lighting fixtures.

4. It is each tenant's responsibility to dispose of trash as needed. Please avoid trash build up in the area of the cart. At not time should cardboard or Rubbermaid boxes be placed around your cart for storage or display purposes.

5. All stores, RMUs and carts are to be operated by an employee at all times. This can most effectively be achieved by coordinating breaks.

6. There are to be no handwritten signs, advertising or notices displayed, attached or affixed to the RMU, cart or store front. This includes "Help Wanted" notices.

7. Please do not penetrate the RMU or cart, as they are costly to repair and damage easily.

8. All of your employees are to maintain a professional appearance.

9. There is to be no eating or smoking while working at the carts and RMUs.

10. Mall shopping hours are Monday through Saturday 10AM to 9PM and Sunday 12PM to 6PM, unless otherwise noted. <u>These are the hours you are required to be open!</u>

11. Please make certain that an adequate amount of stock is displayed. Trying to sell "what's leftover" instead of restocking does not increase sales. Also keep in mind you are required to remain open through your license agreement term.

12. It is crucial that customers are aware of each store's return policy. The most effective policy will be verbally relayed as well as seen in writing.

13. Prior to the time of departure, the mall must be notified at least 24 hours in advance. A Southland Mall employee will be present at departure to receive the keys, complete a damage inspection and receive the final sales report.

14. The mall office is open from 8:30AM to 5:00PM Monday through Friday. The Customer Service Desk is open until 9PM and all weekend operating hours. If you need assistance during these hours please call Southland Mall, 985/876-4765; North Shore Square, 985/646-0661.

15. Emergency contact information must be provided to the mall office. The mall security staff can be reached 24 hours a day at Southland Mall, 985/876-4765; North Shore Square, 985/646-0661.

16. Periodically customers will present Southland Mall gift card as payment for merchandise. Please process these as you would a Discover Card.

17. Tenant set-up is limited to the cart, RMU or store space provided. No additional fixtures will be allowed on the floor unless pre-approved by Mall Management.

18. Tenant's merchandise is limited to that which is outlined in the use clause of their license agreement. If any tenant's merchandise varies from the agreed upon use clause, Mall Management will ask the tenant to remove the merchandise immediately or the license agreement will be terminated.

19. "Hawking" and "Barking" as selling techniques are prohibited. Customers must approach the cart or kiosk.

Our staff will be available should any questions or concerns arise. We thank you for your cooperation.

CART/RMU DESIGN CRITERIA

The RMUs and carts are designed to accommodate tenants with an unusual merchandise concept. The distinct character of our RMUs and carts enables a tenant to display merchandise in a unique market setting, in a prime retail space in the center. RMUs and carts are equipped with the following features:

- Lighting
- Electrical Outlets
- Telephone Capability
- Two Grid Side Wings (RMU only)
- Star Step Display Units

MERCHANDISE CONCEPT/PRODUCT

What is the merchandise concept? Perhaps it is best defined as a description of your product (i.e., clothing) and a brief description of what makes your merchandise special (i.e., hand painted children's clothing by a local artist).

1. Products chosen should be unique and reflect a specific theme.
2. Products should be merchandised by category (i.e., color, type, size, etc.). Merchandising products by stacking and pyramiding, constructing interesting patterns or massing by color and category is encouraged.
3. Products should appear neat and orderly for ease of selection.
4. All RMUs and carts should be clean of clutter so as not to distract from products.
5. Hanging merchandise should be hung with one item per hanger. The mall has a limited amount of waterfalls that are available for tenants.

GRAPHICS AND SIGNAGE

You are required to purchase cart signage. Southland Mall will provide the exterior signs for carts and RMUs.

1. Choose a name for your business which reflects the theme. People should be able to determine what you are selling by looking at your sign.
2. Signage should be kept simple due to limited space available.
3. Handwritten signs are not acceptable.
4. When possible, all signs should carry the same theme as your cart, with the use of graphics to enhance the look.
5. Signs should be sized so as not to distract from the merchandise.
6. Consideration should be given to using plexi-glass sign holders.

DISPLAY

After you have defined your merchandise concept, explain how your display will enhance your merchandise. An appealing and innovative presentation is imperative. Let your personality and special touches shine through and remember to use the enclosed RMU/cart sketch during the planning process

1. The use of props to create unusual displays is encouraged.
2. Do not nail, screw, bolt or glue any type of materials to the RMU or cart.
3. Utilize the space from the base through the top of the RMU/cart. Crete multiple levels with cubes, risers, baskets and props that add dimension and height to the display.
4. The use of wood or plexi-glass is encouraged.
5. Fixtures should be as attractive as your merchandise and should tie into your theme when possible.
6. When selling small items, clear containers will help keep your products organized.

MERCHANT PROPOSAL

Your application should include the concept of the business, the design criteria, dates requesting to lease RMU/cart and the sketch. Remember to include the following details in your sketch.

1. Fixtures to be used (i.e. Lucite cubes, baskets, wooden boxes).
2. Arrangement of merchandise.
3. Variations of level and/or shelving.

FOR MORE INFORMATION, PLEASE CONTACT

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