Tenant Package

260 Dauphin Street
Mobile, AL 36602

A Retail Incubator…
Helping you grow your Retail
Business in Downtown Mobile, Alabama

For more information:

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Project Summary

- We are part of the Springboard to Success, a not-for-profit organization. Our mission is “To provide an educational and supportive environment for start-up and expanding, early-stage, independent businesses to succeed.” Our initial efforts have been focused on the need for retail and retail entrepreneurs in Downtown Mobile.

- We are recruiting startup and existing retailers who would like to have a Downtown Mobile location, but have concerns about high startup costs, staffing, management, and the risk of a long term lease with a standalone storefront of their own.

- We are actively seeking retailers looking to share in the excitement, growth, and transformation of Downtown Mobile.

- We offer the following benefits to Retailers:
  - Staffing & on-site Management
  - Rent includes utilities, taxes & insurance
  - Point-of-Sale System
  - Telephone & internet
  - Open 48 hours per week plus select special events

- As part of the Springboard to Success, our tenant businesses receive education & training opportunities customized to their needs. Offerings include:
  - Business Plan development (including startup costs and annual budgeting)
  - Marketing & merchandising
  - Inventory management
  - Revenue growth and expense control
  - Expansion plans
  - Management and hiring

Lease term: minimum 6 months
Space size: Minimum 100 SF and no maximum
Lease rate: $5.40 per SF per month
Deposit: One month’s rent
Tenant responsibility: inventory, merchandising, and additional marketing
Fact Sheet

**Location:** 260 Dauphin Street

**Cross Streets:** Between Jackson and Joachim Streets

**Space Available:** Up to 2,300 Square Feet +/-

**Building Size:** 3,200 Square Feet +/-

**Asking Rent:** $5.40 per Square Foot per Month

**CAM/Taxes:** Included (also includes staffing, utilities, POS; open 48 hours/week)

**Daytime Workers:** 20,000 people work in downtown Mobile

**Visitors:** over 2,000,000 visitors come to Mobile annually

**Traffic Generators:** 1065 Music Festival, South Sounds Music Festival, Mardi Gras, Senior Bowl, Convention Center, Civic Center, Saenger Theatre, Farmer’s Market, MoonPie drop, Art Walk, and the Carnival Cruise Line

**Hotel Rooms:** > 1,480

**Residents:** over 38,000 residents live within a 3-mile radius

**Traffic Counts:** I-10 76,000 Dauphin Street 5,000

**Neighboring Restaurants/Retail:** TP Crockmier’s (family restaurant), Hero’s (sports bar), Mediterranean Sandwich Company (sandwich shop), LoDa Bier Garten (German Restaurant, Beer Garden, Bar & Grill), Hayley’s (barroom), Boo Radley’s (nightclub), Brickyard (barroom), Soul Kitchen (live music), and Pat’s (pub), The Crescent Theater (movies).
Urban Emporium Site

2012 Population Projection

1 Mile: 25,892
5 Mile: 83,639
Background Information on Urban Emporium Store Director

Kati Lovvorn

- The UE Store Director has a varied retail background
- She has been with the UE for over four years now
- Her expertise in retail includes entrepreneurship, incentive based performance, real estate property management, leasing, POS selection and implementation, event driven marketing, and merchandising 20+ tenants
- Event planning and fundraising for Springboard to Success