Leasing Package

260 Dauphin Street
Mobile, AL 36602

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

For more information:

Kati Lovvorn at the Urban Emporium
260 Dauphin Street
Mobile, AL 36602
(251) 441-8044
www.urbanemporiummobiile.com

Fred Rendfrey at the Downtown Mobile Alliance
(251) 434-8498
www.downtownmobile.org
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: 22,000 people work in downtown Mobile

Visitors: over 3.2 Million visitors come to Mobile annually

Traffic Generators: MOB 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: 250,000 passengers annually

Hotel Rooms: > 1,600 walkable rooms in downtown Mobile

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

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

Average Spending: > 1.2 billion spent by visitors annually

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), Alchemy Tavern (bar/karaoke), Brickyard (barroom), Soul Kitchen (live music), and Pat’s (pub), The Crescent Theater (movies), Back-flash Antiques (vintage shopping) Olde Mobile Antiques Gallery.
2012 Population Projection

<table>
<thead>
<tr>
<th>Distance</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Mile</td>
<td>25,892</td>
</tr>
<tr>
<td>5 Mile</td>
<td>83,639</td>
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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