



JERSEY GARDENS MERCHANT MANUAL

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JERSEY GARDENS MISSION STATEMENT

The mission of Jersey Gardens is to provide our guests with a comfortable shopping experience. By comfortable we mean to provide the highest level of cleanliness, security and friendliness to our guests, tenants, as well as to each other.

We are in the business of satisfying our guests' needs while making their stay at our property a memorable experience.

GENERAL INFORMATION

MANAGEMENT INFORMATION

Jersey Gardens is owned and managed by Glimcher Realty Trust, which is based in Columbus, Ohio.

WHO'S WHO IN THE MANAGEMENT OFFICE

LOCATION: Lower Level, North side, Entrance D

HOURS: Monday – Friday, 8:30 am – 5:30 pm

ADDRESS: Jersey Gardens
Management Office
651 Kapkowski Road
Elizabeth, NJ 07201

TELEPHONE: (908) 436-3005

FAX: (908) 436-3010

General Manager: **Denise Palazzo (ext. 201)**

Responsible for all aspects of operations and administration of the shopping center. As the leader of the mall management team, the General Manager interacts with the center merchants, local government agencies, local businesses, and customers.

Operations Manager: **Gene Taestch (ext. 204)**

Responsible for all operational issues including center maintenance, landscaping, housekeeping, and security.

Marketing Director: **Crystal Stell (ext. 202)**

Leads overall marketing efforts for center, including advertising, public relations, retailer communication, special events, sponsorships, customer service and accountable for administration of marketing fund. Responsible for all tourism and tourism-related transportation for both domestic and international programs.

Specialty Leasing Manager: **Denise Monahan (ext. 204)**

Directs the leasing of temporary space throughout the center. This includes retail merchandising units, kiosks, and temporary in-line space.

Director of Public Safety: **Steele Gorrell (ext. 212)**

Responsible for the protection and safety of customers, mall employees and contracted services within Jersey Gardens.

Assistant Director of Public Safety: Eric Westfall (ext. 236)
Assists the Director of Public Safety with all aspects of mall public safety.

Maintenance Supervisor: Terry Blue (ext. 222)

Administrative Assistant to the General Manager: Kathy Goss (ext. 206)

Specialty Leasing Administrative Assistant: Carol Williams (ext. 213)
Christine Lorenzetti (ext.208)

Operations Administrative Assistant: Kitty Malakuskie (ext. 203)

Marketing/Tourism Administrative Assistant: Rita Ortegon (ext. 205)

Administrative Assistant: Jean Mugavero (ext. 216)

Receptionist: Michelle Martins (ext. 200)

IMPORTANT PHONE NUMBERS

FOR ALL EMERGENCIES	911
Elizabeth Police Department.....	(908) 528-2000
Elizabeth Fire Department.....	(908) 820-2800
Rescue Squad.....	911
Jersey Gardens Management Office.....	(908) 436-3005
Jersey Gardens Public Safety	(908) 436-1801
Retail Skills Center.....	(908) 355-4444
Concierge Desk	(908) 436-3005, ext. 200
State Police.....	(973) 338-8260
Dept. of Health	(908) 820-4056
Liberty Water Co.	(800) 272-1325
Elizabethtown Gas	(800) 492-4009
Verizon Phone Co.....	(800) 339-9911
Sycom Electric	(732) 748-4283
Fire Prevention Bureau	(908) 748-9600
Building Department.....	(908) 820-4093

HOURS OF OPERATION

Mall merchants are expected to adhere to hours of operation as specified in your lease. Normal operating hours for tenants are:

Monday-Saturday	10:00 am - 9:00 pm
Sunday	11:00 am – 7:00 pm

These hours may vary on holidays. Whenever changes do occur, Mall Management will notify you in writing. **Your store is expected to be open during all hours of operation.** It is mandatory that all stores comply with mall operating hours with prompt openings and on-time closings. All gates should remain completely open during all hours of operation. Each store must comply or the following fines will be levied:

First violation:	written warning
Second violation:	\$50 fine
Third violation:	\$100 fine and notice of lease default

Please be aware that corporate offices will be copied on all violation notices.

Jersey Gardens is closed on Thanksgiving, Christmas and Easter.

CENTER FACT SHEET

GRAND OPENING	October 21, 1999
LOCATION	Elizabeth, Union County, New Jersey
MAILING ADDRESS	Jersey Gardens 651 Kapkowski Road Elizabeth, NJ 07201
OWNER	Glimcher Properties Limited Partnership
ARCHITECT	The Rockwell Group
REGIONAL ACCESS	NJ Turnpike, Exit 13A Interstate 78 Route 1 & 9 Newark Liberty International Airport
GLA	1.3 million square feet
ANCHORS	Bed, Bath & Beyond, Burlington Coat Factory, Daffy's, Kidstown, Loews Theatres, Marshalls, Neiman Marcus Last Call, Off 5 th – Saks Fifth Avenue Outlet, Old Navy, Filene's Basement
STORES	Over 200
RESTAURANTS	Mama Sbarros Chili's Too Johnny Rockets
FOOD COURT	1,000 seats
ENTRANCES	
	Total 15
	Into common area 5
	Into retail stores 10
TRANSPORTATION	
Buses from Port Authority, NY (via NJ Transit #111)	4 times a day, Monday – Thursday 6 times a day, Friday – Sunday \$8.70 round trip
Shuttle from Newark Airport	Every 30 minutes, 11 am – 9 pm Airtrain Station P4 No cost
NJ Transit Bus	Bus # 24, 40 Cost varies

ABOUT JERSEY GARDENS

Jersey Gardens, a 1.7 million square foot value center, opened on October 21, 1999. The center is a unique mix of retailer and manufacturer outlets, discount and off-price stores, restaurants and entertainment. Anchor stores include Burlington Coat Factory, Bed Bath & Beyond, Off 5th – Saks Fifth Avenue Outlet, Cohoes Fashions, Filene's Basement, Marshall's Megastore, Daffy's, Old Navy, and Neiman Marcus Last Call. A twenty screen Loews Theater is located on the east end of the property. The center also includes an 11,000 square foot, eight-merchant food court that is leased and managed by Host Marriott. Jersey Gardens is owned and managed by Glimcher Realty Trust in Columbus, Ohio.

Jersey Gardens is located in Elizabeth, New Jersey at Exit 13A of the New Jersey Turnpike, providing access to over 180,000 cars a day. Jersey Gardens is the only mall in New Jersey with direct access to the Turnpike, provided via a flyover bridge. The center is conveniently located just minutes from Newark International Airport and its 34 million annual visitors. The center is also located next to the highest volume IKEA in North America.

Jersey Gardens is a two-level center set-up in a racetrack design that provides for easier consumer accessibility as compared to other malls of this size. All stores have direct frontage on the main common area within the center. Aesthetically, the mall is an urban oasis with a park-like setting and contemporary features. It features a 50-foot living garden wall, skylights, a picture window overlooking the Bayonne Bridge, carpeted walkways, and comfortable seating.

Jersey Gardens, in conjunction with the City of Elizabeth, Union County, and the National Retail Federation, operates an on-site Retail Skills Center to provide retail training for potential mall employees. The center also assists in matching qualified employees with Jersey Gardens merchants.

The center is serviced by 5,700 surface lot parking spaces. The center is also easily accessible via New Jersey Transit, as well as an owner-operated shuttle from Newark Airport.

The Parcel A site directly across the street from the mall is now home to four hotels: Extended Stay America, Residence Inn by Marriott, Courtyard by Marriott and Country Inn & Suites. Ferry service, operated by New York Waterway, is expected to begin service in 2004 on the east end of the property. OENJ also plans major development on the parcel located directly east of Jersey Gardens.

CENTER AMENITIES

As employees of stores at Jersey Gardens, you are also ambassadors for Jersey Gardens. Please be familiar with the following center amenities:

ATMs	Lower Level, Center Court, near escalator Lower Level, East end, near escalator Upper Level, West end, near Forever 21 Upper Level, North side, Food Court Upper Level, South side, near Chili's Too
RESTROOMS (All restrooms meet ADA standards - Americans with Disabilities Act)	Lower Level, North side, near Management Office Lower Level, North side, near Mr. Smoothie Lower Level, West end, near Burlington Coat Factory Lower Level, Center Court, near Etienne Aigner Upper Level, North side, Food Court Upper Level, North side, near Skechers Upper Level, West end, near Daffy's Upper Level, Center Court, near Claire's Boutique Upper Level, East end, near Bed, Bath & Beyond
CHANGING STATIONS	In all restrooms
ELEVATORS	Center Court
CONCIERGE DESK	Lower Level, North end, Entrance D
FOOD COURT	Upper Level, North side, near Center Court
RESTAURANTS Mama Sbarros Chili's Too Johnny Rockets	Lower Level, North side, Center Court Upper Level, South side, Center Court Upper Level, North side, Food Court
TELEPHONES	49 public telephones In all common area entrances and near restrooms
TDD TELEPHONES (Hearing Impaired)	Lower Level, East end, near Entrance E Upper Level, North side, near Food Court entrance
WATER FOUNTAINS	Near all restrooms
NEWARK AIRPORT SHUTTLE	Filene's Basement entrance
NJ TRANSIT #111 BUS STOP	Lower Level, North side, Entrance D
NJ TRANSIT # 24 AND #40 BUS STOP	Entrance E by Loews Theaters
TOUR BUS DROP OFF	Lower Level, Entrance D
CALL BOXES	On all outdoor lampposts throughout parking areas
VENDING MACHINES	Pepsi vending machines in all service courts
RETAIL SKILLS CENTER	Lower Level, North side, behind Management Office
MAILROOM	Lower Level, North side, behind Management Office
FED EX/AIRBORNE DROP	Lower Level, North side, Service Court #9 by Entrance D

NIGHT DEPOSIT

Jersey Gardens offers merchants an on-site night deposit and change machine operated by Loomis Fargo. It is located on the Lower Level, in the rear hallway, near OFF 5TH-Saks Fifth Avenue Outlet.

If you would like more information on Loomis Fargo, please call Thomas Gennarelli at (856) 317-2600.

CONCIERGE DESK

The Concierge Desk is the central information center for Jersey Gardens. A wide variety of services are offered to shoppers and merchants.

Concierge Desk	Phone 436-3005, ext. 200	Fax Number 436-3029
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LOCATION: Entrance D by Management Office
HOURS: All hours of center operation

AMENITIES & SERVICES

Bus schedules	Planet Kid registration
Lost and Found	Tour group meet and greet
Merchant Brochures and Offers	Public Safety Assistance
Coupon books \$5 (donation)	Directories
Local directions	Taxi services
Photocopies \$.25	Gift Cards
Faxes \$2 per outgoing page; \$1 per incoming page	Hotel information
Wheelchairs (complimentary)	Shopping bags \$1
Strollers \$2	Brand directories
Kiddie cabs \$5 (plus \$5 deposit)	

DRIVING DIRECTIONS TO JERSEY GARDENS

FROM SOUTH JERSEY

Take the Garden State Parkway North to the NJ Turnpike North, Exit 13A

FROM NORTH JERSEY

Take the Garden State Parkway South to I-78 West make u-turn to 78 East;
follows signs for NJ Turnpike South to Exit 13A

FROM CENTRAL NEW JERSEY AND EASTERN PENNSYLVANIA

Take Route 78 East
Follow signs for the NJ Turnpike South
Take Exit 13A

FROM NEW YORK CITY, VIA THE HOLLAND TUNNEL

Take the NJ Turnpike South to Exit 13A

FROM NEW YORK CITY, VIA THE LINCOLN TUNNEL

Take the NJ Turnpike South to Exit 13A

FROM STATEN ISLAND, NEW YORK

Take the Goethals Bridge to the NJ Turnpike North
Take Exit 13A

FROM PHILADELPHIA, PENNSYLVANIA

Take the NJ Turnpike North to Exit 13A

FROM CONNECTICUT

Take Interstate 95 South to NJ Turnpike South
Take Exit 13A

**AT NJ TURNPIKE EXIT 13A,
TAKE THE 1st RIGHT TO JERSEY GARDENS BOULEVARD**

LOCAL DIRECTIONS

FROM THE NORTH (NEWARK), VIA ROUTE 1 & 9 SOUTH

Follow signs for North Avenue East – Elizabeth Seaport
Take the first right to Jersey Gardens Boulevard

FROM THE SOUTH (LINDEN), VIA ROUTE 1 & 9 NORTH

Follow signs for North Avenue East – Elizabeth Seaport
Take the first right to Jersey Gardens Boulevard

TRANSPORTATION TO JERSEY GARDENS

LOCAL NJ TRANSIT BUSES

Bus #24, Bus #40 and Bus #111 include Jersey Gardens on their routes. The bus shelters for #111 (from Manhattan) are on the Lower Level, North side, near the Management Office entrance by Entrance D. The bus shelters for buses #24 and #40 are located by Loews Theaters, Entrance E.

Bus #24 **Orange- Elizabeth**
Bus #40 **Kearny- Jersey Gardens**
Bus #111 **New York City- Ikea- Jersey Gardens**
 (connects through Union City)

FREE SHUTTLE FROM NEWARK AIRPORT TO JERSEY GARDENS

Hours of service: 10 am – 8:45 pm, Monday- Saturday
 11 am – 6:45 pm, Sunday
 Departs every 30 minutes from AirTrain Station P4
 Drops customers at Filene’s Basement, upper level.

OLYMPIA TRAILS

Olympia Trails offers daily motorcoach service from Port Authority to Jersey Gardens.

From Port Authority to Jersey Gardens <i>Monday – Saturday</i> 9:30 am	From Jersey Gardens to Port Authority <i>Monday – Saturday</i> 2:30 pm
<i>Sunday</i> 10 am	<i>Sunday</i> 3:30 pm

SCHEDULES

BUS 111 - NJ TRANSIT

PORT AUTHORITY, NEW YORK, 42ND STREET AND 8TH AVENUE
 BUS SERVICE FROM MIDTOWN MANHATTAN TO JERSEY GARDENS

Tickets can be purchased from NJ Transit ticket windows on the street level. Buses arrive and depart the Lower Level, North side near the Management Office entrance.

TO JERSEY GARDENS

Weekdays	
Departing NYC	Arriving Jersey Gardens
A.M.	A.M.
8.15	8.49
10.15	10.49
P.M.	P.M.
12.15	12.49
2.15	2.49
4.15	4.49

Saturdays	
Departing NYC	Arriving Jersey Gardens
A.M.	A.M.
8.15	8.49
10.15	10.49
11.15	11.49
P.M.	P.M.
12.15	12.49
1.15	1.49
2.15	2.49
3.15	3.49
4.15	4.49

Sundays	
Departing NYC	Arriving Jersey Gardens
A.M.	A.M.
9.15	9.49
10.15	10.49
11.15	11.49
P.M.	P.M.
12.15	12.49
1.15	1.49
3.15	3.49

TO NEW YORK

Weekdays	
Departing Jersey Gardens	Arriving NYC
P.M.	P.M.
1.13	1.53
3.13	3.55
5.13	6.05
7.13	7.53
9.43	10.23

Saturdays	
Departing Jersey Gardens	Arriving NYC
P.M.	P.M.
1.13	1.52
3.13	3.52
4.13	4.52
5.13	5.52
6.13	6.52
7.13	7.52
8.13	8.52
9.43	10.22

Sundays	
Departing Jersey Gardens	Arriving NYC
P.M.	P.M.
2.13	2.52
3.13	3.52
4.13	4.52
5.13	5.52
6.43	7.22
7.43	8.22

AIRPORT SHUTTLE

From AirTrain Station P4		From Jersey Gardens	
Monday-Saturday	Sunday	Monday-Saturday	Sunday
10:00 am	11:00 am	10:15 am	11:45 am
10:30 am	11:30 am	10:45 am	12:15 pm
11:00 am	12:00 pm	11:15 am	12:45 pm
11:30 am	12:30 pm	11:45 am	1:15 pm
12:00 pm	1:00pm	12:15 pm	1:45 pm
12:30 pm	1:30 pm	12:45 pm	2:15 pm
1:00 pm	2:00 pm	1:15 pm	2:45 pm
1:30 pm	2:30 pm	1:45 pm	3:15 pm
2:00 pm	3:00 pm	2:15 pm	3:45 pm
2:30 pm	3:30 pm	2:45 pm	4:15 pm
3:00 pm	4:00 pm	3:15 pm	4:45 pm
3:30 pm	4:30 pm	3:45 pm	5:15 pm
4:00 pm	5:00 pm	4:15 pm	5:45 pm
4:30 pm	5:30 pm	4:45 pm	6:15 pm
5:00 pm	6:00 pm	5:15 pm	6:30 pm
5:30 pm		5:45 pm	6:45 pm
6:00 pm		6:15 pm	
6:30 pm		6:45 pm	
7:00 pm		7:15 pm	
7:30 pm		7:45 pm	
8:00 pm		8:15 pm	
		8:45 pm	

LOCAL RESOURCES

BANKS

Wachovia	North Ave. at Newark Ave.	Elizabeth	908-289-7400
Sovereign Bank	540 Morris Ave.	Elizabeth	908-289-0888
Sovereign Bank	1 Union Square	Elizabeth	908-629-4313
Fleet Bank	600 Elizabeth Ave.	Elizabeth	908-354-8040
Fleet Bank	211 Elmora Ave.	Elizabeth	908-354-2286
Fleet Bank	774 Newark Ave.	Elizabeth	908-354-5474
Fleet Bank	1201 Corbin St.	Elizabeth	908-351-2270
Union County Savings Bank	320 N. Broad St.	Elizabeth	908-354-4600
Union Center National Bank	2455 Morris Ave.	Elizabeth	908-688-9500
Garden State Check Cashing Service	701 Spring St.	Elizabeth	908-289-3386
Loomis Fargo Kevin Kolasinski			201-939-2700 x13

TAXI/CAR SERVICES

Elizabeth Cab Co.	611 S. Broad St.	Elizabeth	908-353-3000
Yellow Cab Co.	229 Broad St.	Elizabeth	908-354-0350
Distinctive Limousine Service		Elizabeth	908-558-7046
Express Limousine Service Inc.		Elizabeth	908-354-7870
DJ's Limousine		Roselle Park	908-241-3393

PRINTING SERVICES

Kinkos	55 US Hwy 22 East	Springfield	973-376-3966
Alphagraphics	2576 Route 22 East	Union	908-686-5551
Graphiry Printing	308 Morris Ave.	Elizabeth	908-353-2223

GAS STATIONS

Exxon	1 & 9 North & North Ave.	Elizabeth	
Amoco	1 & 9 North	Elizabeth	

HARDWARE/HOME STORES

Ace Hardware/ GRAMP Hardware	929 Elizabeth Ave.	Elizabeth	908-352-2079
Bayway Lumber		Elizabeth	908-486-4480
Home Depot - Elizabeth	West Grand Street	Elizabeth	908-259-2600
Home Depot	2445 Springfield Ave.	Elizabeth	908-686-9804

DRUG STORES

Rite Aid	115 Broad St.	Elizabeth	908-353-9843
Walgreens	600 Newark Ave.	Elizabeth	908-353-5933
CVS Pharmacy (with Photo Development)	214 Rahway Ave.	Elizabeth	908-965-2022

SUPPLIES

Staples	1835 W. Edgar Rd.	Linden	908-862-0815
Kmart	1701 W. Edgar Rd.	Linden	908-474-9799
RAG Shop	1601 W. Edgar Road	Linden	908-862-6553
Target	US Hwy 22	Union	908-688-2344
	OR US 1 & 9 South	Linden	908-474-1733

MAIL SERVICES

Elizabeth Post Office	310 N. Broad St.	Elizabeth	908-352-8400
North Elizabeth Station	772 Newark Ave.	Elizabeth	908-355-5266
Mail Boxes Etc.	1051 Stuyvesant Ave.	Union	908-687-0670

FLORISTS

Victoria Florist	302 Centennial Ave.	Cranford	908-709-1440
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DRY CLEANERS

Holiday Dry Cleaners	1075 S. Elmora Ave.	Elizabeth	908-355-1725
Service Cleaners	962 East Grand Street	Elizabeth	908-352-1100

HOSPITALS

Trinitas Hospital	925 East Jersey Street	Elizabeth	908-289-8600
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CATERING

Park Avenue Deli	313 Park Avenue	Linden	908-925-1300
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PHONE SERVICE

Verizon			800-339-9911
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LOCKSMITH

M & L Locksmith	21 North Beverwyck Road	Lake Hiawatha Jeff (cell)	973-263-3953 973-417-7962 ©
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VISUAL NEEDS

Concepts Visualized Alex	232 E. 12 th . Street	New York, NY 10003	212-254-7751 917-373-6970 ©
Center Stage – Glen Sokoli	20-10 Maple Avenue	Fair Lawn, NJ	973-263-3953
Kat Contreras			856-428-5307
Apple Visuals – Charlie Simone			856-234-3034
Amy Furtado			973-479-8453

DISPLAY/FIXTURES

A C Designs – Jay Arcella			718-227-8100
Steve Pfersich (table skirts, tables, racks)		Lorell Springs, NJ	856-374-1300
Naythons	10 th . & Wallace St. Philadelphia, PA 19123		1-800-422-1270
ABC			1-800-333-4775
Lyle Carstrom			908-526-2270
APEC			973-438-9400
ECM-Rick Guirlando	46 Old Camplain Road	Hillsborough	908-575-8666
Monarch Pipe & Drape (chair & table rental)	P.O. Box 333 330 Talmadge Avenue	Bound Brook, NJ	732-356-8188
Sunset Liquidators	Linden		908-925-2333
Dealers Supply, Inc (tablecloths)	Dept S, Box 717	Matawan, NJ 07747	1-800-524-0576
Gershel Brothers	Philadelphia, PA		1-800-962-5307

PLUMBER

John Bartkowicz			732-257-4318
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FLOOR

Century Carpet			732-919-2050
Athena Stone Inc.			516-775-3029

ELECTRICIAN

EII Electric	Scott Allen		908-276-1000
Offshore Electric Inc. - Charlie	726 Old Post Road	Edison, NJ	732-452-0981

GENERAL CONTRACTOR

EC Provini			732-739-8884
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GLASS

Artistic Mirror & Glass	1550 Edgar US Highway 1 & 9 South Linden, NJ	Glenn	908-486-0300
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HVAC

Trane			973-887-8800 973-887-8844(F)
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ROOFING

J P Patti, Co.			973-478-6200 973-478-2175(F)
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ALARM

Simplex			978-731-2500
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PAINTING

		Michael Todaro	732-750-1066
Fine Painting			908-241-9500
Mustang Painting Jose Crujeiras	18 Patterson Lane	Millstone Township, NJ	732-921-2398

SIGN COMPANY

Active Signs			732-615-0995 732-615-0885
McCall Signs & Graphics	6105 Hegerman Street	Philadelphia, PA 19135	215-335-3404 215-335-1313
R.C. Communication – Mark Taliga	1251 Avenue of the Americas	New York, NY	212-621-5100 212-621-5036 917-370-9926 ©
Hub Signs			732-617-0989(F) 732-620-4097©

INSURANCE

Arizona Central Insurance		Michelle	800-678-0062 520-575-1528 (f)
Shahinian Insurance		Elizabeth	800-457-2231 714-544-4370 (f)

PERMITS

City of Elizabeth			908-820-4091
Health Department		Diane Zglobicki	908-820-4064 908-629-5367

TRASH

Waste Management	100 Avenue A Newark, NJ 07114	Jose Vegerano Customer Service	908-436-2967 800-371-7329
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HOUSEKEEPING SERVICES

T.C.C.		Frank Saldarriaga	908-289-6687
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WINDOW WASHING

United Cleaning Contractors of Nyack		Mickey & Scott Sabety	516-678-4538
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OFF-SITE STORAGE

SELF STORAGE DEPOT	Route 22 Union, NJ		908-931-9000
U-STORE IT	1951 E. Linden Avenue Linden, NJ		908-925-1052
SELF STORAGE	333 W. Grand Street Elizabeth, NJ		908-659-1500
LACKLAND SELF STORAGE	400 Allen Street (at Plaza 13)		908-862-6622

MISCELLANEOUS

ATLANTIC FREIGHT	(inexpensive labor & transportation)	Rob Humes Tom Bartley	914-490-8835 732-496-6156
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ACCOUNTANTS

MICHAEL OLIN			732-602-9300
TOM BIVONE			201-587-7676

SECURITY SERVICES

IPC	Steele Gorrell		908-436-3005, ext. 212
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AREA HOTELS

HOTEL	ADDRESS	PHONE/FAX	AIRPORT SHUTTLE
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JERSEY GARDENS AREA HOTELS

*Country Inn & Suites	Glimcher Realty Way Elizabeth, NJ 07201	908-282-0020	YES
*Courtyard by Marriott – Elizabeth/Newark	Glimcher Realty Way Elizabeth, NJ 07201	908-436-9800	YES
Extended Stay America	Glimcher Realty Way Elizabeth, NJ 07201	908-355-4300	
*Residence Inn by Marriott – Elizabeth/Newark Airport	Glimcher Realty Way Elizabeth, NJ 07201	908-352-4300	YES

NEWARK AIRPORT AREA HOTELS

Courtyard Marriott – Newark Airport	600 Routes 1 & 9 South Newark, NJ 07114	973-643-8500 973-648-0662	YES
Days Inn Newark Airport	450 US Route 1 South Newark, NJ 07114	973-242-0900 973-242-8480	YES
Fairfield Inn by Marriott	Route 1 & 9 South Newark, NJ 07114	973-242-2600	YES
Hampton Inn - Newark Airport	1128-1138 Spring St. Elizabeth, NJ 07207	908-355-0500 908-355-4343	YES
Hilton – Newark Airport	1170 Spring Street Elizabeth, NJ 07201	908-351-3900 908-351-9556	YES
Holiday Inn – Newark Airport	160 Frontage Road Newark, NJ 07114	973-589-1000 973-589-2799	YES
Howard Johnson Hotel – Newark Airport	20 Frontage Road Newark, NJ 07114	973-344-1500 973-344-3311	YES
Marriott Hotel – Newark Airport	Newark Airport Newark, NJ 07114	973-623-0006 973-504-6197	YES
Sheraton Four Points – Newark Airport	901 Spring Street Elizabeth, NJ 07201	908-527-1600 908-527-1327	YES
Wyndham – Newark Airport	1000 Spring Street Elizabeth, NJ 07201	908-436-4600	YES

* Special Employee Rates Available

LOCAL SCHOOLS

High School Population*

Elizabeth H.S.	4,968
St. Mary's	472
St. Patrick's	353
Newark	8,700
Linden H.S.	3,645
Mother Seton	272
Roselle H.S.	2,859
Roselle Catholic	302
Cranford	1,300
Westfield	1,395
Roselle Park	2,655
Hillside	2,063
Union H.S.	2,400
Union Catholic	341
Johnson Regional	2,054
Rahway H.S.	2,961
Colonia H.S	1,100
Woodbridge	1,600
J F Kennedy	1,200
Carteret H.S.	1,957
Edison H.S.	4,890
Metuchen H.S.	1,030
St. Joseph's	3,333
Bishop Ahr H.S.	3,511
East Brunswick	4,200
Old Bridge	4,813

College Population

Kean University	12,000
Union County	10,000
Middlesex County	10,500
Essex County	25,000
Rutgers	50,349
Seton Hall	10,800
Jersey City	9,000
Wagner College	10,000
St. John University	14,885
College of Staten Island	11,000

*Does not include Staten Island

SPECIALTY LEASING PROGRAM

The Jersey Gardens Specialty Leasing Program offers both local entrepreneurs and established companies alike the opportunity to create higher levels of success than ever thought possible.

“Be your own boss” by using one of the most dynamic and traveled parts of Jersey Gardens: the common area. Retailers can be right in the middle of the action, offering up-to-the-minute new products and services. Our state of the art, custom Retail Merchandising Units (RMUs) in effect create your own miniature store. When merchandised properly and staffed professionally, RMU’s can revolutionize the way you do business.

In addition, Jersey Gardens offers the opportunity to lease select stores throughout the center on limited-time availabilities, to showcase new products, or offer more inventory, at peak seasons.

Contact Denise Monahan, Specialty Leasing Manager, (ext. 207) or Christine Lorenzetti, Specialty Leasing Assistant (ext. 208) in the Management Office (908) 436-3005.

Specialty Leasing – Letter for Application

Thank you for your interest in our Specialty Leasing Program at Jersey Gardens. This application is exclusively for applying for SHORT TERM SPACE (inline or RMU “cart” opportunities) – NOT for permanent stores. Applications must be filled out COMPLETELY – incomplete applications will not be considered.

It is important to include with the application, *photos* of your products or current retail outlet. Also include a simple BUSINESS PLAN, stating the product you wish to sell, the markup on this product, anticipated sales per week or month, and related costs.

Completed applications and business plans can be sent back to the mall offices at:

Jersey Gardens
Management Office
651 Kapkowski Road
Elizabeth, NJ 07201
Attn: Specialty Leasing
Or you may fax to 908/436-3010

All space requests must come via this application. Your application will be reviewed for compatibility with our tenant mix, space availability, and time of year. (Please note that certain categories like CELL PHONES AND PERFUME are saturated)

Specialty Leasing Application

Date: _____

Company/Store Name: _____

Business Address: _____

Owner's Name: _____

Contact Name: _____

Contacts:

Day: _____ Evening: _____

Cell: _____ Fax: _____

E-Mail: _____

Product/Concept Description: BRIEFLY describe the type of product and /or service you wish to sell:

Do you need a **CART** _____ , **KIOSK** _____ or an **IN-LINE STORE** _____? (check one)

Price Points: Range of prices of items in your business?

Have you ever been a merchant in a shopping center previously? ____ **Y** ____ **N**

If yes, please include which centers, the management company and a contact name:

Specialty Leasing Application - Page 2

Credit References: Please list both a corporate and a personal credit reference. Include a name, address and phone number (your bank or credit cards will suffice)

Projected Opening Date: _____

Length of Tenancy Desired: _____

Projected Sales Volume: (list per month, week or season) _____

Do you own or operate any other businesses? If yes, what? Where?

Thank you for your interest in Jersey Gardens. Please understand that the receipt and filing of this application is not a commitment on the part of either yourself or Jersey Gardens.

SALES TAX & FRANCHISE FEE INFORMATION

Jersey Gardens is a “redevelopment” project and has therefore entered into a “redevelopment agreement” with the City of Elizabeth. The City of Elizabeth provided the bond money for the clearance, development and redevelopment of the land and property on which Jersey Gardens is built, but not for the construction of the center itself.

The agreement is for the purpose of promoting the health and general welfare of area residents. For a period of time, the City of Elizabeth will levy and collect a “franchise assessment”, not to exceed three percent of gross receipts. The franchise assessment shall apply only within the territorial limits of the district and shall be **in addition to any other assessments, taxes and excises.**

All tenants of Jersey Gardens are responsible for the payment of this franchise fee directly to the City of Elizabeth, Department of Finance / Franchise Assessment.

The following chart should serve as a guide to merchants in programming their cash registers for the Sales Tax and Franchise Fee. **PLEASE ENSURE YOUR RECEIPTS ARE SHOWING THE 3% FRANCHISE FEE IF YOU ARE CHARGING CUSTOMERS.**

Clothing, Apparel	0% Sales Tax 0% Franchise Fee
Hard Goods (Toys, Jewelry, Furniture, Appliances, Telecommunications and other equipment)	3% Sales Tax* 3% Franchise Fee
Prepare Foods (Restaurants Meals, Alcoholic Beverages)	6% Sales Tax** 3% Franchise Fee
Cigarettes	6% Sales Tax 3% Franchise Fee
Candy, Soda	3% Sales Tax 3% Franchise Fee
Food store items that are taxable (Most items – Drug and household items are tax-exempt. A copy of the NJ Tax Guide for shoppers lists these and is available at 1-800-323-4400)	3% Sales Tax 3% Franchise Fee
Conventional Motor Vehicles	6% Sales Tax 3% Franchise Fee
Boats, Motor Vehicle Parts & Supplies	3% Sales Tax 3% Franchise Fee
Building Materials/Supplies/Hardware Store Items	3% Sales Tax 3% Franchise Fee

*In order to charge a 3% versus a 6% state sales tax, the storeowner must file a UZ-1 Form with their UEZ Certification Application. This process takes about 3 weeks.

**Pending Legislation proposes to reduce this to a 3% Sales Tax.

Any item that is exempt from the state sales and use tax has a 0% Franchise Fee.

For any specific questions on the UEZ Reduced Sales Tax and Franchise Fee call (908) 289-0262.

LETTER TO MERCHANTS – FRANCHISE FEE ASSESSMENT

Dear Jersey Gardens Merchant:

It is a requirement of the City of Elizabeth that all merchants who are open for business at Jersey Gardens pay a Franchise Fee on all taxable items. As part of this requirement, every merchant must provide the City with copies of any and all sales tax returns and supporting documentation which it regularly sends to the New Jersey Department of Treasure, Division of Taxation, pursuant to the New Jersey Sales and Use tax Act. Please be advised that each merchant must provide the City with copies of all such returns and documentation through the duration of its respective lease term.

Additionally, all Jersey Gardens merchants must allow the City to review and inspect all sales tax documents to confirm gross receipts and enable the City to properly determine the amount of Franchise Fees due from each merchant.

If your company has not yet completed the attached Franchise Assessment Return Form FA-100 please do so immediately. If you are already complying with this assessment we thank you for your cooperation.

Please forward the completed attached packet if applicable and copies of all sales tax returns and documentation to the following address:

City of Elizabeth
Department of Finance / Franchise Assessment
50 Winfield Scott Plaza
Elizabeth, NJ 07201-2462
Attention: Anthony M. Zengaro, CFO

If you have any questions please contact Anthony M. Zengaro, Chief Financial Officer of the City of Elizabeth at (908) 820-4163.

Sincerely,

Denise Palazzo
General Manager
Jersey Gardens Mall



DIVISIONS:
ACCOUNTS & CONTROL
REVENUE
ASSESSMENT

CITY OF ELIZABETH, NEW JERSEY
DEPARTMENT OF FINANCE
50 Winfield Scott Plaza, Elizabeth, N.J. 07201-2462
PHONE: (908) 820-4163 FAX: (908) 820-0112

Form FA-100
Franchise Assessment Return

Tenants
Jersey Gardens
651 Kapkowski Road
Elizabeth, New Jersey 07201

To: Chief Financial Officer

Your company is required to file a Franchise Assessment Return (Form FA-100) monthly.

Franchise Assessment Instructions, Form's (FA-100) and return envelopes are enclosed.

Kindly fill in FA-100 any missing store information (i.e., Federal ID.)

The due date for filing and payment of the Franchise Assessment is on or before the 20th day of the month immediately following the month of sale.

File return and payment to the following; City of Elizabeth
Franchise Assessment
Tax Collector
50 Winfield Scott Plaza
Elizabeth, New Jersey 07201

For information regarding the payment of the Franchise Assessment including interest penalties contact the Tax Collector of the City of Elizabeth at (908) 820-4111.

For information regarding the Franchise Assessment Return (Form FA-100) or instructions contact the Chief Financial Officer of the City of Elizabeth at (908) 820-4162.



CITY OF ELIZABETH NEW JERSEY

Franchise Assessment

Instructions and Forms

City of Elizabeth
Franchise Assessment
Tax Collector
50 Winfield Scott Plaza
Elizabeth, NJ 07201

City of Elizabeth
Franchise Assessment
Instructions for Completing
the Franchise Assessment Return (FA-100)

General Instructions

Filing of Return

All tenants of the Elizabeth Landfill Reclamation Improvement District (Jersey Gardens and Jersey Gardens Center) are required to file the Franchise Assessment monthly returns (FA-100) even when no tax is payable and no sales were made. Reference N.J.S.A. 40A:12A-50 to 54 inclusive, the "Large Site Landfill Reclamation and Improvement Law."

Due Date

The due date for payment of the Franchise Assessment is on or before the 20th day of the month immediately following the month of sale. If the due date falls on a weekend or a legal holiday, the return and payment are due on the next following business day.

Remittance

Make check or money order payable to the City of Elizabeth.

Where to File

File return and payment to the following; City of Elizabeth
Franchise Assessment
Tax Collector
50 Winfield Scott Plaza
Elizabeth, New Jersey 07201

Penalties for Late Filings

An interest penalty is charged for Franchise Assessments not paid when due. The interest penalty is calculated at the rate of 12 % per annum on the amount of the Franchise Assessment due, and an additional penalty of one-half of 1 % of the amount of the unpaid assessment for each month or fraction thereof during which the Franchise Assessment remains unpaid, shall be added and collected.

Information and Rulings

For information regarding the payment of the Franchise Assessment including interest penalties contact the Tax Collector of the City of Elizabeth at (908) 820-4111.

For information regarding the Franchise Assessment Return (Form FA-100) or instructions contact the Chief Financial Officer of the City of Elizabeth at (908) 820-4162.

Form FA-100

Gross Receipts for Month (Total to be entered on **Line 1** of FA-100)

The City of Elizabeth is due a Franchise Assessment of three percent (3%) within the district on the amount of the sale price of retail sales of tangible personal property and food and drink sold by businesses, valued in money, whether received in money or otherwise, excluding the cost of transportation if such cost is separately stated in the written contract and excluding any tax imposed pursuant to the Sales and Use Tax Act. Also specifically included are receipts within the district from commercial rentals, parking, hotel rooms, admission charges for sporting events, roof gardens or cabarets, amusements or other forms of entertainment, such as theatrical, operatic, or musical performances, and recreational activities.

Receipts from all transactions, including exempt transactions, must be included on Line 1. Exempt transactions (see below-Deductions Line 2) include the sales of clothing, motor vehicles, movie theater tickets, manufacturing machinery, equipment or apparatus.

Total amounts of installment sales or other sales on credit must be included in Line 1, the gross receipts for the month during which the sales were consummated.

Receipts to be excluded from Line 1:

- *installment payments received subsequent to installment sales or other credit sales
- *sales tax collections

Detailed records should be maintained on all exclusions from gross receipts.

Deductions (Total to be entered on **Line 2** of FA-100 - See Deduction Worksheet)

No deduction may be made for any amount that has not been included in reported Gross Receipts (Line 1 of FA-100). Deductions may be taken only once. Thus, if a deduction has been made for an exempt clothing sale, you may not deduct the amount again as a returned purchase.

Deductions (Line 2 of FA-100) from Gross Receipts (Line 1 of FA-100) include the following;

D) Exempt Sales of Tangible Personal Property

Enter total sales of tangible personal property, the sale of which is specifically exempt from the Franchise Assessment, e.g., sales of clothing, motor vehicles, movie theater tickets, manufacturing machinery, equipment or apparatus. Do not include here any returned goods.

Clothing - Sales of clothing and footwear for human use are exempt from the Franchise Assessment. This includes special and safety occupational clothing and equipment worn on the person that is necessary for the daily work of the user. Deductions are not allowed for assessed items of clothing that include athletic equipment and footwear, fur garments, accessories to clothing, and items that do not become an integral part of the clothing.

Form FA-100

Deductions (Total to be entered on **Line 2** of FA-100 - See Deduction Worksheet)
(continued)

II) Returned Goods

Enter total sales price of purchases returned by the customer, the sale of which was subject to the Franchise Assessment. Include only the amounts refunded or credited to the customer. Do not include:

- a) any sales tax moneys collected on returned purchases
- b) amounts for returned goods, the sale of which was not subject to the Franchise Assessment
- c) amounts that were not reported in gross receipts on Franchise Assessment Form FA-100.

Deductions are not allowed for the following;

- * sales of property delivered out of State
- * services performed out of State
- * sales and services to governmental agencies
- * capital improvement services to real property
- * Exemption Certificates:
 - * Resale Certificates (ST-3)
 - * Exempt Use Certificate (ST-4)
 - * Exempt Organization Certificate (ST-5)

Penalties for Late Filings (Total to be entered on **Line 5** of FA-100)

An interest penalty is charged for Franchise Assessments not paid when due. The interest penalty is calculated at the rate of 12 % per annum on the amount of the Franchise Assessment due, and an additional penalty of one-half of 1 % of the amount of the unpaid assessment for each month or fraction thereof during which the Franchise Assessment remains unpaid, shall be added and collected.



City of Elizabeth
Franchise Assessment

FA-100

(See Instructions)

FOR MONTH ENDING

THIS RETURN DUE

Store : _____

Store Location : _____

Federal ID: _____

Mailing Address:

1. Gross Receipts for Month (To Nearest Dollar)	\$	_____	.00
2. Deductions (To Nearest Dollar)	\$	_____	.00
3. Balance Subject to Assmn (Line 1 minus Line 2)	\$	_____	.00
4. Assessment Due (3%) (Line 3 x 3%)	\$	_____	.
5. Penalty and Interest	\$	_____	.
6. Total Amount Due (Line 4 + Line 5)	\$	_____	.

I verify and affirm that all tax information on this statement is correct.

Make Checks Payable to: **City of Elizabeth**
Franchise Assessment
Tax Collector
50 Winfield Scott Plaza
Elizabeth, NJ 07201

(Taxpayer's Signature Required) Title

(Print Taxpayer's Name) Date

UEZ INFORMATION & FORMS

The NJ Department of Commerce established the Urban Enterprise Zone Program (UEZ) to promote economic development in urban centers such as Elizabeth through tax breaks and low-cost financing incentives. In addition to loan programs and grants available to merchants located in the zone, shoppers enjoy a 50% reduction in the sales tax on qualified items.

For more detailed information regarding the UEZ program please click on the following link: [Urban Enterprise Zone Tax Questions And Answers](#)

The UEZ allows any qualified business located within a Reduced Sales Tax Rate Zone to collect sales tax at the 3% rate. However, you must file all applications to qualify for this reduced sales tax rate.

Listed below please find all the necessary forms you will need for applying for UEZ Certification. There are 6 parts you MUST download, print and fill out completely.

Certification Forms:

- Part 1 of 6:** [Certification Instructions](#)
- Part 2 of 6:** [Certification Forms Page 1 & 2](#)
- Part 3 of 6:** [Part Time Employment Sheet](#)
- Part 4 of 6:** [Full Time Employment Sheet](#)
- Part 5 of 6:** [UZ1](#)
- Part 6 of 6:** [State REGS](#)

Re-certifications Forms:

To make changes to an existing business certification, example (address change), download the following form: [Change Form: Part 1 of 1](#)

Once forms are completely filled out, please mail all documents to one of the addresses listed below:

Regular Mail

Elizabeth Development Company
PO Box 512
Elizabeth, NJ 07207-0512
Attn: UEZ Coordinator

Overnight Mailings ONLY (Airborne, Federal Express, UPS, etc.)

Elizabeth Development Company
288 North Broad Street, 3rd Floor
Elizabeth, NJ 07207
Attn: UEZ Coordinator

If you have any questions, please contact the City of Elizabeth, UEZ Dept. at 908-289-0262.

CHAMBER OF COMMERCE

Jersey Gardens is a member of the fastest growing chamber in the state, the Greater Elizabeth Chamber of Commerce!

For more information on the benefits of joining the chamber, please contact Gordon Haas at (908) 355-7600.

INCLEMENT WEATHER POLICY

As a reminder, during the winter, there is always the possibility of bad weather that may affect mall business. It is our goal to adhere to mall operating hours whenever possible, however severe weather may on occasion result in an early closing or late opening.

For your reference, there are two ways to check if there is any change in mall operating hours due to weather:

(908) 354-5900

(an announcement will be posted at the beginning of the message)

www.jerseygardens.com

(an announcement will run across the top of the screen)

Please do not call the Security Department for inclement weather updates – this line is for security-related or emergency calls.

COFFEE CHATS



Coffee Chats are informal meetings with mall management and store managers to discuss current happenings in the mall. As we did in 2003, we will take Coffee Chats “on the road” to a different host store each month.

Why host a Coffee Chat?

- **Opportunity to promote your store to some of our best shoppers**
 - **Network with other store managers and exchange ideas**
 - **Give your staff an opportunity to participate**
 - **Generate sales!**

What do I need to do?

- **Take advantage of your 10-minute allotment to host an informal fashion show, demonstrate new products, etc**
 - **Consider offering a one-day only discount to attendees**
 - **Sign up for the month of your choice!**

In order to be considered, you must “sell” us on how you will take advantage of the opportunity. We are also instituting an incentive program to get more stores to attend on a regular basis.

OPERATIONS & MAINTENANCE

EMERGENCY CONTACT INFORMATION

DATE: _____

STORE NAME: _____

SPACE # _____ STORE PHONE # _____

NUMBER OF EMPLOYEES:

FULL TIME: _____ PART TIME: _____

POSITION	NAME	CONTACT PHONE NUMBERS
STORE MANAGER		
ASSISTANT MANAGER		
ASSISTANT MANAGER		
DISTRICT MANAGER		
REGIONAL MANAGER		

CORPORATE _____
MAILING ADDRESS _____

THE INFORMATION ON THIS FORM WILL BE USED FOR EMERGENCY PURPOSES ONLY. IT WILL NOT BE GIVEN TO ANYONE WITHOUT YOUR PERMISSION.

MALL OPERATIONS

EMPLOYEE PARKING

It is important that the parking spaces in closest proximity to the mall entrances be reserved for customers. Convenience for our shoppers should be our top priority. We request that all Jersey Gardens' personnel park in the rear of the parking lots, or designated employee parking areas during peak seasons.

STORE MAINTENANCE & INSPECTIONS

Store premises, including the service areas adjacent to the premises, shall be kept orderly, neat, safe, clean and free from rubbish and dirt at all times.

Store managers and their corporate offices will be notified of unacceptable maintenance conditions. If not corrected within a reasonable length of time, management will take action to correct the conditions and the individual stores will be billed accordingly.

The Jersey Gardens' Maintenance Department will gladly advise you in regard to any unusual maintenance condition that may occur in your store. If your store requires a plumber or electrician, you must contact these vendors directly. Mall maintenance personnel are responsible for the overall maintenance of the property and common area and report directly to the Operations Manager. Please do not request assistance from the maintenance staff for such tasks as changing light bulbs, cleaning windows, disposing of trash, etc. Please call the Operations Department should you need vendor recommendations.

PEST CONTROL

Jersey Gardens is responsible for pest control in the common area, rear hallways, outdoors, etc. However, within each tenant's space it is the responsibility of the tenant to coordinate pest control efforts. Tenants must provide the Management Office with the name of the exterminator they are using. The mall contractor is Cooper Pest Control (609-799-1300).

WASTE MANAGEMENT

FEATURES & BENEFITS

Waste Management is pleased to partner with Jersey Gardens on your solid waste program. As a valued customer, Jersey Gardens merchants receive quality customer service from their waste removal program. Below are some features and benefits of the program.

FEATURES

The merchants of Jersey Gardens will be equitably invoiced for waste and recycling services using a square footage allocation method. Tenants are invoiced based on a pro-rata allocation of their store's square footage. To ensure equitable cost allocation a distinction is made between various retail tenant types in each mall.

Waste Management will invoice each merchant individually. Waste Management has determined the costs of waste transportation, disposal, and equipment for Jersey Gardens and has established an equitable square footage charge for your store.

Square footage invoicing is achieved through three easy steps:

1. Appropriate tenant retail types and corresponding square footage rates are determined.
2. Tenants transport their waste to a compactor as needed.
3. Invoicing is made directly to tenants based upon square footage.

BENEFITS

- Utilizing a pro-rated square footage method to allocate costs allows the merchants the opportunity to "fix" their costs for this service. This enables the tenants to more readily plan and budget for their monthly and annual waste services expenses.
- Cardboard recycling is offered to the merchants of Jersey Gardens at no charge. A dedicated recycling container will be conveniently placed near the compactor. Maximizing recycling will keep disposal costs down while contributing to environmental preservation.
- Should any merchant require information or have questions, Waste Management customer service is available by calling 800-371-7329.

NOTE: Jersey Gardens does not determine individual cost of service for waste removal. If you have concerns on costs, please notify Waste Management directly at 800-371-7329.

NOTE: All temporary tenants should contact Denise Monahan at the Management Office for specific Waste Management instructions.

WASTE MANAGEMENT PROCEDURES

We need the cooperation of every tenant. Since the mall will not be providing carts for transporting waste from your store to your assigned compactor, should you need one, you should contact Waste Management, as they will help with these carts.

Your proper disposal of all of your trash is critical to the overall success of our program. The proper handling of our trash will result in a controlled cost for the disposal of the entire center’s waste.

AT NO TIME can any type of waste be placed in any corridor, hallway or service court and left unattended. These areas will be continually monitored for compliance with the guidelines of the program. Waste found unattended in any of the previously mentioned areas, will be traced back to its originator, and any associated cost, as applicable, will be charged back to the responsible tenant. Waste left unattended in any corridor, hallway or service court is also a direct violation of the Fire Department’s codes with respect to our center’s use and can result in the assessment of fines. This will then increase the operating cost of the program and cost all of us more dollars!

All waste when removed from your store, must be taken directly to the compactor and placed in the machine. There are several devices on the compactor to insure each operator’s safety during use. Important notices will be placed on the operating controls of the compactors to insure your understanding of the operating procedures. Regardless of the amount of waste you place in it, the compactor should always be operated, preparing it for the next tenant’s use. Service court locations are indicated in the table below.

SERVICE COURT	LOCATION
1	Upper Level, South side, near Chili’s Too
2	Upper Level, South side, near Tommy Kids
3	Upper Level, South side, near Bed, Bath & Beyond
4	Lower Level, East end, near Old Navy
5	Lower Level, East end, near Marshalls Megastore
7	Upper Level, East end, near Filenes Basement
8	Upper Level, North side, near Food Court
9	Lower Level, North side, near Management Office
10	Lower Level, West end, near Burlington Coat Factory
11	Upper Level, West end, near Cohoes Fashions
12	Upper Level, West end, near Daffy’s
13	Lower Level, West end, near Off 5 th - Saks Fifth Avenue Outlet
14	Lower Level, West end, near Group USA

In the event you transport your waste materials to the designated service court and find that the compactor has been removed for dumping, please return to your store and call the Mall Management Office, leaving your name, your store name and telephone number. A small amount of waste may be left in the court until the compactor is returned, but please do not place waste in the wrong machine (such as placing waste in the cardboard recycling container). Once the compactor is back on the property, someone from the Mall Office will call to advise you. In the event you have left a small amount of waste in the court, you will be expected to return immediately to the compactor area to complete the waste handling process.

It will take efforts on everyone's part to make it work, but the result will be a cost effective way for all of us to dispose and/or recycle our waste.

WASTE MANAGEMENT GUIDELINES & RULES

- A. Tenants who are found leaving waste or recyclables outside the compactors or containers will be fined \$50.00.
- B. Tenants whose waste or recyclables are found in the common area of the mall will be fined \$50.00.
- C. Tenants who deposit anything but cardboard in the recycling container will be fined \$50.00.

WASTE MANAGEMENT CUSTOMER SERVICE

Waste Management is committed to customer satisfaction. Should Jersey Gardens Management or any tenant have questions or require information, they may call the toll free customer service number, Monday through Friday, 7:00 A.M. to 7:00 P.M. at:

973-848-5972

WASTE MANAGEMENT EMERGENCY SERVICE

If a tenant requires information or service during times other than regular business hours, the following emergency phone numbers may be used to contact a Waste Management representative:

1) For Service Questions/Issue contact:

Waste Management
Local Customer Service Center
973-848-5974

2) For All Equipment Questions contact:

Waste Management
Local Customer Service Center
973-848-5974

PROCEDURES FOR NEW TENANTS

NEW TENANTS

- It is the tenant's responsibility to contact the National Accounts Service Center at 973-848-5974 and a Waste Management representative will activate their account.
- Waste Management will provide a tenant Training Packet
- After the new tenant has read the Training Packet, he/she will need to complete the "Merchant and Billing Information" sheet and fax it to NASC at 973-639-0134. When the form is received a Waste Management representative will activate the account.

TEMPORARY TENANTS

- Observe all the guidelines found in the section above.
- Call the Specialty Leasing Department at (908) 436-3005, ext. 208 to activate the account.

RECYCLING

Corrugated cardboard should be broken down and placed in the containers marked Cardboard Recycling Only. It is each tenant's responsibility to break down their cardboard boxes and deposit them in the appropriate containers. REMEMBER – The more items you recycle, the more you help the environment and the more you reduce your trash removal costs.

SPECIAL WASTE

Occasionally a Jersey Gardens tenant will need to dispose of Special or Hazardous Waste. Some examples are:

- Florescent light bulbs, in quantity (Normal change-out acceptable)
- Paint in paint cans
- Solvents or chemicals
- Asbestos
- Appliances
- Tires
- Batteries

Under no circumstances should this type of waste be disposed of in the compactor with regular waste. Waste Management will arrange a pick up for Special/Hazardous waste.

For pricing and information about proper disposal management of Special/Hazardous waste call: **973-848-5974**.

ADDITIONAL SERVICES

- Construction open tops – 20 yd and 30 yd open top containers will be made available by calling Waste Management National Account Service Center at **908-436-2967**.
- Special or hazardous waste removal – service can be provided by calling Waste Management National Account Service Center at **908-436-2967**.
- To dispose of bulk items such as fixtures, metal grids, counters, store must contact Waste Management at 908-436-2967. Waste Management will schedule a pick up at the tenants expense.

TENANT WASTE MANAGEMENT RESPONSIBILITIES

- 1. Separating and breaking down cardboard.**
Each tenant is responsible for placing all of his or her cardboard (and only cardboard) that has been broken down into the Cardboard Recycling area.
- 2. Placing only non-hazardous wastes into the waste compactors.**
Hazardous waste removal can be arranged through the Waste Management NASC.
- 3. Paying invoices on a timely basis.**
The tenant is responsible for paying Waste Management invoices within 30 days.
- 4. Not leaving waste outside the compactors, containers, or in the mall common areas.**
In order to avoid fines, tenants are responsible for placing waste only in the designated compactors and not storing it in common areas.
- 5. Contacting Waste Management or the Mall Management Office immediately with any operational difficulties with compactors.**
All tenants share the compactors at the mall. Waste Management should be notified as soon as possible of any problems in order to resolve any issues for all tenants of the mall.

ROOF ACCESS

All service representatives needing roof access must first check in at the Management Office during business hours, Monday through Friday, 8:30 am – 5:30 pm. The service technician must sign the roof access log and leave some form of identification, either a driver's license or ID tag, with the receptionist. A pass will then be issued. Mall Public Safety or Maintenance will be paged to open the appropriate roof hatch. Upon return to the Management Office, Mall Public Safety or Maintenance will inspect the roof area. Once the area has been inspected, the technician will sign out and return the roof access pass. Mall administration will photocopy the service report to be placed in your store's preventative maintenance file. The ID will then be returned to the service technician.

ROOF LEAKS

Should you have a roof leak, please report it immediately to the Management Office. Our maintenance personnel will inspect it to determine the cause of the leak. If it is the mall's responsibility, the mall will repair the roof area as soon as possible. No contractor will be sent to the roof area without checking in with the Management Office.

HEATING & AIR CONDITIONING

If you have a problem regarding the heating and air conditioning within your store, our Maintenance Department will be happy to discuss the problem, and will supply you with the name of a reputable repair service should the need occur. Keep in mind that any repairperson for the heating and air conditioning will likely need roof access. Anyone requiring roof access must first sign in at the management office. A Preventative Maintenance Program for your HVAC unit must be in place. Constant temperature of no higher than 72 cooling and no lower than 68 heating must be maintained per your lease, Section 10:02, Paragraph E, Tenant's Obligations for Maintenance.

CONSTRUCTION & REMODELING

Prior to remodeling or beginning any form of construction in your store, you must first contact the Management Office. Please do not proceed without approval from Mall Management. Refer to Section 9:03, Refurbishment, of your lease for further details and information. If you have any questions, please feel free to contact the Operations Director or the Management Office.

DELIVERIES

All store deliveries must be received through the service doors. Both doors may be propped open, but then immediately closed when the delivery is finished. This will prevent damage to the doors and loss of heat/air from the climate controlled service area.

STORE MAILBOXES & OVERNIGHT DELIVERIES

Store mailing addresses correspond to store suite numbers and are assigned to you as per your lease. Store suite numbers are also on the bottom right of the storefronts. Your address should be indicated in the following manner for proper delivery:

Store Name
Jersey Gardens
651 Kapkowski Road
Box (Suite #)
Elizabeth, NJ 07201

Store mailboxes are located on the first level in the rear hallway adjacent to the Management Office. Keys to the mailboxes can be obtained directly through the Elizabeth Post Office.

Fed Ex and Airborne deposit boxes are located outside Entrance D, (Management office) in the loading dock area.

SIGNAGE & DISPLAY GUIDELINES

Store Management may not place any advertising material on any exterior door, in any back hallway, or on any window.

All signs located in the interior of any store shall be in good taste so as not to detract from the general appearance or reputation of the store or shopping center. **Signs TAPED to the front windows, storefronts, doors or columns adjacent to concourses are NOT permitted. Mall management will remove any hand-lettered or otherwise unprofessional signage.** All signage will be professionally lettered and maintained in good condition and repaired at all times. The following types of signs are prohibited:

1. Paper signs and/or stickers utilized as signs
2. Signs of temporary character or purpose
3. Outrigger signs
4. Moving or pylon signs
5. Vinyl banners (with or without grommets)
6. No flashing, moving, flickering, and/or blinking illuminations, animation, or moving lights shall be allowed. Black lights, strobe, flashing or spinner chase type lighting is prohibited.

Please refer to your lease, Section 9:04, Signs, for verification.

HOUSEKEEPING

Jersey Gardens maintains a housekeeping contractor for the purpose of keeping the shopping center clean. It is also the responsibility of all tenants to maintain good housekeeping standards throughout Jersey Gardens.

STORE WINDOWS

Store window fronts should be cleaned once a week. This is the store's responsibility. If mall operations notices your windows are dirty, it is expected that they are cleaned immediately! We want your customers to see your great merchandise in a clean environment! If you do not respond to mall management in regards to dirty windows, mall management will have your windows cleaned and forward the invoice to you and your corporate office for payment.

FOOD COURT TRAYS

Food Court trays are provided for both your convenience and that of our shoppers. Please return all trays to the Food Court after each use.

STORE SHOPPING CARTS

Individual store shopping carts are the sole responsibility of the store. Stores are expected to keep shopping carts within their store and to retrieve shopping carts from the mall parking lots on a daily basis. Mall service personnel will not be responsible for collecting shopping carts left by guests.

NO SMOKING POLICY

Jersey Gardens is a smoke-free shopping center. Smoking is not permitted in the interior of the center, in individual stores, in restrooms, in rear hallways, or in the vestibules. Thank you for your adherence of this policy.

PUBLIC SAFETY AT JERSEY GARDENS

The Mall Management provides Public Safety Officers with the responsibility to patrol and protect the common area of the mall and its many patrons and employees. It is the responsibility of our Public Safety Officers to identify hazardous situations that may cause injury to shoppers, employees or the property itself.

Individual store security is the responsibility of the retailer and his/her employees. Jersey Gardens' Public Safety Officers can render support and advice, but only upon request by the store's management personnel.

Jersey Gardens is patrolled 24 hours a day. Also, there are over 200 internal and external security cameras. Disturbances or other public safety related problems seen by you or your staff should be reported by calling **Mall Public Safety at (908) 436-1801**. A Public Safety Officer will be dispatched immediately. Customer or employee emergencies can usually be handled by calling Public Safety. However, in the case of extreme emergencies, you should first call the Elizabeth Police Department at 911, and then call Mall Public Safety.

Mall Public Safety at Jersey Gardens is a matter of concern for all of us. Public Safety Officers are available to assist and advise you. Conversely, they need your help and cooperation.

Please familiarize yourself and your employees with the following guidelines, so that you will know what to do if a situation arises.

Any questions regarding public safety procedures should be referred to the Director of Public Safety at **(908) 436-3005, Ext. 212**.

All stores will be supplied with a hotline sticker of emergency phone numbers for their store phone.

TO REQUEST IMMEDIATE ASSISTANCE, CALL: (908) 436-1801

When requesting assistance, please state the situation, your name, store name, and as many details as possible.

Note: In a situation where an individual is armed with a dangerous weapon, please make sure Mall Public Safety is aware of this when you call. OUR PUBLIC SAFETY OFFICERS ARE NOT ARMED, THEREFORE, IT IS IMPERATIVE THAT THEY BE PROPERLY INFORMED IN THIS REGARD. The Public Safety Supervisor on duty will handle all situations as stated above with the Elizabeth Police Department.

POLICE SUBSTATION

There is a police substation for the City of Elizabeth located on property, Lower Level, North side, near the Management Office entrance. **In case of an emergency, call 911.**

POLICY ON MERCHANT ASSISTANCE

Jersey Gardens' Public Safety is responsible for the security and safety of the common areas including sidewalks and parking lot areas.

Each tenant, in turn is responsible for the security and safety of their interior leased premises. However, Mall Public Safety may assist tenants on matters such as shoplifting, bad check artists, or other criminal offenders, in a limited manner. If a tenant requires assistance, Mall Public Safety will ask them to notify the Elizabeth Police. Mall Security can stand by, but will not detain the person causing the problem unless the person physically threatens the tenant or officer; upon moving into the common areas of the mall; or creates a disturbance or problem.

Mall Public Safety may assist tenants in finding suspected shoplifters, etc. in common areas. If successful, the tenant must personally detain such suspects. A tenant with probable cause can detain a shoplifter -- Mall Public Safety cannot! Mall Public Safety will not become involved unless an officer witnesses the crime or unless the problem escalates to a degree that someone is in danger of physical harm.

DISORDERLY CUSTOMER

Contact the Elizabeth Police Department and Mall Public Safety. Mall Public Safety will stand by until the police arrive, but will only take action if personal safety is in danger.

ACCIDENTS

(In-Store) Your store liability insurance covers these incidents; however, details should be reported to Mall Public Safety.

(In-Mall) Direct subject to Mall Public Safety where all information pertaining to the accident will be recorded.

SOLICITORS

No solicitors will be permitted in the center or the mall property (including parking lot leaf letters) without first obtaining management approval. If you or your employees observe any solicitors, please notify Mall Management at (908) 436-3005 of their locations.

MEDICAL EMERGENCY

If a medical emergency should occur in your store, please call 911 first and then call Mall Public Safety at (908) 436-1801. A Public Safety Officer will be dispatched to your store immediately to offer assistance. If the situation does not require 911 services, but does require some type of medical assistance, please call Mall Security for medical assistance.

LOST CHILDREN

Jersey Gardens' Public Safety will assist in the event of a lost child or person. If a lost child or person is reported, please call Mall Public Safety at **(908) 436-1801**. Please have a physical description including age, sex, and name of the person missing. The information will be dispatched to all Public Safety Officers immediately.

LOST & FOUND

All lost & found items discovered in your store should be kept in your store. If you or members of your staff find an item in the common area, please turn this item in at the Concierge Desk. A log of lost/found items is kept at the Concierge Desk. Items are held for 60 days at Jersey Gardens, and then turned over to local charities.

AUTO ASSISTANCE

If you, your employees, or your guests are in need of auto assistance, Mall Public Safety will assist with jump-starts and lockouts. However, Mall Public Safety will not change tires. If one needs assistance that cannot be provided by Mall Public Safety, a towing service will be called.

TRAVELERS CHECKS

Please be advised that American Express Travelers Checks from foreign countries may not carry the same value as U.S. currency due to the exchange rate. The currency of the country should be noted on the top or lower portion of the Travelers Check. Failure to check the above mentioned information might result in your store incurring a loss.

AFTER HOURS ACCESS PROCEDURES

To maintain a safe mall and the safety of our customers and employees, Jersey Gardens has an After Hours Procedure. This procedure controls who is in the mall after normal mall hours. Stores are required to obtain an after hours permit if they need to come into the mall earlier than two hours before the mall opens for business or will remain later than two hours after the mall closes.

To obtain an after hours permit, tenant personnel will be required to give at least 24 hours notice. Permits can be obtained at Mall Public Safety and Concierge Desk during mall office hours, 8:30 am – 5:30 pm. Mall Public Safety will need to know the reason, names of personnel, and time of entry/exit needed. Jersey Gardens' Public Safety will require proper identification of anyone entering the mall after lock up. Access may be denied if prior notice is not received and there is improper identification.

For emergency situations, you may obtain an after hours permit from the Manager on-duty if the office is closed. Any question concerning this policy should be directed to the Director of Public Safety at (908) 436-3005 ext. 212.

INTERNAL SECURITY

In the case of bad checks, stolen credit cards, counterfeit money, and other similar problems, contact the Public Safety Office to identify the situation and the suspects.

GENERAL SECURITY TIPS

1. Be security and safety conscious.
2. Report any situations, which may be a security or safety hazard.
3. Make sure all doors are locked at closing.
4. Check to see that all merchandise is secure in store.

TIPS ON SPOTTING A SHOPLIFTER

There is no stereotypical shoplifter. Shoplifters are young and old, male and female, any ethnic background, amateur and professional.

Since shoplifters are not readily identifiable, the best defense is to be alert to their patterns. Watch for the following:

1. Watch for a customer who is watching you.
2. Check how a person is dressed according to the weather, i.e., bulky coat in warm weather.
3. Watch for nervous actions or spending a lot of time in one department.
4. Check dressing rooms regularly.
5. Know what merchandise a person takes into a dressing room.

PUBLIC SAFETY AND SECURITY SERVICES

IPC International is a full service investigative and protection company with over twenty-five years of shopping center security and Public Safety Service experience. We are the largest provider of security services for owners, developers and managers of regional shopping centers in North America.

Our presence, experience and progressive programs help to make your property a destination to enjoy, and more importantly a place to conduct business. While focused on customer service and public safety, we are prepared to be as assertive as we need to be, in order to maintain a safe and secure environment for the comfort of your guests.

Our service has proven to be indispensable for reducing operational liability, risk exposure and used extensively for forecasting, identifying and addressing potential security concerns.

We provide the right knowledge and the skills to go with it. IPC International has Public Safety programs in all areas of retail and development, including marketing events, hospitals, construction and sporting events. Each day our nationwide force of men and women call upon their professional experience and hours for formalized training for the benefit of the properties we have the privilege to serve.

IPC Corporate Management maintains contact and meets regularly with key representatives from the Department of Homeland Security (DHS), the Federal Bureau of Investigation (FBI), Secret Service, Bureau of Alcohol Tobacco and Firearms (ATF), Federal Emergency Management Agency (FEMA), U.S. Customs Service and major metropolitan police and fire agencies.

As a nationwide company, IPC can draw from our network of resources and expertise that serves over 400 shopping centers in 46 states and over 300 communities. Our diverse team can assist you with your short-term or long-term security needs. We welcome the opportunity to provide our professional Public Safety services to your company.

For information regarding how your complex would benefit from our professional services, please contact your local representative.

Steele Gorrell
Director of Public Safety
IPC International Corporation
jg@malls.ipcinternational.com
908-436-3005 Ext. 212

EMERGENCY SITUATIONS

ROBBERY

In case of a robbery, call the **Elizabeth Police at 911** and then call Mall Public Safety at **(908) 436-1801**. Let the police and Mall Public Safety know if the subject is armed so they know how to proceed. Give the robber(s) what they want; remember material items are replaceable, life is not. Write down what you can remember about the robber(s) before you talk to other employees and while it is fresh in your mind. Do not touch anything; there may be fingerprints that can be used to catch the robber(s).

BREAKING & ENTERING

For breaking and entering, call the **Elizabeth Police at 911** and then call Mall Public Safety at **(908) 436-1801**. Again, do not touch anything. If you discover the door open, do not enter by yourself, as subjects may still be inside. Wait until the police arrive.

If you see a suspicious person, please call for Mall Public Safety. The mere presence of a Public Safety Officer may deter the subject from loitering.

BOMB THREAT

1. Remain calm!
2. Try to notice as much as you can about the person calling, i.e., accent, background, etc. Remain calm, ask questions, and keep the caller on the phone as long as possible.
3. Try to remember exactly what the caller said and write it down. The bomb threat checklist on the following page will help you.
4. **Contact the Elizabeth Police immediately! Emergency number: 911.**
5. **Contact Mall Public Safety at (908) 436-1801.**
6. Alert the Management Office of the situation at **(908) 436-3005**. We will assist in an advisory capacity and, if needed, assist in a search of the area.

BOMB THREAT CHECKLIST

Use this form to assist in obtaining important information from a bomb threat phone call:

Time: _____

Exact words of caller: _____

Questions to ask:

When is the bomb going to explode? _____

Where is the bomb now? _____

What kind of bomb is it? _____

What does it look like? _____

Why did you place the bomb? _____

Where are you calling from? _____

Description of caller's voice:

Male Female

Young Middle Age Old

Accent? What kind?

What is the caller's tone of voice? Soft Loud Hoarse Muffled

Is the voice familiar? _____

Other voice characteristics: _____

MORE EMERGENCY SITUATIONS

FIRE

DURING STORE HOURS

1. Contact the FIRE DEPARTMENT: 911
2. Contact Mall Public Safety Office at (908) 436-1801.
3. Evacuate your store calmly. Do not panic the public by announcing emergency evacuation.
4. The Fire Department and the Mall Management personnel will instruct shoppers to evacuate the mall if the need arises.
5. Station personnel to guard the area from potential danger and looting until the police arrive.
6. The Mall Management will contact the surrounding stores' personnel to review the extent of possible damage.

SUSPECTED FIRE – ODOR OR SMOKE

1. Make every effort to locate the cause of the odor or smoke.
2. If unable to locate, and odor or smoke persists, call the Fire Department and proceed as above.

AFTER HOURS FIRE

If a fire starts anywhere in the mall, the sprinklers will activate, providing a surge of water to control the fire. A signal is automatically sent to our alarm company.

Our alarm company will contact the Fire Department and Mall Management. The affected store managers will be contacted and advised of the situation.

ELECTRICAL FAILURE

If your store suffers an isolated electrical failure, contact the Management Office and advise them of the situation: Phone (908) 436-3005. We will assist in an advisory capacity. After hours call Mall Security.

SHORT TERM ELECTRICAL FAILURES

If your electricity flickers off a few times for just a few seconds, the source may be the weather. These electrical failures do not last but a few seconds.

EXTENDED ELECTRICAL FAILURES

If for some reason your store suffers an extended failure, contact Mall Management and advise them of the situation.

1. Request your patrons to leave the store. This may prevent any accidents to your patrons and any looting from the store.
2. Once your store is free of patrons, you may wish to secure your entrances.
3. Stand by your premises, as you will be expected to reopen as soon as the situation is rectified.

Mall Management will work with diligence to remedy the situation as quickly as possible. Additionally:

1. We recommend surge protectors for all computer equipment.
2. Food vendors are also urged to have back up generators for refrigeration.

LEAKING SPRINKLER HEAD

Due to the great amount of pressure behind a sprinkler head, any leak must be considered a priority. Contact the Mall Management Office at once.

PLUMBING DISORDERS

Compensation for any damage to another tenant space caused by your plumbing disorder is between you, your insurance company, the other tenant and their insurance company.

FIRE PREVENTION

- 1) All doors leading to exits along with exit doors should be left unlocked when the store is occupied.
- 2) Stairways and walkways should be kept free of tables and other obstructions when the store is occupied.
- 3) All stairways, hallways, and other means of exits should be well lit when tenant space is occupied.
- 4) Sprinkler system equipment (heads) should have a clearance of 3 feet in all directions.
- 5) No items should be stacked under sprinkler heads unless a 3-foot space is between the items and the sprinkler head. Nor should any item be suspended from the sprinkler system. No item may be hung from the ceilings of your store if it interferes with the sprinkler system and required clearance.
- 6) Nothing should be stored in the exit hall; these are fire exits for the public and store employees and must be kept clear.
- 7) All aisles should be a minimum of 36 inches wide and should be kept clear at all times.
- 8) Flammable materials should not be used in display windows.
- 9) The use of extension cords to permanently operated appliances is not permitted.
- 10) No more than two appliances should be plugged into any outlet at one time.
- 11) Flammable liquids should not be kept in tenant spaces.

PUBLIC SAFETY RULES & REGULATIONS

1. Tenant shall advise and urge its vendors to deliver all merchandise before noon, Monday through Friday.

All deliveries are to be made to designated service or receiving areas.

- No deliveries will be permitted through the mall unless the tenant does not have a rear service door.
 - Merchandise being received shall immediately be moved into tenant's premises and not left in the common areas, service corridors, or receiving areas.
2. Tenant is responsible for the storage of his trash, refuse, and garbage. Tenant shall not dispose of the following items in sinks or commodes: plastic products, sanitary napkins, tea bags, cooking fats, cooking oils, meat scraps, cutting residue, petroleum products (gasoline, kerosene, lubricating oils), paint products (such as thinner), or any other items which sinks and commodes are not designed to receive.
 3. Tenant shall not permit or suffer any advertising medium to be placed on mall walls, on tenant's exterior walls or windows, and on standards in the mall.

No permission, expressed or implied, is granted to exhibit or display any banner, pennant, sign, and trade or seasonal decoration of any size, style, or material within the shopping center, outside the tenant's space.

4. Tenant shall not permit or suffer the use of any advertising medium that can be heard or experienced outside of the tenant's premises. Such items may include flashing lights, searchlights, loud speakers, phonographs, radios, televisions, organs, pianos, video screens, and any other devices that can be heard or experienced outside of the tenant's premises in a disruptive manner.
5. No radio, television, or other communication antenna equipment or device is to be mounted, attached, or secured to any part of the roof, exterior surface, or anywhere outside the premises, unless the landlord has previously given its written consent.
6. Tenant shall not permit or suffer merchandise of any kind at any time to be placed, exhibited, or displayed outside its premises; nor shall tenant use exterior walkways of its premises to display, store, or place any merchandise.
7. Tenant shall not permit or suffer any portion of the premises to be used for lodging purposes.

8. Tenant shall not, in or on any part of the common area:
 - a. Vend, peddle, or solicit orders for sale or distribution of any merchandise, device, service, periodical, book, pamphlet, or other matter whatsoever, unless specifically permitted to do so within the parameter of the lease use clause.
 - b. Exhibit any sign, placard, banner, notice, or other written material, except for approved marketing activities.
 - c. Distribute any circular, booklet, handbill, placard, or other material, except for approved marketing activities.
 - d. Solicit membership in any organization, group, or association, or contribution for any purpose.
 - e. Create a nuisance.
 - f. Use any common area (including the enclosed mall) for any purpose when none of the other retail establishments within the center is open for business, except for approved marketing activities.
 - g. Throw, discard, or deposit any paper, glass, or extraneous matter of any kind, except in designated receptacles, or create litter or hazards of any kind.
 - h. Deface, damage, or demolish any sign, light standard or fixture, landscaping material or other improvements within the center, or the property of guests, business invitees, or employees within the center.

MARKETING

TRADE AREA DEMOGRAPHIC SUMMARY*

2006 Population Estimate	17,231,787
2006 Household Estimate	6,252,312
2001 Average Household Income	\$69,607
Average Age	36.8
Average Age of Female	37.6
Average Age of Male	34.4
Average Years of School Completed	12.5
% High School Graduate Only (12 years)	27.7
% Some College (13-15 years)	20.1
% Bachelor Degree	15.3
% Graduate Degree	10.7
Family Households with Children	2,109,132
% With Children under 18	35.6
% With person 65+	24.1
Percentage of Population Unemployed	5.8
% White Collar Employment	63.0
% Executive & Managerial	9.6
% Professional Specialty	15.7
% Technical Support	4.2
% Sales	11.9
% Administrative Support	21.7
% Blue Collar Employment	18.7
% Precision, Production, Craft & Repair	7.1
% Machine Operator	4.7
% Transportation & Material Moving	3.4
% Laborers	3.4
% Service Employment	17.9
Total Number of Housing Units	6,256,714
% Occupied	95.3
% Owner Occupied Units	47.0
% Renter-Occupied Units	53.0
Average Home Value	\$277,039
Average Monthly Rent	\$522
Population by Race	
% White	57.4
% Black	19.8
% Hispanic	21.2
% Asian	8.6
% Other	10.2

*2002 Market Profile Report ESRI BIS

MARKETING PLAN

The goal of Jersey Gardens' marketing plan is to maximize shopper visits and retailer sales through the development and implementation of a comprehensive advertising, public relations, merchant communication, events, community relations and tourism plan.

Advertising – To position New Jersey's largest outlet mall, Jersey Gardens targets three key audiences via a multimedia campaign. These are New Jersey residents, New York residents, and domestic and international tourists. The advertisements will continue to reinforce the selection, brands and value of Jersey Gardens.

Public Relations – The goal of the public relations plan is to build awareness and create excitement through the aggressive placement of story ideas with targeted broadcast and print media. Jersey Gardens will continue to pitch story ideas and respond to inquiries in a timely manner.

Community Relations – Jersey Gardens has established an active partnership with the community and maintains loyalty within the market by sponsoring programs such as Magical Night of Giving, Planet Kid, Art in the Gardens, Garden of Hope, and Dollars for Scholars.

Merchant Communication – Merchant communication is important to the success of Jersey Gardens and is coordinated through monthly "Coffee Chats", the weekly red folder and a monthly newsletter.

Events and Promotions – The events and promotions plan includes season events, media promotions, community fundraisers, and entertainment. In addition, Jersey Gardens promotes mall-wide sales to capitalize on holiday traffic.

Tourism – Its location and value concept position Jersey Gardens for a successful tourism program. To attract both domestic and international tourists and groups, the tourism department registers tours, and solicits business throughout the region and at trade shows.

TOOLS FOR SUCCESS

In addition, Jersey Gardens offers many marketing opportunities for merchants to increase sales and traffic. These "Tools for Success" are marketing resources exclusively for Jersey Gardens' merchants and are available on an ongoing basis at little or no cost. Use these tools to maximize your store's sales potential at Jersey Gardens. A complete listing of the "Tools for Success" is available at the Marketing Department.

WEBSITE MARKETING – www.jerseygardens.com



WHAT IS IT?

Jersey Gardens' website provides many opportunities for merchants to promote their business to visitors. Many of whom are planning a trip to Jersey Gardens.

WHAT TOOLS ARE AVAILABLE?

- Special event and sales listings
- Gift guide
- Job listings
- Special offer/event emails

HOW CAN YOU PARTICIPATE?

It's quick and easy! You provide us with the details and we'll post your listing or send the email.

- Provide the mall office with information on in-store events such as book signings, trunk shows, special sales, gift with purchase promotions, new product lines, and new merchandise arrivals etc.
- Offer shoppers a special discount in the body of an email-the shopper simply prints the email to receive the discount. *Emails are subject to Management approval and **must** contain either an exclusive offer or information on a unique event.*
- Complete the job bank form to post information on available positions in your store.

Or sign up for your own FREE Retail Hub account!

- Your store can update job opportunities immediately when the need arises and receive completed applications by email!
- Your store can schedule sales and special discounts – even if they are last-minute!
- Your store can introduce new products lines.
- Information can be changed/updated either via the internet or via fax.

- All of the above can be done in a matter of minutes, meaning the information will be posted immediately upon your completion of the information!

It's FREE and it's EASY! How do you participate?

- In order to post your own information, your store must be registered with mallfinder.
- You can register on-line at www.retailhub.com

JERSEY GARDENS - WEBSITE EVENT FORM

Store Name: _____

Name of Event:

Event Description:

Date of Event:: _____

Are you providing artwork (either email or disk)? _____

Form submitted by: _____

Return or fax (908) 436-3005 to mall office for posting.

JERSEY GARDENS - WEBSITE SALE FORM

Store Name: _____

Name of Sale:

Sale Description:

Date of Sale (beginning and ending): _____

Are you providing artwork (either email or disk)? _____

Form submitted by: _____

Return or fax (908) 436-3005 to mall office for posting.

JERSEY GARDENS - WEBSITE EMPLOYMENT LISTING FORM

Store Name: _____

Date to be posted: _____

Date Posting Expires: _____

All job bank entries expire 60 days after posting, unless otherwise indicated. Please notify the Mall Management Team if position has been filled before expiration date.

Position: Please check ONE

- 1 Sales Associate
- 2 Manager
- 3 Manager in Training
- 4 Co-Manager
Customer Service
- 5 Representative
- 6 Assistant Manager
- 7 Receptionist

- 8 Greeter
- 9 Stock Room Associate
- 10 Cashier
- 11 Floor Straightener

- 12 Stocker
- 13 Photographer
- 14 Other

Other: Please Describe _____

Position Description: *Not to exceed 250 characters*

Hours: CHECK ALL THAT APPLY

- Part Time
- Full Time
- Seasonal

- Morning
- Afternoon
- Evening
- Weekends
- Graveyard

Experience Required: *Not to exceed 250 character*

Contact:

Return to Mall Office for posting.

AIRPORT SHUTTLE



WHAT IS IT?

JG operates a FREE daily shuttle from Newark International Airport approximately every half hour. The shuttle loads passengers from AirTrain Station P4 and drops them at the Filene's Basement entrance. The brightly colored bus transports an average of **7,000 visitors** to Jersey Gardens each month.

WHO RIDES IT?

- International passengers
- Flight crews
- Airport and airline employees
- Local hotel visitors

HOW CAN YOU PARTICIPATE?

The shuttle bus is equipped with brochure racks that are maintained by Jersey Gardens. This is a great opportunity to target this coveted audience! It's easy to participate- simply provide the tourism department with professionally produced flyers, size 5 ½ by 8 ½.

- Promote an in-store special sale
- Highlight a new product line
- List brands that an international visitor might find attractive
- Show an example of savings (regular price vs. outlet price)
- List any special services or amenities for travelers (shipping, volume discounts)

Call the Tourism Department to participate!

WEEKEND CLEARANCE SALES



WHAT IS IT?

To capitalize on peak sales weekends, Jersey Gardens has implemented the “Get More Bang for Your Buck” weekend clearance sale program. The sales coincide with key holiday weekends, such as President’s Day, Columbus Day, etc. The complete schedule is in the red folder.

HOW IS IT PROMOTED?

- 22 X 28 posters
- 9-foot banners
- Newspaper ads
- Website listing
- Email to shopper database
- Flyers at Concierge Desk
- Fax to hotels

HOW CAN YOU PARTICIPATE?

It’s easy to participate-you supply the offer and we do the rest! Here are some ideas to get you started:

- Determine an offer-if you can’t offer additional savings, promote an existing sale within your store. There is always something on sale or reduced!
- Move clearance or sale merchandise to the front of your store
- Display the Bang for Your Buck sign on your cash wrap
- Promote special values within your store
- Offer incentives such as free gifts, volume discounts, etc for this weekend only

Complete the participation form in the weekly red folder to participate!

2004 WEEKEND CLEARANCE SALES

January 16 – 19	Martin Luther King Weekend
February 13 – 16	President's Day
May 21 – 24	Memorial Day
July 2 – 4	Fourth of July
August 27 – 30	Labor Day
October 8 – 11	Columbus Day
November 12 – 15	Veterans Day

STORE OF THE WEEK

So you want to be the Store of the Week?

Each week, Jersey Gardens partners with one merchant as the “Store of the Week”.

How do I participate?

- Complete the application form available in the management office.
- Provide the Concierge Desk with a discount card/coupon to be handed out to every customer that visits the desk during your week.
- The Concierge staff will distribute the cards and write their name on the back.
- At the end of the week, tally up the referrals and award a prize to the winning concierge member. It could be a gift certificate, t-shirt, etc.

To get more bang for your buck...

- Consider sponsoring the tour group welcome package for the same week. Simply provide us with a minimum of 1,000 shopping bags and you'll have a walking advertisement throughout the mall!
- Work with marketing department to produce mall entrance static stickers. Promote your store to shoppers as they enter the building.
- Conduct a random drawing within your store to encourage shoppers to enter the store.
- Provide the Concierge Desk staff with your logo t-shirts, polo shirts, etc to wear that week (apparel must be approved by Management).
- List your event on the website to encourage shoppers to visit the Concierge Desk.

TABLE TENTS

Table tents are a great opportunity to promote in-store events and special offers to guests in the 1,000-seat food court. Jersey Gardens has produced standard table tent shells for merchant use.

OPPORTUNITY: Merchants simply supply the artwork (camera-ready or PC disk) and copy and the mall team does the rest! Space must be reserved and is available on a first come, first serve basis and cannot be reserved more than 3 months prior. Space is limited to 4 merchants per month.

IN-MALL POSTERS

In-mall signage is a great way to reach people already shopping Jersey Gardens. Space must be reserved in advance.

OPPORTUNITY: As space allows, Jersey Gardens' merchants will be able to utilize the 22" x 28" sign holders in the common area and corridors to promote store events. Please call the Marketing Department for prices. Stores must be able to provide professionally printed posters but may call the Marketing Department for production assistance. In either case, the store is responsible for production costs. All signs are subject to Management approval.

CONCIERGE DESK BROCHURES

The Concierge Desk has specially designed brochure racks to house merchant brochures and special offers.

OPPORTUNITY: Simply provide the mall with professionally printed 4" x 9" brochures with a special offer or savings.

THE SHOPPING LINE

The Shopping Line system handles all incoming phone calls through both 1-877-SAY-VALU and (908) 354-5900. Callers using The Shopping Line can access phone numbers for all center stores and other mall information.

OPPORTUNITY: Stores have the ability to promote special events or post employment opportunities through this system. Please complete the appropriate form in this merchant manual.

ADVERTISING WITH VIACOM

Infinity Outdoor is offering a variety of advertising opportunities at Jersey Gardens.

MALL ADVERTISING KIOSKS

Two sides of each free-standing center directory are available for advertising. These big, tall backlit structures are visible as people walk the center.

- **SPECIFICATIONS**
 - 48" x 70"
 - Magazine quality graphics
- **COST PER PANEL PER MONTH**
 - 1 month = \$900
 - 2 – 5 months = \$700/month
 - 6 – 12 months = \$500/month
 - Production cost: \$200 per face (plus tax) includes shipping and installation
- Poster locations are subject to availability and can be reserved only by a signed contract.

MALL ADVERTISING BRIDGES

Bridges connect the second level walkways at regular intervals throughout jersey gardens. These unique displays can be seen from both upper and lower levels. Jersey Gardens' retailers could utilize these bridge billboards to publicize an annual event or just to let jersey gardens' shoppers know where your store is located.

- **SPECIFICATIONS**
 - 4' x 16'
 - Magazine quality graphics
- **COST PER BRIDGE FACE/PER MONTH**
 - 1 month = \$1,350
 - 2 – 5 months = \$1,200/month
 - 6 – 12 months = \$1,000/month
 - Production cost: \$530 per face (plus tax) includes shipping and installation
- Bridge locations are subject to availability and can be reserved only by a signed contract.

OUTDOOR MALL ADVERTISING BULLETINS ON PROPERTY

- **COST PER FACE/PER MONTH**
 - \$4,500 for traffic moving toward Jersey Gardens
 - \$3,500 for traffic leaving Jersey Gardens
 - Cost of production is additional

For more information on any of the above listed advertising opportunities, please call Viacom at (973) 575-6900. Rates are subject to change.

MALL GIFT CARDS

Jersey Gardens' gift cards can be purchased at the Concierge Desk. Gift cards can be used in all mall stores and restaurants at Jersey Gardens. Gift cards are available in whole dollar amounts from \$15 to \$500 and can be purchased using cash, Visa, Mastercard, American Express, Discover or corporate check. Jersey Gardens' gift card carries the Visa emblem, therefore the card can be processed through your credit card terminal. Please review these frequently asked questions on the gift card program.

How is a gift card balance obtained?

A customer may obtain the gift card balance by:

- 1) Visiting the management office/concierge desk (436-3005, ext. 200).
- 2) Visiting www.giftcardbalance.com.
- 3) Calling the interactive voice response system at 1-888-438-2036.*
- 4) Calling the above number and pressing the correct prompt to speak with a live customer service operator.**

*40¢ fee applies to the customer per call.

**95¢ fee applies to the customer per call.

How do I process a return on an item purchased with a gift card?

The customer should present the gift card and merchandise to be returned. Depending on your store's policy, the customer may need the gift card to process the return or receive in-store credit. Refunds or credits issued to a gift card require a minimum of 2-3 business days to process.

What if the purchase amount is greater than the customer's gift card balance?

You should process the customer's gift card for the exact amount of the available funds on the gift card. The balance of the transaction may be paid with an alternate form of payment accepted by your store, only before processing the gift card. Refer to "How do I process a split-transaction?" on page 3.

Will the customer's gift card expire?

Yes, the customer's gift card will expire, except where prohibited by law. Customers can find the expiration date on the front of the gift card.

Can this gift card be accepted in my store?

The gift card can be used at all stores accepting the VISA® Credit Card.

Can additional funds and refunds be added to the gift card?

Additional funds cannot be added to the gift card; however, a merchant may add a refund to the gift card. If additional funds are required, the customer must visit the management office/customer service booth to purchase a new card.

Are there fees associated with processing a gift card?

You will not receive any additional fees through your association with this program. Your regular processing fees will be determined by your bank as normal.

How do I process this gift card?

Process the gift card as you would any VISA® Credit Card. **DO NOT** process as an in-store gift card. Before running the gift card through your POS (point of sale) device, verify with the customer that the gift card balance is more than or equal to the transaction amount. If the balance of the gift card is less than the transaction amount, use your store's split-transaction policy. Transaction approval is based on the balance of the gift card.

- If the transaction is processed correctly and is approved, you will receive a 6-digit VISA® authorization code to complete the transaction. Please return the card to the customer.
- The gift card can be manually processed (off-line), just as you would any other VISA® Credit Card. The 16-digit card number is printed on the front of the card.
- For further assistance processing the gift card, please contact your management office/customer service booth.

What do I do if the authorization code is not accepted by my register?

A gift card may decline due to delays in the processing. This means that the transaction was approved by the processor however; the authorization code is not accepted by your terminal (POS) device. Call 1-888-489-0464 and a customer service representative will be able to reverse the failed transaction.

What if the gift card is declined, even though sufficient funds remain on the gift card?

Some merchants, such as restaurants and salons may add a fixed percentage (10%-20%) to the authorization amount, increasing the amount to process on the card, resulting in a decline. You should be aware whether or not your store adds a fixed percentage (in anticipation of receiving a gratuity) and it is your responsibility to notify the customer of this increase.

Does this gift card change my settlement process?

Your settlement for goods and services sold using the gift card will be processed with your other VISA® Credit Card transactions.

How do I process a split-transaction?

If your store has a split-transaction policy you should follow your store's policy. If your store does not have such a policy you may follow these steps:

- 1) Determine the amount remaining on the customer's gift card without processing a transaction.
- 2) Accept an alternate form of payment for the difference before processing the gift card.
- 3) Swipe the gift card, processing the remaining balance due.

Note: If your terminal does not allow split transactions among multiple credit cards, you may use the gift card to purchase an in-store gift certificate or gift card prior to making the sale.

Why is the gift card being declined?

There are two main reasons a gift card may be declined:

- 1) A gift card will be declined if the purchase amount exceeds the balance remaining on the gift card.
- 2) Some merchants may add a fixed percentage to the authorization amount. See the answer for "*What if the gift card is declined even though sufficient funds remain on the gift card?*" on page 2.

Who can be contacted with a question about a gift card?

The customer can contact the management office/concierge desk (436-3005, ext. 200). If a merchant has a question, they may contact 1-888-533-4328. **UNDER NO CIRCUMSTANCES IS THIS NUMBER TO BE GIVEN TO A CUSTOMER.**

PLANET KID



Planet Kid is Jersey Gardens' Kids Club program, which incorporates monthly events (kids entertainment, educational activities, and crafts), an e-newsletter, and on-line activities.

Registration for Planet Kid membership occurs at the Concierge Desk or via the website. Kids receive a membership card, free sticker, and an e-newsletter with upcoming event.

How can your store participate?

- Offer a special discount to PK members. This will be listed on the website.
- Participate in the in-mall events such as Community Day, Halloween, Breakfast with the Easter Bunny/Santa, character meet and greets and more!
- Announce your in-store events and specials in the e-newsletter (article submissions are due 45 days before the month (articles for October are due August 15)).

DOLLARS FOR SCHOLARS



Dollars for Scholars is a school fundraising program that allows local elementary schools to receive donations for purchases made at Jersey Gardens stores. Twenty schools are participating in the current program (April 2004 – January 2005).

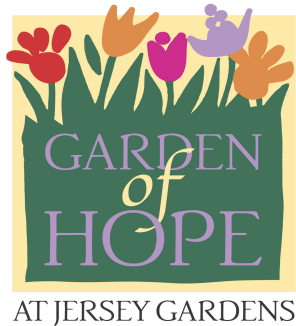
Once a quarter, each participating school receives enough flyers so that every student takes one home (free publicity for Jersey Gardens!). Schools receive five points for every dollar spent at Jersey Gardens by parents, teachers, and any other people who wish to support their local school. An eye-catching points board displays the weekly rankings for the schools. School can also receive “bonus points” for promoting the program in such creative ways as the school marquee, the school newsletter, and at school events.

At the end of the program, schools receive their prizes in the form of mall gift certificates, therefore the money goes right back into the mall!

How can your store participate?

- Provide a Dollars for Scholars offer with the flyer (flyers are printed in March, May, September and November—copy is due one month prior).
- Offer the schools a discount for spending their prizes in your store!

GARDEN OF HOPE



GARDEN OF HOPE

Garden of Hope was created to increase awareness of and raise funds for local charitable organizations. Each quarter, one health-related organization is selected to participate in the Garden of Hope program.

- Organization will host fundraising and/or meetings at the mall.
- Organization will receive proceeds from coupon book sales for one selected month.
- Organization will staff an informational table all month long to distribute literature, sign up volunteers, etc.
- Jersey Gardens will produce in-mall collateral including posters and table tents promoting the organization.
- Jersey Gardens will aggressively promote the Garden of Hope program in the local media, thereby providing additional opportunities for exposure for the participating organizations.
- Jersey Gardens will assist the organization in merchandising a vacant storefront window to promote their programs.

JERSEY GARDENS MERCHANT MANUAL

MEDIA

NEWSPAPER	REACH	CLASSIFIED ADVERTISING PHONE	RETAIL ADVERTISING PHONE	ADDRESS	CIRCULATION
Star Ledger	Northern New Jersey	973-877-4242	973-877-4072	Star Ledger Plaza, Newark, NJ	412,010 Daily 614,457 Sunday
Home News Tribune	East Brunswick, Middlesex	732-246-5500 Ext. 6590	732-246-5500 Ext. 7401	35 Kennedy Blvd. E. Brunswick, NJ	74,702 Daily 81,678 Sunday
Staten Island Advance	Staten Island	718-816-2805	718-720-6000	950 Fingerboard Rd. Staten Island, NY 10305	72,000 Daily 93,000 Sunday
The Jersey Journal	Jersey City	201-963-5100	201-217-2544	30 Journal Sq. Jersey City, NJ 07306	55,000 Daily
Bergen County Record	Hackensack	201-488-3100	201-646-4567	150 River St. Hackensack, NJ 07601	151,014 Daily 209,025 Sunday
Passaic North Jersey Herald	Paramus, Passaic	800-472-0151	201-843-0500	988 Main Ave. Passaic, NJ 07754	54,935 Daily 40,618 Sunday
Asbury Park Press	Middlesex, Monmouth, Ocean counties	877-735-7355	732-922-6000 Ext.3700	3601 Highway 66 Neptune, NJ 07754	156,821 Daily 226,525 Sunday
Morristown Daily Record	Parsippany, Morris County	973-428-2000	973-428-6551	800 Jefferson Road Parsippany, NJ 07054	51,811 Daily 57,024 Sunday
Worrall Community Newspaper (weekly)	Essex & Union counties	973-763-9411	908-686-7700	463 Valley Street Maplewood, NJ 07040	Varies by zone

JERSEY GARDENS MERCHANT MANUAL

RADIO STATION	FREQUENCY	ADDRESS	PHONE NUMBER	FAX NUMBER
WFAN – AM	660	34-12 36 th Street Astoria, NY 11106-1229	718-706-7690	718-706-6481
WABC - AM	770	2 Penn Plaza, 17 th Floor New York, NY 10121-0085	212-613-3800	212-947-1340
WAXQ – FM	104.3	1180 Avenue of the Americas New York, NY 10036-8401	212-575-1043	212-302-7814
WBIX - FM	105.1	1120 Avenue of the Americas 18 th Floor New York, NY 10036-6700	212-704-1051	212-398-3299
WCBS – AM	880	51 West 52 nd Street New York, NY 10019-6119	212-975-2127	212-397-7811
WCBS – FM	101.1	51 West 52 nd Street New York, NY 10019-6119	212-975-4523	212-397-7811
WHTZ – FM	100.3	P.O. Box 7100 New York, NY 10150-7100	212-239-2300	212-239-2308
WINS – AM	1010	888 7 th Ave, 10 th Floor New York, NY 10106-0001	212-315-7000	212-247-7918
WLTW – FM	106.7	1515 Broadway, 40 th Floor New York, NY 10036-5793	212-258-7000	212-258-7084
WNEW – FM	102.7	888 7 th Ave, 10 th Floor New York, NY 10106-0001	212-315-7000	212-247-7918
WOR – AM	710	1440 Broadway New York, NY 10018-2390	212-642-4500	212-642-4486
WPLJ – FM	95.5	2 Penn Plaza, 17 th Floor New York, NY 10121-0085	212-613-3800	212-947-1340
WQCD – FM	101.9	P.O. Box 41 New York, NY 10014-0141	212-352-1019	212-929-8559
WDHA – FM	105.5	P.O. Box 1250 Morristown NJ 07962-1250	973-538-1250	973-538-3060
WKTU – FM	103.5	525 Washington Blvd., 16 th Floor Jersey City, NJ 07310-1609	201-420-3746	201-420-3770
WMGQ – FM	98.3	P.O. Box 100 New Brunswick, NJ 08903-0100	732-249-2600	732-249-9414

JERSEY GARDENS MERCHANT MANUAL

TELEVISION STATION	CHANNEL	ADDRESS	PHONE NUMBER	FAX NUMBER
WABC	7	7 Lincoln Square New York, NY 10025-7101	212-456-7777	212-456-2290
WCBS	2	524 W. 57 th Street New York, NY 10019-2902	212-975-4321	212-975-7843
WNBC	4	30 Rockefeller Plaza New York, NY10112-0002	212-664-4444	212-664-6449
WNYW (FOX)	5	205 E. 67 th Street New York, NY 10021-6002	212-452-5555	212-879-8092
Cablevision Systems of Elizabeth		536 N. Broad Street Elizabeth, NJ 07208-3302	908-353-0472	908-289-5895
Comcast Cablevision of Union		800 Rahway Ave., Bldg. D Union, NJ 07083-6691	732-602-7492	908-851-8916
Comcast Cablevision of Jersey City		2121 John F. Kennedy Blvd. Jersey City, NJ 07305-1515	201-915-0508	201-434-5870

MERCHANT MEDIA RESPONSE PROCEDURE

Please be familiar with your company's policy on responding to media inquires on behalf of your store. Any reporters/photographers who visit your store should first be referred to the Management Office.

The following guidelines are to be followed regarding media responses:

1. Store employees are not authorized to speak on behalf of Jersey Gardens. The General Manager and Marketing Director are the center spokespersons. Please direct any requests to the Management Office.
2. If a reporter requests comments on behalf of your store please refer to your company's individual policy.
3. Photographers are not allowed to film your store front or within your store without your approval. If you allow such filming, we strongly suggest you protect yourself from any liability.

TOURISM PLAN

- Maintain **New York City hotel concierge program** through bi-monthly visits and referral incentives.
- Maintain referral program with **Newark Airport** personnel including concierge and skycaps through participation in monthly airport employee events.
- Maintain relationships with **Newark-area hotel concierge** through monthly visits, guest referral program, monthly newsletter, event faxes.
- Work with key **New York-based tour operators** on joint programs.
- Interface with the **Gateway Regional Tourism Council**, state tourism officials, and other local tourist attractions on mutual promotions.
- Develop tour **Group Leader** business via monthly communications on special events and sales at the mall.
- Identify key **NTA and ABA tour operators** to drive business to Jersey Gardens.
- On an **international** level, maintain and maximize relationships with international tour operators and media.
- Target top **Latin/South American** markets, including contacts with the top travel agencies in each market.

STRATEGIES

The following strategies will be implemented to achieve the primary goal of increasing visits from non-residents.

AIRLINE PARTNERSHIPS

Partnerships have been established with **Continental Airlines'** European and Latin American regions. In addition, Jersey Gardens will participate in airline employee functions as well as host a quarterly airline station managers meeting at Jersey Gardens. Jersey Gardens will also participate in Mundo Continental.

MOTORCOACHES

Tourism packages are distributed to visitors from outside Jersey Gardens' primary and secondary trade areas. These include pre-registered visitors arriving on tour buses and motor coaches, frequent individual travelers, and convention delegates.

All **registered tours** are greeted upon arrival at Jersey Gardens. Guests then receive gift packages that include a shopping bag, a coupon book, a store directory, and assorted seasonal special offers and/or gifts provided by Jersey Gardens' merchants and tourism partners in the New York-New Jersey area.

Jersey Gardens also offers **specialized tourism packages** that may include a "behind-the-scenes"/technical property tour, step-on greeting service for motor coaches, personal shopping service, and/or a sit-down meal. These specialized tourism packages are arranged in advance with the Tourism Department.

Tour companies make profits through escorting outings to venues such as Jersey Gardens. Jersey Gardens will continue establishing relationships with bus companies through sales and marketing efforts. Providing **driver and escort incentives** is a key part of ensuring and maintaining tour group visits and increased patronage from bus companies.

HOTEL PROGRAMS AND PARTNERSHIPS

A target list of 30 hotels, including airport hotels and stretching south to New Brunswick and north to the Meadowlands, has been identified. Relationships with these hotels are monitored on a monthly basis and will continue to increase non-resident visits to Jersey Gardens.

Shop & Dine Concierge Referral Program

Hotel concierges are provided with a special referral card to give to guests. The referral card includes an offer for the guest including a Jersey Gardens tourism package (shopping bag, directory and coupon book), and discounts at several “entertainment” retailers.

Referral cards are tracked for each Concierge. For every 25 parties a Concierge refers to Jersey Gardens, he will receive incentives from Jersey Gardens stores.

Corporate Referral Program

Hotels also refer guests to Jersey Gardens through the corporate referral program. Corporate hotel guests receive a special welcome letter from Jersey Gardens in their hotel room. This welcome letter also serves as an invitation to visit Jersey Gardens and receive a free coupon book, shopping bag and complimentary cup of coffee.

Group Referral Program

Hotels periodically refer groups to Jersey Gardens. Hotel concierges distribute a special welcome letter to the group leader inviting him to bring his group to Jersey Gardens. The group leader in turn receives an incentive gift certificate and his group is entitled to the step-on greeting. Each member of the group also receives a Jersey Gardens shopping bag and coupon book.

Rack Card Distribution

Jersey Gardens has mutual display agreements with selected area hotels.

New York City Hotel Program

A list of 25 top tourist hotels in New York City has been targeted for distribution of Jersey Gardens rack cards and directories. A special transportation voucher allows the concierge to sell on a commissionable basis.

Hotel Newsletter

Jersey Gardens writes and distributes a monthly newsletter for the hotel market. The newsletter highlights special events, sales and new stores at Jersey Gardens.

TOURISM PARTNERSHIPS

NY Waterway

Jersey Gardens has a partnership with **NY Waterway** to target New York City residents and visitors. Through this partnership, NY Waterway displays Jersey Gardens rack cards at all six New York City and Staten Island locations. NY Waterway also includes pre-printed Jersey Gardens' vouchers in select client packages. In turn, Jersey Gardens displays NY Waterway discount cruise vouchers at the Concierge Desk.

Marriott hotels

The Residence and Courtyard hotels as well as Country Inn & Suites at Jersey Gardens offer and promote special Jersey Gardens shopping packages.

Other

In addition, Jersey Gardens maintains mutual brochure display agreements with Liberty Science Center, Harlem Spirituals, GetAmerica and more.

TRANSPORTATION

Newark International Airport

Complimentary **shuttle service** from **Newark International Airport** allows guests to visit Jersey Gardens during layovers. The shuttle runs every 30 minutes from AirTrain Station P4. It is operated by Olympia Trails/Coach USA.

Manhattan

Bus transportation from the **Port Authority Bus Terminal** in midtown Manhattan operates seven days a week for a fee of \$8.70 roundtrip. NJ Transit - Bus 111, operates this service.

PRINT ADVERTISING

PUBLICATION	SIZE	DISTRIBUTION
Multi-lingual Multi-media Visitor's Guide	Full page, four-color ad	Year long contract; 1.1 million
Gateway Visitors Guide	1/4 page	Year long contract

Jersey Gardens will also place small ads in tour operator books including Hotelplan, ATI, Thomas Cook, Jetset, and DER.

VOUCHERS

Vouchers distributed through international tour companies, receptive tour operators, airlines, and international and domestic car rental companies, entitle guests to a free Jersey Gardens coupon book, shopping bag, and free bus transportation from the Port Authority Bus Terminal in midtown Manhattan.

LITERATURE DISTRIBUTION

Statewide Distribution

Jersey Gardens **rack cards** are distributed throughout North, South and Central New Jersey at rest stops along the New Jersey Turnpike and Garden State Parkway, as well as at hotels and attractions in the Skylands and Gateway regions, campgrounds, AAA Motor Clubs, and corporations. These rack card brochures are eye-catching sales pieces that highlight the major stores and amenities at Jersey Gardens. Hotel concierge desks in the immediate vicinity including the Hilton Newark International Airport, Four Points by Sheraton, and the Newark Airport Marriott, and Visitor Centers, such as NY Waterway, Newark International Airport, also display Jersey Gardens rack cards.

TRADE ORGANIZATIONS/CONVENTIONS

Jersey Gardens participates in the following trade organizations and conventions:

National Tour Association – US tour companies held in United States
World Travel Market – International global tour companies held in England
POW-WOW – Largest inbound tour and receptive trade fair held in the United States
American Bus Association – US bus companies held in United States
Receptive Services Association – Association of receptive companies

OTHER - FAMs

Upon request, Jersey Garden entertains press familiarization tours (FAMs) from various markets including Latin and South America, Europe and Japan. Through partnerships with local hotels, accommodation and transportation is typically provided. When FAMs arrive at Jersey Gardens they are greeted and escorted on a specially designed tour of the center based on the group's purpose such as photo ops, TV, radio, or technical tours.

Frequent Individual Travelers (FITs)

FITs represent an important segment of Jersey Gardens visitors. All out of state visitors stopping at the Concierge Desk are given a Jersey Gardens coupon book. A gift with purchase program allows Jersey Gardens to track these visitors and their expenditures.

RETAIL SKILLS CENTER FACT SHEET

Phone: 908-355-4444
Fax: 908-355-4473
Email: retailskills@earthlink.net

Hours of Operation:

Monday through Thursday 9:00 AM – 5:00 PM
Friday 9:00 AM – 4:00 PM

Location: Lower level, behind the Mall Management Office

The RSC is designed to provide:

- Job bank and placement services
- Assessment of skills based on national criteria
- Foundation and employability skills training
- National Certification for Retail/Customer Service Professionals
- Career transcript system retention programs
- Customized training for companies and groups
- Self-paced computer, text, and multi-media instruction
- Workshops on specific areas in retail and customer service
- Workplace learning and mentored training
- Workplace literacy training
- Academic instruction and mentored training
- Language and diversity training
- Internships in a range of companies and positions
- Counseling and support services
- Job fairs and positive recruitment initiatives

Additional Services:

Meeting Space Call for rates and availability
Computer Use Call for availability

THE RETAIL SKILLS CENTER AT JERSEY GARDENS

The Retail Skills Center (RSC) is an on-site training and placement facility servicing the employment needs of Jersey Gardens' merchants and community residents. The RSC provides many services to employers and job seekers alike. Through a 120-hour classroom-training program, potential workers can build employability and job readiness skills as well as retail knowledge. These skills are based on the national skill standards developed by the retail industry in conjunction with the National Retail Federation, and are geared towards helping individuals to enter and advance in retail and service sector careers. While students align their professional and academic goals and complete training, the staff of the RSC works on matching these trained and qualified applicants with hiring merchants.

Retailers have access to free placement services through an extensive job bank referral system. The job bank is overseen by a Job Developer/Employer Liaison, hired to assist employers with meeting their needs for qualified staff. Students/candidates are only referred for interviews if they meet the employers' requirements, as determined by the Job Developer through a screening and interview process, or have successfully completed the program for which they were enrolled.

The RSC can also help retailers to train and motivate their existing professional retail employees through customized training and computer-based learning programs available throughout the year at the RSC.

Support services are an integral part of the Retail Skills Center culture. Not only do students have access to career counseling and placement services during training, but these and other assistance are available on an on-going basis. For those students/employees who may need assistance with accessing resources such as childcare, transportation or housing, the RSC uses its network of community agencies to refer these individuals for additional help. Resources for handling, low-cost insurance, domestic abuse and substance abuse are also available.

The Retail Skills Center also coordinates seasonal meetings, events and workshops, such as Job Fairs, Customer Service workshops, Steering Committee meetings and employer services presentations. In addition, retailers have many opportunities to assist in the development of new training and assessment tools piloted by the Retail Skills Center for the NRF Foundation.

The Retail Skills Center is a partnership between the National Retail Federation Foundation (NRFF), local and state government, local schools and colleges, community agencies, Jersey Gardens and its retailers. These partnerships allow the above services to be provided at little or no cost to the participants or the employers.

PLACEMENT SERVICES AT A GLANCE

When you list a job opening with the Retail Skills Center, our commitment to you, the merchant, does not end there. With your help, we continue to provide you with the many new services that our Center offers.

- We will pre-screen all applicants for skills that will fit your specific job requirements that you provide to us in the listing.
- We will then call you to set up an interview with the applicant at a time convenient for you, so that you may give the applicant your full attention. We also offer the use of our facilities for interviewing purposes.
- Another service we offer to you is to keep your store's applications here in our office, so that we may assist you in collecting information on the candidate in advance. This will allow you to continue with your daily store operations, rather than having to make frequent stops to hand out applications and answer questions. You could then pick up the completed applications whenever it is convenient for you, since we are located next to the mailroom.

The only obligation we ask of you is to allow us to follow up and track all referrals directed through our center.

The reason for this follow-up is so that we may closely monitor the people placed through our center to ensure the quality of our services and the need for specialized training for associates in areas that may need more attention.

We will occasionally call you to do follow-up on all placements and to update your listing. We ask that you let us know when the positions are filled, so that we keep only current listings active.

The Retail Skills Center also provides counseling services for both the employees and the employers, in order to resolve any difficulties they may encounter in the workplace. You may reach out to us at any time to counsel your employees on their work ethics, responsibilities, personal problems or any other reason they may be in need of help.

We will continue to provide you with updated information on job fairs, training sessions and community functions that you may wish to get involved with. Please take a moment to look over the enclosed form, fill in and return it to us quickly so that we can place into our Job Bank.

Retail Skills Center *at Jersey Gardens*

Job Opening Form (Please print and fill out completely)

Job Number _____

Date filled _____

Store Name:	
Mall Location/ Level (include level & nearest anchor):	
Telephone Number:	
Store Description:	
Position Available:	
Responsibilities:	
# of hours per week:	
Days/ Evenings/ Weekends:	
Starting Salary:	
Employee Benefits:	
Other Requirements:	
Person to contact:	
Start Date:	

Completed by:

Print manager's name

Date

MAGICAL NIGHT OF GIVING

WHAT IS MAGICAL NIGHT OF GIVING?

Magical Night of Giving is a fun-filled family event featuring random drawings, entertainment, and special discounts and offers from stores. Local non-profit organizations sell tickets to the event as a fundraiser. Magical Night of Giving is held at Jersey Gardens for ticketed guests only.

Jersey Gardens fifth annual Magical Night of Giving will be held on Sunday, November 21, 2004 from 6:00 pm to 9:00 pm.

WHO IS INVOLVED?

- Community non-profit groups –
Over 60 groups requested over 35,000 tickets in 2003
- Merchants
- Outside sponsors
- Ticket-holding guests

Magical Night of Giving is a winning situation FOR ALL

- For local non-profit organizations, the event is a huge fundraising opportunity. Non-profit organizations sell tickets to the event and retain the proceeds to support their programs. These local community organizations also provide additional publicity and free advertising for the event.
- For shoppers, the evening is a fun-filled, family-oriented shopping extravaganza featuring special discounts, door prizes, entertainment, and of course, early holiday shopping.
- For merchants, the evening means additional sales during the holiday shopping season. By participating, Jersey Gardens' merchants establish themselves as good neighbors and generate a lot of positive publicity during the holiday shopping season.
- And finally, for Jersey Gardens, the event generates extensive favorable publicity during the holiday season.

HOW MERCHANTS CAN PARTICIPATE

To make **Magical Night of Giving** truly “magical”, we need your support. There are several ways merchants can participate:

- Offer a one-night only, exclusive discount (a percentage or dollar amount off)
- Donate door prizes (merchandise or gift certificates)

- Create an in-store promotion (gift with purchase, sampling, modeling, etc.)
- Host a character appearance
- Provide in-store entertainment
- Host a children's event (arts and crafts, story-telling, etc.)

All store discounts, promotions and events will be printed and distributed in the evening's program. Please remember it is important that these discounts are exclusive, one-time only offers.

WHAT DO YOU NEED TO KNOW?

- Guests can purchase tickets from participating non-profit organizations and at the Concierge Desk. Tickets are \$5.00 and all proceeds go directly to the organizations that sell them. Tickets may be purchased in advance or up to, and during, the event.
- Guests can expect random drawings, discounts, entertainment, and an opportunity to support a good cause. All stores are required to remain open until 9:00 pm as part of the extended holiday hours.

WE NEED EVERYONE'S SUPPORT TO MAKE THIS EVENING TRULY MAGICAL!

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MAGICAL NIGHT OF GIVING PARTICIPATION FORM

Store: _____

Contact: _____

_____ **Yes, we will participate.**

Discount or special offer: _____

In-store promotion or event: _____

Door prizes: _____