



VICTORIA

GARDENS

SPECIALTY LEASING INFORMATION PACKET

CONTACT THE
MANAGEMENT OFFICE:
12505 NORTH MAINSTREET, SUITE #200
RANCHO CUCAMONGA, CA 91739
(909) 463-2828 PH
(909) 463-2835 FX



VICTORIA GARDENS

SPECIALTY LEASING INFORMATION

HOW TO BECOME A SPECIALTY RETAILER AT VICTORIA GARDENS

In order to be considered for a space in the Specialty Leasing Program at Victoria Gardens, you must first submit an application (See attached) and a proposal for review. Your proposal should include the following information:

- **PRODUCT INFORMATION**

Specialty retailers may sell only the merchandise that has been agreed upon in advance and specified in the use clause section of the executed License Agreement. Therefore, it is important that you forward a complete list of items that you are proposing to sell along with photographs and/or samples of those items. If samples are sent you are required to arrange for pick up of the samples when product review is finished, otherwise, they will be disposed of.

- **FINANCIAL INFORMATION**

In order to ensure that both parties are entering into a sound investment opportunity, we ask that you submit business and/or personal financial information. The financial information should include your income statement, your most recent business and/or federal income tax return, and a balance sheet.

- **COMPANY HISTORY**

We ask that you include a brief summary of your company and business experience. Please include photos of any previous or present retail operations.

MEETING

After you have forwarded your financial information, company history, and product and display information, we will review it and determine if there is an opening in the program for your particular product line. If an opportunity exists, we will give you a call to set up an appointment and discuss the process of opening a business at Victoria Gardens.

LICENSE AGREEMENT

All Temporary Merchants will be required to enter into a License Agreement with Forest City Commercial Management, Inc., the authorized agent for Victoria Gardens. The License Agreement will detail the terms of being a merchant of Victoria Gardens including, but not limited to Period Terms, Rental Terms, Percentage Rent terms (if applicable) and additional Rules and Regulations.

LICENSE AGREEMENT TERM

One of the many benefits of Specialty Leasing is that the term of the commitment is short-term. You will sign a license agreement, not a lease. Most agreements are a minimum of three months, although we will occasionally enter into Agreements up to one year. Please be advised, although a year agreement may be terminated by Forest City Commercial Management, Inc. with 3 days notice (24 hours in the event of a breach of the agreement), you will be committed to the term specified in the agreement as it is a legal, binding contract. No guarantee will be provided for continued business following the expiration of the term.

RENT

Minimum Rent is between \$2,500 and \$3,000 per month for all RMU units, excluding holiday increases. Rent is due on the first day of every month for the contract term. A \$100.00 late payment fee will be applied after the fifth day of the month that rent is due. Kiosk/Inline prices and locations may vary. Please contact the Specialty Leasing Manager for availability and terms.

CAM

A \$100 CAM charge will be assessed on a monthly basis and will need to be paid with your monthly rental fee. This charge represents Licensee's contribution towards maintenance costs associated with the common area.

DEPOSIT

Is equal to one month's rent, and is due upon execution of the License Agreement, in the form of a certified check or money order, payable to Victoria Gardens. Deposit is refundable upon expiration or termination of the License Agreement, after full inspection of the unit and space, and upon written approval from the Management Office. All paperwork required to be submitted per the License Agreement and/or the Rules and Regulations must be received by the Management Office prior to the release of the deposit. The location, units, including but not limited to, carts, chairs, cushions, lighting fixtures, must be return to Management in "as leased"

condition. No exceptions! Any damages to the leased space, carts and fixtures requiring repairs and/or replacement will be the responsibility of the tenant, and the cost deducted from the security deposit.

ADDITIONAL FEES

In addition to your deposit and first month's rent, additional, non-refundable fees in the amount of \$500.00 will be required to cover the expense of 1) application fees, 2) signage for your unit, and 3) required Victoria Gardens aprons for your employees (first charge includes 3 aprons) . These fees will be reflected on your first month's License Agreement and will be due and payable upon execution. You will also be required to work with the shopping center's preferred visual merchandiser, at your cost, to design the cart to meet your needs and the center's needs. Please feel free to contact us for a detailed breakdown of the fees.

General Information

HOURS OF OPERATION

Regular Hours	Monday – Thursday	10:00am – 9:00pm
	Friday - Saturday	10:00am – 10:00pm
	Sunday	11:00am – 7:00pm
Holiday Hours	To Be Announced	

****Your business must be open during all of the hours that Victoria Gardens is open for business. Hours are subject to change. ****

PRODUCT MODIFICATION

One of the benefits of being a specialty retailer at Victoria Gardens is the option to change products. Should your product reach a point of diminishing returns, or you decide that you would like to cash in on a new trend you may propose a new product to sell. Once your new product proposal has been approved, you may completely change out all your merchandise.

DISPLAY AND FIXTURING

A strong and professional merchandise presentation is essential in order to maximize sales. You will be required to work with the shopping center's professional Visual Merchandiser, at your cost. A fixture and display rendering will be required and must be approved by the Victoria Gardens Specialty Leasing Manager prior to your purchase or construction. You may also submit photos showing carts/kiosks/inline(s) you may have, with the same use, at other properties.

STORAGE

Storage Space is very limited at Victoria Gardens and cannot be guaranteed; you should let us know if you desire storage space and we will make an effort to accommodate you. Storage rates will be based on the square footage needed and is not included in the rental rate. You should plan to make other arrangements for storage as a backup plan for insufficient storage space.

INSURANCE

You will be required to submit a valid certificate of insurance with the appropriate additionally insured to the Management Office. The insurance requirements are: Comprehensive General Liability insurance coverage in the amount of \$1,000,000 for each occurrence (\$2,000,000 for inline spaces) of bodily injury and/or property damage liability combined, written on an occurrence basis. Employer's liability of at least \$1,000,000 per occurrence, Worker's Compensation as required by statute and Personal Property insurance for replacement cost. Each Certificate shall name the following as additional insured:

- **Rancho Mall, LLC; Forest City Commercial Management, Inc; Forest City Enterprises, Inc. & its subsidiaries and affiliates**

BUSINESS LICENSES

You will be responsible for obtaining all necessary business and/or tax licenses as required by local, state, and federal law. A seller's permit must first be obtained. If you have a fictitious business name already, you can go directly to the City Hall in Rancho Cucamonga; otherwise you need to go to the County Recorder, then City Hall. The permit as well as a signed letter from the Victoria Gardens Management Office must be presented to the Business License Dept in order to receive a business license.

Board of Equalization (Sellers Permit)
3737 Main St. #1000
Riverside, CA 92501
Phone No. 951-680-6400
www.Boe.ca.gov

County Recorder (Fict. Business Name)
222 W. Hospitality Lane
Sam Bernardino, CA
Phone No. 909-386-8970

City Hall
10500 Civic Center Drive
Rancho Cucamonga, CA 91730

Business License Dept. 909-477-2700 - General Phone Line
909-919-2948 - Direct Line
909-919-2959 – Fax

REPORTING OF SALES

Reporting of sales will be done on a monthly basis. Monthly sales reports will be due to the Management Office no later than the 10th of the following month for the preceding month's sales with register Z tapes or computer printout. A payment for any overage rent due must accompany each monthly sales report. A \$100.00 late payment fee will be applied after the tenth day of the month that sales report is due.

DRESS CODE

Victoria Gardens' common area shop employees are required to abide by a specific dress code while they are on duty at their common area locations. Combinations of black, white and khaki are allowed along with the logo emblazoned apron. As stated above, first month's fees will include the cost of three aprons. Additional aprons will be supplied at a cost of \$25.00 each.

TELEPHONE LINES

Each common area shop location will be equipped with a telephone and power outlet for your convenience. You must contact Charter to activate your business' telephone number, fax number, and/or internet services.

Please feel free to contact us at the number below should you have any questions regarding the preceding information and/or the application process. Thank you for your interest in Victoria Gardens and we look forward to reviewing your application and business proposal.

SPECIALTY LEASING

SUZANNE DINISI
12505 NORTH MAINSTREET, SUITE 200
RANCHO CUCAMONGA, CALIFORNIA 91739
EMAIL: SUZANNEDINISI@FORESTCITY.NET
TEL: (909) 463-2828
FAX: (909) 463-2835



VICTORIA GARDENS
SPECIALTY LEASING APPLICATION

NAME OF APPLICANT _____

TITLE _____

COMPANY NAME _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME TELEPHONE _____ BUSINESS TELEPHONE _____

CELL PHONE _____ E-MAIL _____

EMERGENCY CONTACT: NAME _____ PHONE NUMBER _____

SOCIAL SECURITY #/FEDERAL TAX ID# _____

DRIVER'S LICENSE #/STATE: _____

WILL YOUR BUSINESS BE A: (CIRCLE ONE)

SOLE PROPRIETORSHIP PARTNERSHIP CORPORATION FRANCHISE

INSURANCE INFORMATION:

NAME OF AGENT _____ TELEPHONE # _____

ADDRESS _____

BANKING INFORMATION:

NAME OF INSTITUTION _____ TELEPHONE # _____

ADDRESS _____

I AM APPLYING FOR:

RMU/CART: _____ KIOSK: _____ INLINE: _____ FOODHALL: _____

TYPE OF MERCHANDISE TO BE SOLD AND THEME (BE SPECIFIC) _____

MERCHANDISE PRICE POINTS _____

DOLLAR AMOUNT OF AVERAGE SALE _____

PROJECTED MONTHLY SALES _____

LIST YOUR MAJOR MERCHANDISE BY CATEGORY. MEASURE EACH CATEGORY IN THE FOLLOWING TWO WAYS:

MAJOR MERCHANDISE CATEGORY PERCENTAGE OF INVENTORY/PERCENT OF SALES

HOW MUCH WILL YOUR BUSINESS START-UP COST AND HOW DO YOU PLAN TO FUND THE VENTURE? (COST OF MERCHANDISE, RENT, EXTRAS, PACKAGING, STAFF, ETC. PLEASE LIST COSTS: _____

DO YOU HAVE A WRITTEN BUSINESS PLAN _____

WHAT FIXTURES OR PROPS DO YOU PLAN TO INCORPORATE INTO YOUR DISPLAY, HOW MUCH DO YOU PLAN TO SPEND ON YOUR DISPLAY? _____

PROPOSED RETAIL NAME FOR SIGNAGE _____

HAVE YOU BEEN A MERCHANT IN OTHER RETAIL LOCATIONS? IF YES, PLEASE SPECIFY TYPE OF VENUE, LOCATION(S) OF BUSINESS AND LIST REFERENCES WITH TELEPHONE NUMBERS.

ARE YOU A WHOLESALER? IF YES, DO YOU SELL TO NATIONALS OR INDEPENDENTS? PLEASE SPECIFY _____

WHAT MONTH DO YOU WISH TO BEGIN YOUR OPERATION IF YOUR CONCEPT IS APPROVED? _____

REQUESTED DATE/DURATION OF RENTAL (LIST EARLIEST START DATE)

FROM: / ____ / ____ TO: ____ / ____ / ____

HOW LONG DOES IT TAKE FOR YOU TO RECEIVE OR PRODUCE YOUR MERCHANDISE?

WHAT LEVEL OF GROSS SALES DO YOU NEED TO MAINTAIN YOUR BUSINESS: _____ TO MAKE A PROFIT: _____

HOW MANY EMPLOYEES DO YOU ANTICIPATE HAVING? _____

TARGET CUSTOMER / CLIENTELE: _____

DESCRIBE YOUR RETURN POLICY: _____

NOTE: A written business plan and proposal is strongly recommended for presentation to the leasing committee. This application is for information purposes only and is not construed to be a commitment to enter into a License Agreement.

APPLICANT'S SIGNATURE

DATE



VICTORIA GARDENS FACT SHEET

Location: 12505 North Mainstreet, Suite #200
Rancho Cucamonga, CA 91739
At the junction of I-15 and Foothill Blvd. (Route 66) in San Bernardino County. The 15 Freeway (105,000 vehicles per day) links with the 210 and 10 Freeways providing over 1.5 million people with easy access to the site within a 30 minute drive.

Total GLA: Over 1,400,000 square feet of store space on over 147 acres

Department Stores:	J.C. Penney	132,000 sq. ft.
	Macy's	
	Men's, Children's, Home	180,000 sq. ft.
	Macy's	175,000 sq. ft.
	AMC Theatres	52,000 sq. ft.
	Cultural Arts Center	92,000 sq. ft.

Mall Shops: Approximately 170 shops and services.

Parking: Over 6,200 spaces

Description: Mixed use downtown including "Main Street" regional shopping district
The project is master planned for 2.5 million square feet to include future office and retail development

Department Stores/Anchor Tenants...	545,000
Main Street Retail.....	70,000
Route 66 peripheral Retail.....	90,000

Office.....34,000
Civic Uses.....92,000
Residential.....400 units

Developers: Forest City Development
Lewis Investment Company, LLC

Management Company: Forest City Management
12505 North Mainstreet, #200
Rancho Cucamonga, CA 91739
Tel: (909)463-2828
Fax: (909)463-2835

Proposed Store Hours: Monday – Thursday 10:00 AM – 9:00 PM
Friday - Saturday 10:00 AM – 10:00 PM
Sunday 11:00 AM – 7:00 PM

Specialty Leasing Units: 16 units available. RMU's are strategically located throughout the common areas including Town Square, Macy's, and near the Food Hall.

*Limited in-line and kiosk opportunities will also be available.
