

LOCAL LEASING & ADVERTISING SMALL BUSINESS RESOURCE GUIDE

CBL[®]
CBL PROPERTIES





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MEET US AT THE MALL ABOUT LOCAL LEASING & ADVERTISING

Let CBL's Local Leasing team help you make your dreams a reality. Our short-term and flexible leasing options provide your business with opportunities to start or expand in an already established atmosphere of well-known retail stores, driving customers right to you. Our commitment to your success extends beyond offering great locations. Our array of advertising opportunities is meticulously designed to help you reach your target audience with shoppers in a buying state of mind.

At CBL, we believe in personalized support and fostering a collaborative environment for your business to excel. Let our local leasing team help guide you through the process and help you make the most of every opportunity.



*CLICK OR SCAN FOR SIX TIPS TO
OPENING A BUSINESS WITH CBL*



https://www.instagram.com/p/C118UHiOgt6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

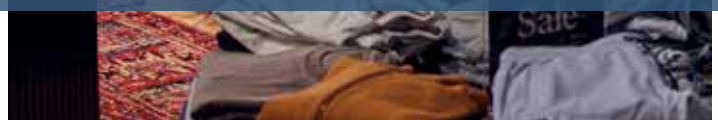
INLINES

Embrace the potential of our affordable mall storefronts to elevate your business. With varying sizes and availability across our properties, we have the perfect space to bring your brand to life. Our spaces allow you to showcase your merchandise seamlessly and captivate customers in a retail destination. As soon as you take possession, you can start transforming the space into your brand identity and making it your own based on approval.

- Partnering means you are joining a community of like-minded entrepreneurs
- Opportunity to collaborate with and benefit from the synergy of being in a mall
- Budget-friendly options for new businesses
- Custom packages of specialty leasing and advertising opportunities that are catered to your business needs



CLICK OR SCAN FOR TENANT TESTIMONIALS



RMUs

Retail Merchandising Units are strategically located in high-traffic areas of our malls, ensuring maximum exposure to a large customer base. Capture customers' attention as they walk by, increasing your visibility and potential customer reach. Our RMUs, also known as carts, provide your business with a strong branding opportunity with walk-by traffic.



- Cost-effective and versatile way for businesses to showcase their products and services in a mall environment
- Provides a lower investment and operational cost than a traditional storefront
- Opportunity to test or experiment with a new concept while minimizing financial risk
- Affordable and flexible lease terms
- Maximize exposure, cost-effectiveness, and fixturing options

[CLICK OR SCAN FOR 5 ADVANTAGES OF RETAIL MERCHANDISING UNITS](#)



KIOSKS

Kiosks offer an accessible way for shoppers to engage with your brand. Conveniently stationed in high-traffic common areas, kiosks can redefine the shopping experience. Kiosks are a great opportunity for small business owners who want to customize and display their brand, while maximizing square footage in the common areas. Bring your own branded kiosk into a CBL mall.

- Strategically located in the common area upon an agreed location
- Offering flexibility and prime visibility
- Typical footprint is 100 to 200 square feet
- Provides businesses space to showcase their products and services in a unique setting



CLICK OR SCAN FOR 5 THINGS TO KNOW WHEN OPENING A BUSINESS IN THE MALL

POP-UP PROGRAM

CBL's POP-UP program is a great launch pad for entrepreneurs in our communities. We offer temporary retail locations in a mall environment from weekend to weekly options. They allow your business to connect with customers, test the market, and create a memorable brand experience while gathering customer feedback to help you make informed decisions about your business. Utilizing our POP-UPS is a great way to generate buzz around your brand. CBL offers fixed-rent options, which include marketing resources, move-in ready spaces, fixtures, and utilities.



We offer the following move-in ready locations which include all fixtures, mannequins, utilities, and marketing support.

POP-UP SHOP

Hamilton Place
Mid Rivers

POP-UP Kiosk

CoolSprings Galleria

POP-UP Eatery

West County Center

POP-UP Cart

CoolSprings Galleria
Cross Creek
Fayette Mall
Hamilton Place
Jefferson Mall
Mid Rivers
Old Hickory
Parkway Place
St. Clair Square
Volusia Mall
West County Center
Westmoreland

CBL'S POP-UP PROGRAM CREATES PHYSICAL RETAIL OPPORTUNITIES FOR SMALL BUSINESS

CLICK OR SCAN FOR HOW



ADVERTISING OPPORTUNITIES

At CBL, we understand the importance of building brand awareness, driving sales, and reaching potential customers through eye-catching and convenient advertising opportunities. Our innovative approach to the shopping experience sets us apart as we offer cost-effective advertising solutions in our malls, revolutionizing how businesses connect with their target customers.

- Enhance your brand visibility
- Extensive menu of impactful advertising options to elevate your brand's awareness
- Create a customizable package that will work with any budget from local to national businesses

Advertising Opportunity options:

Ad Panels

Standees

Banners

Floor Clings

Door Clings

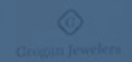
Elevators / Escalators*

Media Towers*

** May vary per property*



CLICK OR SCAN FOR WHAT IS MALL ADVERTISING?



DIGITAL AD NETWORK

Our state-of-the-art digital ad network, which features double-sided 65-inch LCD screens capable of full-motion video and audio, are strategically located in high-traffic areas of the common area. With an average impression of 4.8 impressions per visitor per mall trip, our advertising options provide exposure and visibility to your brand. Availability may vary by market.



- State-of-the-art digital ad network
- Double-sided 65-inch LCD screens capable of full-motion video and audio
- Strategically located in high-traffic areas
- Average impression of 4.8 impressions per visitor per mall trip

Properties with Digital Ad Network

- | | |
|----------------------|----------------------|
| Arbor Place | Laurel Park Place |
| Brookfield Square | Mall del Norte |
| CherryVale Mall | Oak Park |
| Coastal Grand | Pearland Town Center |
| Coolsprings Galleria | South County |
| Cross Creek | St. Clair Square |
| Dakota Square | Sunrise Mall |
| East Towne Mall | Valley View Mall |
| Fayette Mall | Volusia Mall |
| Hamilton Place | West County Center |
| Hanes Mall | West Towne Mall |
| Harford Mall | Westmoreland |
| Jefferson Mall | |
| Kirkwood Mall | |



CLICK OR SCAN FOR THE **DIGITAL AD NETWORK SIZZLE REEL**

SPONSORSHIPS

Sponsorships offer valuable opportunities to engage with your target audience through our highly beneficial partnerships. Whether it's through Santa, the Easter Bunny, immersive play areas, or active walking programs, our sponsorships offer partners a platform to effectively promote and showcase their services to a captivated crowd of mall visitors.

- Capitalize on the foot traffic by creating dynamic and engaging experiences
- Increase brand awareness and build trust with your customers
- Create meaningful connections with your target audience and establish your brand as a trusted relatable presence in the mall



CLICK OR SCAN TO VIEW ADVERTISING LOVE ON INSTAGRAM

PARKING LOT EVENTS / ACTIVATIONS

Businesses can create an unforgettable experience that sets your brand apart by connecting with customers in this unique setting. Whether it's a community event, seasonal concept, or brand activation, utilizing the mall's parking lot allows you to tap into new levels of creativity and innovation while connecting to your target audience. Step outside the traditional boundaries by hosting your next event in a mall parking lot.



- Ideal venues with unique potential for hosting events and activations
- Versatile spaces that provide visibility
- Offers a direct opportunity to engage with shoppers

Event Opportunities:

Carnivals/Festivals

Tent Sales

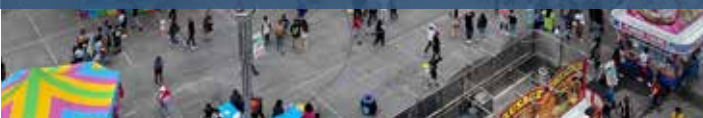
Seasonal Concepts
(such as Halloween and Christmas)

Food Trucks

5K Runs



[CLICK OR SCAN TO VIEW A PARKING LOT VENDOR EVENT](#)



EXPOS / VENDOR SHOWS

CBL Properties provides the perfect venue for hosting a variety of expos and vendor shows. From Black-Owned to Women-Owned to Business Expos to Vendor Shows, our malls provide an ideal space to showcase and support diverse businesses. As the hub of their communities, our malls offer a ready-made audience of shoppers eager to support local entrepreneurs.

- Well-known locations that are easily accessible
- Attract both local residents and visitors
- Outstanding amenities such as parking, restrooms and security

Expo and Vendor Show Opportunities:

Home Shows
Craft Shows
Home-Based Businesses
Job Fairs
Local Artisans
Vintage and Collectibles



*CLICK OR SCAN TO SEE HOW
DIVERSE SMALL BUSINESSES THRIVE ACROSS CBL'S MALL PORTFOLIO*

NEXT STEPS



Let CBL's local leasing and advertising team help you bring your vision to life. Short-term, flexible leases, and rents tailored to your business allow you the opportunity to build your business alongside nationally-known retailers and tap into existing mall traffic.



*CLICK OR
SCAN FOR
TO JOIN US!*

FREQUENTLY ASKED QUESTIONS

What is the difference between the application and a License Agreement?

The application is for you to provide information about your business and its legal entity in order to prepare a license agreement. The license agreement is the actual contract that is legal and binding, and it will spell out the specific details regarding what a licensee can sell or promote on agreed upon terms. No licensee is allowed to set up inside the mall without an executed license agreement.

When is my signed License Agreement and money due?

You will need to return your signed license agreement via Docusign. All license agreements are executed via Docusign. The security deposit and one times such as administrative fee, sign fee, start-up fee are due upon final execution of the agreement. First month rent and fixed additional fees must be paid on or before the start date and on the first day of the month thereafter.

What is a certificate of insurance (COI)?

A certificate of insurance is a document that verifies an individual or business has insurance coverage. It is issued by an insurance company and summarizes the policy's key details and conditions. We require all tenants who occupy a physical location to provide a COI with additional insureds per mall requirements.

Do you require a business permit/license?

Tenants are required to obtain applicable state, city, and county licenses and permits associated with their business model.

What is the difference between a RMU (cart) and a kiosk?

A retail merchandising unit, aka cart, is mall provided, easily movable and licensed to the cart operator per the terms of their agreement. Many malls also provide fixtures that can be utilized. A kiosk is typically provided by the tenant and prior approval must be obtained before bringing it into a mall in designated areas.

FREQUENTLY ASKED QUESTIONS cont.

Why am I required to report sales and pay percent rent?

Reporting sales allows us to evaluate how your business is performing in a mall. A “Base Plus Percent Rent” structure allows us to reduce your exposure (risk) to make it easier for you to say ‘yes’ to bringing your business to the mall. You commit to a smaller monthly base rent, and only pay additional percentage rent if your sales exceed the predetermined ‘breakpoint’.

How do I create a sign for my inline location?

Before you create or install a sign, it will need to meet our sign requirements and follow the criteria in the license agreement. Working with a local sign company can be cost-effective. Your local leasing and advertising manager will be able to assist you with recommendations.

How are you able to offer such affordable rates?

Our Local Leasing program is intended to supplement our permanent leasing tenant mix with local and national small businesses. We offer highly subsidized rates on our License Agreements to provide more affordable access. In exchange, we reserve the right to relocate our Licensees in the event that we need to recapture the space for another use. In the unfortunate event that we are unable to relocate the Licensee, we also reserve the right to end the agreement.



CLICK OR SCAN TO EMAIL US WITH QUESTIONS!

STEPS TO OPENING YOUR BUSINESS

- **Write Your Business Plan**



*Scan for Tips on
Preparing a Business Plan -
Instagram posts on CBL
Specialty Leasing*

- **Conduct Market Research**

Pro Tip: CBL's Local Leasing & Advertising Managers can provide analytics including trends, trade area, traffic counts, and demographics from an industry leader in data called Placer.ai.

- **Secure a Location**

Pro Tip: Schedule a site visit to a CBL Property and meet with a local leasing and advertising manager to ask your questions.

- **Choose a Business Structure and DBA**

- **Register Your Business**

- **Obtain your Federal & State Tax IDs**

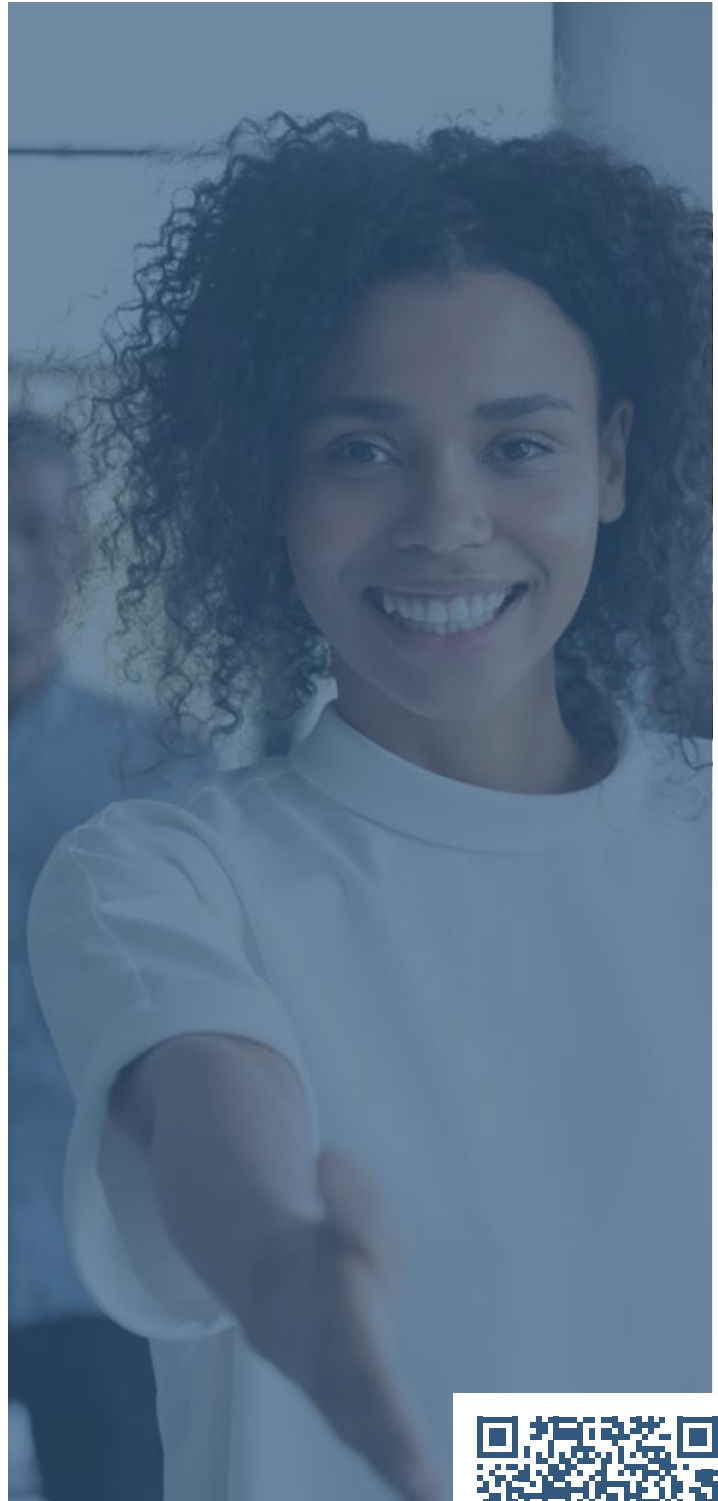
- **Apply for Licenses and Permits**

- **Order Inventory**

- **Open Your Business**

- **Market your Business**

Pro Tip: Ask your local leasing and advertising manager about mall marketing opportunities.



CLICK OR SCAN FOR STEPS TO OPENING A BUSINESS WITH CBL

SMALL BUSINESS RESOURCES

ALABAMA

Huntsville – Parkway Place

Business License: <https://www.huntsvilleal.gov/business/licensing-permits/business-licenses/>

Chamber: <https://hsvchamber.org/>

FLORIDA

Daytona Beach - Volusia Mall

Business License: <https://www.codb.us/345/Business-Licensing>

Chamber: <https://www.daytonachamber.com/>

The Pavilion at Port Orange

Business License: <https://www.port-orange.org/267/Business-Tax>

Chamber: <https://www.pschamber.com/>

Hammock Landing

Business License: <https://www.businesslicenses.com/Licenses/FL/Brevard/>

GEORGIA

Douglasville – Arbor Place

Business License: <https://www.douglasvillega.gov/i-want-to/pay-for-a-an/business-license-renewal>

Chamber: <https://douglascountygeorgia.com/>

ILLINOIS

Bloomington - Eastland

Chamber: <https://www.chamberbloomington.org/>

Fairview Heights – St. Clair Square

Business License: <https://www.cofh.org/367/Business-Registration>

Chamber: <https://metroeastchamber.org/>

Rockford – CherryVale Mall

Business License: <https://www.rockfordil.gov/305/Business-Licenses>

Chamber: <https://www.rockfordchamber.com/>

KANSAS

Overland Park – Oak Park Mall

Business License: <https://www.opkansas.org/city-services/permits-licenses-inspections-directory/business-licenses/>

Chamber: <https://www.opchamber.org/>

KENTUCKY

Lexington – Fayette Mall

Business License: <https://www.lexingtonky.gov/browse/licensing-and-permits/business-licensing-and-taxes>

Chamber: <https://www.commercelexington.com/>

Louisville

Business License: <https://louisvilleky.gov/government/economic-development/services/register-your-business>

Chamber: <https://www.greaterylouisville.com/>

SMALL BUSINESS RESOURCES cont.

MARYLAND

Bel Air – Harford

Business License: <https://www.courts.state.md.us/clerks/harford/business>

Chamber: <https://harfordchamber.org/>

MICHIGAN

Livonia – Laurel Park Mall

Business License: <https://livonia.gov/197/Business>

Chamber: <https://www.livoniawestland.org/>

Okemos – Meridian Mall

Business License: <https://www.meridian.mi.us/businesses/business-resources>

Chamber: <https://www.lansingchamber.org/>

MISSOURI

Joplin – Northpark Mall

Business License: <https://www.joplinmo.org/228/Business-Licenses>

Chamber: <https://joplincc.com/>

St. Louis – South County

Business License: <https://www.stlouis-mo.gov/government/departments/license/business-license-info/index.cfm>

Chamber: <https://www.stlregionalchamber.com/>

Des Peres – West County

Business License: <https://www.desperesmo.org/713/Business-Licenses-Permits>

Chamber: <https://www.kirkwooddesperes.com/>

St. Peters – Mid Rivers

Business License: <https://www.stpetersmo.net/360/Apply-for-Licenses-Permits>

Chamber: <https://www.stpeterchamber.com/>

MISSISSIPPI

Hattiesburg, MS – Turtle Creek Mall

Business License: <https://www.hattiesburgms.com/cityclerk/>

Chamber: <https://www.theadp.com/chamber-of-commerce/>

Southaven – Southaven Towne Center

Business License: <https://southaven.org/111/Business-License-Information>

Chamber: <https://www.southavenchamber.com/>

SMALL BUSINESS RESOURCES cont.

NORTH CAROLINA

Fayetteville – Cross Creek Mall

Business License: <https://www.fayettevillenc.gov/our-city/business-and-development>

Chamber: <https://www.faybiz.com/>

Greensboro – Friendly Center

Business License: <https://www.greensboro-nc.gov/departments/financial-administrative-services/financial-services/collections/business-permit>

Chamber: <https://greensboro.org/>

Wilmington – Mayfaire Town Center

Business License: <https://www.nhcgov.com/324/Business-Privilege-Licenses>

Chamber: <https://www.wilmingtonchamber.org/>

Winston-Salem – Hanes Mall

Business License: <https://www.cityofws.org/1648/Starting-a-Business>

Chamber: <https://www.winstonsalem.com/>

NORTH DAKOTA

Bismarck – Kirkwood Mall

Business License: <https://www.bismarcknd.gov/613/Permits-Licenses>

Chamber: <https://www.bismarckmandan.com/>

Minot – Dakota Square Mall

Business License: <https://www.minotnd.gov/687/Apply-for-a-Permit>

Chamber: <https://minotchamberedc.com/>

PENNSYLVANIA

Greensburg – Westmoreland Mall

Business License: <https://business.pa.gov/register/>

Chamber: <https://www.westmorelandchamber.com/>

Monroeville – Monroeville Mall

Business License: <https://business.pa.gov/register/>

Chamber: <https://www.monroevillechamber.com/>

Stroudsburg – Stroud Mall

Business License: <https://business.pa.gov/register/>

Chamber: <https://www.poconochamber.org/>

York – York Galleria

Business License: <https://business.pa.gov/register/>

Chamber: <https://www.yceapa.org/who-we-are/entities-authorities/york-county-chamber-of-commerce/>

SOUTH CAROLINA

Myrtle Beach – Coastal Grand

Business License: https://www.cityofmyrtlebeach.com/departments/business_license_division.php

Chamber: <https://www.myrtlebeachareachamber.com/>

North Charleston – Northwoods Mall

Business License: <https://www.northcharleston.org/business/business-in-north-charleston/business-licenses/>

Chamber: <https://www.northcharlestonchamber.org/>

SMALL BUSINESS RESOURCES cont.

TENNESSEE

Chattanooga – Hamilton Place

Business License: <https://chattanooga.gov/finance/treasury-division/business-licenses>

Chamber: <https://chattanoogachamber.com/>

Franklin – CoolSprings Galleria

Business License: <https://www.franklintn.gov/government/departments-a-j/finance-administration/revenue-management/business-licenses>

Chamber: <https://williamsonchamber.com/>

Jackson – Old Hickory Mall

Business License: https://www.jacksontn.gov/government/departments/revenue/permits___licenses

Chamber: <https://jacksontn.com/chamber/#home>

TEXAS

Beaumont – Parkdale Mall

Business License: <https://www.beaumonttexas.gov/246/New-Business-Requirements>

Chamber: <https://www.bmtcoc.org/>

Brownsville – Sunrise Mall

Chamber: <https://brownsvillichamber.com/>

College Station – Post Oak Mall

Business License: https://www.cstx.gov/departments___city_hall/pds/applications___forms

Chamber: <https://www.bcschamber.org/>

Laredo – Mall del Norte

Chamber: <https://laredochamber.com/>

Pearland – Pearland Town Center

Chamber: <https://www.pearlandchamber.org/>

Waco – Richland Mall

Chamber: <https://inwaco.com/>

VIRGINIA

Livonia – Laurel Park Mall

Business License: <https://www.colonialheightsva.gov/157/Business-License-Taxes>

Okemos – Meridian Mall

Business License: <https://www.roanokeva.gov/633/Business-License>

Chamber: <https://roanokechamber.org/>

SMALL BUSINESS RESOURCES cont.

WISCONSIN

Brookfield – Brookfield Square

Business License:

Chamber: <https://brookfieldchamber.com/>

Madison – West Towne Mall & East Towne Mall

Business License: <https://www.cityofmadison.com/clerk/licenses-permits/opening-a-business-in-madison>

Chamber: <https://madisonbiz.com/>

WYOMING

Cheyenne – Frontier Mall

Business License: <https://www.cheyennecity.org/Your-Government/Departments/City-Clerk/Licenses-and-Permits/Business-Licensing-Applications>

Chamber: <https://www.cheyennechamber.org/>