



A Retail Real Estate Consulting Firm

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March 9, 2016

Rena Leddy
Managing Director
L.A. Fashion District BID
110 E 9th Street Suite A 1175
Los Angeles, CA 90079

Dear Rena:

We at MJB Consulting are very excited to submit this proposal to develop a retail repositioning strategy for Santee Alley on behalf of the L.A. Fashion District BID.

Based on our conversations, we propose the following scope-of-work:

- Review of background materials, including past reports and plans, media clippings, etc.
- Client-guided walking tour of the study area and environs
- Start-up presentation and conversation with property owners (assembled by Client)
- Up to (5) meetings with stakeholder entities and organizations, including Client, Santee Alley Association, local elected officials, etc.

- Assessment of current mix and businesses as well as vacant spaces (both within the Alley and on surrounding streets)
- Consideration of "site-specific" retail dynamics (e.g. demand generators, pedestrian counts, circulation patterns, visibility/access, etc.)
- Evaluation of competing business districts and shopping centers
- Design of pedestrian-intercept survey instrument and analysis of results (with surveys administered and tabulated by Client-hired interns)
- Focus group with existing merchants (assembled by Client)
- Up to five (5) interviews with property owners, leasing professionals and other local experts
- Detailed understanding of shopper profile (both current and potential)
- Reference to appropriate "comparables" across North America and beyond
- PowerPoint presentation and executive-summary memo (6 to 8 pages) detailing reasons for recent struggles, proposing viable options for re-tenanting/repositioning (with illustrative case studies) and outlining relevant considerations for each

The fee for this scope-of-work would be **\$19,000** plus travel expenses (discounted in light of the BID's non-profit status as well as MJB's longtime relationship with both Rena and Kent).

It would likely entail three visits, the first two for the fieldwork and meetings/interviews and the third for the final presentation.

In order to proceed, MJB must first receive an initial retainer equal to 25% of the total fee, payable to MJB Consulting and sent to the Berkeley address above.

Please do not hesitate to contact me at 917-816-8367 with any additional questions or requests.

Sincerely,

Michael J. Berne
President



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www.consultmjb.com

MJB Consulting : A Retail Real Estate Consulting Firm

Our Firm

MJB Consulting (MJB) is an award-winning, San Francisco Bay Area- and New York City-based retail planning and real estate consulting concern retained across the U.S., Canada and the U.K. to undertake market analyses, devise tenancing strategies and spearhead recruitment efforts.

Our clients include municipalities, quasi-public/non-profit development corporations, BID's and institutions as well as private developers, landlords and retailers.

We are among the nation's leading consultancies on urban and Downtown retail, having strategized and recruited for high-profile CBD's like Brooklyn (NY), Newark (NJ), Toronto, Pittsburgh, Cleveland, Minneapolis, St. Louis, San Antonio and Denver, among others.

In addition, we have worked in many other satellite Downtowns and neighborhood business districts within larger cities and metros, including, for example, ones in Los Angeles (Long Beach), San Francisco (Berkeley), Seattle, Minneapolis-St. Paul, Milwaukee, Atlanta (Decatur), Cincinnati (Covington), Columbus (OH), Cleveland, Baltimore, Philadelphia, Boston (Cambridge), New York City and London (U.K.).

Finally, we are also active in smaller cities and markets, including Downtown and "Main Street" business districts in Modesto, Tucson, Albuquerque, Las Cruces (NM), Corpus Christi, Wichita, Saskatoon (SK, CA), Winnipeg, Raleigh, Roanoke (VA), Dubuque, Fort Wayne (IN), Akron, Kitchener (ON, CA), Albany (NY) and New Haven (CT), among numerous others.



Our Principal

Our Principal, **Michael J. Berne**, is one of the nation's foremost experts on urban and Downtown retail.

Michael is a regular speaker at International Downtown Association (IDA) conferences. He is also a member of the IDA Board and sits on its Executive Committee.

In addition, Michael has presented at the annual gatherings of the International Economic Development Council (IEDC), the National Main Street Center, the Local Initiatives Support Corporation (LISC) and the International Council of Shopping Centers (ICSC), among others.

Michael has lectured at the University of Pennsylvania, written numerous articles for the Urban Land Institute's (ULI) *Urban Land* magazine as well as the prestigious *Journal of Urban Affairs*, served on expert advisory panels for the ULI and the IEDC, and appeared in high-profile publications such as *The Washington Post*, *The Financial Times* and *The San Francisco Chronicle*.

Michael received a B.A. degree from Columbia University (Columbia College) in New York City and an M.Phil degree from Cambridge University (Gonville & Caius College) in the United Kingdom. He currently splits his time between residences/offices in Berkeley's Elmwood neighborhood and New York City's Union Square.

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MJB Consulting : A Retail Real Estate Consulting Firm

Our Unique Approach

We at MJB Consulting approach our work differently from our competitors, and offer unique strengths and specialized expertise in a number of areas:

1. We are retail specialists: it is our passion and our obsession.
2. We are in tune with the newest trends and the latest thinking, as a result of working across North America and beyond.
3. We are able to identify opportunities where others cannot, with our emphasis on psycho-graphics and our understanding of diverse sub-markets.
4. We fully immerse ourselves in our study areas, as if we were locals (“total immersion”), in order to truly understand their unique rhythms and sensibilities.
5. We possess a keen understanding of the tenant’s perspective, as a result of practical experience in the leasing and selling of retail space.
6. We have devised a number of proprietary tools, including our database of retailers willing to consider Downtown and “Main Street” settings.



7. We have promoted the concept of small “chain-lets” as balancing local distinctiveness with the landlord’s desire for creditworthy tenants.
8. We do more than provide lots of data; we also interpret all of that information and tell you what to do with it on a block-by-block level.
9. We do not write reports that sit on shelves: our scope-of-work typically proceeds to implementation, including actual recruitment and staff training.
10. We are able to explain the nuances and intricacies of retail clearly and accessibly to different sorts of audiences, including those new to the field.
11. We do not pull punches, but we are able to convey the harsh realities while still generating excitement for what is in fact possible.
12. We are a boutique consultancy: our Principal (and not some junior associate) is the Project Manager and the one who develops the work product.