

Kiosk/RMU Specialty Retail Program at DEN

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Program Manager

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DEN

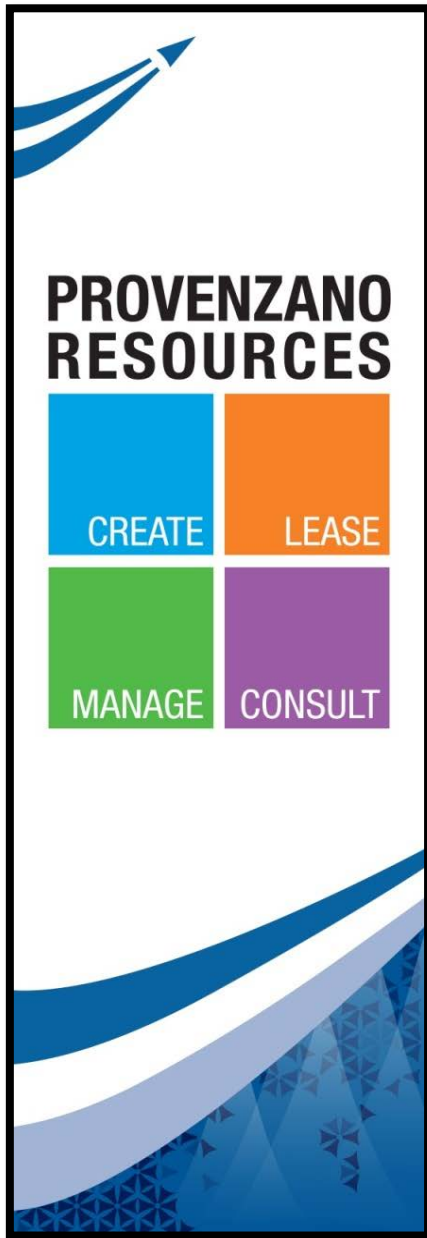


Provenzano Resources

- Provenzano Resources, Inc. (PRI) is a full service specialty retail leasing consulting firm. We create, lease and manage specialty leasing programs nationally and internationally
- PRI won a 7-year RFP to create, “lease” and manage DEN’s first Specialty Retail RMU/Kiosk Program
- PRI is ACDBE certified in CA, CO and several other states
- Program opened on September 14, 2011 with a 34 unit RMU/Kiosk program, the largest ever for a US airport

What is a Specialty Retail Program...Not?

- No lease
- No long term commitment
- No construction
- No RFP
- Not a mini concessions operation



Then what is the DEN Specialty Retail Program?

- Contracted via Sublicense Agreements
- Terms from 4 to 12 months
- Retail unit (RMU/Kiosk) provided by PRL
- Merchant selection based on demand, quality, co-tenancy, customer experience
- Retail venue with 360° exposure to record breaking passenger counts
- Low-risk, short term exposure to travel retail

Distribution/Operations Services

PRL provides a 2,000 sf warehouse/distribution center and the following services for all merchants in the Specialty Retail Program:

- Receive all merchants' shipments at AOB dock or PRL warehouse
- Barcode and scan all arriving shipments
- Store packages in merchants' designated storage bins
- Deliver shipments/merchandise to units daily
- Deliver cleaning supplies daily and/or as needed
- Repair, maintenance and deep cleaning of units as needed
- Store to store transfers (between units on multiple concourses)
- Ship-outs (UPS & Fed Ex) for customer home delivery (paid by merchant)
- Emergency replenishment when an item is absolutely needed right now!

2016 Delivery Summary

Concourse A	6,018 deliveries
Concourse B	7,480 deliveries
Concourse C	4,739 deliveries

Opportunity to Opening: Timeline

6 months:

- Apply online at www.ProResourcesInc.com
- Initial conversation with PRL
- ACDBE Certification – if eligible, start the application process
- Prepare your business plan
 - Product Strategy
 - Branding/Logo
 - Staffing
 - Sales & expense forecasting

5 months:

- PRL & DEN formalize concept review

4 months:

- Finalize negotiation with PRL re merchandise, locations, dates

Opportunity to Opening: Timeline

2 months:

- Hire 4-5 employees
- Begin the badging process (fingerprinting & testing up to 3 weeks)
- Finalize all visual elements; fixtures, signage, vinyl wraps
- Create marketing/social media plan
- Finalize shipment of fixtures, merchandise and supplies
- Check on ACDBE status if applicable

1 month:

- Train Employees
- New merchant orientation with PRL
- Finalize employee transportation subsidies and badge status
- Meet with PRL Operations re opening day

Opening Day!

What's In Store for PRL Specialty Retail at DEN in 2017 and Beyond?

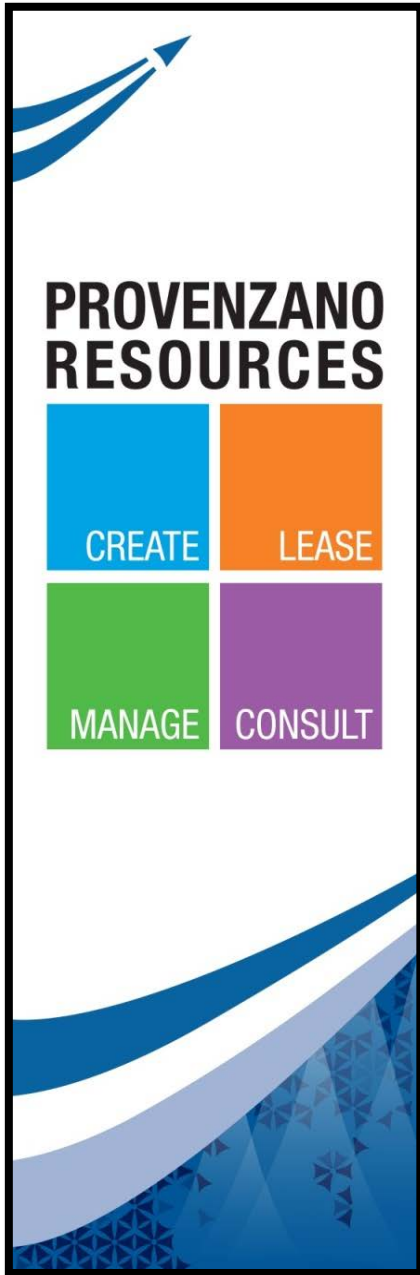
Encourage local, regional and national brands

Add diversity and excitement

Increase local & regional influences

Support ACDBE businesses

Test new concepts and ideas



Come Join our Team!

