

# PVC Program - Mock Scorecard (11/11 - 10/14)



thru 10/31/14

Minor Merchandise Category	Concourse	Reporting Name	Merchant Zone	PVC PHASE	OP-OCT14	Total	Category	Appeal	
							Eligible	Threshold	
Bar	A	Vino Volo Wine Bar	A-INNER-E	FULL		21	2.667		
	B	Aviator's Club Smoking Lounge	B-MEZZ	Scoring Pool		14	1.857		
		Cru Wine Bar	B-OUTER-E	FULL		22	2.955		
		Lounge 5280	B-MEZZ	FULL		36	1.806		
	C	Vino Volo Wine Bar	C-INNER-E	FULL		21	2.762		
<b>Bar Count</b>						<b>5.0</b>	<b>2.0</b>	<b>2.292</b>	
Casual Dining Bar	A	Denver Chop House & Brewery	A-CENTER-W	FULL		35	2.057		
		Jimmy's Bistro	A-CENTER-W	PHASE 3		36	2.806		
		Lefty's Colorado Trail Grille	A-INNER-E	PHASE 2		36	1.250		
		Mesa Verde Lounge	A-MEZZ	FULL		33	1.939		
	B	Cantina Grill	B-MEZZ	FULL		36	1.444		
		Colorado Sports Bar & Grille	B-INNER-W	FULL		36	1.333		
		Elway's	B-CENTER-W	FULL		16	2.813		
		Lefty's Mile High Bar & Grille	B-INNER-E	PHASE 3		36	1.667		
		New Belgium Hub	B-RJF-E	FULL		35	2.429		
		Pour La France	B-CENTER-W	FULL		36	1.694		
	C	Wolfgang Puck	B-MEZZ	FULL		36	2.333		
		Lefty's Front Range Grille	C-INNER-E	PHASE 2		36	1.528		
		Rockbottom Brewery	C-INNER-W	FULL		35	2.314		
		Root Down	C-CENTER-E	FULL		13	0.692		
		Smokin Bear/Timberline/Einstein's	C-CENTER-W	FULL		36	2.417		
							<b>15.0</b>	<b>5.0</b>	<b>1.937</b>
		<b>Casual Dining Bar Count</b>							
Food Court	A	Ben & Jerry's / Caribou Coffee	A-CENTER-E	PHASE 3		36	2.111		
		KFC / Pizza Hut	A-CENTER-E	PHASE 2		36	1.500		
		McDonald's	A-CENTER-E	PHASE 1		33	2.303		
		Panda Express	A-CENTER-E	FULL		36	2.583		
	B	Domino's Pizza	B-CENTER-E	Scoring Pool		25	0.360		
		McDonald's	B-CENTER-E	PHASE 1		33	2.303		
		Steak Escape	B-CENTER-E	PHASE 1		36	1.778		
		TCBY Yogurt	B-CENTER-E	PHASE 3		36	2.833		
	C	McDonald's	C-CENTER-W	PHASE 1		36	2.278		
		Tamales by La Casita	C-CENTER-W	FULL		36	2.056		
		TCBY Yogurt	C-CENTER-W	PHASE 3		36	1.556		
		Villa Pizza	C-CENTER-W	PHASE 1		33	2.545		
							<b>12.0</b>	<b>6.0</b>	<b>1.891</b>
<b>Food Court Count</b>									
Newsstand	A	Hudson Group News	A-INNER-E	FULL		26	2.000		
		News Travels	A-CENTER-W	PHASE 1		36	2.111		
		News/Magazines/Books/Travel	A-INNER-W	PHASE 1		36	1.972		
		Newsstand	A-CENTER-E	FULL		32	2.031		
	B	Connections Made EZ	B-CENTER-E	PHASE 3		36	1.417		
		Connections Made EZ	B-INNER-E	PHASE 3		36	1.972		
		Connections Newsstand	B-RJF-E	PHASE 1		33	2.545		
		Hudson Group News	B-OUTER-E	FULL		23	2.348		
		Hudson Group News	B-OUTER-W	FULL		23	2.478		
		Newsstand (Peak Concepts)	B-INNER-W	PHASE 3		36	2.139		
	C	Peak News & Gifts	B-CENTER-W	FULL		32	2.219		
		Connections Made EZ	C-CENTER-W	PHASE 3		36	2.000		
		Connections Made EZ	C-INNER-W	PHASE 3		36	1.917		
		Hudson Group News	C-INNER-E	FULL		28	2.143		
		Newsstand (Peak Concepts)	C-CENTER-E	FULL		32	2.406		
							<b>15.0</b>	<b>5.0</b>	<b>1.842</b>
		<b>Newsstand Count</b>							
Quick Serve	A	Schlotsky's	A-INNER-E	PHASE 3		36	2.583		
	B	Heidi's Brooklyn Deli	B-RJF-E	PHASE 2		36	2.444		
		Itza Wrap! Itza Bowl!	B-CENTER-E	PHASE 1		35	1.114		
		Pizza Hut Express/Haagen Daz	B-OUTER-W	PHASE 1		36	1.944		
	C	Sara Lee Sandwich Shoppe	B-OUTER-E	PHASE 1		36	1.000		
		Woody Creek Bakery & Café	C-INNER-E	PHASE 3		36	2.889		
<b>Quick Serve Count</b>						<b>6.0</b>	<b>2.0</b>	<b>2.144</b>	
Quick Serve Alcohol	A	Blue Sky Bar	A-INNER-W	PHASE 1		35	2.371		
	B	City Woc	B-MEZZ	FULL		20	2.000		
		Que Bueno! Mexican Grille	B-OUTER-E	FULL		36	2.167		
		Quizno's	B-OUTER-W	Scoring Pool		23	1.913		
		Udi's Café	B-OUTER-W	FULL		19	3.105		
		Woody Creek Bakery & Café	B-MEZZ	FULL		36	1.889		
<b>Quick Serve Alcohol Count</b>						<b>6.0</b>	<b>2.0</b>	<b>1.968</b>	

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Minor Merchandise Category	Concourse	Reporting Name	Merchant Zone	PVC PHASE	OP-OCT14	Total	Category	Appeal	
							Eligible	Threshold	
Snack	A	Hope's Country Fresh Cookies	A-CENTER-E	PHASE 3	36	2.556			
		Ben & Jerry's	B-MEZZ	FULL	36	0.889			
	B	Jamba Juice	B-MEZZ	FULL	36	2.333			
		Rocky Mountain Chocolate Factory (East)	B-OUTER-E	PHASE 1	34	2.294			
		Rocky Mountain Chocolate Factory (West)	B-OUTER-W	Scoring Pool	23	1.826			
		The Candy Shoppe	B-INNER-W	PHASE 1	36	1.639			
		Jamba Juice	C-INNER-W	FULL	15	2.933			
		Skysnax	C-CENTER-E	Scoring Pool	12	2.167			
	<b>Snack Count</b>						<b>8.0</b>	<b>3.0</b>	<b>1.937</b>
	Specialty Coffee	B	Caribou Coffee	B-MEZZ	FULL	36	2.056		
Coffee Beanery/Uno Pizza Express			B-OUTER-E	Scoring Pool	30	0.600			
Seattle's Best			B-OUTER-W	PHASE 1	36	0.917			
Starbucks			B-RJF-E	PHASE 2	36	2.611			
Starbucks (kiosk)			B-RJF-E	PHASE 2	36	2.333			
C		Caribou Coffee	C-INNER-W	PHASE 3	36	2.667			
		Dazbog Coffee	C-INNER-E	Scoring Pool	36	1.694			
<b>Specialty Coffee Count</b>						<b>7.0</b>	<b>2.0</b>	<b>2.167</b>	
Specialty Retail	A	Colorado Crossroads (Gift Shop)	A-INNER-W	PHASE 1	36	2.056			
		Greetings from Colorful Colorado	A-CENTER-W	PHASE 1	34	2.529			
		Hudson Booksellers	A-CENTER-E	FULL	25	2.040			
		In Motion Entertainment	A-CENTER-W	PHASE 1	36	1.500			
		Liberty Duty Free	A-CENTER-W	PHASE 1	36	1.972			
		Radio Road/Fly Babies	A-CENTER-W	PHASE 1	36	1.889			
		Spirit of the Red Horse	A-CENTER-E	PHASE 1	33	2.152			
		Toy Chest	A-INNER-W	PHASE 1	36	1.444			
		B	Bella - Tugals	B-CENTER-W	Scoring Pool	25	1.840		
			Brookstone	B-CENTER-E	PHASE 2	36	2.417		
			Colorado Collection	B-INNER-E	PHASE 1	36	2.472		
			Crocs	B-MEZZ	Scoring Pool	34	1.265		
			Gifts in Flight	B-INNER-E	PHASE 3	36	1.583		
			Harley Davidson	B-MEZZ	FULL	36	1.806		
	Hudson Booksellers		B-CENTER-W	FULL	23	2.217			
	In Motion Entertainment		B-CENTER-W	PHASE 1	36	2.722			
	I-Tech retail store		B-MEZZ	Scoring Pool	29	1.241			
	Jet Pets		B-MEZZ	Scoring Pool	27	0.667			
	Johnston & Murphy		B-CENTER-E	PHASE 2	35	2.257			
	Kazoo Toys		B-MEZZ	FULL	36	1.417			
	Liberty Duty Free		B-CENTER-E	PHASE 1	36	1.639			
	Mosaic Gallery		B-CENTER-W	PHASE 1	33	2.000			
	C		Spirit of the Red Horse	B-CENTER-E	PHASE 1	36	1.500		
			Sunglass Hut	B-MEZZ	FULL	36	2.528		
		Tags Evolution	B-INNER-W	FULL	16	1.500			
		Tuleh Ruche	B-CENTER-E	FULL	16	1.000			
		Body Shop	C-CENTER-E	FULL	32	1.656			
		Earth Spirit	C-CENTER-E	PHASE 1	12	0.583			
		Gifts in Flight	C-CENTER-E	PHASE 3	36	1.806			
		Hudson Booksellers	C-CENTER-E	FULL	28	2.107			
		Way Out West	C-CENTER-E	PHASE 1	34	2.441			
		<b>Specialty Retail Count</b>						<b>31.0</b>	<b>10.0</b>

### NOTES & ASSUMPTIONS:

- \* This data reflects scoring for the 36 month period ending October 31, 2104
- \* This data is NOT assumed to be final or official scoring in any way, or any time period
- \* This data is a directional estimate only
- \* This data will change prior to the release of any official PVC Program scoring
- \* Please contact the Metrix PVC Program team with questions: [pvcprogram@metrixadvisors.com](mailto:pvcprogram@metrixadvisors.com)