

Retail Runway

Moderator

JIM STOKAS

Principle

Stokas Bieri Real Estate

Southfield, MI



ICSC Idea Exchange Program

Art Van Furniture, Inc.

**Steve Glucksman – VP Strategic Development
Lee Winter – Director Real Estate**



Who We Are...

- Founded in 1959 by Art Van Elslander
- 17th largest furniture and mattress retailer in U.S. and #1 in the Midwest
- Management: Art Van Elslander (Chairman), Kim Yost (CEO), Gary Van Elslander (President)
- Growing through Company and Franchise Stores





Current Markets and Expansion

Michigan

- AVF Stores
- PS Stores
- MW Stores

Chicagoland

- AVF Stores
- PS Stores

Indianapolis

- MW Stores

Ft Wayne

- AVF Stores
- PS Stores

Toledo

- AVF Stores
- PS Stores



Footprint



- 60,000 to 80,000 SF
- 250' plus desired frontage
- New Build or 2nd Generation
- Prefer Buy, will Lease
- Regional and Sub Regional
- Plus 60K Median HH Income



- 3,500 to 4,500 SF
- 40' Min Frontage, 50' Preferred
- Freestanding or End Cap
- New Build or 2nd Generation
- Prefer Lease, will buy
- Regional and Sub Regional
- Plus 60K Median HH Income



Tenant Reps

Michigan	Michigan West	Ohio
<p>Jim Stokas Stokas Bierri Realty 2000 Town Center Suite 1900 Southfield, MI 48075 O: 248.351.6280 M: 248.225.2455 jstokas@sbre1.com</p>	<p>David Denton Dar Development 5500 Northland DR NE Grand Rapids, MI 49525 O: 616.361.2307 M: 616.881.2900 dave.denton@dardev.com</p>	<p>Matt Hershey Terra National Real Estate 29225 Chagrin Blvd Suite 360 Pepper Pike, OH 44122 O: 216.378.1220 x 106 M: 216.407.0779 MATT@terrational.com</p>

Illinois	Indiana	Art Van Corporate
<p>Stan Bobowski Bobowski Commercial 1300 Iroquois Avenue, Suite 225 Naperville, IL 60563 O: 630.428.4380 M: 630.606.7429 stan@bobowskicommercialreal-estate.com</p>	<p>Jamison Downs Veritas Realty, LLC 930 East 66th Street Indianapolis, IN 46220 O: 317.472.1800 M: 317.523.3666 Jamison@veritasrealty.com</p>	<p>Lee Winter Art Van Corporate Office 6500 14 Mile Rd. Warren, MI 48092 O: 586.983.3049 M: 586.924.6094 lwinter@artvan.com</p>

Thank You



Biggby Coffee

MIKE MCFALL

President

East Lansing, MI



John Kupiec
Area Representative - Michigan



What Makes Us Different?

- Fast Casual Restaurant specializing in
 - Steaming hot subs
 - High quality meats and cheeses
 - Subs, Chili, Soups, Salads, Desserts, Sides
 - Frito Lay Chips
 - Coca-Cola Freestyle Beverage Machine
 - Fresh brewed iced tea
 - *60% Dine In vs. 40% Take Out*
 - Catering Delivery



Brand Awards and Recognition

- QSR Magazine
 - Best Franchise Deal 2013
- Consumer Reports Magazine
 - #1 Sandwich Category (2011)
- Nation's Restaurant News
 - #1 Restaurant Growth
- Fast Casual Magazine
 - #1 Franchise Brand
- Zagat
 - #1 Sandwich Category (2012)





**FIREHOUSE
SUBS**
FOUNDED BY FIREMEN™

Development Criteria

- 1,600 – 2,000+ sq. ft.
- High visibility – *end cap preferred*
- 35 dedicated parking spaces
- 400 amp 3-phase power
- 1 ton HVAC per 150 sq. ft. (10 ton min.)
- 20,000 min population in 3 mile radius
- Well-defined commercial trade area
- Strong employment base
- \$35,000+ median household income area



Michigan Development Plan

- Franchisee Owned and Operated
 - 630+ locations in 36 states and Puerto Rico
- Multiple and Single unit territories
- AUV \$700K + nationwide
- 73 Contracted Locations in Michigan today
 - *Will grow to 75-100 in next 7 years!*
- 59 locations currently sold to 16 different franchise groups





Brand, Product, Passion

Peter Shipman & Gary Staub

Area Directors, Michigan

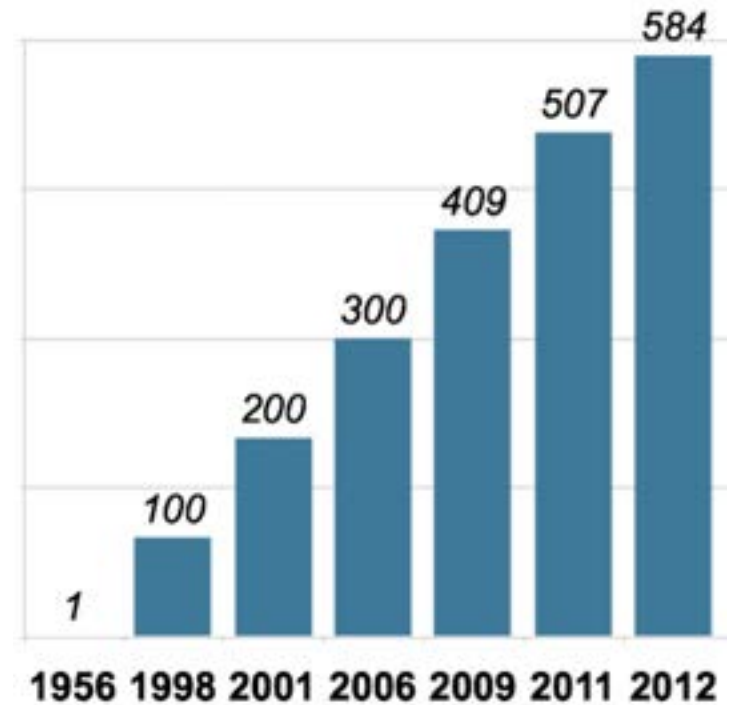
www.jerseymikes.com



THEN & NOW



Unit Growth



OUR MENU

Authentic Subs Since 1956

Every sub is fresh sliced or fresh grilled for each customer, just the way the first subs were made at the original Jersey Mike's more than 55 years ago.

COLD SUBS

FRESH MADE

Any combination gladly accepted

2 JERSEY SHORE'S FAVORITE
Provolone, ham and cappaciuolo

3 THE AMERICAN CLASSIC
Ham and provolone

16 THE VEGGIE
Swiss, provolone, green bell peppers

6 FAMOUS ROAST BEEF AND PROVOLONE
Cooked on premises using only Certified Angus USDA choice top rounds — the best there is!

13 THE ORIGINAL ITALIAN
Provolone, ham, prosciuttini, cappaciuolo, salami and pepperoni

5 THE SUPER SUB
Provolone, ham, prosciuttini and cappaciuolo

7 TURKEY BREAST AND PROVOLONE
99% fat free turkey! One of our most popular!

10 TUNA FISH
Freshly made on premises!

8 CLUB SUB
Turkey, ham, provolone, bacon, mayo, of course *Mike's Way!*

9 CLUB SUPREME
Roast beef, turkey, swiss, bacon, mayo, of course *Mike's Way!*

\$0.00	\$0.00	\$00.00
MINI	REG	GIANT

HOT SUBS

FRESH GRILLED

CHEESE STEAKS (STEAK or CHICKEN)

17 JERSEY MIKE'S FAMOUS PHILLY
Grilled onions and peppers

45 CHIPOTLE CHEESE STEAK
Grilled onions, peppers, chipotle mayo — Wow! You gotta have one!

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We Are Honored!

3rd Fastest-Growing
Restaurant Chain
-Technomic

Top 5 Growth Chains
in the 2012 Nation's
Restaurant News
Second 100

Founder & CEO
Peter Cancro
2013 Golden Chain
Award
Nation's Restaurant
News

READER'S CHOICE
BEST SUB IN THE
TRIANGLE
*Indy Week
Durham, NC*

READER'S CHOICE
BEST FAST FOOD
*Parsippany Patch,
Parsippany NJ*

READER'S CHOICE
BEST SANDWICH
SPOT WINNER
*Laurel Patch
Laurel, MD*

READER'S CHOICE
FAVORITE DELI
*Manasquan-Belmar
Patch
Manasquan, NJ*

READER'S CHOICE
BEST SANDWICH
*Moorpark Patch,
Moorpark, CA*

STORE DESIGN

Warm. Welcoming. Upscale Dining



Requirements for a Jersey Mike's Location

SPACE REQUIREMENTS	LOCATION CRITERIA	TRADE AREA CRITERIA	LOCATION TYPE
<p>Power - 200 AMP 120/208 three phase or 120/208 single phase electrical service to panel box in the store</p> <p>HVAC - One ton of HVAC per 150 square feet</p> <p>Natural Gas - Service, including meter, to the premises</p> <p>Fire Protection - to code</p> <p>Plumbing - Two ADA bathrooms, ideally located to Jersey Mike's plans. Grease interceptor or trap, as per local code</p>	<p>Size - 1200-1800 square feet</p> <p>Frontage - 20' minimum</p> <p>Parking - 12 spots per 1000 square feet, 15 minimum</p> <p>Signage - Jersey Mike's standard sign to max size per code. For end cap locations, two signs preferred</p> <p>Outside seating - Outside seating strongly preferred, shared space is acceptable</p> <p>Store location - Shared pads or outparcels and end-caps preferred; in-line with good visibility from the street is acceptable</p> <p>Accessibility - Full turn access from both main and side arteries</p> <p>Co-tenancy - Dominant grocer in market, office supply and convenience users, full price retailers, other quick casual and high end QSR users a plus</p>	<p>Total population - Overall population in trade area of 45k+</p> <p>Daytime population - 10k+ daytime workers in trade area</p> <p>Median income - Above average median income (\$50k+) in trade area</p> <p>Age - strong concentration of 25-54 year old population</p> <p>Occupation - strong mix of white collar and service professionals</p> <p>Traffic count - 25k+ vehicles per day on main artery</p>	<p>First ring suburban centers - strong mix of office and residential population, heavy destination and convenience retail. Large regional draw</p> <p>Second ring suburban centers - heaviest residential density, some daytime, heavy concentration of convenience retail</p> <p>Second ring urban - dense urban neighborhoods, strong residential and office population, street front and shopping center locations</p> <p>Urban/CBD - heaviest concentration of office population, some residential population a plus. Street front locations</p>



Contacts

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248-539-3200

The Kroger Co. of Michigan

RICK RAGSDALE

Senior Real Estate Manager

Novi, MI



Michael Flickinger Director of Real Estate

experience the savings. experience the difference.

- Started in 1934-We're a family-owned company with focus on our customers and the communities that we serve.
- Pioneered the Supercenter concept in 1962
- Operate 200 Stores in 5 states (Indiana, Illinois, Kentucky, Michigan and Ohio)
- Plans to open in Wisconsin
- Current Prototype is 192,000 SF Superstore

2013

- We will open a total of 6 stores this year
- One of which became our 200th store earlier this year
- Next week we will open our first store in Detroit



2014

- 9 stores under construction that are planned for 2014
- At least one in each of our operating states.
- Bowling Green, KY will become of southern most store



Party City Retail Group

JOSH GOLDSTEIN

Real Estate Manager

Livonia, MI



PartyCity RETAIL GROUP

**A Tale of Two
Cities!**

PartyCity

**HALLOWEEN
CITY**

PartyCity RETAIL GROUP



- Largest wholesaler, Manufacturer and distributor of party supplies in the U.S.
- Largest manufacturer of metallic balloons with approximately 65% market share
- Unrivalled product breadth with more than 35,000 SKUs
- Long standing relationships with all major party superstores
- Services over 40,000 retail outlets domestically and abroad



THE PARTY LINE

www.partycity.com

THE WORLD'S FAVORITE NEWSPAPER

- Since 1949

THL BUYS PARTY CITY!



In fall 2012, Thomas H. Lee Partners acquires a majority share of Party City Holdings, Inc, the parent of the Party City Retail Group.

Temp to Perm Overview

- Working together with Party City and Halloween City provides a unique opportunity that no other retailer can offer – the ability to convert its temporary seasonal business into permanent tenancy!
- Since the inception of the program, Party City has converted over 70 temporary locations to permanent stores.



Temp to Perm Stores - Completed

Just to name a few of our recent stores!!

2011

- Midtown Miami, FL
- Hiram, GA
- Dunwoody, GA
- Hackettstown, NJ
- Pittsburgh, PA
- Burleson, TX
- Houston, TX
- Palmdale, CA
- Johns Creek, GA
- Atlanta, GA
- Joliet, IL
- Lansing, MI
- Muskegon, MI

2012

- Bloomington, IL
- Vernon Hills, IL
- Lafayette, IN
- Arlington Heights, IL
- Beaumont, TX
- Williamsport, PA
- Woodland, CA
- Cupertino, CA
- Rome, GA
- Crestwood, IL
- Valparaiso, IN
- Greenberg, NY
- Columbus, IN
- Chillicothe, OH
- Delran, NJ
- Monroeville, PA
- Monaca, PA
- Corpus Christi, TX
- Stafford, VA
- Chesapeake, VA
- Calgary, AB
- Toronto, ON

2013

- Saginaw, MI
- Ithaca, NY
- Skokie, IL
- Indianapolis, IN
- Chesterfield, MI*
- Dover, DE*
- Harrisonburg, VA *
- Bridgeville, PA*
- Chesapeake, VA*
- Brunswick, GA*
- Aiken, GA*
- Oviedo, FL*
- Pickerington, OH*
- Morgan Hill, CA*
- Overton Park, TX*
- Las Vegas, NV*
- Portage, MI*
- Los Angeles, CA*
- Port Arthur, TX*

*coming soon

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Site Criteria

- Party City's typical stores size - 12,000 to 16,000 sf.
- Rectangle box preferred with a minimum of 90 ft frontage.
- Minimum 15 foot ceiling height
- Party City prefers a turnkey deal with 10 year lease and two 5-year options.
- Signage requirements include prototypical Party City sign plus a pylon sign.
- 150,000+ people within a 5 mile radius containing 2.7+ household size; 0-14 years of age over 25%.



Party City



HALLOWEEN CITY

- 7,000 sf+, prefer 10,000-15,000.
- We prefer unobstructed visibility from the main thoroughfare with 100,000+ people within the general trade area.
- National and regional co-tenants preferred, Target, Wal-Mart, Kohl's, Best Buy, Ross, JoAnn's, Michaels, PetSmart, Petco, Toys/Babys R Us, Costco, etc
- We require elevation signage that conforms to our prototype sign package and access to available pylon and monument panels.
- Our preferred lease term is early August through mid November.
- We can provide a proven Landlord friendly Periodic Tenancy Agreement, generous rent, utility and insurance coverage, the opportunity to "Kick Out" for a permanent tenant, and the ability to strike a deal with a national credit worthy tenant-Party City.



HALLOWEEN CITY



Party City



- **Opened in Saginaw in February. Store has beat its proforma every week!**
- **New Store in Chesterfield opens this month!**
- **Relocated Store in Portage opens on Friday!**



2011 & 2012 Store Development Recap

■ 2011: 44 Stores

- 18 New Stores: CA, FL, VA, GA, MD, NJ, PA, TX
- 26 Relocations: CA, CO, FL, GA, IA, IL, IN, MO, NJ, NY, OH, WA, WI

■ 2012: 40 Stores

- 26 New Stores: CA, FL, GA, IL, IN, NJ, NY, OH, PA, TN, TX, VA, ON, AB
- 14 Relocations: FL, IL, IN, MD, TX, WA

2013: 60 Store Open to Buy!



HALLOWEEN CITY

2011 & 2012 Store Development Recap

- 2011: 400 Stores
 - 24 States
- 2012: 402 Stores
 - 26 States

2013: 400 Store Open to Buy in 29 States!



Thanks for Watching!

Contact us at:

realestate@partycity.com

Sears Hometown Stores

ED SOSNIAK

Region Development Manager
Pataskala, OH

Sears Hometown Stores

- **Ed Sosniak, Regional New Store Development Manager for MI, WI, OH, WV and VA**
 - **Sears Hometown Stores since 1993 with over 1,100 stores nationally**
 - **Spun off from Sears in October 2013. Now publicly traded under SHOS**
 - **Ideal locations are strip centers or free standing, size is 8 to 10,000sf**
 - **Stores are owned and operated by individuals, usually living in the communities**
 - **The name Sears is on the building, the business owner signs the lease**
 - **More information at the Deal Making Table**