



Merchant Manual

Taubman

MISSION

Our mission is to own, manage, develop and acquire retail properties that delivers superior financial performance to our shareholders.

We distinguish ourselves by creating extraordinary retail properties where customers choose to shop, dine and be entertained; and where retailers can thrive.

We foster a rewarding and empowering work environment, where we strive for excellence, encourage innovation and demonstrate teamwork.

VALUES

We Take the High Road
We Play for the Team
We Respect Everyone
We Push the Envelope
We Pursue Excellence
We Honor Tomorrow Today
We are Accountable for Our Results
We Love What We Do





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Welcome/Overview

Message from the General Manager

Dear Dolphin Mall Merchant:

Welcome to Dolphin Mall, Miami–Dade County’s largest outlet retail and entertainment venue. We are delighted that you are joining our Dolphin Team. We think of you as our customer; therefore, we want to help you in any way we can to make your doing business here as pleasant, safe and profitable as possible.

In this Merchant Manual, you’ll find important information about the Mall’s operation and marketing programs. We ask that you read this information carefully. Kindly require your staff to be familiar with its contents. Please keep this manual in a convenient store location for easy reference.

Our Management Team is here to assist you; please feel free to contact us in the Management Office whenever you have a question or need some assistance. Together we aim to be a “favorite” place for area residents and a “must stop” for out-of-town visitors. We look forward to a long and mutually rewarding association.

Wishing you much success and thank you for joining our Dolphin Team.

Best Regards,
Pete A. Marrero
General Manager



Fact Sheet

Dolphin Mall - Regional Value Retail Development Miami, Florida

LOCATION	Northeast quadrant of the Florida Turnpike (SR 821) and the Dolphin Expressway (SR 836)
LAND AREA	120 acres
RETAIL DEVELOPMENT	1,400,000 SF
ANCHOR STORES	18
MERCHANT SHOPS	More than 240 shops and services, in addition Retail Merchandise Units (RMUs), and Kiosks
ARCHITECTURAL DESIGN	It is a "Miami Mall" with a South Florida atmosphere, three distinctive shopping districts for mission shopping connected by a 2/3 of a mile race track design.
ENTERTAINMENT ZONE	400,000 SF
PARKING	8,700 parking spaces
OPENING DATE	March 1, 2001
DEVELOPER	Taubman Centers, Inc. 200 E. Long Lake Road Bloomfield Hills, MI 48304



ARCHITECT

Beame Architectural Design Partnership
Coral Gables, Florida
Communication Arts Inc., Bolder, Colorado
Ron Loch, Taubman Company

SPECIAL FEATURES

800-seat Food Court, ten kitchens with a fun, breakfast theme children's play area, state-of-the-art family restroom facilities and amenities, valet parking, visitors information booth, tourist shuttles, helpful directional signage, stadium seating movie theatre complex and high tech bowling alley.

MANAGEMENT

The Taubman Company
Dolphin Mall Associates LLLC
11401 N.W. 12th Street OFC
Miami, FL 33172

LEASING

The Taubman Company
1(800) Taubman
1(800) 828-2626

**SPECIALTY LEASING
& (Temporary Stores)**

The Taubman Company
Dolphin Mall
11401 N.W. 12th Street OFC
Miami, FL 33172

LOCAL CONTACTS

Pete A. Marrero	General Manager
Madelyn Bello Calvar	Marketing Sponsorship Director
Antonio Torres-Roman	Operations Director
Al Lara	Facilities Director
Ivette Alfonso	Specialty Leasing Agent
Juan Fernandez	Director of Public Safety
Marcia Sanmartin	Housekeeping Manager
Alex Gomez	Director of Guest Services
Angel Arredondo	Valet Manager



Dolphin Mall Management Team

General Manager Pete A. Marrero

Property Coordinator Alicia Rubio

Property Coordinator Dunia Ramirez

Marketing Sponsorship Director Madelyn Bello Calvar

Marketing & Tourism Manager Adriana Collado

Marketing & Sponsorship Coordinator Nicole Pajon

Director of Guest Services Alex Gomez

Operations Director Antonio Torres-Roman

Facilities Director Al Lara

Facilities Superintendent Luis Roldan

HVAC Technician Rene Martinez

Property Coordinator Krystle Benitez

Housekeeping Manager Marcia Sanmartin

Valet Manager Angel Arredondo

Specialty Leasing Agent Ivette Alfonso

Specialty Leasing Assistant Janeline Sierra

Security Director Juan Fernandez

Assistant Security Director Cesar Angulo



Management Office Hours

Monday – Friday 9:00 a.m. – 5:00 p.m.
Saturday – SundayA management staff member is on call Saturday and Sunday.

The management staff is here to assist you and answer any questions you may have. You can reach any member of the management staff by calling (305) 599-3000. Please feel free to call anytime. We also walk the center frequently, feel free to approach us.

Directions to Dolphin Mall

Dolphin Mall is conveniently located just 5 miles west of Miami International Airport at the intersection of the Dolphin Expressway (836) and the Florida Turnpike.

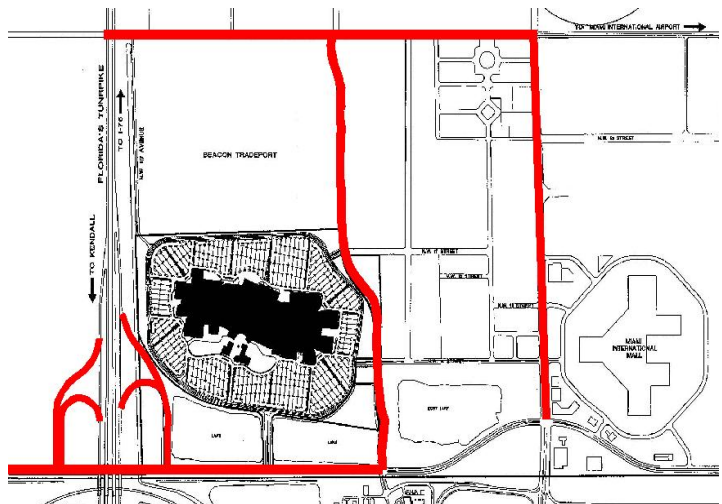
From the North:

Florida Turnpike South, Homestead Extension, to NW 12th Street. Exit #27 turn left and head East on Dolphin Mall Blvd. (NW 12th Street).

I-95 South to 836 West (Dolphin Expressway) 836 West to Florida Turnpike North. Florida Turnpike North to NW 12th Street. Exit #27 turn left and head East on Dolphin Mall Blvd. (NW 12th Street).

From the South:

Florida Turnpike North to NW 12th Street. Exit #27 turn left and head East on Dolphin Mall Blvd. (NW 12th Street).





Important Telephone Numbers

Quick Reference

Dolphin Mall Management Office	305-599-3000
Dolphin Mall Security (Merchant Line)	305-599-9940
Dolphin Mall Security (Emergency Line)	305-599-9428
Dolphin Mall (Automated) Shopping Line.....	305-DOLPHIN
Dolphin Mall Fax Line	305-436-9000
All Emergency Services (Fire, Police, Ambulance)	911
Poison Control Center	800-222-1222
City of Sweetwater Police Department Non-Emergency.....	305-552-9900
Miami-Dade Fire Department/Ambulance Non-Emergency	786-331-5000
Hazardous Material	911

Emergency Store Manager Notifications

The Dolphin Mall Management and Security maintain a file of all store management and regional management personnel. This information is necessary for notification in cases of alarms, open doors, fires, water flows or other such matters that might occur during non-operating hours. It is imperative that this information remain current. All changes in store management should be forwarded to the Management Office or Security Office.

Mail

Mail for the Dolphin Mall Management Office should be addressed to:

Dolphin Mall
Management Office
11401 N.W. 12th Street OFC
Miami, FL 33172

To ensure proper mail delivery, your address is:

Store Name, Suite number
Dolphin Mall
11401 N.W. 12th Street
Miami, FL 33172

NOTE: Anchors have separate addresses



Center Operating Procedures

Operating Hours

Normal Shopping Center Hours

Dolphin Mall is open every day of the year except Christmas Day. For the convenience of our customers, and in accordance with your lease, Dolphin Mall stores will be open:

Monday - Saturday 10:00 a.m. - 9:00 p.m.
Sunday 11:00 a.m. - 8:00 p.m.

Anchor stores, theatres and restaurants may vary their hours in accordance with their lease agreements. All other stores are required to be open during mall hours. **Late openings or early closings are considered a violation of your lease and will be fined \$250 unless special provisions have been made through your individual lease. Security will document any violations and will alert mall management for processing.**

Holiday Hours

Special hours for holidays and extended hours during the Holiday season will be announced with as much advance notice as possible so that you may plan your advertising and personnel schedules.

Entry to Center during Non-Business Hours

Shopping Center entrance doors open at 7:30 a.m. Monday – Saturday, 8:30 a.m. on Sundays and typically close one hour after the shopping center closes except Ramblas Zone. Entry to the mall during non-business hours may be arranged by calling Security at 305-599-9940. Service entrance #1 is designated as the employee entrance.

After Hours Work in Stores

We understand that your work may require that you sometimes work in your store before and after shopping center hours. Please notify security in advance if you will be in your store more than two hours before opening or one hour after closing. If you do not, our Security Officers may suspect that there are unauthorized people in the store.



Conducting Your Business

Quiet Enjoyment

No store has the right to disrupt the quiet enjoyment of another store through the use of loud speakers, amplifiers, phonographs, radios, televisions, etc. If noise or music from another store bothers you, please discuss it with that store's manager. If you need further assistance, please call the Management Office and / or the Security Office.

Disruption to another store business is considered a violation of your lease and will be fined \$250. Security will document any violations and will alert mall management for processing.

Use Clause

The types of merchandise you carry in your store are limited by a section of the lease called the "Use Clause." It is necessary to amend this clause before adding different kinds of merchandise to your inventory. Before making plans to alter your inventory, contact the General Manager for assistance in seeking approval.

Merchandising

Be sure that your customers have an easy opportunity to walk into your store. Keep merchandise off the "lease line." If you have an open front entrance, merchandise must be kept at least 5 feet behind the lease line. If you have restricted access storefront, merchandise may not be placed in the entryway. Also, keep in mind that you must maintain adequate aisles for customers to pass throughout your stores. Be familiar with ADA requirements. No merchandise is permitted outside your store's lease line.

Solicitation

No solicitation will be allowed in the center or in the adjoining parking areas. This also includes any distribution of handbills or other advertising materials. If you observe others doing this, or outsiders going from store to store to solicit, please contact the Management or Security Office.

Signs and Displays

All signage must be professionally printed, discrete in size (no banners), never affixed to glass or other storefront materials, and always set at least 5 feet back from the storefront. In addition, Dolphin Mall does not permit decals (except those approved by the General Manager), or unapproved illuminated signs.

No handwritten signs are permitted. No signs are permitted that use changeable letters. Signs must be kept in a neat and orderly fashion. Wrinkled, folded or torn signs are not permitted. Signs must be



kept in good condition and repair. Sign holders and all parts of the sign holder must be kept behind the lease line. The lease line is where the store floor material meets the shopping center floor.

No flashing or moving lights or signs are permitted. No strobe lights are permitted.

Your storefront sign is one of the most important means of advertisement you have. You are responsible for seeing your sign is properly illuminated during all hours of business and that it is regularly cleaned.

Dolphin Mall can provide Help Wanted counter cards upon request.

Physical Inventories

Stores are to remain open during shopping center hours and should not close for inventory. Physical inventories may be taken any time during non-shopping center hours. Please notify the Management Office in advance of your scheduled date of inventory. Also, be prepared to advise the Management Office of the time inventory is to begin and estimated time of completion.

Shipping and Receiving

Designated delivery areas, with rear corridor access to most stores, have been provided for the delivery of all merchandise, fixtures, etc. Deliveries are not to be made through the shopping center unless you have no back door. Merchandise is never to be brought to the center through the main glass entrances. If you are unsure of your store's delivery dock please contact the Security Office. Use of pallet jacks is prohibited inside the building. Wood pallets are to be sent back with shipper or properly disposed of. Failure to dispose of shipping materials left in common areas will result in a trash violation.

Rear Doors

For the sake of security, store rear doors should remain closed during all hours except for deliveries. Shopping Center service doors are not to be propped open except during deliveries for a very short duration. Energy loss is great with open doors; resulting in increased air conditioning expenses. Also, pests and birds like to enter the center through the loading areas so keep the doors closed.

1st Infraction: \$350, 2nd Infraction: \$450, 3rd Infraction: Default

Store Lights

Stores are required to keep display windows well lit during all shopping center business hours. This includes the store's lighted sign. In order to conserve energy, please note it is not necessary to keep all exterior lights on after business hours - only night lights are needed.



No Smoking Ordinance

For the comfort and protection of those visiting and working here, Dolphin Mall is a smoke-free environment. No smoking or vaping is permitted in the common mall areas or service corridors. Store employees and Dolphin employees are NOT permitted to smoke or vape in the service corridors or near the exterior entrances at any time.

Remodeling

Remodeling store or storefront, floor covering, interior partitions, electrical, mechanical or plumbing systems will not be permitted without prior approval from the Landlord.

Construction of Shopping Center and Common Areas

The manner in which common areas are maintained shall be at the sole discretion of the Landlord. All contractors are required to park in the designated employee areas. Non-compliance can result in a job shutdown. All contractors are considered shopping center employees while they are working here. **GC Violations: \$1,000 plus applicable cleaning costs.**

Use of Common Areas

Rules and regulations for the use of common areas will be set up and governed by the Landlord. Merchants at no time will use the common area of the center for the sale, solicitation or display of merchandise. As a reminder, the common area includes all sidewalks and parking areas and all interior space of the building other than leased store spaces. Landlord has the right to close temporarily the common areas and to make improvements as necessary.

Right of Entry

Landlord has the right to enter the leased store premises at all reasonable times. Landlord may make such repairs, alterations and improvements without liability for interruption of business. We will ask a store staff member to accompany us if we need to access the stock room.

Service and Docking Area Parking

Unauthorized vehicles parked in the service and docking areas, as well as, fire lanes and handicapped zones of the center will be towed at owner's expense.

Other Rules and Regulations

Merchants must comply with the following items listed in this section:

- a. Merchant must operate 100% of the premises (in a first class manner) with full staff and a complete stock of merchandise.
- b. Display windows must be maintained full of merchandise and illuminated during mall hours.
- c. Merchant must comply with local, state, and federal laws and ordinances.
- d. No liquidation type sales, no going out of business signs permitted, no closing signs permitted, no auctions may be conducted.
- e. Merchant will not commit any act injuring the reputation of the shopping center as determined by the Landlord.
- f. A merchant requesting HVAC before or after mall hours will advise the Management Office or Security of their intent to do so in writing 24 hours in advance. Request for off-hours HVAC use will be billed at **\$50 per hour**.
- g. Merchant must serve customers food in containers and utensils approved by the Landlord.
- h. Merchant may not use areas adjacent to leased premises for business purposes.
- i. Merchant may not use leased premises for an apartment, lodging room or unlawful purpose.
- j. No radio, television or similar device may be installed exterior to leased premises and no aerial device may be erected on roof or exterior walls without prior written consent by the Landlord.
- k. Landlord may direct the use of pest exterminator or scavenger contractors as Landlord may require.

Merchant agrees to comply with and observe all rules and regulations, as set forth in their lease and established from time to time by the Landlord provided the same shall apply uniformly to all merchants. Merchant's failure to keep and observe said rules and regulations shall constitute a breach of the terms and conditions of merchant's lease.

Violations/Fines Fee Schedule:

- No loud noise or odors emanating from a tenant space will be tolerated. Upon notice from Landlord, merchant must cease causing the noise or odor. Loud music/odor fines will be as follows: **1st notice \$250, 2nd notice \$500, 3rd notice \$1,000.**
- Merchant shall not store any merchandise, fixtures or trash in service corridors, vacant spaces, or loading docks. Trash disposal violations will result in a **\$500 fine.**
- Using the common area trash cans to dispose of tenant trash will result in a **\$250 fine.**
- Merchant must pay **\$450 plus tax** in the event that their temporary in-line storage space key is misplaced or lost.
- Late Opening: **\$250** per occurrence
- Early Closing: **\$250** per occurrence
- Lease line minor violation as determined by landlord **\$100** per occurrence.
- Lease line major violation as determined by landlord **\$250** per occurrence.
- Lease line violation involving sale of liquor **\$500** per occurrence
- Rear Door Infractions: **1st Infraction: \$350, 2nd Infraction: \$450, 3rd Infraction: Default**
- Roof Access: Any debris infractions will be assessed at **\$500** per incident.
- GC Construction Cleaning Infraction: **\$1,000 plus applicable cleaning costs.**
- Grease dumping within the facilities exterior plumbing system: **\$500** per incident
- Unauthorized food sampling **\$250** per occurrence.



Sales Reports

All stores are required to submit a statement of Gross Sales no later than the 10th of each month, covering the preceding month. Reporting forms are available in the Management Office. Sales should be reported less sales tax.

For your convenience, a Merchant Written Gross Sales Report is included on the following page.

Merchant Written Gross Sales Report

According to your lease, Reports by Merchant, written gross sales for each month are due in the Management Office no later than the 10th of each month. (Shown below is a sample of the Dolphin Mall Sales Report.)

Dolphin Mall Confidential SALES REPORT

Store Name _____

Suite Number _____

Sales for Month of _____

Net Sales \$ _____ (Total monthly volume less tax)

Date _____ Name _____

To be returned by the 10th of each month to:

Dolphin Mall Management Office
Attn: Management Assistant

Or

Fax to: 305-436-9000

Overview of Facilities Maintenance Department

Store Maintenance

We recommend that, on a daily basis, you evaluate the exterior appearance of your storefront. This is the customer's first impression of your store. Is the electric sign clean? Are all the printed signs up-to-date, professionally done and in good taste? Are your windows and gates clean? Are there damaged floor tiles or does your store need painting? What condition is your carpeting in? Please remember to keep the service areas and corridors adjacent to your store clean and free of debris at all times.

We also recommend that you evaluate daily the interior cleanliness, organization and overall merchandising appeal of your store.

Repair Personnel and Service Contractors

It may be necessary from time to time to call on a repair person to maintain your store. Work on the exterior of your store is to be performed during non-shopping center hours and with the permission of the Management Office. Prior to starting all such work, please contact the Management Office so that our policies can be reviewed with the repair person or contractor, up to and including all insurance requirements and COI (Certificate of Insurance) has been provided.

Care of Premises

Merchant must comply with the following terms:

- a. Merchant must keep premises orderly, neat, safe, clean and free from rubbish and dirt.
- b. Merchant must store trash and garbage within the merchant leased area until trash is properly disposed of in designated compactor.
- c. Merchant may not burn trash or garbage.
- d. Boxes are to be broken down for proper compacting.

Trash disposal violations will result in a \$500 fine.

Guidelines for trash removal will be provided by contracted service provider.

Merchant Obligation for Maintenance

Merchant must comply with the following items in this section:

- a. Merchant must keep premises in a state of good repair.
- b. Merchant must keep premises clean, sanitary and safe in accordance with the laws of the state and other governmental agencies having jurisdiction.
- c. Merchants must keep premises free from all liens.
- d. Merchant must install and maintain fire extinguishers and other devices necessary to meet governmental and insurance requirements.



- e. Merchant must maintain in good operating order its own HVAC units, exhaust equipment and air supply variable air volume (VAV) box and associated controls.

Merchant Obligations

Merchant's (store manager) obligations for store maintenance are as follows:

Doors	Plate Glass
Electrical Systems	Walls
Door / Gate Locks	Plumbing
Fixtures	Floors & Carpeting
Windows	Signs
Sprinkler System	Storefronts
Ceilings	Pest Control Program
Lighting	Heating & Air Conditioning Systems

Sewage Facilities within the Leased Premises (including free flow up to the main sewer line)

Solid Waste and Recycling Services

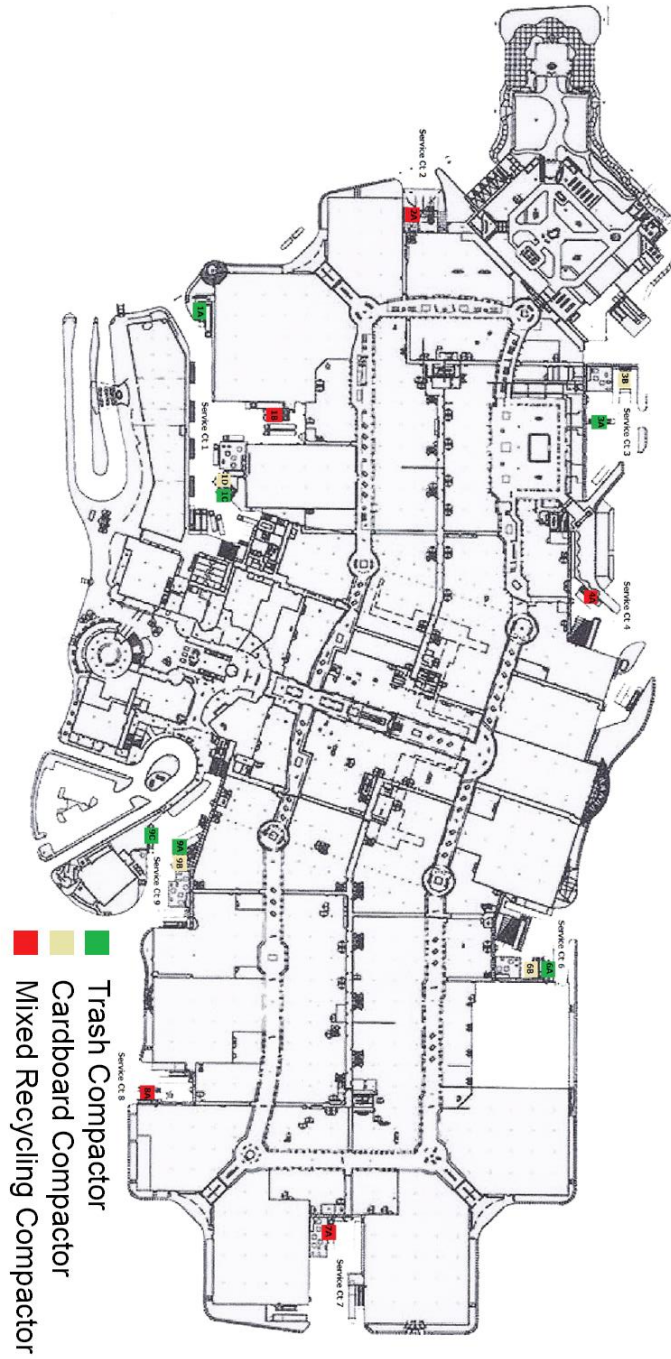
Waste services are provided through highly efficient commercial compactors located in the various service areas outside the mall. Each compactor is clearly labeled.

Solid waste is normal garbage generated through retail operations and includes items such as food waste, paper, packing materials, etc. Garbage should be drained of all excess liquid and placed in sealed plastic bags. Transport in hand containers to the compactors. Compactors are not to be used under any circumstances for any types of hazardous, chemical, grease trap, or other restricted waste types of for any bulky items such as pallets, furniture, store fixtures, construction debris, etc.

Recycling services are provided by way of the cardboard compactors. These compactors are clearly marked Cardboard only. Boxes should be broken down flat and placed inside the compactor. Compactor will operate once door is fully closed and latch engaged.

Arrangements should be made to have any such items removed. Dumping of any items that are able to be placed in compactor will be subject to a trash violation.

Trash Removal





Heating and Cooling System

The Heating, Ventilation and Air Conditioning (HVAC) system servicing your space consists of various components that act as one unit. This system is controlled, managed and maintained by the mall to maintain a comfortable shopping and working environment. The majority of the in-line merchants are supported by the variable air volume (VAV) box associated with the thermostats and temperature sensors in your space. The exception to this system is any anchor tenants, restaurants and larger footprint stores, where the HVAC units are supported and maintained by the merchant and not the mall.

For the common areas and typical in-line merchants, the system is shut down after mall hours and resumes operation in the morning before the mall opens. Should you experience any discomfort, please contact Security at 305-591-9940 to communicate your concern and we will dispatch a technician to evaluate and/or resolve any concern in regards to the HVAC.

Since the mall maintains the HVAC system, on occasion, we will need access to the merchant space to perform routine maintenance and ensure the system is operating efficiently. Mall management will contact the store in advance for access.

For Restaurants, Anchor stores and oversized in-line tenants, which per their lease are required to maintain and operate their own HVAC system, regular maintenance is required by the merchant's vendor. It is recommended for these types of tenants to obtain and maintain service contracts with qualified HVAC vendors to perform the routine maintenance required by the manufacturer's specifications. It is your responsibility to maintain the operation of the HVAC system.

For all tenant types, it is important to note that no additional loads be added, modifications be made or changes to the tenant's space without prior landlord approval. You must contact the shopping centers Facilities Director for prior approval.

For tenant maintained units, on occasion, vendors will need access afterhours or roof access. An afterhours request must be made with mall management 48 hours in advance. You can obtain the afterhours request form from the management office. Any vendor working on property will be required to submit a Certificate of Insurance (COI) and clearly define the work being done. The charge for afterhours service is \$50 per hour for each hour requested.



Drain Line (Plumbing) Preventative Maintenance

Dolphin Mall has an ongoing preventative maintenance program to minimize drain stoppages throughout the shopping center. During the year and especially throughout the holiday season, it becomes increasingly important for our merchants to also become involved in preventative maintenance.

Some unusual items result in drain stoppages. These items range from 1) rags, 2) paper towels, 3) personal feminine items, 4) clothing, 5) plastic bags, 6) straws, 7) grease, and 8) cups. These types of items must be placed in a trash receptacle and not placed down the drains. As you are undoubtedly aware, our drains are only designed to accept tissue. Every restroom should have a garbage can. In women's restrooms, a feminine disposal container is necessary and should be properly emptied into the garbage container, not the toilet. Most stoppages can be averted. Signage to encourage proper use should be posted in the restrooms.

Pest Control

It is required that all merchants contract directly with a pest control contractor for servicing your space. A regular preventative maintenance program of pest control ensures the stores maintain a safe and pleasant environment within Dolphin Mall. Frequency of treatments may vary depending on the type of store (food merchants and restaurants require more frequent treatments); however, the frequency services for all stores suggested by the Management Office is monthly.

Food services are required to treat at least twice a month. The cost of all pest control services is the responsibility of each store.

Roof Access

The roof is secure at all times. Merchants and contractors requiring access to the roof for store work must stop by the Security Dispatch Office. Merchant or contractor will be required to identify themselves and the store employing their services and complete a roof access form. They will also be required to leave their contact information with the dispatcher to obtain a visitor badge and access to their portion of the roof. Merchant or contractor must also inform dispatcher estimated time of return.

For security reasons we ask that merchants provide advance notice of 48 hours for all planned services requiring access to the roof, up to an including all insurance requirements. Contact mall management for sample of COI requirements. Contractor must keep area free of debris. Any debris infractions will be assessed at **\$500 per incident**.



Store Remodeling

Store remodeling requires the written approval of the Landlord. This would include changing the storefront, storefront signage, floor coverings, wall coverings, and interior partitions, electrical, mechanical and plumbing systems. If your company is interested in remodeling, please contact the Management Office for our assistance in submitting plans and obtaining approval, up to and including all insurance requirements.

Management Inspection

Management reserves the right to enter your store at reasonable times to examine your premises. The purpose of the inspection is to ensure the safety and cleanliness. We will do this only with your knowledge and do not intend to cause any interruption in your business activity.

Utilities

Electricity

Electricity is furnished to all merchants through the shopping center's electrical distribution system. Merchants will be invoiced by FPL for their electricity usage. All merchants are responsible for maintaining the electrical panels, transformers and associated electrical components within their space.

Water

Water is furnished to all merchants through the shopping center's main potable (drinking) water loop. Landlord will specify type of meter. Most merchants are required to install their own water meter. The water authority will invoice merchants for water usage. Please feel free to contact Miami-Dade Water & Sewer Authority: 305-665-7471

Telephone

Granite provides basic telephone service. For new service, call 1-855-478-4743.

Gas

Merchants using natural gas must receive prior written Landlord approval. The Landlord will direct the store to the gas manifold in the service area supporting their operation. The merchant will then be responsible for the meter installation and associated piping run to the merchant space. Florida City Gas Company: 1-800-993-7546

Restaurants/Food Services

Food Court Seating

The Food Court seating area is maintained by the shopping center cleaning contractor. We appreciate your assistance in notifying us if you discover the seating area in need of cleaning or the Food Court furniture in need of repair. If your store utilizes the shopping center serving trays, you may contact the Management Office at 305-599-3000 if you run out of trays. Trays are not to be removed from the Food Court area.

Menu and Service

Your menu was approved with your lease. Any change to this menu requires written consent. Please submit any changes in writing. You may not install any type of vending machine or video machine without the prior written consent of the Landlord.

Grease Removal

The Landlord has provided special receptacles for disposing of all restaurant grease. The containers are located in the truck dock areas servicing your merchant space. Absolutely no grease may be placed in the trash compactors. When using the grease containers, please ensure that no grease is spilled on the floors, parking lot, or concrete service areas. If an accidental spill occurs, please notify the security dispatch office immediately. A spill poses a potential safety hazard and needs to be promptly addressed. Under no circumstances is grease permitted to be placed in the plumbing system. Any dumping of grease within the facilities exterior plumbing system will be fined at a rate of: **\$500 per incident.**

Grease and Plumbing Traps

The merchant is responsible for keeping all grease and plumbing traps clean and in proper operating order at the merchant's expense. It is recommended that all grease traps be serviced monthly by a licensed grease trap service contractor. Actual service will vary depending upon use and manufacturers specifications. Inadequate servicing will adversely affect the equipment's efficiency and will cause plumbing blockages.

Pest Control

Restaurants and/or food service stores are required to contract directly with a licensed pest control service company. A regular preventative program of pest control ensures the restaurants maintain a safe and pleasant environment for their customers. Food services are required to treat a minimum of twice a month.



Security

Security Services

Dolphin Mall's security services are provided within the common areas and parking areas to ensure the safety of our customers, merchants and employees, the protection of our property and to assist the public. Our security staff provides service 24 hours a day, and can be reached by calling 305-599-9940

Dolphin Mall's security department is not a law enforcement agency; therefore, we do not have the powers of arrest and detention. Security will work with merchants and local authorities to evaluate and properly respond to any security matter.

Security Patrol

Dolphin Mall is patrolled by uniformed security officers for 24 hours a day, 7 days a week, 365 days a year. Dolphin Mall security personnel can be easily identified by a highly visible uniform which consists of yellow/black High Visibility Polos with black pants for exterior personnel with reflective vest. For assistance, call 305-599-9940, for emergencies call 305-599-9428

Foot Patrol Unit

Foot patrol officers provide high visibility to customers, merchants and employees. Foot patrol officers patrol all interior and exterior areas of the center, providing assistance as needed. Some of those services include.

- Escorts
- Lost and found persons or items
- Store walk through for suspicious situations
- First aid
- General assistance



Mobile Patrol Unit

Our security department utilizes security vehicles that are clearly marked and identifiable. These vehicles provide surveillance of the parking areas as well as assistance to customers, merchants and employees. For assistance, contact mall security at 305-599-9940. The security mobile unit can provide the following services:

- Escorts on property
- Vehicle jumpstarts
- First aid
- Assistance with lost persons or vehicles
- Accident assistance

Bicycle Patrol Unit / T3 Vehicles / Segways

Security will be patrolling the parking lots and exterior property except in extreme weather.

Benefits of the bicycle patrol, T3's and segways include:

- High visibility
- Close interaction between customers and security
- Greater mobility of security officers
- Reduction of parking lot incidents

Leaks

All leaks should be reported immediately to Security at 305-599-9940. All reports should be made to contain the leaks until repaired.

Wet Spills

Please contact Security at 305-599-9940 to report any spills in common area.

Lost and Found Items

Merchants are requested to keep lost items in their store until claimed by the owner. The store is the first place the customer will call. Items turned into the information booth or to the security department will be held for a reasonable amount of time. When possible, an attempt will be made to contact the owner of the item. In the event that items are not claimed, then merchant shall dispose of the lost merchandise within a reasonable amount of time.



Lost Children

In the event a lost child is in your store, call the security department at 305-599-9428 and an officer will respond. If a parent or guardian reports someone missing, call security and ask the person to remain with you until the officer arrives. We cannot help them if they wonder off looking for their child.

Medical Assistance

Dolphin Mall security personnel are all trained in basic first aid and CPR. In the event of a medical emergency, call 911 and then call Dolphin Mall security at 305-599-9428. A security officer will respond and assist until medical personnel arrive.

Severe Weather

Dolphin Mall security will monitor all weather conditions. In the event of a severe weather watch or warning, merchants will be advised by our code red system that we are in a severe weather watch/warning and the type of severe weather.

A severe weather WARNING indicates that severe weather is in the immediate area.

In the event of a tornado/hurricane WARNING, emergency procedures will be initiated as follows:

- Security will alert all stores via our OnSolve system and by patrol.
- All patrons will be directed to designated shelter areas within the center.
- Merchants should evacuate all customers from their stores and close gates. In the event you choose not to leave your store, take refuge in a backroom or service hallway, and avoid the following: plate glass windows, glass items and displays.
- If someone wishes to leave the center, explain the pending hazard but make no attempt to stop him/her. It is an individual choice. We have no right to interfere.
- As soon as we receive the "all clear", you will be advised and be able to resume normal businesses

Power Failure

Infrequently we experience a power failure in the mall. There are three different types of outages that may occur:

- Complete power loss throughout the mall
- Partial power loss in portions of the mall
- Brown-out power coming in, but at minimal levels

In the event of a **complete power loss**, security will make all necessary announcements with portable loudspeakers. During the day, there should be no



problem directing patrons. If the loss occurs at night, our emergency lighting system will provide sufficient light to direct patrons.

Your store's emergency lighting system should be checked on a regular basis.

In the event of a **partial power loss**, security will make personal visits to the affected area with specific instructions.

In a **brown out** condition, you may be able to conduct business. We ask you that you reduce your power usage by shutting down unnecessary lights and air conditioning.

Fire

In case of fire, call the fire department at 911, and then call Dolphin Mall security at 305-599-9428.

Prevent fire in your store with good housekeeping. Check your store for fire hazards: trash, oily lint & rags, dirt, a burning cigarette, overheated electrical wiring, a coffee pot left on, and general untidiness. Important reminder: There is no smoking in Dolphin Mall including all common areas, service corridors, elevators, main entrances and public restrooms. Deposit trash or waste in safe containers which are emptied daily. All trash containers should be made of metal.

Before closing for the day, check carefully:

- Selling area
- Dressing rooms
- Rest rooms
- Storage areas - Remember no material may be stored within 18" of a sprinkler head or within 36" of electrical panels.

Install and maintain all required fire extinguishers.

Dolphin Mall security will regularly inspect all merchant spaces for fire safety purposes. All inspection officers will contact the store manager when they enter a store for inspection. A special checklist will be completed when making this inspection. A copy will be provided to the manager upon completion of the inspection.

Sweetwater Police Department

911 (Emergencies only)
305-552-9900(Non emergencies)



Rules of Common Courtesy

Dolphin Mall is privately-owned property ("Property"). We welcome all visitors who comply with these Rules of Conduct and our other policies. We have established these Rules of Conduct to ensure the safety and comfort of all visitors. The following are prohibited on Property:

1. Disorderly, intimidating threatening, dangerous or disruptive conduct of any nature, including but not limited to: use of obscene or insulting language or gestures, loitering, running, yelling, fighting, throwing any objects, littering, playing radios or other audio devices, rollerblading, skateboarding, hover boards, and bicycling.
2. Standing, walking, sitting, or moving in such a way as to cause inconvenience to others, or in a prohibited area or object.
3. Possession of any weapon other than by law enforcement personnel.
4. Any act which could result in physical harm to persons or damage to property.
5. Any act prohibited by local, state, or federal laws or ordinances.
6. Truancy.
7. Possession of an open container or consumption of alcoholic beverages other than in licensed areas.
8. Possession or consumption of illegal substances.
9. Distribution of literature or other items, offering any item for sale, solicitation, conducting surveys, videotaping or photography, without, in each instance, the prior written consent of mall management under the mall's Access Policy or other applicable policies.
10. Visiting the center without shirt or shoes, or failing to be fully clothed. Wearing clothing that is, or in a manner that is, obscene, offensive to others, that may provoke a disturbance, or is otherwise inconsistent with a first-class, family-oriented shopping center.
11. Smoking in interior common areas, corridors or other prohibited areas.
12. Possession of pets or other animals, except fully licensed service animals.

The foregoing list of prohibited activities is not intended to be an exhaustive list of all prohibited activities on the Property, and management reserves the right to prohibit any activity or conduct which is detrimental to or inconsistent with a first-class, family-oriented shopping center. Management's interpretation of these Rules of Conduct is conclusive and binding.

Violators of these Rules of Conduct may be subject to expulsion, banning, and/or arrest for criminal trespass or for other violation of law. Violators of banning orders may be subject to arrest and prosecution for criminal trespass. These Rules of Common Courtesy may be amended or changed at any time and are in addition to all other rules and policies pertaining to the Property.



Customer Service

Information Booth

Located in Ramblas Entry 3, the Information Booth is designed for the convenience of our customers and for you. Our multi-lingual customer service staff will provide courteous assistance with a number of services including providing information on general directory, events, stores, local hotels, tourist shuttles and coach bus greetings. You can even send faxes, make copies, Florida Lottery tickets and foreign currency exchange.

Shopping Center Amenities

Dolphin Mall customers are offered a shopping experience second to none in the industry. Our amenities are plentiful and include:

- Private Family Restrooms
- Children's Play Area
- 800-seat Food Court
- ATM Machines
- Complimentary Wheelchairs
- Motorized Carts
- Shopping Carts
- 8,500 Free Parking Spaces
- East and West Valet Parking
- Lockers to store shopping bags & luggage
- Foreign currency exchange
- Florida Lottery



Overview of Marketing Department

Dear Dolphin Mall Merchant:

Welcome to the Dolphin Mall team! We recognize that you and your store are a key component of our brand positioning. As such, we look forward to working with you to enhance your store visibility at our Center.

Enclosed you will find information relating to numerous marketing programs and how your business can participate:

- **Marketing Contacts**
- **Why a Value Shopping and Entertainment Center?**
- **Market Profile**
- **Market Overview**
- **Trade Area**
- **Competition**
- **Marketing Programs**
 - Tourism
 - General Information
 - Sign-Up Sheet
 - Dolphin Mall Website
 - Web Registration Form
 - Sponsorship Opportunities
 - Tourist Package
 - Entertainment Package
 - Information Center Package
 - Other Marketing Opportunities
 - Marketing newsletter, E-mail List & Participation Form
 - Dolphin Mall Public Relations & Participation Form
 - Dolphin Mall Photo/Artwork Request
 - Window Displays
 - Employee Discount Program
- **Media Market Overview – Television, Newspaper and Radio**
- **South Florida Community Organizations**

Part of our success lies in encouraging all of our merchants to participate in marketing opportunities, thus creating stronger and more successful promotions.

Please review the following information and feel free to contact me with any questions or comments at 305-599-3000. We, the Marketing Department, look forward to working with you soon.

Regards,
Madelyn Bello Calvar, CMD
Marketing Sponsorship Director



Dolphin Mall Marketing Contacts

Madelyn Bello Calvar, CMD
Marketing Sponsorship Director
Tel: 305-599-3000 ext. 5748
Fax: 305-436-9000
mbello@taubman.com

Adriana Valero
Marketing Tourism Manager
Tel: 305-599-3000 ext. 5750
Fax: 305-436-9000
avalero@taubman.com

Nicole Pajon
Marketing Sponsorship Coordinator
Tel: 305-599-3000 ext. 5751
Fax: 305-436-9000
npajon@taubman.com

Alex Gomez
Director of Guest Services
Tel: 305-599-3000 x 5770
Fax: 305-718-4009
Infoplaceusa2305@hotmail.com



Outlet-Shopping, Dining and Entertainment At Its Best...

As South Florida's premier destination for outlet-shopping, dining and entertainment, Dolphin Mall captures a local and tourist audience actively seeking savings and variety in their shopping experience. It delivers an exciting blend of more than 240 retailers by combining restaurants and unique entertainment with a retail mix of designer and popular family brands sold through manufacturer's outlets, department stores, specialty retail clearance centers, category-dominant superstores and value-oriented retailers. With a unique design adapted from the region's rich heritage, the center is divided into three zones – Ramblas ("walk"), Playa ("beach") and Moda ("style").

Perfectly positioned to draw locals as well as tourists, Dolphin Mall is conveniently located just five miles west of Miami International Airport, where the Florida Turnpike and the Dolphin Expressway (836) intersect. Shoppers can access the mall by taking Exit 27 off the Florida Turnpike.

Market Overview/Customer Research

Miami-Dade County has a population of over 2.2 million people and over 11 million overnight visitors each year. Dolphin Mall is located in Sweetwater. Dolphin Mall is also close to one of South Florida's fastest growing communities, Doral. Since the opening of our doors, Dolphin Mall has become known for its great savings and also a fun family atmosphere venue for the surrounding community.

Dolphin Mall Customer Profile

Household Composition

Dolphin Mall attracts young, family households.

- The Dolphin Mall shoppers' median age is 31 years old versus the DMA average of 40 years old.
- Dolphin Mall shoppers between the ages of 18 – 34 is 55% versus the DMA average at 22%.
- Dolphin Mall shoppers with children in the household in the market is 52% versus the DMA average of 36%.
- Dolphin Mall shoppers with children between 6 – 11 years old is 23% versus the DMA at 17%.



Hispanic Shoppers

Dolphin Mall is very popular among Hispanic shoppers.

The percentage of Hispanic or Latino origin at Dolphin Mall is 74 versus the DMA average of 51% and the US average of 18%.

Household Income

Dolphin Mall's average household income is \$66,692 versus the DMA average of \$67,686 and the US average of \$80,853.

Dolphin Mall has four target markets.

Primary Target Customers:

1. Women: Fashion trendy women between the ages of 25 – 54 with a household income above \$60K seeking name brand stores at outlet prices.
2. Families: A moderate, family – oriented group with a household income above \$60K.

Secondary Target Customers:

3. Singles: (55% of Dolphin shoppers): A young 18 – 34 year old who enjoys hanging out with friends and enjoy shopping, dining and entertainment.

Out-of-Town Visitors:

4. Tourist traveling more than 50+ miles. Approximately 68% of Dolphin Mall visitors are tourists. Research shows that the average expenditure of an out-of-town visitor is \$486 dollars.



Marketing Programs

Tourism General Information

Programs for Out-of-Town Visitors

Dolphin Mall Tourism Department has developed several programs to reach visitors that come to Miami and entice them to shop at Dolphin Mall. Some of the programs are:

- Passport to Shopping program
- Group Greeting Services
- Hotel, Airlines and Cruise Lines Alliances
- Tourism Offices Alliances i.e. Greater Miami and Visitors Bureau
- Miami International Airport Alliance
- Familiarization Tours for Travel Professionals

For more details about this or any other programs, please contact Madelyn Bello Calvar, at 305-599-3000 or at mbello@taubman.com.

Facts about Out-of-Town Visitors Coming to Dolphin Mall

- 68% of Dolphin Mall shoppers are out-of-town visitors
- 95% of out-of-town visitors live outside the United States
- Top countries/regions where Dolphin Mall visitors originate are:

- USA – 50 miles outside Miami
- Argentina
- Brazil
- Colombia
- Other S. American Countries
- Central America & Caribbean
- Europe
- Mexico
- Canada



DOLPHIN MALL PASSPORT TO SHOPPING PROGRAM

The Dolphin Mall Passport to Shopping program is a great way to reach the millions of visitors that are expected to shop Dolphin Mall every year from various parts of the world. The program consists of accepting a special passport, which allows tourists to receive a discount or an offer at participating stores.

We do encourage our merchants to offer at least 10% off or \$5 off a purchase of \$50 or more for the Passport to Shopping Program. Your store may also offer other great promotional discounts like a gift with purchase, which you can describe in the enclosed participation form.

In addition, we are offering the “**Tourist Package**” which consists of including a flyer in our Passport to Shopping package. This is a great opportunity for those merchants that cannot participate in our complimentary program or would like additional exposure to advertise their brand among our tourists for a nominal fee. (limited availability).



PASSPORT TO SHOPPING REGISTRATION FORM

*Program is only offered to visitors living outside a 50 miles plus radius.

STORE NAME: _____

MANAGER: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

YES! My store will participate in the Dolphin Mall Key to Discounts Program.

My ongoing Preferred Shopper Discount is:

10% 15% 20% 25% 30%

\$5 off purchase of \$50 or more \$10 off purchase of \$100 or more

OTHER: _____

Please clearly explain your discount/offer and any restrictions if they apply

I do not wish to participate in the program at this time. But please send me information for next year's Passport to Shopping Program

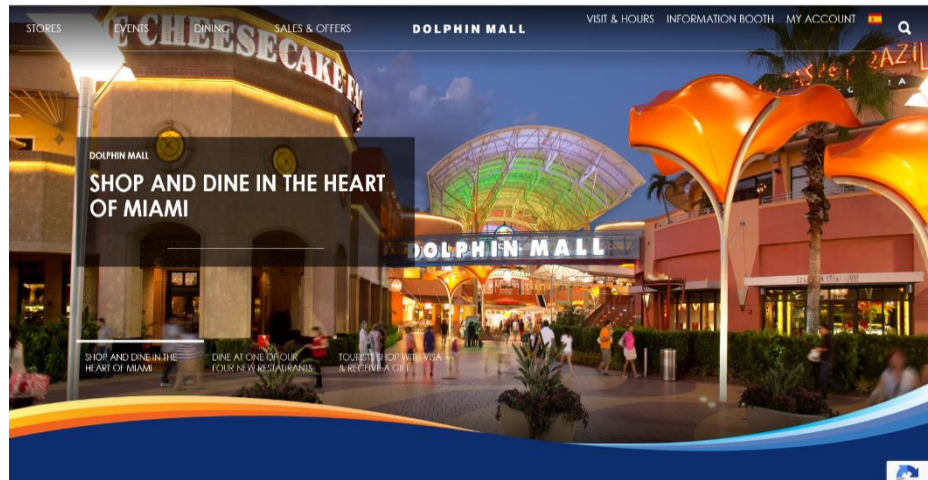
YES! My store will participate in the Dolphin Mall Tourist Package.

Please drop off this form at the Management Office (Marketing Department), Monday – Friday, 9 AM – 5 PM or send it via fax.

Attn: Marketing at 305-436-9000.

Dolphin Mall Website *shopdolphinsmall.com*

Dolphin Mall understands the importance and potential of Internet marketing in the 21st century. Some notable new features include store logos featured prominently throughout the site, store front images on each individual store page, recommended “stores you may like” to raise awareness of all Center



retailers, “where to park”, and many more. The newly enhanced website has incredibly interactive features that offer a world of knowledge to our customers. Shopdolphinsmall.com’s most unique feature is a weekly eBulletin where customers subscribe to receive an email bulletin about what’s on sale at their favorite stores. With the redesigned website, there are now email sign-up headers throughout the site and the email database continues to grow every day, making the web an invaluable tool for the Center. Participating in the weekly sales update is an easy, cost-free process. You will find that you are able to relay your sales and offers, find prospective employees or even publicize a special event (in-store appearances, giveaways, etc.). We urge you to participate in this free promotional tool and take advantage of its many benefits. The site also has a unique feature that allows for printable coupons for your store. You provide us with the information and we include it within your store page. Each store has their very own store page with useful information for consumers. Additional features of the store page are the products sold, services offered, a link to store websites, and social media handles. Please review the website and fill out the enclosed form if you need to update your store’s logo so we can ensure we have the most updated version on your store page.

Best Regards,

Adriana Valero
Marketing Tourism Manager
avalero@taubman.com



Web Registration Form

Store Name: _____

Store Manager: _____

Store Phone Number: _____ Fax Number: _____

Store Website Address: _____

E-mail: _____

Store Hours: _____

Retail categories: (e.g. Women's Fashions, Shoes, Accessories & Jewelry, Electronics & Entertainment) _____

Store space #: _____ Section: (Moda, Playa, Ramblas) _____

Entry #: _____

Please provide a brief description of your store:

Kind of products that you carry in your store:

Brand names that you offer:

Store's Return Policy - You can attach a copy of a receipt here.

Would you like to offer a printable coupon on your page to help track customer response?
Please include promotion, start & expiration dates and discount code.

Important note:

Please email your store logo (preferably in a hi-res JPG format). This is required for your store to be listed on the website. Please also email your store's store-front image if you have one.
Restaurants – You can email your menu if you want us to post it.

Thank you so much!

Please drop off this form at the Management Office (Marketing Department),

Monday – Friday, 9 AM – 5 PM or send it via fax or email

Attn: Adriana Valero, Marketing Tourism Manager 305-436-9000 avalero@taubman.com.



In-Mall Media Opportunities (TMMI)

As part of our continuing efforts to offer our merchants the opportunity to market themselves beyond their lease line Dolphin Mall now has in-mall media opportunities that include ceiling **banners**, mall entrance **door clings**, interior spectaculars, **digital screens**, free-standing **signs**, food court ceiling banners, food court **table wraps**, food court **column wraps** and many other opportunities throughout the mall. Please contact Madelyn Bello Calvar, 305-591-5748 or mbello@taubman.com or advertising rates and/or further information on this program.

Information Center Package

As part of our continuing efforts to offer our merchants the opportunity to market themselves beyond their lease line we have put together the “**Information Center Package**”. This package offers the use of our company Television’s in the newly renovated information booth by Entry 3 for an ad and mentioning during the weekend live entertainment. The Information Center Package has a minimum fee of **\$2,500 monthly** plus a one-time production fee.

Tourism Brochure

Our goal is to continue driving sales and traffic to the center throughout the year by focusing on the key selling periods for our primary market as well as ensure we are the must-see attraction for all tourists visiting the area. In our effort to continue building awareness and excitement about Dolphin Mall we have put together the **Tourism Brochure** distribution package. These brochures will be distributed to hundreds of hotels in Miami-Dade and Florida Turnpike rest stops, for **\$6,250/6 months** period with a circulation of 62,500 brochures.



Dolphin Mall Store Opportunities

Date: _____

Store Name: _____

Contact: _____

Title: _____

Phone: _____

E-mail: _____

Yes, I would like to participate in the following program/s:

Program	Artwork/Collateral Needed	Quantity	Dates Available	Cost	Order	Total Cost
Tourism Brochure	Full Panel – 4" x 9" (artwork only)	62,500/printed 2x per year	2x per year	\$11,000/year		
Passport to Shopping Package	Flyer	16,500/month	Monthly	\$1,250		
Passport to Shopping Ad	4"x9"	120,000/annual	Yearly	\$5,000/6 months \$10,000/year		
Information Center Package	30 second commercial	1x		\$2,500 + one time production cost		
	Flyer no larger than 4" x 6"	16,500/month	Monthly			
Total Cost						\$

Please fax this form to the attention of Madelyn Bello Calvar at 305-436-9000.

MARKETING NEWSLETTER & EMAIL LIST

Monthly, the Marketing Department sends out a bilingual newsletter informing tenants of upcoming promotions, events, or interesting news within the mall. The memos are distributed by security and left at the store for the manager. They are the best way for us to communicate with you when a special opportunity arises. Below is a sample version of the memo. We also send the memos in text format to stores and corporate contacts, via e-mail. For more information, please contact Nicole Pajon at 305-599-3000 or at npajon@taubman.com



Volume 9, Issue 6
June 2016

Now Open...

<u>TORE</u>	<u>ZONE</u>	<u>SPACE</u>
untie Anne's	Moda 5	K109B
urger & Beer oint	Ramblas 3	R102
abo Flats	Ramblas 3	R101
ry Deluxe	Playa 2	468

Coming Soon...

<u>TORE</u>	<u>ZONE</u>	<u>SPACE</u>
ollister	Moda 3	188
e Macaron	Playa 8	K101

Live Entertainment...

Ramblas Plaza Stage every Friday and Saturday night from 8 PM to 12 AM and Sundays from 4 PM to 8 PM.

Fri., June 3 - Cache (Latin / Top 40)
 Sat., June 4 - Brazilian Explosion (Latin/Pop)
 Sun., June 5 - Watch Party
 Fri., June 10 - Eclipse Band Live (Latin/Pop)
 Sat., June 11 - Axel Aleman Quartet (Latin/Pop)
 Sun., June 12 - Debbie Orta (Jazz)
 Fri., June 17 - Clockwork (Latin/Top 40)
 Sat., June 18 - Cache (Latin / Top 40)
 Sun., June 19 - Noreena Downey (Jazz)
 Fri., June 24 - Brazilian Explosion (Latin/Pop)
 Sat., June 25 - La Tradición (Latin/Caribbean)
 Sun., June 26 - David Fernando (Latin/Rumba)

Events

UNDAY, JUNE 5

Venezuela v. Jamaica Watch Party

Join us on Sunday, June 5th, from 3p - 9p for our Soccer Watch Party in Ramblas Plaza. We will be showing the Venezuela v. Jamaica match on a large screen on the stage.

Promotions

MONDAY, JUNE 6
MONDAY, JUNE 20

The All Star Dad Sweepstakes

Starting Monday, June 6 through Sunday, June 20, Dolphin Mall shoppers can enter to win the The All Star Dad Sweepstakes. The first prize pack includes gifts from Dolphin Mall, The Miami HEAT store, Perry Ellis, BRIO Tuscan Grille and Buffalo Wild Wings. Second prize pack features gifts from GNC, Kona Grill, Cabo Flats and Kona Grill. The entry box is located in Ramblas 3 in front of the Information Booth.

NOW THROUGH
THURSDAY, JUNE 16

Valet Is On Us Promotion

Customers who enjoy lunch at any of our participating restaurants and spend more than \$25, will receive complimentary valet parking.

Offer valid Monday through Thursday with meals of \$25 or more (not including tax or tip) between 11am and 3pm at participating restaurants. Visit the Information Booth in Ramblas or ask participating restaurants for complete details.

FRIDAY, JUNE 3

UNOde50 Employee Discount Day

On Friday, June 3rd, all mall employees receive 30% off at UNOde50 located in Ramblas. This offer is redeemable in store only. Not valid online.



Marketing Opportunities..

Mommy Blogger Event

Dolphin Mall will be hosting Miami's most prominent Mommy Bloggers and their kids on Tuesday, June 14. They will be enjoying a day of shopping and family fun. They will all receive a swag bag containing gifts and special offers. If you would like to participate with gifts for the swag bags, please contact Dunia Ramirez, Marketing & Tourism Coordinator at dramirez@taubman.com by Friday, June 3rd.

Teacher Appreciation Month

Dolphin Mall will be celebrating teachers once again this year with the program, "Live, Life, Teach". Teachers from Miami-Dade and Broward County public, private and charter schools will be invited to visit Dolphin Mall between mid to end of July and present their credentials at the Information Booth to receive a special tote bag filled with merchant gifts and special offers including a meal voucher and the Passport to Shopping. If you would like to participate, please contact Nathalie Betancourt, Assistant Marketing & Tourism Director at nbetancourt@taubman.com.

Taubman Mall Media Impact (TMMI)

Looking to promote your store? Dolphin Mall offers merchant marketing opportunities including banners, signs, window clings, column wraps and more. For more information contact Karina Rubio, Marketing & Sponsorship Coordinator at 305-599-3000 Ext. 5751 or by email at krubio@taubman.com.



Email List Sign-Up Form

Please fill out this form if you would like to receive our memos via email. You may provide up to three emails for your store. Please also include any corporate email addresses that would like to receive Center news.

Store Name: _____

Store Manager: _____

E-mail #1: _____

E-mail #2: _____

E-mail #3: _____

***Please drop off this form at the Management Office (Marketing Department),
Monday – Friday, 9 AM – 5 PM or send it via fax
Attn: Nicole Pajon, Marketing Sponsorship Coordinator 305-436-9000.***



Dolphin Mall Public Relations

As part of our continuing publicity efforts, Dolphin Mall distributes information on a regular basis to various local and international media outlets. Our public relations effort is always focused on finding new ways to promote the center and generate awareness on the many great things we have to offer.

Dolphin Mall Public Relations Form

Below is a quick survey form that will help us understand your company's press policy. We would appreciate as much information as you can provide us, so that we can promote all mall happenings in our press communications.

STORE NAME: _____

MANAGER/CONTACT: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

CAN YOUR STAFF SPEAK WITH THE PRESS? PLEASE LIST THE NAMES AND/OR TITLES OF YOUR STORE'S SPOKES PERSON. PLEASE LET US KNOW IF THEY ARE BILINGUAL (ENGLISH & SPANISH).

***Please drop off this form at the Management Office (Marketing Department),
Monday – Friday, 9 AM – 5 PM or send it via fax
Attn: Nicole Pajon, Marketing Sponsorship Coordinator at 305-436-9000.***



Dolphin Mall Photo/Artwork Request

The marketing team at Dolphin Mall is dedicated to making the center the preferred shopping, dining and entertainment destination in South Florida. Part of this process requires us to visually showcase the mall through advertising collateral, and materials such as brochures and mall signage.

Since our merchants are the ones who make us great, we want to show what you are all about. We would like to request that you send us any artwork, photos or b-roll of images that you have developed for your own marketing needs. These will help us bring the feeling of Dolphin Mall to potential customers.

Please send all pertinent photos, artwork or b-roll images to the Marketing Coordinator, Dolphin Mall, 11401 NW 12 Street, Miami, FL 33172 or drop off any materials at the Management Office, Monday – Friday between 9 AM – 5 PM attention Nicole Pajon, npajon@taubman.com.

Dolphin Mall Employee Discount Card

The Dolphin Mall Employee Discount Program was created to allow Dolphin Mall Merchants to reach all mall employees. This program will allow mall employees to receive a discount at participating stores. A yearly card will be provided in order for employees to identify themselves attached with a Guide to Savings. When signing for this program please keep in mind that it is for one year, changes or updates to the discount will be done quarterly. At which time you will receive a new Guide to Savings.

The store manager will need to request the Discount Card back from employees that are no longer employed.



Dolphin Mall Employee Discount Program Registration Form

STORE NAME: _____

MANAGER: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

NUMBER OF EMPLOYEES: _____

YES! My store will participate in the Dolphin Mall Dolphin Mall Employee Discount Program.

10% 15% 20% 25% 30% 35%

\$5 off purchase of \$50 or more \$10 off purchase of \$100 or more

OTHER: _____

Please clearly explain your discount/offer and any restrictions if they apply

***Please drop off this form at the Management Office (Marketing Department),
Monday – Friday, 9 AM – 5 PM or send it via fax at 305-436-9000
Attn: Adriana Valero, Marketing Tourism Manager – tel. 305-599-3000***



Media Market Overview

South Florida's major media outlets:

Television:

<u>Call Letters</u>	<u>Channel</u>	<u>Affiliation</u>
WSCV	51	Telemundo
WLTV	23	Univision
WSVN	7	FOX
WPLG	10	ABC
WTVJ	6	NBC
WFOR	4	CBS
WAMI	69	UniMas
WLRN	17	Public Television PBS
WPBT	2	PBS
WJAN	41	America Teve

*Television stations reach Miami-Dade, Broward and Palm Beach counties.

Newspaper:

<u>Paper</u>	<u>Geographic Region</u>	<u>Circulation</u>	<u>Language</u>
The Miami Herald	Miami-Dade County	147,130 (Daily)	English
El Nuevo Herald	Miami-Dade County	42,069 (Daily)	Spanish
Diario Las Americas	Miami-Dade County	45,000 (Daily)	Spanish
Daily Business Review	Miami-Dade County	3,790 (Daily)	English
Miami Today	Miami-Dade County	27,401 (Weekly)	English
New Times	Miami-Dade County	79,440 (Weekly)	English
S.F. Business Journal	Miami-Dade County	9,283 (Weekly)	English
<u>Community Newspapers</u>			
Doral Tribune	Doral/Airport West	10,000 (Daily)	English
Kendall Gazette	Kendall	10,000 (Daily)	English



Radio

The following radio stations reach the South Florida market:

<u>Station</u>	<u>Dial Number</u>	<u>Format</u>
WHYI	100.7 FM	Top 40 Radio
WMIB	103.5 FM	Hip Hop
WAMR	107.5 FM	Spanish Pop
WRMA	95.7 FM	Spanish Pop
WPOW	96.5 FM	Top 40
WCMQ	92.3 FM	Tropical/Salsa
WXDJ	106.7 FM	Spanish/Tropical
WNMA	1210 AM	Spanish
WVUM	90.5 FM	College, University of Miami
WLYF	101.5 FM	Adult Contemporary
WSFS	104.3 FM	Alternative Rock
WAXY	790 AM	Sports
WEDR	99.1 FM	Hip Hop
WINZ	940 AM	Sports
WIOD	610 AM	News, Talk
WBGG	105.9 FM	Classic Rock and Roll
WZTU	94.9 FM	Spanish Pop
WQVN	1360 AM	Spanish Christian Religious
WLRN	91.3 FM	Public Radio
WKAT	1080 AM	Spanish Christian
WOCN	1450 AM	Spanish Sports/Talk
WAQI	710 AM	Spanish News
WQBA	1140 AM	Spanish Talk
WRTO	98.3 FM	Spanish Tropical Music/POP
WRHC	1550 AM	Spanish News
WWFE	670 AM	Spanish News
WSUA	1260 AM	Spanish, News, Talk
WFEZ	93.1 FM	Adult Contemporary
WMIA	93.9 FM	Adult Contemporary
WFLC	97.3 FM	Top 40
WKIS	99.9 FM	Country
WQAM	560 AM	Sports



South Florida Community Organizations

Greater Miami Chamber of Commerce

Phone: 305-350-7700

Fax: 305-374-6902

www.greatermiami.com

Membership Contact

Phone: 305-350-7700

Relocation Contact

Phone: 305-539-3000

For further information on relocation you may visit the following web sites:

Realtor Association of Greater Miami and the Beaches

Phone: (305) 468-7000

<http://www.miamire.com/default.htm>

Dade and Broward County city information

<http://www.ewm.com/citycontent/>

Greater Miami Convention & Visitors Bureau

Phone: 305-539-3000

www.miamiandbeaches.com

South Florida Concierge Association

Phone: 888-528-1555

www.sfcaonline.com

Doral and Airport West Chamber of Commerce

Phone: 305-244-1641

www.dawcc.org

City of Sweetwater

Phone: 305-228-8866

www.sweetwaterchamberofcommerce.com/scc2014/



Specialty Leasing (RMUs)

Hours of Operation

Merchants are required to open for business during mall hours. Dolphin Mall's hours of operation are Monday through Saturday 10:00 a.m. to 9:30 p.m. and Sunday 11:00 a.m. to 8:00 p.m. Special holiday hours will be announced separately.

The center is traditionally closed on Christmas Day. The center will advise all licensees in advance of any hour changes.

Failure to open during all mall hours is a direct violation of your license agreement, and may result in penalties and termination.

In the event of an emergency and if you are unable to open for business, you are responsible for contacting mall security before mall hours and your on-site Specialty Leasing Agent. Failure to do so will result in fines.

Shopping center entrance doors open Monday through Saturday at 6:30 a.m. and on Sundays at 7:30 a.m.

Taking Care of Your RMU

The Retail Merchandising Unit (RMU) is constructed of steel with a wood laminated finish. Please do not tape, screw or glue anything to the RMU. If you have any maintenance problems with your RMU, do not attempt to repair it yourself or "flag down" any Dolphin Mall personnel you see walking by. Please contact our Specialty Leasing Department at **305-599-3000**.

If the lighting on your RMU needs to be adjusted please do not attempt to adjust them yourself as these fixtures are extremely fragile and should not be touched. Contact your on-site Specialty Leasing Agent for assistance regarding any necessary adjustments and we will dispatch a member of the facilities staff to assist you.

Cleaning Your RMU

You are responsible for the general cleaning of your RMU on a daily basis. This includes the top frame of your cart as well as the lower portion metal toe kick of the cart. Any deep cleaning which would require moving large quantities of merchandise off or outside of the unit, or pulling out drawers and shelves needs to be done before or after mall hours. When cleaning the doors on the unit, please do not use glass cleaner or any other cleaning liquid to avoid scratching the doors. You should use warm soapy water and a soft cotton cloth. You may use glass cleaner on the glass shelving. The RMU must be kept neat and clean at all times. No boxes, stepping stools, personal items or cleaning supplies are allowed on the ground, nearby or visible on the RMU at any time.

At the end of your license period, you must leave your RMU in the same condition that it was received. Any damages sustained to the unit will be deducted from your security deposit.



RMU Relocation

Your RMU can be relocated at any time within the mall, if necessary, by the mall management staff.

Rent Payments and Sales Reporting

Your rent is due in full on the 1st day of each month to the mall management office in the form of a cashier's check or money order. No personal checks or cash is allowed. Please send the cashier's check or money order to the attention of the mall management Specialty Leasing Assistant.

Gross Sales Reports are due to the mall management office by the 5th of the month to the Specialty Leasing Assistant. Any payment of percentage rent that is due must be paid in full on or before the fifth (5th) day of each month of the previous months' sales. Failure to report timely sales will result in \$100.00 fine.

Trash Disposal

You are responsible for taking your trash to the compactor on a daily basis. Should you have any questions on trash disposal procedures please contact Facilities or Specialty Leasing for further assistance.

Dress Code

Professional dress attire is defined as: neatly pressed dress or polo shirt (with collar) and dress or "Dockers" type pants. Jeans with no rips or holes, skirts that are knee length or longer and jackets are acceptable. All apparel should be neat, clean, and pressed. No shorts permitted. Any employee who reports for work dressed in an unprofessional manner will be sent home.

Signage Criteria

No handwritten signs will be allowed on the RMU at any time. All signs must be printed professionally and placed in a sign holder. Signs displayed on the RMU should be no larger than 8 ½ by 11. No flashing or neon signs are permitted. No banners are allowed. Center management reserves the right to remove any sign that has not been pre-approved by the Specialty Retail department. "NO REFUND" signs are prohibited to be displayed. Please see refund guidelines prior to printing your return policy.

Stock Levels

Stocking of merchandise is not permitted during mall hours. All stocking must be done before or after the mall closes. Stock levels on your RMU must be full at all times.



Storage

Please see your on-site Specialty Leasing Agent for storage availability at an additional cost.

Product Sampling and Demonstrations

Product sampling and demonstration are only allowed if pre-approved by center management. When presenting or demonstrating the samples/products to the customer, you must wait for the customer to approach you. Hawking, or aggressively trying to get a customer’s attention (by calling them or approaching them) is **ABSOLUTELY PROHIBITED**. Any violations will subject Licensee to a One Thousand Dollar (\$1,000.00) fine per occurrence,

Insurance

Insurance for your retail operation is required and must be maintained for your entire license period. The following insurance coverage is required at Dolphin Mall:

- General Liability \$1,000,000 per occurrence
- Automotive Liability \$1,000,000 per occurrence
- Workers Compensation Coverage A – Statutory
Coverage B – Employer’s Liability
\$1,000,000 per occurrence
- Body Injury \$1,000,000 per occurrence
- Property Damage \$1,000,000 per occurrence
- Product Liability \$1,000,000 per occurrence

Also, **Dolphin Mall Associates, LLC**, and **The Taubman Company, LLC** as managing agents need to be added as Additional Insured. Coverage is primary and not contributory with any other insurance carried by the Additional Insured.

In no instance will you be allowed to move into the center without first providing us with a current certificate of insurance. The Dolphin Mall management office will maintain the certificate of insurance for all specialty retail merchants along with a fully executed license agreement.

Business License

All RMU’s must obtain the required business licenses from the City of Sweetwater.

Employee Professionalism

All RMU employees must conduct themselves in a professional manner at all times while working at the RMU. Cooperation by all RMU employees at all times with any management office staff in regards to requests for adherence to Dolphin Mall Rules and Regulations is greatly appreciated and expected. No one other than the person employed at the RMU is to utilize the stool that is provided. There is absolutely no eating at the RMU at any time as well as no radios or tv’s permitted. Please arrange your staffing schedule so that you or your employees have relief at meal times.



Visual Merchandising

In order to ensure professional displays and merchandise presentations, all merchants will be required to use our visual merchandiser. All displays and merchandise layouts and fixtures must be pre-approved by the Taubman Company prior to setup.

Use Clauses

Your license agreement clearly identifies the merchandise that you have been approved to sell at your RMU. In the event that you would like to add, change or discontinue any merchandise that is available for sale at your RMU, you must first contact your on-site Specialty Retail Agent to obtain approval. The Specialty Leasing Department is committed to your success, but we must be sure that a change or addition to your use clause does not impact the sales of our inline merchants and other Specialty Retail Merchants.

Market and Sales Support

If we can assist you in promoting your business by providing you with information about the trade area, advertising and community resources, please contact your on-site Specialty Leasing Agent (SLA). Your SLA will either obtain the information on your behalf or put you in contact with the center marketing team.

Returns and Exchanges

You should strive to provide the best customer service you can in order to achieve your maximum sales potential. Please see refund policy requirements as described in your license agreement. If you are a seasonal merchant or on a short term license agreement, we request that you please provide your customer and the on-site SLA with a contact name and phone number in the event that they need to return and/or exchange merchandise after your license agreement expires.

Safety Tips

Here are some safety tips to assist you in preventing any unsafe situations:

1. Cash/Credit deposits should be secured in a locked place and should never be left at your RMU overnight or in public areas.
2. Do not count money in public, or establish a regular pattern when making bank deposits. You should never go to the bank depository alone.



3. Do not leave your cash drawer open at night, void of cash. Although we have security patrolling both the interior and the exterior of the mall 24-hours a day, Dolphin Mall is not responsible for merchandise that may be missing from your RMU. Please use the security canvas that has been provided for you and be sure to lock all cabinets for additional security. We can also recommend that you not leave any irreplaceable, high ticket and/or limited edition/collectible merchandise on your RMU overnight. If it is necessary for you to work after mall hours, we recommend that you not stay alone and that you notify security in advance of your plans. When walking to your car, do not walk to your car alone, and have keys readily available.
4. We insist that personal belonging such as purses, jackets, keys, etc. be secured and placed out of public view.
5. Never leave your RMU unattended.

Power Failure Procedures

In the event that you have any problems with the electrical service to your RMU, please contact mall maintenance Monday through Friday from 9:00 a.m. to 5:00 p.m. at **305-599-3000**. If you have any problems after 5:00 p.m. or on weekends, please contact mall security at **305-591-5757**.

Questions/Comments/Suggestions

We are always available and open to questions, comments, concerns or suggestions. Please feel free to contact your on-site Specialty Leasing Agent at **305-599-3000**.



To: Store Manager

Re: **Emergency Contact List**

We are updating our store contacts. Please fill out the following information in order to better assist us in emergency situations. We would appreciate your cooperation in having this information ready.

Please fill out and return to Management Office

Date: _____

Store Name: _____

Corporate name (if different): _____

Space Number: _____ Store Phone Number:() _____

Corporate Office Phone Number:() _____

Marketing Contact in Corporate: _____

Marketing Contact Phone number: () _____

E-mail Address: _____

Store Manager's / Owner Name: _____

Manager's Phone Number(s) :() _____ () _____

Assistant Manager's Name: _____

Assistant's Phone Number(s): () _____ () _____

Thanking you in advance for your cooperation to this matter.

Sincerely,

Dolphin Mall Management