



Northern Colorado's Premiere Shopping Destination

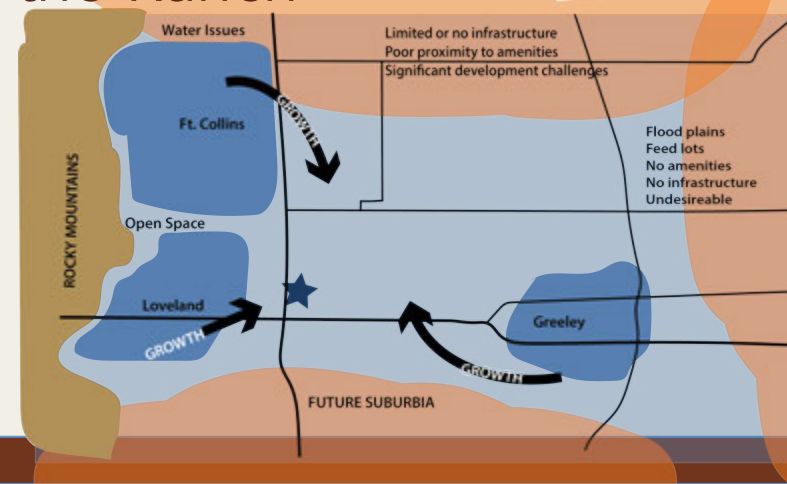
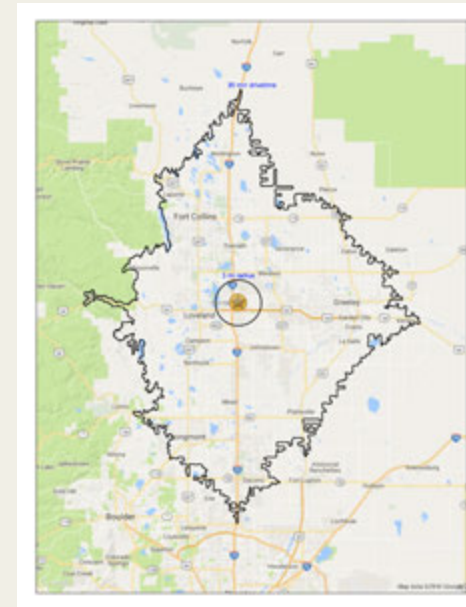
City of Loveland

November 22, 2016



Why the Brands Will Succeed

- Destination retail center, located on I-25
- Project for Northern Colorado & beyond
- Center of Northern Colorado
 - 640,000 residents within 30 minute drive
 - Significant trade area with strong demographics
- Unique, first-to-market tenants
- Experience better than the internet
- Captures additional revenue from the Ranch
- Magnify success of the Ranch



Why the Brands Will Succeed

- Key Attributes
 - Physical Environment
 - Plaza
 - Streetscape
 - Park-like setting
 - Live, Work and Shop Environment
 - Transportation & pedestrian friendly



Successful Inspiration

Avalon, Alpharetta, GA



Successful Inspiration

Station Park, Farmington, UT



Successful Tenant Strategy

- Build on success of the area
- Enhance future development at the ranch
- Become a super-regional attraction



Successful Brands

Targeted new-to-market tenants :

- 72 anchor & Junior anchors
- 70 Restaurants
- 96 Small shop/specialty tenants



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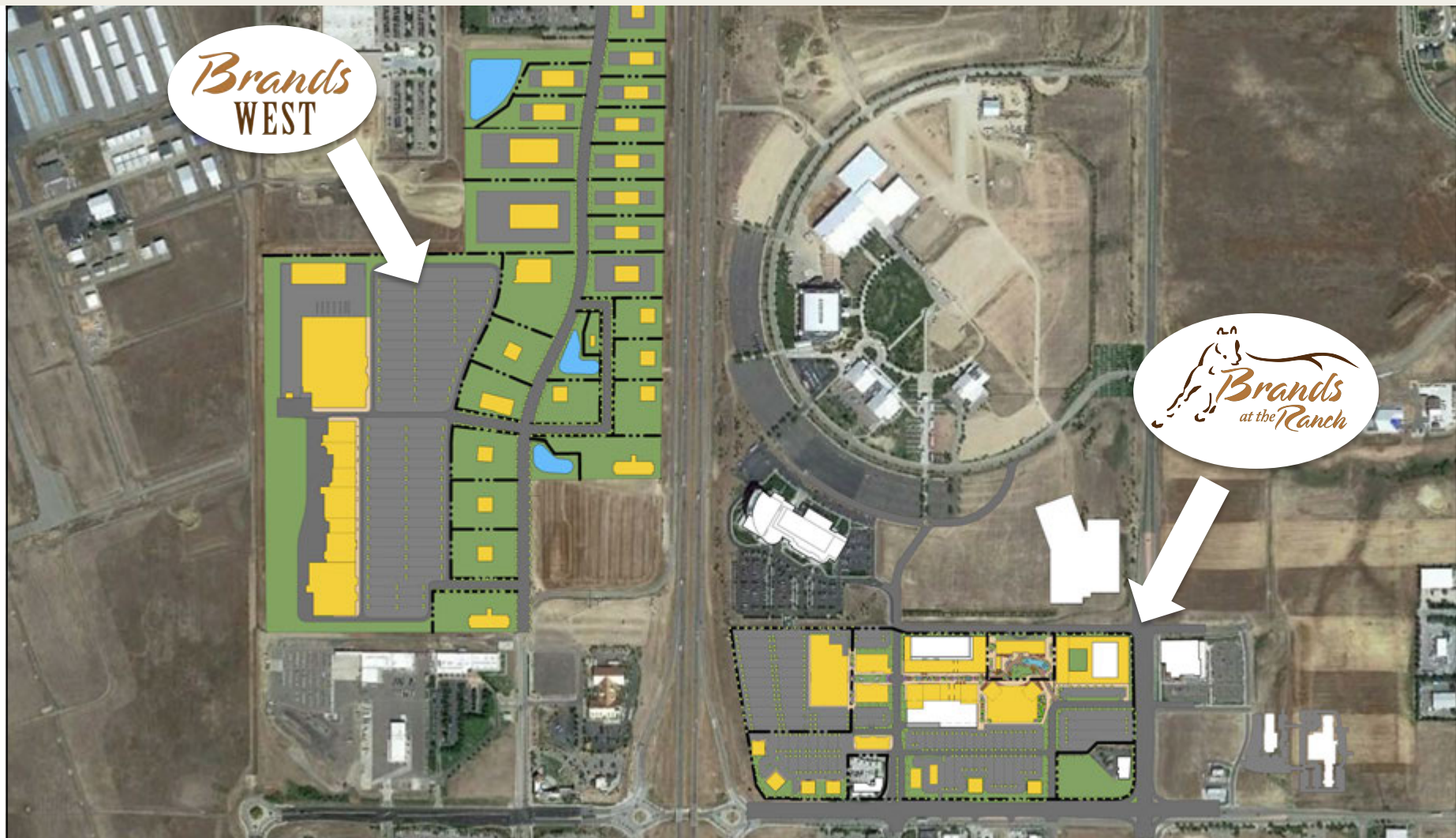
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Successful Master Plan



Successful Brands Plan



Renderings



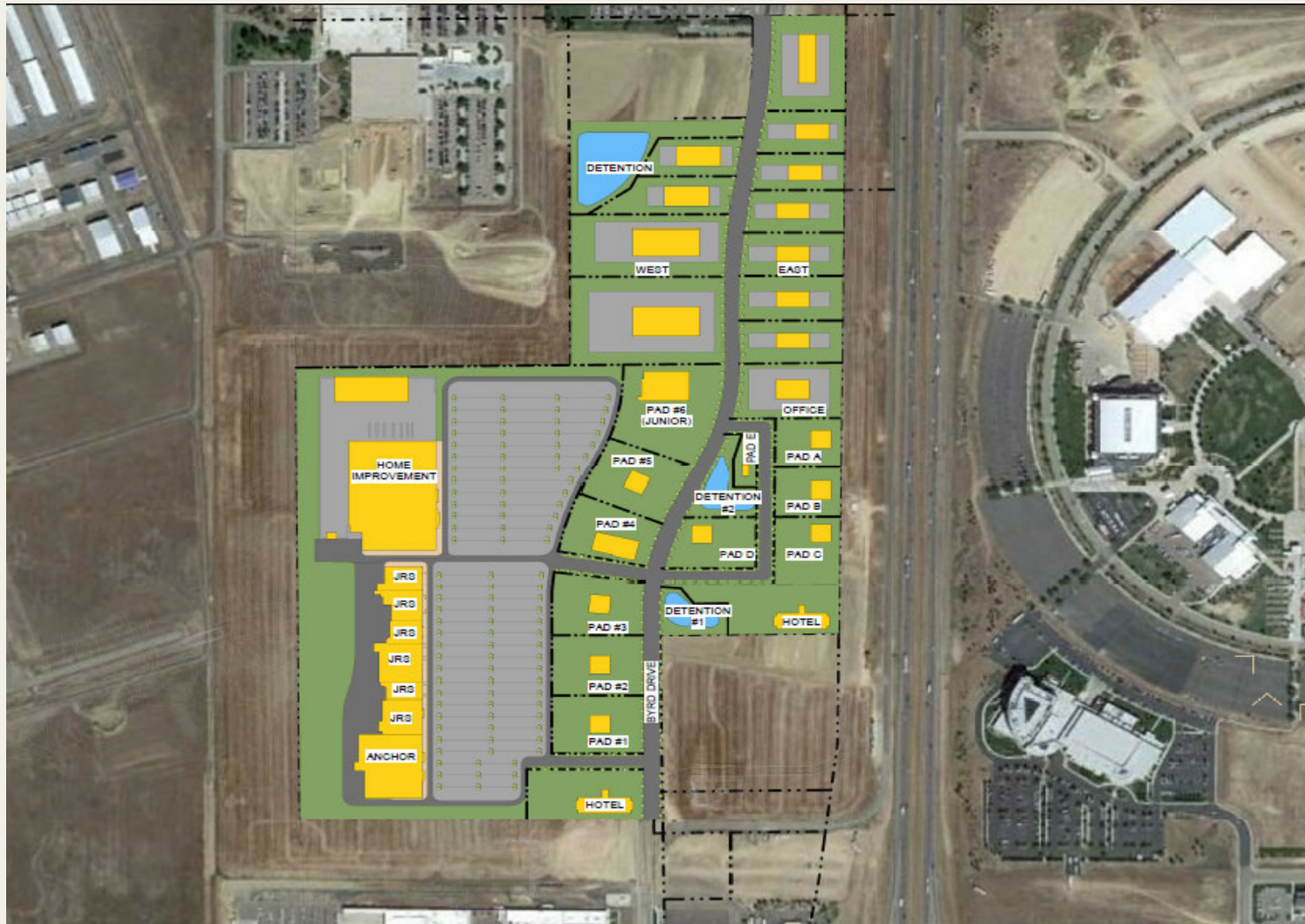
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Renderings



The Brands West Master Plan



Success for Loveland

- Project is a “Game Changer”
- Capitalize on Ranch investment
- Magnify the experience of Northern Colorado and the Ranch
- No URA requested=significant new tax base for all jurisdictions: Cities, Schools, County
- Over 6,000 permanent jobs
- Unique residential and office offering for Northern Colorado
- Project investment in excess of \$570MM will lead to continued economic growth within the corridor
- Significant financial benefits to the city
- Brands is a long-term success opportunity
- Brands only happens with the City support

Appendix 1: Brands

- Build “best in class” Life Style Center
 - Fully integrated center with Multifamily, Office, Retail, Hospitality and Entertainment
- Project Dynamics
 - Total Project - 1,267,520 sq. ft.
 - Retail – 424,400 sq. ft.
 - Two Multifamily developments (580 units)
 - Class “A” Office – 129,000 sq. ft.
 - 200 Room Full Service Hotel
 - Estimated creation of 3,400 permanent jobs
 - Generation of annual sales in excess of \$200MM per year

Appendix 2: Brands West

- Opportunity to continue the growth of the Brands Project across I-25
 - Ability to incorporate fully integrated project while exposing the area to new tenants and the expansion of light manufacturing
- Project Dynamics
 - Total Project – 939,100 sq. ft.
 - Retail – 567,100 sq. ft.
 - Two Anchors (Home Store Formats)
 - 201,000 sq. ft. of Junior Anchors
 - 66,100 sq. ft. of Restaurant/Entertainment
 - Class “A” Office – 30,000 sq. ft.
 - Two Limited Service Hotels (200 Rooms)
 - 122,000 sq. ft. of Light Manufacturing
 - Estimated creation of 3,450 permanent jobs
 - Generation of annual sales in excess of \$260MM per year
 - Project cost over \$200MM