

Charlebois Family Investments

What to do next?

GOODMAN

A solid orange horizontal bar at the bottom of the slide.

How can we become profitable?

What to do with Portland mall?

1. Demolish and become Airport parking
2. Renovate the mall and make it an updated experience
3. Offer rent reductions for tenants to encourage investment

My idea for Portland

Demolish and become Airport parking

This is why

- Already an open mall
 - Demolition will be cheaper
- Lower-middle class people
 - Price sensitive, more likely to shop around
- Walmart is coming in 5 miles
- Mall needs a needed reno
 - Minimum investment of 20 millions
- Large parking area
 - $125\ 400 = 2200$ spots at 150sqft per space

This is How

1. Plan to demo in 2-3 years
2. Do not renew leases and negotiate a buy out of current leases
3. Hire a demolition company to demolish the structure
4. Hire a paver and builder to pave the lot and fence in the lot and build booths
5. When ready, hire 5 employees for \$40 000 to man the booths
6. Charge \$15/day to park

This is when

2017

2018

2019

2020

Inform tenants of decision to close mall

Hire demolition company to do the demolition

Demolition

Build parking lot

Open

Risks

Operate at under 50% capacity

- Lower the price of parking
- Rent parking for Trailblazer and other sports games

Connecticut Mall

What to do with the Connecticut mall?

1. Continue operating the mall and renovate for high tech business offices and retail space
2. Sell the mall

My idea for Connecticut

Keep the mall and renovate it

This is why

- Upper middle class
 - Shop at upper-end retailers and are will to pay for the experience
- Surrounded by high-tech businesses and professional offices
 - Will convert the anchor stores to office space and lease the new space to offices
 - Anchor stores offer outside access
- Increased baby-boomer population
 - More cautious of purchasing online
- 2 new condo builds in progress
 - More potential customers, selling point for retail investors

This is How

1. Charge \$3/day for designated train parking
2. Reserve the services of a local tow company to toe fare cheats
3. Renovate the anchor stores to accommodate professional offices; build to lease
4. Renovate the mall with upkeep maintenance
5. Convert other anchor stores if they close to smaller retail outlets
6. Lease new and renovated mall spaces to new retail investors
 1. Utilize internal expertise to lease the spaces

This is when

2017

2018

2019

2020

Immediately start charging \$3 day for train parking

Secure a tow company to tow violators

Begin conversion of Sears to office spaces

Start renovating mall

Sell and promote available mall spaces to potential clients

Risks

Can't fill the new spaces with new retailers

- Lower rent/teaser rates
- 100% percentage rent

How we make money?

When we make money



NPV= \$9.7
million
@15%

Revenue

Revenue	2018	2019	2020	2021	2022	2023
Parking Spaces			2200	2200	2200	2200
Cost per day			15	15	15	15
Yearly Revenue (full)			12045000	12045000	12045000	12045000
50% Capacity			6022500	6022500	6022500	6022500
10\$/sqft	2550000	4250000	4250000	4250000	4250000	4250000
Train Parking	100	100	100	100	100	100
Cost per day	5	5	5	5	5	5
Yearly Revenue (full)	130000	130000	130000	130000	130000	130000
50% Capacity	65000	65000	65000	65000	65000	65000
Total	2615000	4315000	10337500	10337500	10337500	10337500

Key Takeaways

Portland

Demolish existing mall and build parking lot by 2020

Cash generating project

Connecticut

Renovate Sears for office spaces

Renovate empty space for retail spaces

Add train parking lot section

2.4 year payback period with a \$9.7 million NPV

Thoughts?
