



## **RETAIL THERAPY RULES and REGULATIONS**

1. Contestant must be 18 years of age or older.
2. Retail store must be a new business or an existing business with less than 10 locations.
3. Any retail concept is eligible including restaurants.
4. The Shops of Grand Avenue, Grand Avenue City Mall LLC, Jones Lang LaSalle Americas, Jones Lang LaSalle Services, AAC Realty and Ashkenazy Acquisitions Corporation shall have no liability with respect to RETAIL THERAPY.
5. The Shops of Grand Avenue reserves the right to accept or reject any application for any reason or no reason.
6. Participants retain all rights to their business plan at all times as intellectual property.
7. Participant may withdraw from the competition at any time prior to final agreement.
8. Judges will review business plans and maintain confidentiality.
9. Judges have been selected at the sole discretion of RETAIL THERAPY organizers and sponsors.
10. The judges' decision is absolute and final.
11. The Executive Summary, given by contestant, of conceptual idea will be placed on OnMilwaukee.com for review and comment by the general public.
12. The winner of RETAIL THERAPY will be obligated to enter into The Shops of Grand Avenue standard License Agreement for a minimum two (2) year period with the first year's base rent being waived and the second year's base rent consisting of eight percent (8%) of the previous year's annual sales. The winner will be responsible for all other charges stated in the License Agreement.
13. Winning contestant retains the right to extend the option to renew after the initial two (2) year term at Market Rate.
14. The winning location is at the sole and absolute discretion of The Shops of Grand Avenue.
15. Business must be able to open on or before January 1, 2010.
16. The Shops of Grand Avenue shall approve all signage, displays and fixtures prior to installation.
17. The winning contestant must abide by all rules and regulations as a Shops of Grand Avenue tenant.
18. If the winner of RETAIL THERAPY does not enter into The Shops of Grand Avenue License Agreement within 30 days of being notified, the winner will forfeit all rights and a new winner will be named.
19. Prizes include the following:
  - Free Base Rent for One Year at The Shops of Grand Avenue
  - Interior Design Concept courtesy of Kahler Slater
  - Advertising package valued at \$2,500 courtesy of OnMilwaukee.com
  - One year free membership to Visit Milwaukee courtesy of Visit Milwaukee
  - One year free membership to The Westown Association courtesy of The Westown Association
  - Logo Design courtesy of Spark Milwaukee
  - Grand Opening Kit courtesy of Kroll-Salkin Corporation
  - Premium Ticket package for Grand Opening courtesy of Connections Tickets
20. Not included, but not limited to, are the following:
  - Tenant build out
  - Tenant signage, displays and fixtures
  - Shopping Center Common Area Charge of \$1,800 annually
  - Utilities charges (based on actual usage)
  - Trash Removal
  - Daily business usages (i.e. Phone and Internet)