



SALESFORCE TRANSIT CENTER
Pop-Up Program Presentation
November 7, 2017



Who We Are

From market feasibility analysis and pre-development consulting, to implementation and merchant coordination tracking, PRI guides their clients throughout the entire specialty retail leasing process.

For over 25 years PRI has given our clients the opportunity to have specialty retail programs that are the best in the industry.

What We Do

PRI Creates, Leases, Manages, Consults and Merchandises Common Area and Pop Up Retail Programs for Shopping Centers, Cities, Downtown Business Districts, Airports and Transportation Hubs nationally and internationally for over 25 years.

PRI is a California Women Business Enterprise/Disadvantaged Business Enterprise (DBE/WBE/SBE) since 2000.



Clients & Locations



DEL MONTE
SHOPPING CENTER



BAY STREET
EMERYVILLE



SOUTH SHORE CENTER



UNION STATION
LOS ANGELES

BAYFAIR



"PRI is my "go to" at all times for the creation of my specialty leasing programs. My suggestion is to use them as soon as you hire your architect, as their pre-development work to completion will deliver a successful end product you can't find anywhere else. They are able to read the market and curate a specialty leasing mix that makes your center more interesting and successful."

- Beth Bradford, Owner, B2 and Company

Why a Pop-Up Program?

- **Establishing a ‘Sense of Place’**
 - Daily shopping/eating/service patterns for consumers/commuters
- **Attract food vendors and new retail ideas**
- **Incubation & development of local concepts**
 - Become the place to test and launch new ideas!
 - Artisanal opportunities
 - Pop Up to Permanent
- **Adds excitement to the common areas & exterior areas**
 - Activation on Grand Opening Day!

Partner Integration



Long Term Strategies / Identifying & Negotiating Retail / Restaurants & Services



Park Activities / On Site Events / Programming / Creating a Destination



Media / Sponsorships / Partnership Marketing / Interactive Brand Representation



Short Term Activations / Pop Up & Incubation Retail / Food & Beverage / Services

Partnership Example: Saavy Natural

PRI
POP UP/INCUBATION



Colliers
INTERNATIONAL
PERMANENT STORE

PEARL
ADVERTISING

**SHARK
TANK**

Winner 2016

BRV BIEDERMAN
REDEVELOPMENT
VENTURES

SOAP MAKING/DEMONSTRATION



Creating a Dining Destination

Food Trucks



Mobile Vendor Units



Brew Pub / Wine Tasting



Retail Units

- Brand retail
- Capture new customers
- Test brick & mortar



Pop Up Brand Retail

- Experiential Retail
- Brand Activation
- Product Launch



Pop Ups with footprint predetermined



Fashion Trucks



Unique Units



Automated Retail

Immediate Customer Needs & Wants



Automated Retail

Immediate Customer Needs & Wants



Amazon Lockers & Treasure Truck

- ❖ Customer Convenience
- ❖ Repeat Visits



Entertainment

Karaoke
Machine



Photo
Booth

Charging
Stations



Farmer's Market



Next Steps

- Identify Locations
- Canvass Area Locales
- Meet with Prospects
- Tour Site with Merchants
- Engage Local Partners
- Stage for Opening



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