



Memorial City Mall
303 Memorial City,
Suite 303
Houston, TX 77024

713.464.8640

MemorialCity.com

Dear Prospective Memorial City Mall Merchant:

Thank you for contacting Memorial City Mall for Specialty Leasing information. Currently Memorial City Mall leases RMUs (aka carts) and kiosks in the common area as well as temporary inline stores when available.

With 1.6 million square foot and over 160 stores Memorial City Mall is a world class property situated in the center of Houston, Texas. Surrounded by the Westin Hotel, Memorial Herman Hospital and many class "A" office buildings and with the many amenities Memorial City Mall offers, we are a high traffic, family friendly destination. You'll feel the difference in the quality and service that this privately owned shopping center affords. No one size fits all operating standards here. Flexible and responsive leadership along with high standards and strong business acumen make Memorial City a stand out from the competition.

If you have a product or service that would be a good fit, please fill out the application and return to me at the management office:

Memorial City Mall Attn: Elizabeth Ricarte
303 Memorial City, Suite 303
Houston, TX 77024
Office: 713.935.7101
Fax: 713.464.7845 elizabeth.ricarte@memorialcitymall.com

Remember to include samples, catalogs, photographs, a business plan or any other information that features your intended use that will assist us with approving your concept. Please be aware that several variables determine whether or not your concept is accepted, including available locations, use, timely occupancy, length of term, existing competition, etc. In the event that we are at full capacity we will keep your application on file for a period of time.

Elizabeth Ricarte, CMD
Director of Specialty Leasing
Memorial City Mall



SPECIALTY LEASING APPLICATION

Memorial City Mall

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Date:	
Corporate Legal Name:	
d/b/a (Doing Business As):	
Owner(s) Name(s):	
Business Address:	
Home Phone:	Mobile Phone:
Business Phone:	
Email Address:	
SS# or Tax ID: __DL#/State	
Have you owned a business at a mall before? If yes, where?	
Other Retail Experience:	
Type of Unit requesting: ___ Inline ___ RMU (cart) ___ Kiosk Size:	
Product to be Sold:	
Average Price Point:	
Projected Opening Date:	
Length of Term Desired:	
Projected Monthly Sales:	
Other Guarantors on License (Name, Address and SS#):	
Refund Policy:	



SPECIALTY LEASING APPLICATION

Memorial City Mall Additional Guarantors

Please list all partners and have them sign

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Name:		
Corporate Legal Address		
Street:		
City:	State:	Zip Code:
Phone:		
Position:		
I agree to be financially responsible for this business.		
Signature:		

Name:		
Corporate Legal Address		
Street:		
City:	State:	Zip Code:
Phone:		
Position:		
I agree to be financially responsible for this business.		
Signature:		

Name:		
Corporate Legal Address		
Street:		
City:	State:	Zip Code:
Phone:		
Position:		
I agree to be financially responsible for this business.		
Signature:		



MEMORIAL CITY

SPECIALTY LEASING OPERATIONAL GUIDELINES

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- All Carts are required to maintain mall hours.
- Refund policies should be placed in decorative frames and displayed where customers can easily see them. All signage must be professionally made. At least 2 signs should be displayed.
- Cash wrap areas should be kept neat and organized at all times and be free of clutter, including personal items, paper towel rolls, water bottles and food.
- Hand sanitizer should be placed in a decorative dispenser (like a decorative soap dispenser) .
- Signage and credit card stickers should NOT be taped or attached to the poles of the cart .
- Shelving is for merchandise displays not for storage.
- Merchants are responsible for the cleaning and dusting of the carts, including the canopies. Small handheld vacuums are a great tool to collect dust
- Step stools should be kept out of sight when not in use.
- Customers should not be approached and when the customer indicates that there is no interest, should not be pursued further .
- Dress should be professional. No torn blue jeans, flip flops, halters, see through clothing, sweats or strapless clothing is allowed.
- Mall trash receptacles are for customer use only. Trash should be taken to the dumpster. Retailer trash cans should be out of sight at all times .
- Stocking should be done during non-mall hours.
- Only approved seating is allowed. Additional seating is not permitted.
- Schedule cart repairs or light bulb replacements through the mall office at 713.935.7100.
- Coats, sweater and jackets should be put away on not be hung on back of chairs.
- Headphones should not be worn by employees while working.



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SOLICITATION POLICY REMINDER

It is imperative for the long term success of Memorial City Mall that our shoppers have a wonderful shopping experience. MetroNational has gone above and beyond to provide the most exquisite decor and marketing program in the Houston market and we are positioned for a success.

Recently we have seen an increase in customer complaints regarding solicitation activities in the common area. If customers are accosted time and time again as they walk through the mall, they WILL go someplace else to shop.

Solicitation Guidelines:

- You must be within arm's length of the cart/kiosk at all times.
- If a customer is looking the other direction, is on their phone, or not showing any interest you should not call out to them.
- If a customer is looking in your direction, you may say "hello" and attempt to engage them.
- Remember "No" means no. Once the customer shows they are not interested, you are not to continue soliciting them.
- You should never touch a customer without their consent.
- You should not be making large gestures or exaggerated facial expressions.
- Fines will double during the holiday season. After 3 offenses the License Agreement may be terminated.
- This will be the only warning you will receive.

If you have any questions or concerns, please do not hesitate to contact me at 713.935.7101.



RMU PRICING

RMU (Cart) INFORMATION:

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Square Footage: Approximately 60 square feet

Term of Agreement: 1 month to 1 full year

Terms: **Minimum License Fee**
January – October
Starting at \$1,500/month
Average \$2,500/month

November – December
Starting at \$5,000/month
Average \$7,500/month

Other Charges
\$500 Application Fee
\$1,000 Deposit

Overage Rent: 15% Natural Breakpoint

Insurance: Required from all operators
A certificate of insurance listing the additional
insured as follows:
Memorial City Mall, LP
Metro National Corporation

Visuals: Free consultations available
A fixture fee may be charged for the use of our
fixtures.

For kiosk or inline information please send a request to:
elizabeth.ricarte@memorialcitymall.com



CART AND KIOSK INSURANCE REQUIREMENTS

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ADDITIONAL INSURED INFORMATION:

Memorial City Mall, LP
MetroNational Corporation

CERTIFICATE HOLDER:

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Tenant shall carry comprehensive general liability insurance with a combined single limit of one million dollars (\$1,000,000.00) including contractual liability, two million dollars (\$2,000,000.00) general aggregate and workers compensation insurance in the statutory amount (if available at commercially reasonable rates) and employer's liability insurance in the amount of five hundred thousand dollars (\$500,000.00) per accident or disease covering the Premises and Licensee's use thereof.

Tenant insurance is Primary and must be stated as such. Policy must include a Waiver of Subrogation in favor of additional insured.



MEMORIAL CITY MALL EMERGENCY PHONE DIRECTORY

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It is important that store contact information is kept up to take in case of an emergency.

Please take the time to complete each section. Please print legibly and include both the first and last name of each contact.

Please email it to Sherelyn.Dalton@memorialcitymall.com

STORE CONTACT INFORMATION

Date:
Store Name:
Corporate Store Number:
Corporate Phone Number:
Suite number:
Phone number for mall directory:
Store Email Address:

Manager Name	Email Address	Cell Number
Regional:		
District:		
Store:		
Assistant:		