



Developing a Retail Leasing Strategy

**Thursday, June 28, 2007
9am to 4pm**

Preservation Park
Ginn House - Large, 660 -13th Street
Oakland, CA 94612
(12th Street/City Center BART)

WORKSHOP DESCRIPTION

Bay Area LISC is pleased to announce this intensive one-day workshop on developing a retail leasing strategy. Featuring well known trainer Rick Jacobus, this training will help participants develop ambitious but realistic strategies for retail attraction. The workshop will be limited to 30 participants, so early registration is encouraged.

Target Audience: Nonprofit developers, property managers, asset managers, and others involved in developing and managing commercial and mixed-use developments.

Workshop Topics:

- Elements of a leasing strategy.
- Tool/techniques for understanding neighborhood retail markets.
- Understanding market data.
- Working with market research consultants.
- Identifying target tenant types.
- Evaluating retailer needs, common retailer concerns.
- Outreach methods for retail tenants.
- Evaluating long-term performance of a leasing strategy.

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WORKSHOP REGISTRATION

All of the following information must be filled in for registration to be accepted.

Name: _____

Organization: _____
 Nonprofit Government Agency

Address: _____

Phone: _____ Fax: _____ Email: _____

Payments must be received prior to the class in order to secure your attendance. (Space is limited and registration may be restricted to three individuals per organization).

Mail or Fax Registration Form to:
Bay Area LISC
Attn: Greg Chin
369 Pine Street, Suite 350
San Francisco, CA 94104
(415) 397-8605 FAX

There is a \$50 fee to register for this event.

For additional information, contact Greg Chin at (415) 397-7322 x 26 or gchin@lisc.org.
