



MIRACLE MILE SHOPS

at planet hollywood resort & casino las vegas

Thank you for your interest in Miracle Mile Shops as a potential location for your specialty leasing concept. With more than 170 specialty stores, 15 restaurants and live entertainment, Miracle Mile Shops at Planet Hollywood Resorts & Casino is one of the top shopping destinations at the heart of Las Vegas Boulevard.

Located at the Planet Hollywood Resort & Casino, adjacent to the Paris Hotel & Casino and across from the Bellagio Hotel & Casino and the future CityCenter Las Vegas, Miracle Mile Shops is ideally positioned at what has evolved as the "50-Yard Line" of the Las Vegas Strip. Serving approximately 58,000 shoppers per day, Miracle Mile Shops represents tourist and shopping dollars from every corner of the world. With temporary opportunities for carts and in-line stores, Miracle Mile Shops specialty leasing program is designed to provide both new and experienced retailers a high traffic venue to showcase their unique merchandise.

Please follow the instructions below for consideration:

1. **All prospective operators must submit an application, application fee and product samples of their intended products.** Application fees should be in certified funds, made payable to Boulevard Invest, LLC. Operators with current locations are also asked to provide pictures of their current locations. Additionally, while not required, you are encouraged to provide a business plan to assist with the approval process. **Failure to submit any of the requested items may result in a delay of your product being presented to the leasing committee for consideration.**
2. If approved, you will be contacted to schedule a meeting to discuss available locations, rent structure, and visual merchandising requirements.
3. If within ninety (90) days of applying you are not approved, or if we are fully leased, your application fee will be returned. However, your application and product samples will be kept on file for future consideration. Please note there are varying factors that are contemplated when filling a vacancy such as specific use, operator, timely occupancy and location.

Completed applications, application fees and samples should be addressed as follows:

Miracle Mile Shops
ATTN: Specialty Leasing Department
3663 Las Vegas Blvd, Suite 900
Las Vegas, Nevada 89109

Please note that we are unable to return product samples. Therefore, if your proposed product is of excessive value, please provide pictures and/or catalogs which clearly illustrate your intended concept.

Due to the volume of applicants, time does not permit us to contact each prospective operator. However, if you have specific questions about the application process, please call 702.866.0703. Or you may email Amanda at acole@miraclemileshops.lv.com. We appreciate your patience in this process and thank you again for your interest in Miracle Mile Shops.

Kind Regards,

Amanda Cole
Specialty Leasing Manager



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SPECIALTY LEASING APPLICATION

APPLICANT TYPE: (Please Check One)

_____ Cart

_____ Temporary In-Line

TYPE OF BUSINESS: (Please Check One)

Sole Proprietorship: _____ Corporation (Specify State of Incorporation): _____

Limited Liability Company _____ Partnership: _____

BUSINESS / PERSONAL INFORMATION:

Legal Name: _____

DBA Trade Name: _____

Federal ID#: _____ or Social Security #: _____

Contact Name: _____ Drivers License # / State: _____

Mailing Address (NO PO BOX): _____

Phone: _____ Cell Phone: _____

Fax: _____ Email: _____

PROPOSED MERCHANDISE CONCEPT/THEME:

(Please describe in *detail**)

MERCHANDISE PRICE RANGE: \$ _____ to _____

Please include any information that may be relevant such as advertising featuring intended merchandise, pictures of existing stores, merchandise catalogs and/or merchandise samples. Please note, merchandise samples with not be returned.

FINANCIALS:

Bank Name: _____ Bank Phone: _____

Bank Address: _____

Credit References:

1. _____ Phone: _____

2. _____ Phone: _____

Have you ever been a Specialty Retailer at a shopping center before? Yes _____ No _____

If "YES", complete information below (attach additional sheet, if necessary)

Shopping Center	Location	Monthly Gross Sales
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

What do you project your monthly sales to be? \$ _____

Will you be working at your store on a regular basis? Yes _____ No _____

How many employees will be hired? _____

When would you be available to open? _____

I hereby authorize Miracle Mile Shops to verify all information on this application by contacting the sources listed herein or any other sources available. I understand that information that does not verify, or cannot be verified, may result in this application not being approved. The undersigned certifies that the above is true and correct.

Applicant:

Signature

Date

Printed Name

Please return this application,
along with application fee and merchandise samples to:
Amanda Cole • Specialty Leasing Department • Miracle Mile Shops
3663 Las Vegas Blvd South • Suite 900 • Las Vegas, Nevada • 89109
Phone: 702/ 866-0703 Fax: 702/ 866-0717