

2024

MERCHANT MANUAL



↓ **MIRACLE MILE SHOPS**
PLANET HOLLYWOOD • LAS VEGAS



INTRODUCTION

Welcome to Miracle Mile Shops! We're thrilled you are part of our team and are excited to work with you to make your location here a success. Together we will make Miracle Mile Shops the top source for shopping, dining and entertainment in Las Vegas.

Please use this manual as a tool to discover how Miracle Mile Shops operates through administration, maintenance, security, marketing and guest services. This manual includes general information about the property as well as operating guidelines and regulations for you to follow.

If you have any questions about the information outlined in this manual, please contact the Mall Management Office at (702) 866.0703. We look forward to working with you and your staff.



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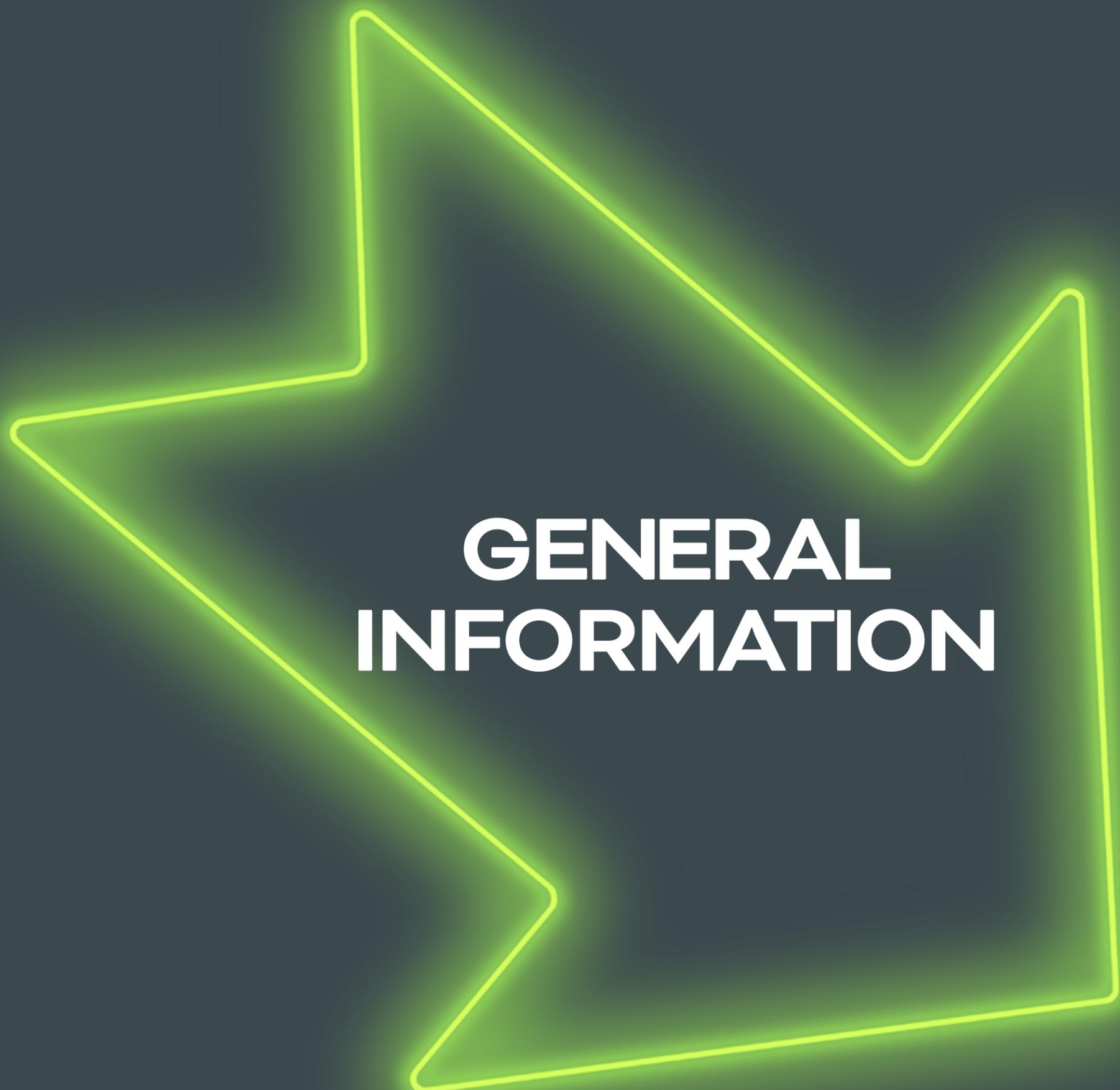
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GENERAL INFORMATION

ABOUT MIRACLE MILE SHOPS

MIRACLE MILE SHOPS

Miracle Mile Shops is a retail anchor in Las Vegas' hotel, dining and entertainment district. Our center-Strip location is surrounded by over 20,000 neighboring hotel and timeshare rooms that give guests easy access to the shopping center via pedestrian walkways and sidewalks. Miracle Mile Shops is 10 short minutes from Harry Reid International Airport and only 15 minutes from downtown Las Vegas.

Miracle Mile Shops includes 500,000 square-feet of gross leasable area, 1.2 miles of storefronts and more than 150 stores and restaurants and two live performance theaters. The shopping center benefits from the casino and entertainment offerings from our partner, Planet Hollywood Resort & Casino, including Bakkt Theater and their entertainment residencies such as Kelly Clarkson, Miranda Lambert, Keith Urban, and Shania Twain.

Las Vegas welcomes nearly 39 million visitors annually. Las Vegas visitors come to the city 2 times per year, and spend an average of 3.4 nights per visit, continuously presenting new opportunities and potential customers for your brand.

In addition to Las Vegas visitors, Miracle Mile Shops, Planet Hollywood Resort & Casino and Elara by Hilton Grand Vacations have more than 6,700 on-site employees.

DEMOGRAPHICS OF THE MIRACLE MILE SHOPS CUSTOMER*

VISITOR ORIGIN



GENDER



AVERAGE AGE

43.7 YEARS OLD



*Q3 2023 LVCVA **2022 PLACER.AI

ABOUT OUR NEIGHBORS

PLANET HOLLYWOOD RESORT & CASINO



- Planet Hollywood Resort & Casino is surrounded by Miracle Mile Shops and shares a parking garage and three access points from the casino into the shopping center.
- The hotel has 2,500 rooms and suites and boasts an average hotel occupancy in the mid-high 90s.
- In addition to their hotel and casino, Planet Hollywood has world-renowned restaurants such as Gordon Ramsay Burger, Koi and Strip House, and the 32,000 square-foot spa, Reflections – The Spa at Planet Hollywood.
- Bakkt Theater, Planet Hollywood's 7,000-seat theater is home to residency headliners such as Kelly Clarkson, Miranda Lambert, Keith Urban, and Shania Twain, along with many other performers, concerts and special events.

ELARA BY HILTON GRAND VACATIONS



- Elara by Hilton Grand Vacations is a 52-story hotel and timeshare tower that is connected to Miracle Mile Shops.
- The property has 1,290-suites, including studios, plus 1, 2, 3 and 4-bedroom suites, many featuring kitchenettes or fully-equipped kitchens.
- Elara by Hilton Grand Vacations is one of 3,600 properties in the Hilton Worldwide's portfolio.

ABOUT LAS VEGAS

Las Vegas is known as the Entertainment Capital of the World, and nearly 39 million visitors come to the city each year to experience it. Miracle Mile Shops is positioned in the center of the excitement, offering visitors entertainment in many forms – shopping, dining and shows.

LAS VEGAS VISITOR STATISTICS*

VISITORS
38,800,000

AVERAGE DAILY AUTO TRAFFIC

I-15 AT CA/NV BORDER
45,694

AVERAGE AGE OF VISITOR

40.7 YEARS OLD

AVERAGE NUMBER OF ANNUAL VISITS TO LAS VEGAS
2.0

NUMBER OF HOTEL/MOTEL ROOMS	151,771
HOTEL OCCUPANCY (THE STRIP)	81.6%
AVERAGE NUMBER OF NIGHTS STAYED	3.4

TOTAL ENPLANED/DEPLANED PASSENGERS 52,667,741	CONVENTION DELEGATES 4,991,500
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TOURISM ECONOMIC IMPACT \$79.3 BILLION	PEOPLE EMPLOYED IN TOURISM INDUSTRY 229,440 OR 19.6% OF LAS VEGAS' WORKFORCE
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VISITOR HOUSEHOLDS WITH INCOMES ABOVE \$100,000	35%
VISITORS WITH SOME COLLEGE EDUCATION / COLLEGE GRADUATES	80%
DOMESTIC VISITORS	91%
INTERNATIONAL VISITORS	9%
SOUTHERN CALIFORNIA VISITORS (LARGEST DOMESTIC VISITOR MARKET)	27%

AVERAGE TRIP EXPENDITURE

SHOPPING  \$271	FOOD & DRINK  \$527	SHOWS  \$310
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*2022 LVCVA

MALL MANAGEMENT

OWNER

Miracle Mile Shops is an affiliate of Institutional Mall Investors LLC, a co-investment venture owned by Miller Capital Advisory, Inc. and CalPERS.

MALL MANAGEMENT OFFICE INFORMATION

3663 Las Vegas Boulevard South, Suite 900, Las Vegas, NV 89109
Main phone (702) 866.0703 | Fax (702) 866.0717

MALL MANAGEMENT CONTACTS

VP, General Manager	Bob Buchanan	rbuchanan@mms-lv.com	(702) 701.7812
Senior Director of Marketing	Wendy Albert	walbert@mms-lv.com	(702) 701.7808
Assistant Director of Marketing	Laura Lake	llake@mms-lv.com	(702) 701.7810
Vice President, Leasing	Shannon McMahon	smcmahon@mms-lv.com	(702) 701.7806
Director of Business Development	Amanda Cole	acole@mms-lv.com	(702) 701.7883
Facilities Manager	Charlie Huffman	chuffman@mms-lv.com	(702) 701.7832
Manager, Financial Reporting	Dante Blanton	dblanton@mms-lv.com	(702) 701.7815
Assistant Accountant	Eunice Marciniak	emarciniak@mms-lv.com	(702) 701.7814
Office Manager	Cindy DiMino	cdimino@mms-lv.com	(702) 701.7805
Office Administrator	Lena Tracy	ltracy@mms-lv.com	(702) 866.0703
Director of Security	Christopher Clarke	c.clarke@marksmanssecurity.com	(702) 701.7821
Assistant Director of Security	Steve Lawrence	s.lawrence@marksmanssecurity.com	(702) 701.7820

OTHER CONTACTS

Security – Lost & Found, Engineering, Housekeeping	(702) 862.8014
Planet Hollywood Resort & Casino (main number)	(702) 785.5555
Elara by Hilton Grand Vacations (main number)	(702) 669.6700

HOURS OF OPERATION

Miracle Mile Shops is open 365 days per year. Your store or restaurant is required to be open at minimum during Miracle Mile Shops' regular operating hours: Sunday-Thursday, 10am-9pm and Friday-Saturday, 10am-10pm.

Pursuant to the language in your lease, there is a potential penalty for being closed during regular mall operating hours.

Merchants planning to open earlier or close later than regular mall operating hours should contact Lena Tracy in the Mall Management Office at least one week in advance. Lena can be reached at ltracy@mms-lv.com or (702) 866.0703.

HOLIDAY HOURS

Miracle Mile Shops' hours do not change for holidays with one exception. On New Year's Eve, the center's hours are shortened to allow for employees to avoid closures on the Las Vegas Strip. On all other holidays, Miracle Mile Shops maintains regular operating hours.



Miracle Mile Shops' Management Office provides our customers with many services. The office is located near White House Black Market and is open Monday-Friday from 8:30am-5pm.

SERVICES INCLUDE:

- Center directions
- Store, restaurant and show phone numbers
- Miracle Mile Shops gift card sales
- Redemption center for all Miracle Mile Shops mall-wide promotions
- General questions

GIFT CARDS

Miracle Mile Shops gift cards are available for purchase at the Mall Management Office Monday – Friday from 8:30am-5pm. Gift cards can be purchased with Visa, MasterCard or American Express in any denomination up to \$500.

Miracle Mile Shops gift cards are accepted by all merchants (stores, restaurants and V and Saxe Theaters) with the exception of kiosks and Vitality. **The Miracle Mile Shops gift card is part of the VISA credit card program and must be tendered as a credit card.** If you receive a gift card from a customer and have questions on how to redeem it, please call the merchant phone number on the back of the card – (800) 755.8713. This number is staffed 24 hours/day and the operator who answers can walk you through how to accept the gift card.



RESTROOMS

PUBLIC RESTROOMS ARE LOCATED IN:

- Hallway between Lids and Victoria's Secret
- Hallway behind Saxe Theater
- Planet Hollywood Casino + Elara by Hilton Grand Vacations

ATMS/PHONE CARDS

LOCATED IN:

- Hallway by lululemon
- Hallway between Lids and Victoria's Secret
- Hallway by Club Tattoo
- Hallway by Chipotle Mexican Grill – ATM only
- Hallway by Quiksilver – ATM only
- Hallway by Saxe Theater – ATM only

LOST & FOUND

Please notify Security and/or bring lost and found items to Security as soon as possible. The Security Office is located in the hallway between White House Black Market and Flights. Go through the set of double doors between these merchants, take the elevator at the end of the hallway to the 3rd level, and Security is to your left. Security can also be reached at (702) 862.8014.

WI-FI

Miracle Mile Shops has Wi-Fi available for our customers. Customers should select '@MiracleMileLV' and they will be directed on how to log on.

BOX OFFICE INFORMATION

Miracle Mile Shops has two theaters as part of the tenant mix, V Theater and Saxe Theater. Both theaters have their own box office, or they can be reached at vtheaterboxoffice.com or (866) 932.1818.

Tickets for Bakkt Theater shows can be purchased at their box office just inside the casino across from the theater. The theater can be reached through Planet Hollywood's website – planethollywoodresort.com or (702) 785.5882.



RAIN SHOW

A free light and water spectacle. Guests can cross over the Rain Show's pond on a bridge designed to position viewers in the middle of two walls of water falling from the famous sky-ceiling. Dynamic depictions of the elements fire, water, ice, earth and wind are cast on the walls of water to create impressive visual effects.

The Rain Show is located near Elara by Hilton Grand Vacations.

SHOWTIMES:

Daily on the half hour, 10:30am-10:30pm.

THE LOST CITY SHOW

A free light and sound display, located in front of V Theater. Visitors will watch in awe as fire, water, ice, earth, and wind come to life and dance across the stone facade of V Theater and the surrounding cityscape.

SHOWTIMES:

Daily on the hour, 10:00am-11:00pm.

ADMINISTRATION



RENT PAYMENTS

PLEASE MAKE ALL CHECKS PAYABLE TO:

IMI Miracle Mall, LLC or IMI Miracle Harmon, LLC

Rent is due in twelve (12) equal monthly installments during each year of the Lease Term, in advance, on the first day of each calendar month, without setoff, deduction, prior notice or demand.

For IMI Miracle Mall, LLC payments, please send rent checks to:

USPS:

IMI Miracle Mall, LLC
PO Box 744726
Los Angeles, CA 90074-4726

Wire Transfer or ACH Credit:

Refer to Lease Agreement

For IMI Miracle Harmon, LLC payments, please send rent checks to:

IMI Miracle Harmon, LLC
PO Box 741038
Los Angeles, CA 90074-1038

Wire transfer:

Refer to Lease Agreement

CHANGE OF BILLING ADDRESS

Please submit in writing, with title and signature by a person whose signature appears on the lease documents, any changes to your merchant notification or billing address. Please specifically indicate if the change is for your billing address, notice address, or both.

QUESTIONS REGARDING YOUR ACCOUNT

FOR QUESTIONS REGARDING RENT, PLEASE CONTACT:

Dante Blanton
Manager – Financial Reporting
(702) 701.7815
dblanton@mms-lv.com

Eunice Marciniak
Assistant Accountant
(702) 701.7814
emarciniak@mms-lv.com

FOR QUESTIONS REGARDING INSURANCE, PLEASE CONTACT:

Cindy DiMino
Office Manager
(702) 701.7805
cdimino@mms-lv.com

Lena Tracy
Office Administrator
(702) 866.0703
ltracy@mms-lv.com

REPORTING GROSS SALES

Please submit a statement of gross monthly sales per your lease agreement to the following email address:

salesreports@mms-lv.com

At the end of each lease year, merchants are required to submit a certified statement showing annual gross sales broken down by calendar month. Based on this statement, your account will be adjusted accordingly.

SEND ALL (HARD COPY) ANNUAL CERTIFIED SALES REPORTS TO:

Miracle Mile Shops
Mall Management Office
3663 Las Vegas Boulevard South, Suite 900
Las Vegas, NV 89109

IF YOU HAVE ANY QUESTIONS REGARDING SALES REPORTING, PLEASE CONTACT:

Eunice Marciniak
Assistant Accountant
(702) 701.7814
emarciniak@mms-lv.com

MERCHANT INSURANCE REQUIREMENTS

CERTIFICATE OF INSURANCE

COMMERCIAL GENERAL LIABILITY INSURANCE:

- \$1,000,000 per occurrence
- \$2,000,000 Products/Completed Operations Aggregate
- \$2,000,000 General Aggregate
- \$1,000,000 Personal Injury & Advertising Injury Liability

Coverage is to include:

- Premises/Operations Liability
- Products/Completed Operations Liability
- Contractual Liability
- Broad form property damage including completed operations liability
- Exception to a pollution exclusion for Bodily Injury or Property Damage Liability from a hostile fire
- No exclusions pertaining to demolition, excavating, collapse, underground work and blasting
- Completed operations coverage, if applicable, to be continued for 10 years or applicable maximum state statute of limitations for property damage after acceptance of work under contract
- Liquor liability coverage, if contractor or vendor is in the business of selling or serving alcoholic beverages, otherwise host liquor liability coverage
- Coverage written on an Occurrence form basis

AUTO LIABILITY INSURANCE:

- \$1,000,000 per accident

Coverage is to include:

- Owned, leased, hired and non-owned vehicles used by or on behalf of the vendor or contractor

WORKERS' COMPENSATION AND EMPLOYER'S LIABILITY:

- Workers' Compensation – Statutory

Employer's Liability:

- Bodily Injury by Accident - \$1,000,000 per accident
- Bodily Injury by Disease - \$1,000,000 policy limit
- Bodily Injury by Disease - \$1,000,000 per employee

UMBRELLA EXCESS LIABILITY INSURANCE – EXCESS OF THE GENERAL, AUTO AND EMPLOYER'S LIABILITY INSURANCE:

- \$5,000,000 per occurrence
- Coverage is to be at least as broad as the primary insurance or be provided on a following form basis.

Certificate Holder:

IMI Miracle Mall LLC

Miracle Mile Shops

3663 Las Vegas Blvd South, Suite #900

Las Vegas, Nevada 89109

OTHER LIABILITY INSURANCE REQUIREMENTS:

A. The General Liability, Auto Liability and Umbrella Excess Liability policies shall name as additional insureds the following entities :

- IMI Miracle Mall LLC
- IMI Miracle Harmon LLC
- IMI Miracle Mile Holdco LLC
- Institutional Mall Investors LLC
- California Public Employees' Retirement System (CalPERS)
- MCA Mall Investors LLC
- Miller Capital Advisory, Inc.
- MCA Management Associates LLC

Midland Loan Services, a Division of PNC Bank, National Association, on behalf of Goldman Sachs Mortgage Company, its successors and/or assigns, c/o Midland Loan Services, a PNC Real Estate business, PO Box 25968, Shawnee Mission, KS 66225-5968, Loan Number 030530268 and such other entities as Landlord/Owner may designate from time to time, their present and prospective subsidiaries, affiliates, directors, members,

MERCHANT INSURANCE REQUIREMENTS

managers, shareholders, partners, agents, employees, servants, assignees, managing agents, and mortgagees, as their interest may appear.

B. The above policies (except Workers' Compensation/ Employer's Liability) shall be endorsed so they are primary and non-contributing with insurance available to Landlord/ Owner and the other additional insureds as referenced in A. above.

C. The above policies (except Workers' Compensation/ Employer's Liability) shall include a cross liability or severability of interests' clause.

D. The above policies (except Workers' Compensation/ Employer's Liability) shall:

- Include a waiver of subrogation in favor of the Landlord Owner and the other additional insureds referenced in A. above or provide the vendor or contractor permission to waive recovery rights against the Landlord/Owner and the other additional insureds.

PROPERTY COVERAGES:

- "All Risk" Replacement Cost Property Insurance covering all risks of physical loss or damage, in an amount not less than full replacement value of the covered property, on materials, supplies, equipment, tools, apparatus and any other property of the contractor or vendor located, used or stored at the Premises/Property
- The Property Insurance policy shall include a waiver of subrogation in favor of the Landlord/Owner and the other additional insureds references in A. above or provide the vendor or contractor permission to waive recovery rights against the Landlord/Owner and the other additional insureds.

APPLICABLE TO ALL ABOVE COVERAGES:

- Required insurance is to be placed with insurance companies rated A-VII or better by A.M. Best
- Above policies shall be endorsed to provide a 30 days prior written Notice of Cancellation or Non-Renewal (10 days for non-payment of premium) to the Landlord/Owner and the other additional insureds.
- An ACORD certificate of insurance is required as evidence of compliance with the insurance requirements.

MALL MANAGEMENT OFFICE

The Mall Management Office is located in the center, 3663 Las Vegas Boulevard South #900 (next to White House | Black Market). Office hours are Monday through Friday, 8:30am to 5:00pm. You may reach the Mall Management Office during business hours by calling (702) 866.0703. For urgent matters after hours, call 24-hour Security dispatch at (702) 862.8014. For emergencies, call 911.

FORMAL NOTICES

Any notice or demand which you desire to make upon the Landlord shall be in writing and given to the Mall Management Office, delivered by U.S. Certified Mail, or by other means specified in your lease. In addition to the Landlord's Lease Notices address, all notices must be addressed to:

Miracle Mile Shops Management Office
3663 Las Vegas Boulevard South, Suite 900
Las Vegas, NV 89109

INFORMAL NOTICES

It is the intention of Miracle Mile Shops Management to keep you and your employees fully advised of all activities planned for the center and any other matters which may affect your business. Such informal notices or memos will be delivered to your store by Security. A signature verifying receipt of the document(s) may be requested. Notifications may also be communicated via MallCast, an electronic notification system where you may receive notices via e-mail, voice-mail and/or text messages.

If you wish to have notices sent to other representatives of your company, they will be sent upon receipt of your request together with the names and addresses of such representatives.

It is suggested that you display appropriate notices and properly communicate the information to all employees to keep your staff duly informed.

Please keep the Mall Management Office apprised of changes in personnel. Each Store/Restaurant Manager will receive a Tenant Emergency Notification form to update once per quarter. This form includes the manager's contact information for emergencies. To request a form, contact Lena Tracy at ltracy@mms-lv.com

LOCATION

The mailroom is located to the right of the Mall Management and Security Offices. The mailroom door is marked.

MAILBOX ASSIGNMENT AND KEYS

Upon opening, every merchant will be assigned a mailbox number and one key. Please note that the key number is the same as your mailbox number. If you lose a key, there will be a \$25 replacement fee. Mall Management does not keep any copies of mailbox keys. Please contact Lena Tracy at ltracy@mms-lv.com for a replacement key.

PARCEL DELIVERY

Should you receive a parcel too large to fit in your mailbox, the postal service will deliver the parcel to your store. It must be properly addressed with your store suite number.

OUTGOING MAIL

All outgoing mail may be placed in any open slot in the mailroom.

FEDEX

A FedEx Office is located inside Planet Hollywood on The Mezz by the entrance to the conference center.

HOURS:

Monday – Friday: 9am – 5pm
Saturday-Sunday: Closed

FedEx Express Latest Drop-Off
Monday – Friday: 3:30pm
Saturday-Sunday: No Pickup

FedEx Ground Latest Drop-Off
Monday – Friday: 2pm
Saturday-Sunday: No Pickup

This is a full service shipping location which sells the materials to box up items. Employees of the property receive discounts on printing. **Please contact the office at (702) 796.0071 with any questions.**

**POLICIES &
PROCEDURES**



GENERAL RULES AND REGULATIONS

The following rules and regulations are binding for all Miracle Mile Shops merchants pursuant to the section(s) of each lease agreement pertaining to Rules and Regulations. If you have any questions, please contact the Mall Management Office.

COMMON AREAS

Merchant shall not use the common areas for any purpose other than ingress and egress. Merchant shall not use the common areas to canvass, solicit business or information from, or distribute any article or material to, other merchants, occupants or customers of the property without the prior written consent of the Landlord.

DELIVERIES

All deliveries must be brought into the shopping center through the back hallways. Merchants' use of any freight elevators, loading and service areas at the shopping center shall be subject to scheduling by the Landlord. Merchant shall move all inventory, supplies, furniture, equipment and other items as soon as received directly to their premises. No inventory, supplies, furniture, equipment or other items may be stored, placed or left in back hallways or any place other than the premises and designated storage areas. No deliveries are allowed after 10pm.

SIGNS AND WINDOW DISPLAYS

- No signs of any kind may be placed outside your lease line or adhered on the interior or exterior surfaces of glass panes or doors.
- No signs may be placed or installed within 24" of the lease line, the storefront, any window, door or roof.
- No blinds, shades, drapes or other such items shall be placed in or about the windows without Landlord's prior written approval.
- No signs that are visible from outside your storefront or that is illuminated without Landlord's prior written approval. If Landlord approves illuminated signs, merchant shall keep the same illumination each day at minimum during the mall hours.
- All signs must be professionally designed, prepared and installed and in good taste so as not to detract from the general appearance of the shopping center.
- The term "sign" in these rules refers to any sign, placard, picture, name, direction, lettering, insignia or trademark, advertising material, advertising display, awning or other such item, except your storefront sign. If you are unsure as to whether your signs meet any of the criteria above, please call the Mall Management Office before installation. Landlord reserves the right to remove any signs that do not meet the above criteria.

DISPLAY OF MERCHANDISE

Merchant shall not place any permanent or temporary fixture or item or display any merchandise beyond the storefront. All displays of merchandise shall be tasteful and professional.

GENERAL RULES AND REGULATIONS

PLUMBING EQUIPMENT

All plumbing fixtures such as toilet rooms, urinals, wash bowls, drains and sewers, equipment and lines shall not be misused or used for any purpose other than that for which they were constructed. Do not throw any foreign substance into such fixtures. Merchant shall flush all floor drains, whether used or not with water, at least two times per week. Merchant shall, if required, properly install, maintain, clean, repair and replace adequate grease traps and grease trap lines.

PEST CONTROL

Merchant shall use, at merchant's own cost, pest and rodent extermination contractors as Landlord may direct and at such intervals Landlord may require.

ROOF, AWNINGS AND PROJECTIONS

Merchant shall not, without Landlord's prior written approval, install any aerial, antenna, satellite dish or any other device on the roof, exterior walls, or common areas of the shopping center. No awning or other projection shall be attached to the exterior walls of the premises.

OVERLOADING FLOORS

Merchant shall not overload any floor in the premises or shopping center including any public corridors or elevators.

LOCKS AND KEYS

Upon termination of the lease, merchant shall return all keys to Landlord. In the event of loss of these items, merchant shall pay Landlord the cost for replacement. Merchant shall also advise Landlord of the combination of any vaults or locks that Landlord permits to remain in the premises.

UNATTENDED PREMISES

Before leaving the premises unattended, merchant shall close and securely lock all doors or other means of entry and shut off all lights, water faucets and other utilities. This provision does not imply that merchant may leave the premises unattended in violation of the operating requirements set forth in the lease.

ENERGY CONSERVATION

Merchant shall not waste electricity, water, heat or air conditioning, or other utilities or services and agrees to cooperate fully with Landlord and comply with any legal requirements to assure the most effective and energy efficient operation of the shopping center.

GOING-OUT-OF-BUSINESS SALES AND AUCTIONS

Merchant shall not use, or permit any other party to use, the premises for any distress, fire, bankruptcy, close-out or going-out-of-business sale or auction. Merchant shall not display any signs advertising the foregoing anywhere inside of the merchant's space or about the premises.

LANDLORD'S TRADENAME AND TRADEMARKS

No symbol, design, name, mark or insignia adopted by Landlord for the shopping center or picture or likeness of the shopping center shall be used by merchant without prior written consent of Landlord.

PROHIBITED ACTIVITIES

MERCHANT SHALL NOT, WITHOUT PRIOR WRITTEN CONSENT OF LANDLORD:

- Use strobe or flashing lights
- Use, sell or distribute any leaflets, handbills, bumper stickers or decals, balloons or other such articles
- Operate any loudspeaker, television set, phonograph, radio, CD player, or other musical instrument that can be heard outside the premises
- Operate any electrical or other device which interferes with or impairs radio, television, microwave or other reception in the shopping center
- Bring or permit any bicycle or vehicle or dog (except service animals) or other animal, fish or bird in the shopping center
- Make or permit objectionable noise, vibration or odor
- Do or permit anything in the premises that is unlawful, immoral, obscene, pornographic, or do any act to injure the reputation of the shopping center
- Use or permit any vending, video, pinball, gaming devices, or other gaming machines
- Use or permit anything that violates the certificates of occupancy issued for the premises
- Use the premises for any purpose that may be dangerous to parties or property including, but not limited to, flammable oils, fluids, paints, chemicals, firearms or any explosive articles or materials
- Do or permit anything to be done to disturb, bother or annoy any other merchant or occupant of the shopping center

PARKING

Merchant and merchant's employees shall park their vehicles only on levels 9-11 of the parking garage. Merchants can request parking passes via the link below to be set up with passes and instructions on how to manage their roster, request additional passes, etc. In case of any violation, Landlord may refuse to permit the violator to park and remove their vehicle at their expense. In no event may merchant be charged unless merchant received prior notice of violation.

New Tenant Parking Request:

Click [HERE](#) for New Tenant Parking Request

CASINO

Merchant's employees shall not be permitted to enter those areas of the casino which are designated "Employees only."

NO SMOKING

The shopping center has a strict no smoking policy. There is to be no smoking or vaping anywhere within the building including, but not limited to, the premises, common area, back hallways, service corridors or stairwells and within 25 feet of exits, air intake vents or windows. Smoking is permitted on the casino floor only.

BEVERAGES

All drinks and liquids of any type that are sold or served for consumption must have a lid or cover or be in a closed container. No open, uncovered cups or other beverage containers are allowed in the common area.

CERTIFICATE OF INSURANCE

COMMERCIAL GENERAL LIABILITY INSURANCE:

- \$1,000,000 per occurrence
- \$2,000,000 Products/Completed Operations Aggregate
- \$2,000,000 General Aggregate
- \$1,000,000 Personal Injury & Advertising Injury Liability

Coverage is to include:

- Premises/Operations Liability
- Products/Completed Operations Liability
- Contractual Liability
- Broad form property damage including completed operations liability
- Exception to a pollution exclusion for Bodily Injury or Property Damage Liability from a hostile fire
- No exclusions pertaining to demolition, excavating, collapse, underground work and blasting
- Completed operations coverage, if applicable, to be continued for 10 years or applicable maximum state statute of limitations for property damage after acceptance of work under contract
- Liquor liability coverage, if contractor or vendor is in the business of selling or serving alcoholic beverages, otherwise host liquor liability coverage
- Coverage written on an Occurrence form basis

AUTO LIABILITY INSURANCE:

- \$1,000,000 per accident

Coverage is to include:

- Owned, leased, hired and non-owned vehicles used by or on behalf of the vendor or contractor

WORKERS' COMPENSATION AND EMPLOYER'S LIABILITY:

- Workers' Compensation – Statutory

Employer's Liability:

- Bodily Injury by Accident - \$1,000,000 per accident
- Bodily Injury by Disease - \$1,000,000 policy limit
- Bodily Injury by Disease - \$1,000,000 per employee

UMBRELLA EXCESS LIABILITY INSURANCE – EXCESS OF THE GENERAL, AUTO AND EMPLOYER'S LIABILITY INSURANCE:

- \$5,000,000 per occurrence
- Coverage is to be at least as broad as the primary insurance or be provided on a following form basis.

Certificate Holder:

IMI Miracle Mall LLC
 Miracle Mile Shops
 3663 Las Vegas Blvd South, Suite #900
 Las Vegas, Nevada 89109

OTHER LIABILITY INSURANCE REQUIREMENTS:

A. The General Liability, Auto Liability and Umbrella Excess Liability policies shall name as additional insureds the following entities :

- IMI Miracle Mall LLC
- IMI Miracle Harmon LLC
- IMI Miracle Mile Holdco LLC
- Institutional Mall Investors LLC
- California Public Employees' Retirement System (CalPERS)
- MCA Mall Investors LLC
- Miller Capital Advisory, Inc.
- MCA Management Associates LLC

Midland Loan Services, a Division of PNC Bank, National Association, on behalf of Goldman Sachs Mortgage Company, its successors and/or assigns, c/o Midland Loan Services, a PNC Real Estate business, PO Box 25968, Shawnee Mission, KS 66225-5968, Loan Number 030530268 and such other entities as Landlord/Owner may designate from time to time, their present and prospective subsidiaries, affiliates, directors, members,

managers, shareholders, partners, agents, employees, servants, assignees, managing agents, and mortgagees, as their interest may appear.

B. The above policies (except Workers' Compensation/ Employer's Liability) shall be endorsed so they are primary and non-contributing with insurance available to Landlord/ Owner and the other additional insureds as referenced in A. above.

C. The above policies (except Workers' Compensation/ Employer's Liability) shall include a cross liability or severability of interests' clause.

D. The above policies (except Workers' Compensation/ Employer's Liability) shall:

- Include a waiver of subrogation in favor of the Landlord Owner and the other additional insureds referenced in A. above or provide the vendor or contractor permission to waive recovery rights against the Landlord/Owner and the other additional insureds.

PROPERTY COVERAGES:

- "All Risk" Replacement Cost Property Insurance covering all risks of physical loss or damage, in an amount not less than full replacement value of the covered property, on materials, supplies, equipment, tools, apparatus and any other property of the contractor or vendor located, used or stored at the Premises/Property
- The Property Insurance policy shall include a waiver of subrogation in favor of the Landlord/Owner and the other additional insureds references in A. above or provide the vendor or contractor permission to waive recovery rights against the Landlord/Owner and the other additional insureds.

APPLICABLE TO ALL ABOVE COVERAGES:

- Required insurance is to be placed with insurance companies rated A-VII or better by A.M. Best
- Above policies shall be endorsed to provide a 30 days prior written Notice of Cancellation or Non-Renewal (10 days for non-payment of premium) to the Landlord/Owner and the other additional insureds.
- An ACORD certificate of insurance is required as evidence of compliance with the insurance requirements.

MAINTENANCE



TRASH REMOVAL

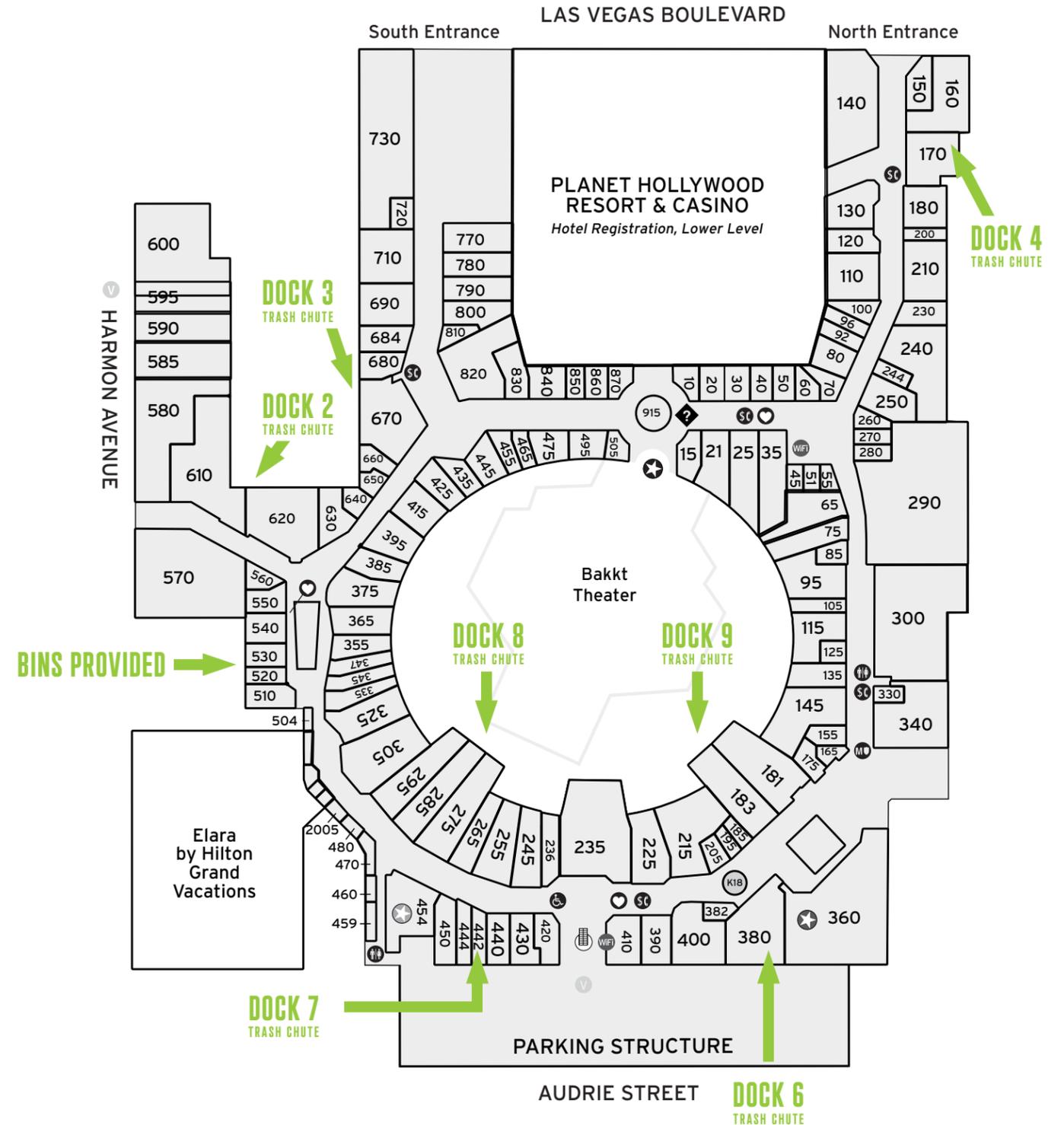
Compactors are available in the loading docks for discarding all trash and recyclable cardboard. It is imperative that all merchants utilize adequate containers within their leased premises to ensure trash is not visible to the public.

PLEASE ADHERE TO THE FOLLOWING GUIDELINES:

1. All cardboard boxes are to be broken down, folded and placed in the designated cardboard collection bins throughout the back hallways.
2. All trash must be bagged and wet trash must be double bagged and taken to the trash chute for disposal.
3. All food waste must be double bagged separate from other waste and disposed of next to trash chutes at loading docks.
4. No trash is to be left in the corridors, common area or loading docks for any reason. This is a fire hazard.
5. For stores that do not have direct access to the trash chutes, bins will be provided in the corridors for disposal.
6. Do not place any trash on the floor or in the common areas. If trash is left in the loading dock or service corridors and Mall Management removes it, you will be charged a fee.
7. Construction dumpsters are not to be used by merchants.

To ensure that our customers have a clean and enjoyable experience, please have all employees comply with these policies.

LOADING DOCKS MAP



MERCHANT RESPONSIBILITIES

The general maintenance and upkeep of each store is its own responsibility. Pursuant to the lease agreement, each merchant will, at their own expense, keep their premises in good order and repair. Miracle Mile Shops will not perform any unapproved repairs for merchants or loan any equipment to merchants under any circumstances. Below is a list of preferred and required vendors.

SUGGESTED VENDORS

PLUMBING	Silver Star Plumbing.....(702) 363.4114
ELECTRICAL	Fisk Electric(702) 435.5053
LOCKSMITH	Desert Lock & Key(702) 480.2366
DOORS	Avanti Glass.....(702) 740.2260
EMERGENCY CLEAN UP	ATI(800) 400.9353
HEATING /AC	Liberty Heating and Air Conditioning.....(702) 370.5948

REQUIRED VENDORS

ROOF CONTRACTOR	Commercial Roofers.....(702) 819.6653
SPRINKLER CONTRACTOR	Statewide Fire Protection.....(702) 737.1055
FIRE ALARM CONTRACTOR	Communication Electronic Systems.....(702) 643.7566
HVAC CONTROLS SYSTEM	Climatec.....(702) 419.5798

FIRE SPRINKLERS

Miracle Mile Shops is equipped with fire sprinklers. It is extremely important that these systems are functioning properly at all times. If it is necessary to do any sprinkler work in your restaurant or store that involves shutting off the sprinklers, you are required to:

1. Contact the Mall Management Office or Statewide Fire during regular business hours at least 24 hours in advance of non-emergency work.
2. Complete the Request for Fire Sprinkler Shutdown form and submit with the required fee to Statewide Fire.
3. Follow all rules and regulations listed on the request form.
4. You must inform the Facilities Manager at chuffman@mms-lv.com before draining and refilling the fire system.
5. Sprinkler shutdown must be before or after hours (Sunday – Thursday: 11:30pm – 8am).

Please remember the fire control system is for the protection of both property and people's lives, and the regulations regarding impairment of the system are very important. Failure to follow these rules can result in penalties and false alarm charges. Contact the Mall Management Office if you have any questions.

REQUEST FOR FIRE SPRINKLERS IMPAIRMENT

HOT WORK PERMIT

RULES AND GUIDELINES FOR PERFORMING WORK ON FIRE SPRINKLER SYSTEMS:

1. Only Mall Management approved fire sprinkler contractors (Statewide Fire) may perform work on this property.
2. Sprinkler contractors must have a certificate of insurance on file with Mall Management.
3. Work shall be performed Sunday – Thursday: 11:30pm – 8am. Contractors should begin recharging system by 8am if possible, to allow for repair of leaks.
4. Any sprinkler system impairment to be done after 8am must be approved and scheduled by the Facilities Manager 48 hours prior to performing work.
5. Any sprinkler system work performed after 8am must be done under a fire watch. All costs for fire watch must be prepaid to Statewide Fire.
6. Styles, types and finishes of sprinkler heads must be approved by Mall Management and the Fire Inspector.

BEFORE IMPAIRMENT

1. Obtain authorization from Mall Management and the Facilities Manager.
2. Shut down all fire hazard activities.
3. Restrict all smoking.
4. Stop all cutting and welding operations.
5. Provide temporary protection, such as extra fire extinguishers and charged fire hoses.

AFTER IMPAIRMENT

1. Notify Mall Management and the Facilities Manager prior to recharging.
2. Open remote system drain and test.
3. Refill system slowly.
4. Verify that there are no leaks or alarm conditions. Re-lock sprinkler control valve in the wide-open position.
5. Notify Mall Management and the Facilities Manager that the system is back in service.

HOT WORK PERMIT

1. Any tenant who intends to perform hot work in their space must obtain a hot work permit before starting the work.
2. Hot work includes soldering, burning, welding, or any type of combustible action that can trigger the fire alarm system.
3. Hot work permits can be obtained from the Fire Command Center.
4. Please contact Miracle Mile Shops Security for assistance in obtaining a permit.

Date of Impairment: _____ From: _____ am To: _____ pm

Sprinkler Zone(s) to be Impaired: _____ Merchant Name/Suite # _____

Sprinkler Company: _____ Phone: _____

Sprinkler Company Representative: _____

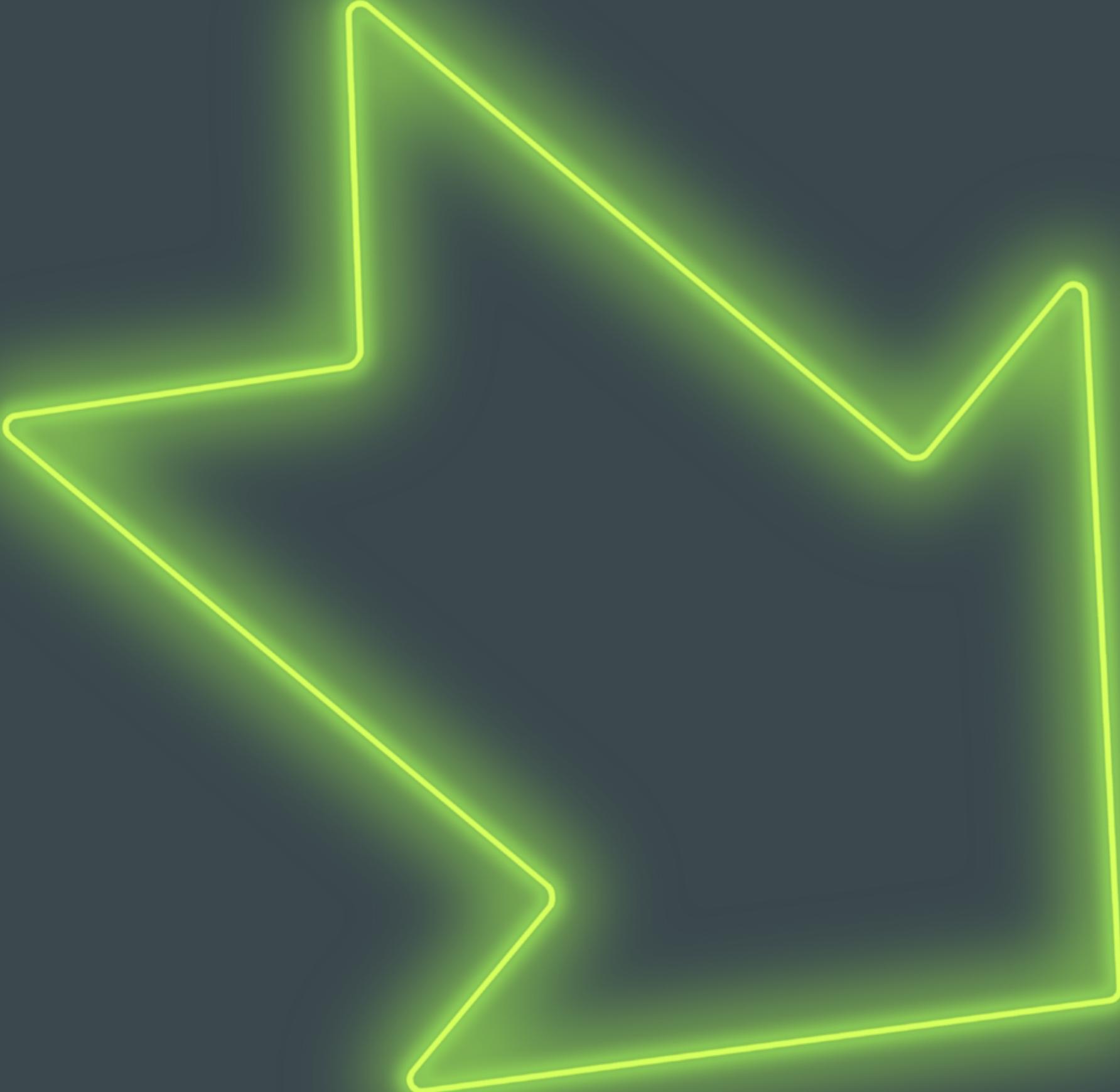
This request is made to impair the fire sprinkler system at Miracle Mile Shops under the rules and guidelines stated above.

Owner of Contracting Company: _____ Phone: _____

General Contractor or Owner's Representative _____

Impairment Authorized by: Date: _____ Date: _____

SECURITY



THE ROLE OF SECURITY

For the safety and protection of all customers and merchants, Miracle Mile Shops employs a full force of trained Security officers through Marksman Security Corporation. These officers patrol all common areas of Miracle Mile Shops, including back hallways, service areas and parking lots. These officers are on foot, bicycle and vehicle patrols. Coverage is 24 hours a day. Security Officers use marked vehicles and multiple methods of communication to ensure easy access in case of an emergency.

The Security Office is located in the center, next to the Mall Management Office. This office is manned 24 hours by Security.

The primary responsibility of Security is to be of assistance to Miracle Mile Shops guests and merchants to ensure that all common areas of the center remain safe and secure. In an emergency, they may be able to assist merchants with problems until Las Vegas Metro Police or the Fire Department arrives. However, it is important to note that each merchant is responsible for the security within their space. The center's Security officers are not responsible for any activity inside a merchant space but can and will provide support of your efforts when requested.

EMERGENCY PHONE NUMBERS

EMERGENCY SERVICES

Police Emergency.....	911
Non-Emergency.....	311
Fire Emergency.....	911
Poison Control.....	(800) 222.1222 or 911
Animal Control.....	(702) 229.6444, opt. 2

MIRACLE MILE SHOPS OFFICES

Miracle Mile Shops Security.....	(702) 862.8014
Miracle Mile Shops Mall Management.....	(702) 866.0703

UTILITY SERVICES

Electric Company - NV Energy.....	(702) 402.2900
Gas Company - Southwest Gas.....	(702) 365.1111 or (800) 447.5422

SECURITY POLICIES AND PROCEDURES

In order to provide a safe and secure environment for all merchants and guests of Miracle Mile Shops, please read and understand the following policies in effect at the center.

BOMB THREAT

Unfortunately, bomb threat pranks have become increasingly common. The seriousness of an actual bomb threat may not be recognized due to the numerous pranks made by people who joke with our safety and security. If you are aware of anyone who has made a bomb threat, report them to the police. Because of the large amount of pranks we ask that bomb threats be handled on a "need to know" basis until authorities determine that a substantial threat exists.

IF YOU RECEIVE A BOMB THREAT

- Notify the police. Notify Miracle Mile Shops Security.
- Do not panic. If the threat is received on the phone write down as much information as possible. Listen for voice characteristics, background noises, and exact wording. If your phone has a Caller ID system, record the caller's number.
- If the threat is received in the form of a note, keep others from handling it.
- Perform a check of your location for suspicious items. If you find a suspicious item do not touch it.
- Calmly move your customers and staff out of the location and away from the area.

IF MALL MANAGEMENT NOTIFIES YOU OF A BOMB THREAT

- Follow the instructions of the police, Mall Management, and your location's policies.
- Depending on the circumstances, a detailed search of the location may be requested. Because you and your staff know your location better than the police, you may be asked to assist in the search.
- If any suspicious items are found, do not touch them. Notify the police or Security.
- Be ready to evacuate if necessary.

CHEMICAL/BIOLOGICAL EMERGENCIES

- If you notice multiple people becoming ill for unexplained reasons, do not rush to the area to aid them. The victim may be contaminated and cause you to also become ill. Assess the danger before giving aid.
- If you determine the contamination is coming from inside the property buildings:
 - Quickly get to fresh air. Moving away from areas that appear to be affected.
 - Once outside move away from the property and stay up wind of the affected area if possible.
- If you determine the contamination is coming from outside of the building:
 - Go to a room that can be sealed, preferably on the upper level, if there is one in your location.
 - Use whatever means are available to seal gaps in doors and ventilation ducts.
 - If possible, contact the police or a person outside of the property, and tell them your location and explain the emergency.
 - Seek instructions from radio, television or news outlet's social media posts, if possible.
 - Stay sheltered until help arrives. Wait for instructions before leaving shelter.
- If you feel that you have been contaminated, stay clear of other people and seek help from responding authorities. You may need to go through a decontamination procedure and need further medical assistance.

EVACUATION

An evacuation may be necessary during specific types of emergencies. Mall Management, Security or public officials will notify you if it becomes necessary to evacuate. Please do not confuse an evacuation with a property closing. Stay calm and leave immediately. Do not take time to collect personal items.

- Help your customers exit your location and the property. This is especially important for unattended children. Care for them until they can be reunited with their guardians.
- Areas for reuniting separated parties will be established by public and property officials on the exterior of the building. Tell this to any separated parties you encounter while leaving.
- Evacuate beyond the parking areas. Do not be concerned about your vehicles.
- Look and listen for the location of the evacuation reunion center (see map). Go to this area and account for all of the location's employees who were working. Report the status of the location's staff to Mall Management or Security at the reunion center.

PRIMARY EVACUATION ROUTE

- The primary evacuation route for each location is through the property common areas. These areas allow the movement of large amounts of people through a populated area where tenants and customers may help each other.
- Be alert for directions from Mall Management or Security and avoid traveling through any areas of the property that are affected by the emergency causing the evacuation.

SECONDARY EVACUATION ROUTE

- Secondary evacuation routes are through the property's back corridors.
- Again be alert for directions from Mall Management and Security and avoid areas of the property affected by the emergency causing the evacuation.

EXPLOSION

An explosion may have different effects depending on how close your location is to the source of the blast. Damage and injuries will be more severe near the source. An explosion may result in fire, creating flames, potentially toxic smoke, sprinkler system activation, and flooding.

Structures that appear safe may not be stable and may contain hazards such as sharp objects, exposed utility lines, and falling debris. Persons may suffer injuries that are not obvious, such as hearing loss, concussions, and internal damage.

EVACUATION

- Your help in evacuating others is welcome. Evacuate the building as soon as possible, moving away from damaged areas.
- If you are in a damaged area evacuate your staff cautiously in a single file line. Watch for hazards.
- Help people with minor injuries to the evacuation reunion center if possible. Medical aid will be arranged at the reunion center.
- The reunion center will be dependent on the hazard event area so look for direction to this location from public and property staff.
- Persons with more serious injuries may require professional help to move them. Bring their location to the attention of arriving rescue personnel.

FIRST-AID

- Your help in providing first-aid is welcome. Help others where it is safe to do so. Do not risk your own safety.
- Do not enter dangerous areas to get to injured persons. Bring their location to the attention of arriving rescue personnel.

FIRE/FIRE ALARM

Miracle Mile Shops is equipped with a fire alarm and suppression system that includes sprinklers, smoke detectors, and alarms to detect if anyone is tampering with the system.

The public is notified of a fire alarm that activates throughout the property. The system tells Mall Management and Security the location of the problem and notifies the fire department. You may be able to identify the location of the problem by seeing smoke or water spraying from the ceiling sprinklers. Sprinklers only activate in the area that is affected.

Smoke from a retail fire may contain toxic materials depending on the products sold. If you must escape through a smoky area, stay close to the floor. It is important that your staff be familiar with the location of fire extinguishers and fire alarms.

FIRE IN YOUR LOCATION

- Fires often start as small events that can grow very quickly. An immediate response is necessary.
- GET HELP. Call or have someone call the fire department and Miracle Mile Shops Security.
- If the fire is still small, you may use a fire extinguisher to try to suppress it. Be careful not to position the fire between yourself and the exit.
- If the fire is still growing, do not risk your safety. Get out and notify people around your location to evacuate the area.

FIRE ALARM

- Fire alarms must be taken seriously. Inform your staff and customers, close all doors in the location, and proceed to the nearest exit that is not affected by the event.
- Once outside proceed into the nearest parking area and wait for instructions.
- Mall Management and Security will work quickly to determine the cause of the problem and restore the property to operating status. You will be notified when it is safe to re-enter.

FIREARM ASSAULT/ACTIVE SHOOTER

Incidents of firearm assaults on innocent people have increased the need to develop a planned response for businesses. People who carry out these types of attacks have little or no regard for the lives that they affect. You must take immediate action to remove yourself from danger should an event occur.

DETECTION OF PERSONS WITH CONCEALED WEAPONS

- If you see or are aware of persons in the property with weapons, do not let them know that you are aware of them.
- Memorize a good description of the subjects, quietly remove yourself from the area, and contact Security immediately.

SHOTS FIRED

- If you hear gun fire, DO NOT go to see what is happening. Make a decision to either find shelter or escape.
- MAKE A DECISION - The shooters may be moving through the common areas, back corridors, entrances, or out to the parking areas. There is danger from the gunfire of the attackers and responding police officers. You must choose which action to take.
- ESCAPE – If you feel that you have a good, fast escape route through a safe area, get out and evacuate beyond the parking lots to a location where you feel safe.
- Listen carefully to any police officers that you encounter. You may be treated like a suspect until they search and clear you.
- PROTECT IN PLACE – If you cannot escape, bring customers and nearby kiosk employees, inside and close your doors. Lock the door if possible. If you are at a kiosk location, go to the nearest in-line store and protect in place with them.
- Move your staff and customers to your back room. Lock the doors to the back room if possible. Stay out of sight and stay quiet.
- Call the police (if possible) and let them know your location and how many people are with you.
- Wait for the police to come and get you, or follow the dispatcher's directions.
- DEFEND YOURSELF – If you find yourself face to face with the shooter and were unable to Escape or Protect in Place, Defend Yourself and use whatever means necessary. This is the last resort course of action but could save your life.

MEDICAL EMERGENCIES

Emergency medical services are provided by the fire department. Call 911.

- The property is equipped with an Automated External Defibrillator (AED). An AED is used in instances of cardiac arrest. Security Officers are trained to use the AED.
- Follow these steps in evaluating an injured or ill person:
 - Check the scene to make sure it is safe for you to approach. Then, check the victim for unconsciousness and life threatening conditions, such as not breathing or severe bleeding.
 - Call for help. Notify paramedics and then Security.
 - Care for the victim. If you know CPR or have had First Aid training, assist as needed. Keep the area clear until help arrives.

CONTROL BLEEDING

- Cover wound with a piece of clothing or towel and press firmly.
- Elevate the injured area above the level of the heart if you do not suspect that the victim has a broken bone.
- If the bleeding does not stop; apply additional dressing and bandages; use a pressure point to squeeze the arteries against the bones going to that area.
- Do not remove the dressing to see if the bleeding has stopped. This can re-open the wound.

TREAT FOR SHOCK

- Keep the victim from getting chilled or overheated.
- Elevate the legs about 12 inches (if no broken bones are suspected).
- Do not give food or drink to the victim.

NATURAL DISASTERS

Security monitors weather conditions throughout the day. The public address system or property staff members will advise building occupants if it becomes necessary to take action. Store/Restaurant Managers should determine nearest shelter locations and advise their staff as part of the orientation training.

EARTHQUAKE

- As part of your emergency planning, identify safe places where nothing can fall on you, such as under a sturdy table, or against an inside wall. Avoid areas near glass. Kiosk employees should identify the nearest accessible area that meets these requirements and note them for future reference.
- If shaking begins, DROP to a safe location; COVER your eyes by pressing them against your arm; and HOLD ON!
- Stay indoors until the shaking stops and you are sure it is safe to exit.
- The size of the event will determine the need to close the property. If the damage is obvious, follow the evacuation route to the reunion area, being careful to avoid hazards as you leave.

FLOOD AND FLASH FLOOD

- The property has been built in an area and manner that reduces the possibility of flooding.
- If a Flood Warning is issued for the property by local authorities or property personnel, tenants should evacuate to the higher portions of the property such as the top levels of the parking garage, until further directions are given by property or public officials.
- If the event is sudden, evacuate to the nearest, highest level possible and away from the direction of flowing water.

ROBBERY/THEFT

ARMED ROBBERY

- Do not risk your life or safety for merchandise or money. These items can be replaced. You cannot.
- Notify the police and Security as soon as possible. Provide:
 - Name and location
 - A description of the subject(s)
 - Direction they fled (if known)
 - Any information you have about weapons the subject(s) has with them

RETAIL THEFT

- Merchants are expected to follow their location's theft policy and the local laws pertaining to retail theft.
- Contact the police.
- Security may also be contacted for assistance. Security involvement is limited to:
 - Assistance in locating the subject(s)
 - Assistance in maintaining order while YOU stop and confront the subject(s)
 - Assistance in coordinating the police response
 - Banning the subjects from the property if the offense meets the property's criteria

BURGLARY (Overnight Break-in)

- Upon discovering that your location or kiosk has been burglarized:
 - Do not enter the space. The subject may still be there.
 - Go to a neighboring location and contact the police and Security.
 - Avoid touching or disturbing the location's doors and objects inside until the police have indicated it is OK to do so.

UTILITY SERVICES

Miracle Mile Shops does not directly control the utility services to your location. In the event that service is disrupted or you experience a problem, determine if it is just your location that is affected by checking with neighboring stores/offices. Notify Security for assistance.

POWER OUTAGE

- If the entire property is affected by a power outage, we recommend that you ask your customers to move into the property common area and close your location's doors as soon as possible.
- Emergency lighting and Security will assist the customers in exiting the property through the common areas.
- Mall Management or Security will notify tenants if the power is anticipated to remain out for an extended period of time, and if the property will be closing.

WATER SERVICE

- Merchants whose business is not affected by a water service disruption will be required to remain open.
- Restaurants and tenants that rely on water in the course of their daily business may close temporarily, but should be ready to re-open as soon as service is restored.
- Do not use any restrooms that are affected by the water disruption.
- Mall Management or Security will update merchants on the status of repairs, locations of working restrooms, and any further instructions.

SEWAGE BACK-UP

- If the sewage problem is only within your location, the problem may be your location's responsibility.
- Notify Mall Management or Security to assist in checking and managing the situation.
- It is important that any flooding be stopped immediately by turning off water sources and cleaning up spills. This is especially true for tenants above the first floor because the water may leak on the areas below.
- If the sewage problem has also affected stores/offices around you, then a main line may be clogged.
- Do not use restrooms or any running water until notified by Mall Management or Security that it is OK to do so.
- Clean-up any water spills to prevent damage to stores/offices below your location.

TELEPHONE SERVICE

- A disruption in telephone service cannot be resolved by Mall Management. Contact the local telephone company.

NATIONAL TERRORISM ADVISORY SYSTEM

ELEVATED THREAT ALERT

General Information:

- Precautions are being taken.
- The property is coordinating with public officials.
- Police may increase their presence on the property.
- Property staff and public officials are conducting emergency response training.
- Parking restrictions near the building may be enforced.
- Security may call to verify deliveries before allowing docking.
- After-hours access is allowed only after notifying Mall Management and Security.

Store/Restaurant Manager Responsibilities:

- Review emergency plans and conduct training with your staff.
- Train your staff to take responsibility for and include customers in the emergency plan if an event occurs.
- Train staff to watch for and report suspicious activity and packages.
- Inform Mall Management or Security if any staff will be working late (more than an hour past location closing).

IMMINENT THREAT ALERT

General Information:

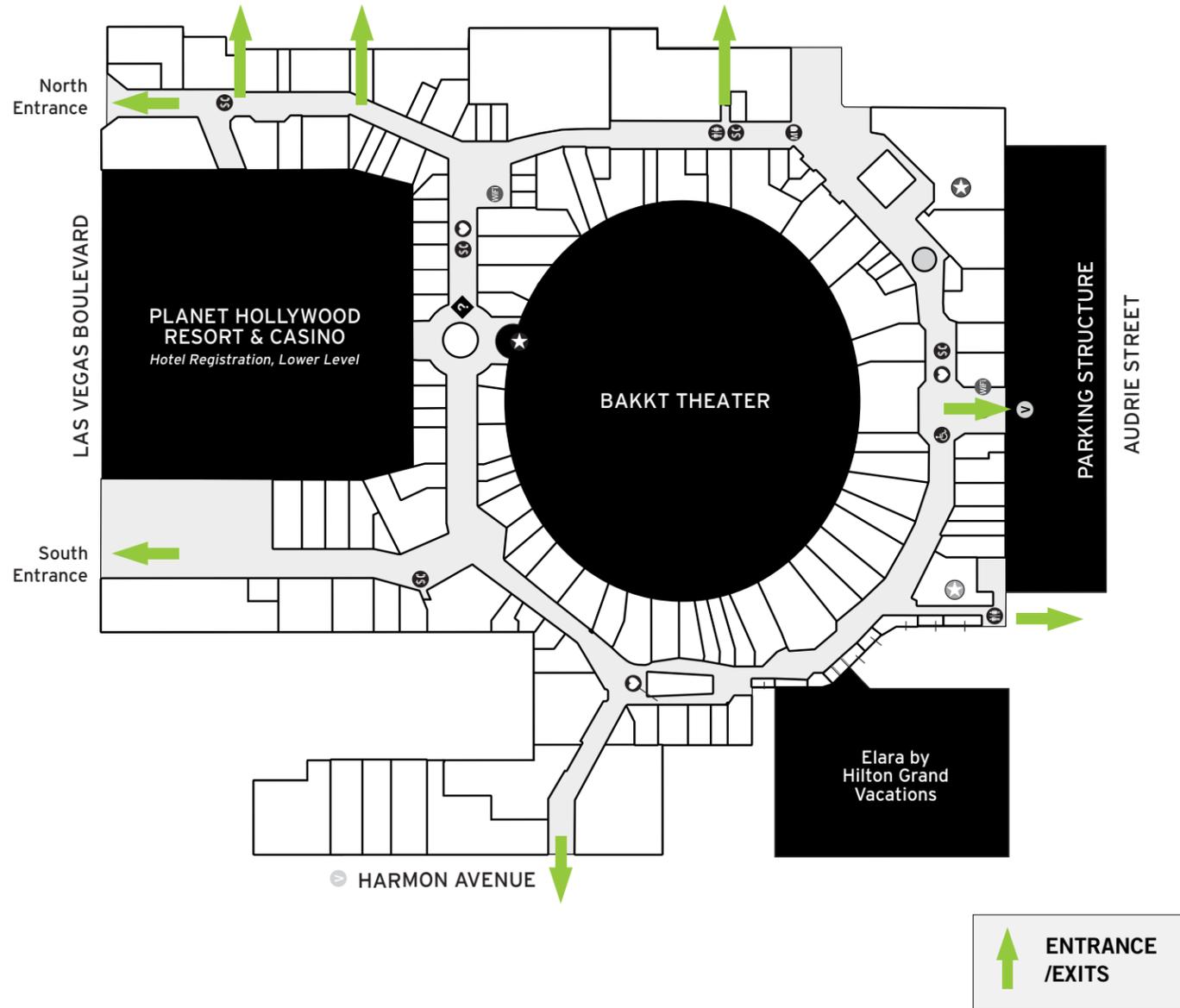
- Security and police presence will increase.
- All location personnel must enter and exit the property through the main entrances.
- All persons are subject to a search when entering the property.
- Unauthorized vehicles will be immediately towed from fire lanes and docks.
- Business hours are subject to change.
- After-hours access to the property is eliminated.
- Deliveries must be confirmed by Security prior to docking.

Store/Restaurant Manager Responsibilities:

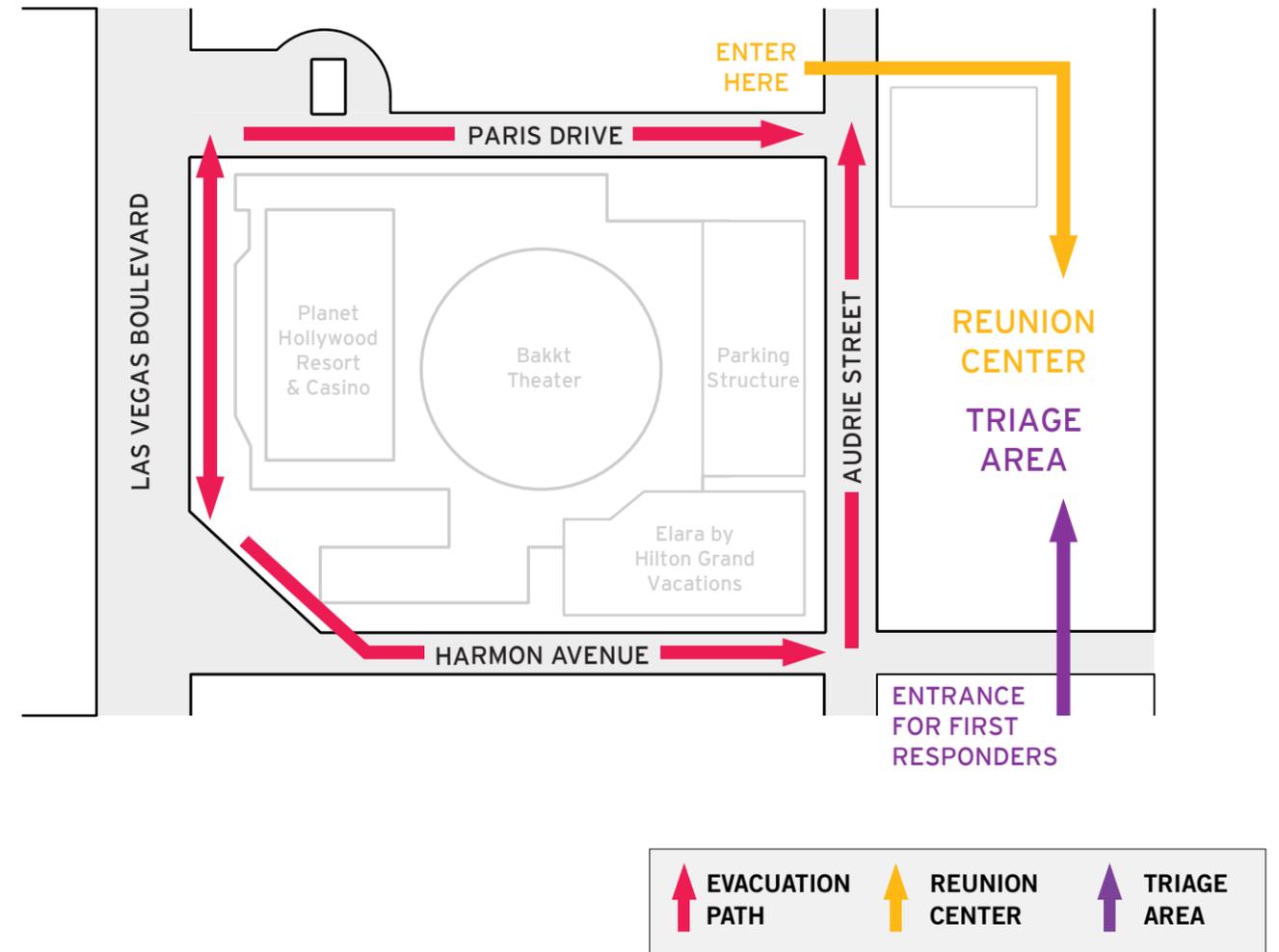
- Continue to practice and reinforce measures taken in above Elevated Threat Alert.
- Inform Security of measures being taken.
- Require cooperation from your staff.
- Report suspicious activity.
- Have your staff conduct continuous searches of the sales floor for suspicious items.
- Reduce possible hiding places for suspicious packages.
- Have employees avoid back hallways unless on official business for the location.
- Be prepared to receive notice from Mall Management of mall closure. If this occurs, advise your customers that the property is closing and assist them in exiting your location.
- Secure your location and leave the property.
- Check with Mall Management each evening and morning for re-opening information.

PROPERTY MAP

MAIN EXITS FROM COMMON AREA



EVACUATION ROUTE TO REUNION CENTER



MARKETING



The Miracle Mile Shops advertising program is designed to reach nearly 39 million visitors to Las Vegas annually. We place advertisements in various vehicles in order to reach our target customers multiple times during their stay.



PRINT ADVERTISING

LAS VEGAS MAGAZINE

- In 90% of Las Vegas hotel rooms
- Full-page ad

TELEVISION

702 SCENE

- TV show airing in 90,000 hotel rooms in Las Vegas, reaching 1.3 million viewers per month; also airs on Saturday nights on the Las Vegas ABC and FOX affiliates reaching 700,000 homes which is an additional 800,000 viewers per month.
- Miracle Mile Shops is featured in 4 minutes of the 30 minute show.



OUTDOOR ADVERTISING

PERMANENT BILLBOARDS

- Locations include:
 - Swenson Street at Tropicana Avenue
 - Harmon Avenue at Paradise Road

DIGITAL BILLBOARDS

- 14 locations, rotated throughout Las Vegas

TAXI TOPS & TRUNKS

- 78 each of taxi tops and taxi trunks; advertising located on 156 vehicles



ONLINE/DIGITAL ADVERTISING

SOCIAL MEDIA

- Advertising purchased on social media to drive website traffic and awareness.
- Miracle Mile Shops ads appear in social media feeds for targets in various markets including the Strip, local Las Vegas zip codes, and feeder markets — Phoenix, Los Angeles, Orange County, and San Diego.

SEARCH ENGINE MARKETING

- PPC (pay-per-click) campaign to drive traffic and conversions through ad placement on search engines and social media.

GEO-TARGETED ADVERTISING

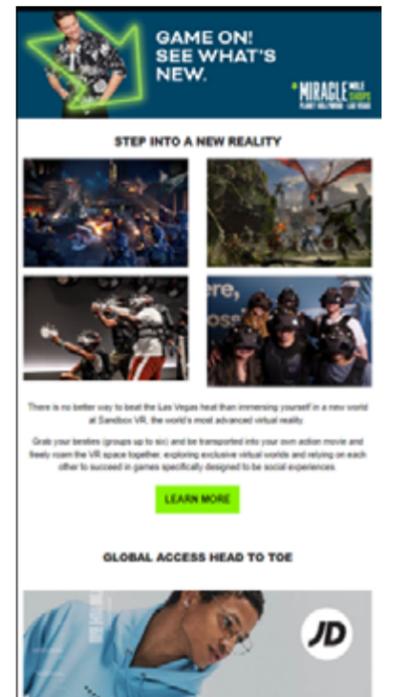
- Advertising purchased on various websites, search engines, on mobile devices in targeted areas throughout the Strip, etc.

EMAIL BLASTS

- Bi-monthly emails delivered to over 40,000 customers.
- Highlights seasonal merchandise, restaurant offerings, and entertainment.

WEBSITE BLOGS

- Posted to the Miracle Mile Shops website monthly to enhance SEO (search engine optimization) rankings on Google.
- Highlights a variety of topics and strategically used keywords.



TOURISM MARKETING

Miracle Mile Shops markets to domestic and international travelers through various programs including memberships in travel associations, participation in international tradeshows and sales missions, webinars, and through on-property events and tours. These are important elements of the center's marketing program as we build relationships with tour operators to encourage them to bring their clients to Miracle Mile Shops as part of their Las Vegas itinerary and increase pre-arrival awareness of Miracle Mile Shops in these markets.

The strongest tools that we have to drive visitation to these markets is our stores, restaurants and shows, and our Miracle Mile Shops digital coupon book that features a variety of store and restaurant offers. There is no cost to participate in the coupon book. We will reach out to you in the fall to collect offers.

TRADESHOWS AND SALES MISSIONS

Miracle Mile Shops travels to the following annual tradeshows and sales missions to promote the center and our offerings to tour operators, travel agents, journalists, domestic and international buyers.

- IPW
- Mexico Sales Mission with the LVCVA (Mexico is the #1 international market into Las Vegas)
- Western Canada Sales Mission with the Las Vegas Convention and Visitors Authority (LVCVA) (Canada is the #2 international market into Las Vegas)
- Eastern Canada Sales Mission with the LVCVA



RIDESHARE PARTNERSHIPS

Miracle Mile Shops works closely with local Taxi/Uber/Lyft drivers to keep them informed of new offerings at the shopping center. This group is important as they are often the first point of contact for Las Vegas visitors as they enter the market.

ONSITE EVENTS

Miracle Mile Shops hosts an annual appreciation event for Rideshare drivers, inviting them to the property for a gift or special offer. Drivers simply drive up to the property entrance and collect their free gift.





QUARTERLY NEWSLETTERS

Each quarter Miracle Mile Shops delivers a newsletter outlining the latest information about the center, including new merchants and promotions. We visit 60 concierge desks each quarter and bring Miracle Mile Shops directories with the newsletter so concierge staff can provide them to their guests who are looking for shopping, dining and entertainment offerings.



CONCIERGE MARKETING

Another important market for the tourism program at Miracle Mile Shops is the local hotel concierge. These concierge teams are a big influencer group as Las Vegas visitors reach out to them for information on where to go when in the city.

ONSITE EVENTS

Once a year, Miracle Mile Shops teams up with Greenspun Media Group's ELITE concierge program to invite concierge to familiarize them with the center and experience what we have to offer. We provide food, cocktails, a unique experience and prizes to make sure Miracle Mile Shops is top of mind when visitors ask concierge where they should shop, dine and be entertained.



MERCHANT EXPOSURE OPPORTUNITIES

Miracle Mile Shops offers many ways for you to promote your business as outlined below. If you are interested in participating in any of these opportunities or if you have any questions, please contact Laura Lake or Wendy Albert in the Mall Management Office. Please note that space may be limited on these opportunities, so they are on a first-come, first-served basis. The sooner you can notify us that you would like to participate, the better. All promotional messaging must be pre-approved by the Miracle Mile Shops marketing department. Unless indicated, there is no cost to participate.

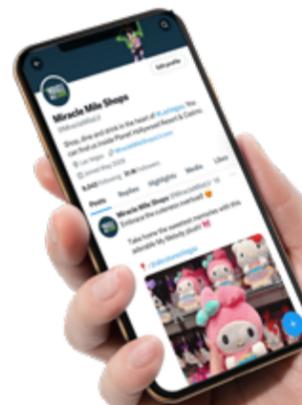
ASK JULES

Miracle Mile Shops has launched a chatbot to help customers navigate the center and provide information on stores, restaurants, shows and onsite promotions. Unlike other shopping center chatbots, we gave ours a name (Jules), personality and look so customers feel like they are communicating directly with her instead of general customer service. Jules can be reached via Facebook Messenger (@MiracleMileLV), text at (702) 766.6686, or on our website miraclemileshopslv.com. Jules fields over 4,000 questions from our customers each month. If interested, your brand can provide a special offer to be featured on the chatbot.



MIRACLE MILE SHOPS WEBSITE

The Miracle Mile Shops website received over 1.8 million page views in 2022. There is a Sales & Promotions page that includes merchant offers. To take advantage of this free opportunity, send offer details (short blurb, valid dates, and a high resolution jpg image) to llake@mms-lv.com one week prior to the start of the promotion.



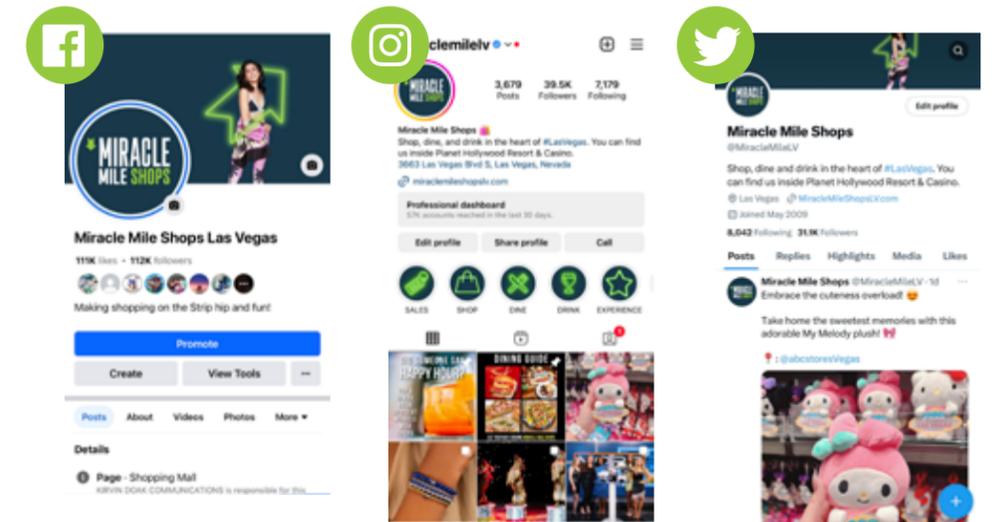
MERCHANT EXPOSURE OPPORTUNITIES

SOCIAL MEDIA

Miracle Mile Shops has more than 183,000 followers* over all social media platforms (Facebook, Instagram and X, formerly Twitter), more than any of our shopping center competitors. We can include pre-designed and organic posts, including in-store events and promotions, behind-the-scenes photos/video, personal appearances, new product launches, etc. To take advantage of this free opportunity, send details (short blurb, valid dates, and a high resolution 600x600px .jpg image) to llake@mms-lv.com one week prior to the desired post date.

*As of July 2023

Follow us at:
@MiracleMileLV



PUBLIC RELATIONS

Miracle Mile Shops is often contacted by media outlets asking us to highlight trends, gift ideas, new merchandise, etc. These opportunities come from local news stations that request that we appear in news segments with models and merchandise showcasing the stores, magazines who are looking for photographs of merchandise, and publications pulling fashion and products for photo shoots, etc. When these opportunities arise, the marketing department will contact you for participation.



Additionally, Miracle Mile Shops creates seasonal features that include fashion and merchandise from various stores that we distribute to local and national media. We will provide information and deadlines for these features for each season.

MERCHANT EXPOSURE OPPORTUNITIES

LED SCREEN ADVERTISING

If you are interested in advertising on one of the three LED screens on the exterior of Miracle Mile Shops, please contact Boldsite Media (contact information below). These screens have great visibility to Las Vegas visitors on the Strip, and provide weekly impressions of over 420,000.



LED Advertising:
Boldsite Media
info@boldsite.com

Interior and Exterior Advertising:
Amanda Cole, Director of Business Development
Miracle Mile Shops
(702) 701.7883
acole@mms-lv.com

MERCHANT EXPOSURE OPPORTUNITIES

IN-MALL ADVERTISING OPPORTUNITIES

Miracle Mile Shops has various digital signage locations throughout the center that can be purchased for additional exposure for your store or restaurant. For more information, including availability, please contact Amanda Cole in the Mall Management Office.





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