

ICSC CONFERENCE RECAP

PREPARATION

- Margate is in competition with all the surrounding cities and shopping centers.
- Success in attracting new business is based on relationships.
- Site selection takes three to five or more years.
- Successful relations start before the start of the site selection process.
- This was confirmed talking with several other cities and vendors we talked with at the conference
- We contacted a large number of the attendees to the conference as soon as the attendees list became available by phone and email.
- Most did not respond. Several responded that Florida or the South Florida market was not in their current expansion plans.
- We were successful in setting up appointments with two franchises.

PREPARATION

- Chick-fil-A, Inc.
- Raising Cane's Restaurants
- Papa Murphy's International
- Chuy's Opco
- Factory Connection
- Five Below
- Darden
- Bloomin' Brands
- Smashburger
- YCMG LLC
- Fazoli's Restaurants
- Ollie's Bargain Outlet
- Jason's Deli
- Kirkland's
- Uncle Julio's
- Cafe Rio, Inc.
- Jersey Mike's Franchise Systems
- Zaxby's Franchising
- Chicken Salad Chick
- Which Wich
- The Saxton Group
- Cinergy Entertainment Group, Inc.
- Beef Jerky Outlet Franchise, Inc.
- Boscovs Department Store Inc.
- Del Taco, LLC
- Dibella's Old Fashioned Submarines
- El Pollo Loco, Inc
- FSC Franchise Co.
- Inspire Brands
- Jollibee Chicken and Burgers
- Panda Restaurant Group, Inc.
- Gosh Enterprises
- Portillo's Hot Dogs
- Potato Corner USA
- Tacodeli
- The Krystal Company
- Buffalo Wings & Rings
- Bojangles' Restaurants
- A Wireless
- Aaron's
- ABC Fine Wine & Spirits

RECRUITMENT

- Work the floor and start the conversation by asking “Are you looking at expanding in the South Florida market?”
- If no, ask if it might be a possibility in the future.
- If yes, do a quick introduction to Margate and ask if they are looking for a stand alone site or a store front.
- Ask how many square feet do they require.
- Ask if there are any other major requirements.
- Thank them for there time and ask for their business card.
- We got good leads on probably ten possible franchises.

EDUCATION

- The Recipe: Crafting Restaurant Deals
- Lease Workouts: Negotiating Rent Reductions, Concessions, and other Workouts
- How Experiential Retail is Revolutionizing Center Formats, Tenant Mixes and Leasing Structures
- The Future of Food Halls
- The Omni-Channel Evolution
- The Self-Driving Revolution

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