

Denver International Airport

Specialty Retail Program
Overview 2025

Forward looking statement: This presentation may include predictions, estimates or other information that might be considered forward-looking. While there forward-looking statements represent our current judgment on what the future holds, they are subject to risks and uncertainties that could cause actual results to differ materially. You are cautioned not to place undue reliance on these forward-looking statements, which reflect our opinions only as of the date of this presentation.



A retail opportunity with low start-up cost and short term contracts envisioned for



PRL Small Business Launchpad at DEN

Since 2011, Provenzano Resources, Inc. (PRI) has empowered small businesses at DEN and beyond. Our Small Business Launchpad provides flexible, cost-effective retail opportunities—like kiosks, carts, and pop-ups—helping local, minority, veteran, and women-owned businesses thrive in high-traffic marketplaces.

1

Local start-ups with unique, local, and timely concepts to add local and regional flavor

2

Small and mid-sized companies wanting to increase their product reach and brand recognition

3

National retailers looking to diversify sales channels, increase brand exposure

Denver Airport

PRL's Specialty Retail Program at DEN generated sales of over \$25M in 2024, with 37 percent of sales generated by ACDBE Merchants

"Airport retail is really the only place that retail makes sense anymore. The sheer volume of consistent customers is exponentially more than malls, outlets, etc. Colorado Limited is thrilled to be part of the Specialty Retail program at DEN. If you have a product to sell, you need to be in this airport!"

Dave Kolin-Owner - Colorado Limited



Kiosks



These glass, Corian, and brushed aluminum units are configured to allow passenger entry and optimum on-the-go shopping experience.

- Minimum Monthly fee: ~\$5000 plus possible overage fee.
- Merchants pay the higher of the minimum monthly fee or 15% of gross sales

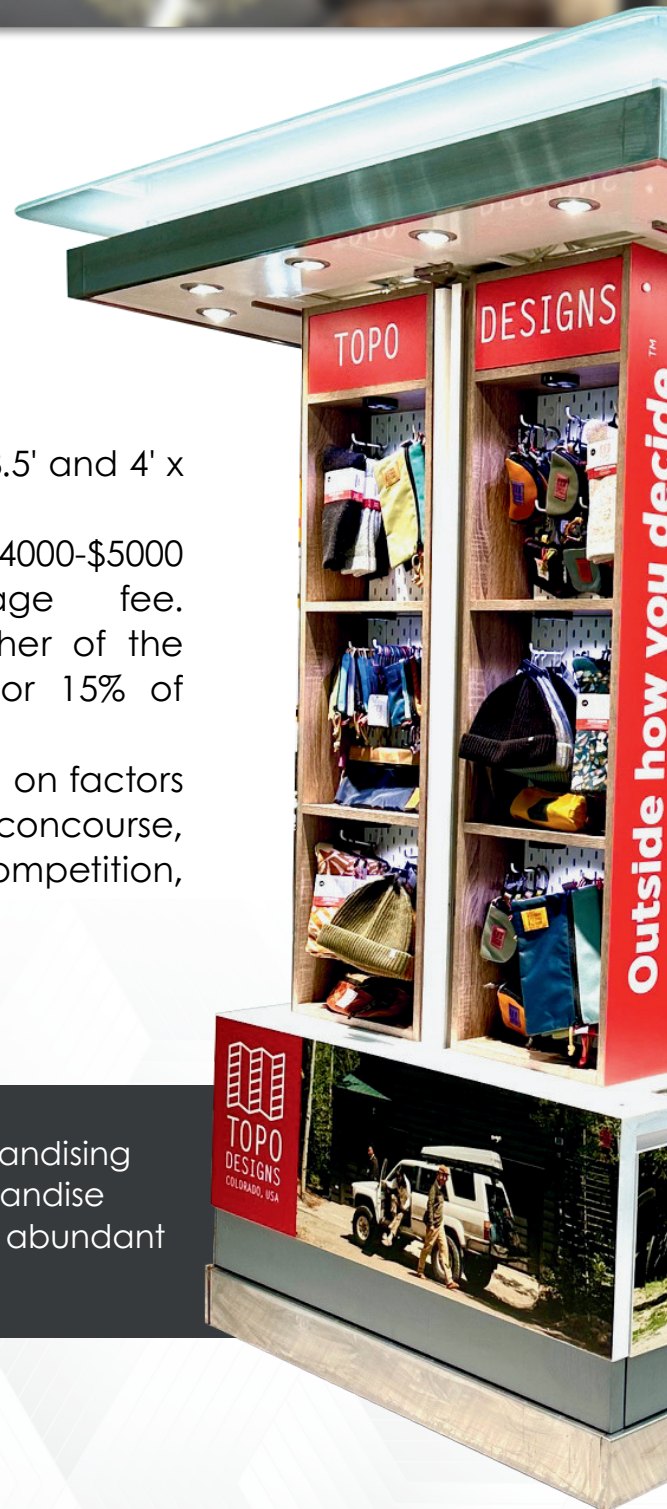


RMU – Retail Merchandising Unit



- Two sizes available; 4' x 8.5' and 4' x 6.5'
- Minimum monthly fee ~\$4000-\$5000 plus possible overage fee. Merchants pay the higher of the minimum monthly fee or 15% of gross sales
- The monthly fee is based on factors such as concept, concourse, location history, competition, projected sales, etc.

The ideal all-in-one Retail Merchandising Unit features: three-sided merchandise display, a built-in POS area, and abundant storage space.



Pop-up / In-Line Stores



Need a space to launch a new retail brand or concept but don't understand the RFP process and have limited funds for tenant improvements? PRL, from time to time, has limited in-line store availability subject to DEN Concessions' timing.

- No construction/buildout; cosmetic and affordable improvements only
- Minimum Monthly fees and ancillary charges based on size, use, location
- Test the DEN market while assessing potential long-term opportunities

Program Operating Overview

Daily operations

- 365 days retail operation
- Hours determined by the Airport, generally 7am to 9pm Sunday through Friday, and 7am to 7pm on Saturday

One-time startup fees

- First month's minimum monthly fee
- Security deposit – equal to one month minimum monthly fee
- Visual design consultation, operational/opening support ~\$1600
- Signage, graphics, props, fixtures, (materials) - \$1200 deposit to be reconciled on actual cost. Specific visual elements provided and determined by the merchant
- Security badging at \$50/employee
- Business license and worker's compensation insurance as required by the City and State

Recurring monthly fees for Kiosk and RMU Merchants

- Electricity ~\$150
- Trash removal ~\$40
- Operational support (temporary storage, daily deliveries, cleaning supplies, repairs) ~\$400
- General liability insurance \$40 (exceptions apply)
- Wireless hotspot/service provided by merchant
- DEN joint-marketing fund at one-half percent of gross revenue
- Fees for custom units, pop-up inline stores and additional services will vary

PRL Provides Opportunity and Operational Support

PRL streamlines logistics by offering turnkey services and staff to support product receipt, storage, delivery, onboarding/training, badging, and administrative support, reducing complexity for new merchants.



"PRL provides support for small business in the airport with a two prong approach, working directly with a leasing team and forgoing the RFP process and also working with the operations team who accepts and delivers product on your business's behalf. They take all the guesswork out of the equation and work alongside WITH you to make your business successful."

Kara Dar, Owner National Essentials dba See's Candies



Shinesty



"We always wanted to have a retail presence at DEN. PRL not only gave our small business the opportunity to get started, they were instrumental in helping us become successful. The amount of positive comments we get from local customers as a result of our presence at DIA is incredible. Thank you PRL!"

Chris White, Owner, Shinesty



GOLF

Next Steps

1

Complete online application



www.priretail.com/den-airport

2

Meet the team, learn about the program, create the plan

3

License agreement, visual merchandising, talent recruiting, TSA badging

Sales projections are required in step 1 application and virtually none of our new small businesses create a deck, or know what it is.



Thank you!



www.priretail.com

About PRL

Provenzano Resources, Inc. (PRI) is a full-service specialty retail leasing consulting and management firm with over 30 years of experience developing unrivaled solutions for property owners, municipalities, and merchants.

PRL, a subsidiary of PRI, owns, manages and licenses the Specialty Retail Program at DEN on behalf of the City and County of Denver.

Our partners and clients include:

