



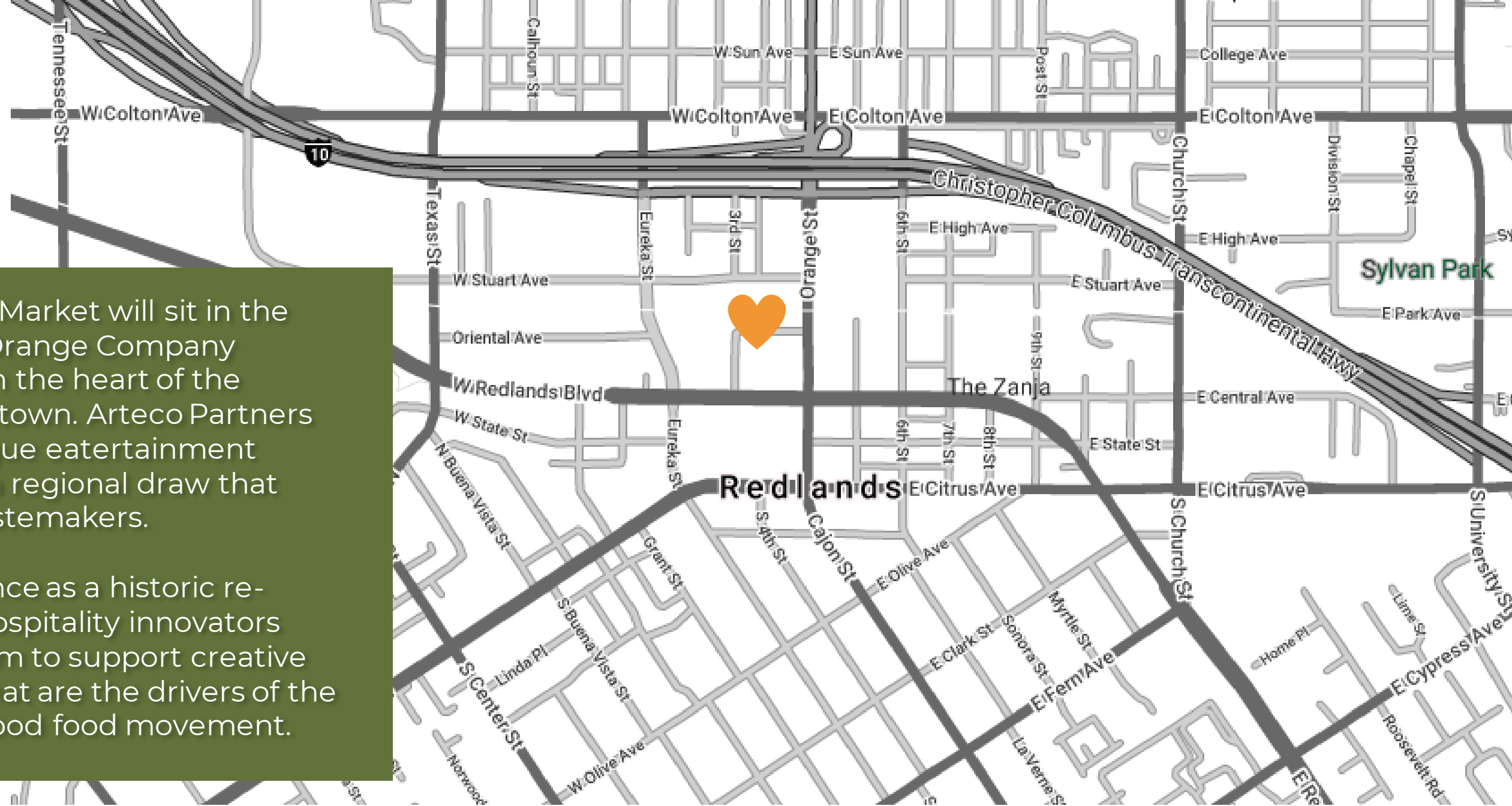
BY ARTECO PARTNERS

01

LOCATION

Redlands Public Market will sit in the historic Mutual Orange Company Packing House in the heart of the revitalized Downtown. Arteco Partners will create a unique eatertainment experience and a regional draw that caters to local tastemakers.

Arteco's experience as a historic re-developer and hospitality innovators prepares our team to support creative entrepreneurs that are the drivers of the contemporary good food movement.



01

RPM PROJECT SUMMARY

MICRO-RESTAURANTS

Independent small businesses, locally-sourced seasonal menus

POP-UP FOOD RETAIL

Farmstand produce, artisanal food & wares

PROMOTIONS & PROGRAMMING

Food education on demonstration stage, weekly live music on outdoor stage, season celebrations, and dedicated promotions & marketing team

LANDMARK DESTINATION

Architecturally significant historic building, epicenter of historic downtown Redlands, across the street from downtown train station



KEY FIGURES

35,000 SQ FT

Historic Landmark

\$11 MILLION

Renovation by the Tessier's inhouse KMA Construction

6,700+ SQ FT

Outdoor dining & event space

600 SQ FT

Average tenant lease space

01

NATIONAL TRENDS, LOCAL STYLE



REDLANDS PUBLIC MARKET STRATEGIC VISION

- CREATE THE #1 REGIONAL DESTINATION FOR FOODIES
- GENERATE THE EPICENTER OF THE LOCAL GOOD FOOD MOVEMENT FOR OVER 1 MILLION REGIONAL VISITORS
- SUPPORT EXCLUSIVELY INDEPENDENT SMALL BUSINESS ENTREPRENEURS
- BUILD NEW DYNAMIC COMMUNAL GATHERING SPACE
- SHARE FRESH INGREDIENTS & ARTISAN PRODUCTS
- FOSTER ONSITE FARMSTAND & POPUP ARTS & FOOD RETAIL
- PROVIDE SPECIALIZED INFRASTRUCTURE & COMMON AREA + PROMOTIONS MANAGEMENT

02

ARTECO IN THE MARKET: FILLING A GROWING NICHE FOR AUTHENTIC EXPERIENCES

ACCORDING TO EXPERTS

- Millennials want their food fast, but don't want fast food
- Millennials and Gen Z embrace local, sustainable sourcing and prefer unique experiences
- All age groups and income brackets are looking for more dynamic and inclusive environments
- Food halls are here to stay because they better fit the needs and wants of the current generation of consumers

WHAT MILLENNIALS & GEN Z SAY

"[Riverside Food Lab] contains more options for foodies than you can shake a fork at... [and is] a roaring success due to their abundance of options for different dietary needs."

--Palomar College Student Newspaper Review

THOUGHT LEADERSHIP

Arteco applies hyperlocal knowledge to create authentic destination attractions. Our commitment to sustainability and building community through art is more than capitalizing on a trend, we believe in it so much *we made it our name* over 25 years ago.

Redlands Public Market will be part of a portfolio of successfully curated experiences delighting multiple generations with an elevated, inclusive culinary hub reflective of a cultured community with a rich history and a commitment to healthy, sustainable living.

LET US HANDLE IT, WHILE YOU GROW YOUR SMALL BUSINESS

Arteco works carefully to curate an authentic, local experience while functioning as a small business incubator. We work closely with owners and chefs to curate menus and concepts. Our team provide staffing and management support, so our restaurateurs can focus on growing their businesses and doing what they do best—creating unique, authentic local dishes that keep visitors coming back for more.

Our inhouse development and management teams will ensure a unique vision for the Redlands Public Market is carried out from design to delivery. Our teams know the markets we work in better than anyone else. We do our branding, placemaking, and marketing inhouse, which means we can create more than a food hall, but a 365-day a year cultural attraction. We take care of parking, building maintenance, power, HVAC and more!



REDLANDS PUBLIC MARKET

330



Tenant Spaces

Tenant	Main Floor	Basement	Total
Tenant 1	200 sr 43%	263 sf 57%	463 sf
Tenant 2	200 sf 43%	263 sf 57%	463 sf
Tenant 3	235 sf 47%	263 sf 53%	498 sf
Tenant 4	430 sf 58%	312 sf 42%	742 sf
Tenant 5	525 sf 67%	258 sf 33%	783 sf
Tenant 6	475 sf 65%	256 sf 35%	731 sf
Tenant 7	500 sf 66%	257 sf 34%	757 sf
Tenant 8	330 sf 56%	258 sf 44%	588 sf
Tenant 9	535 sf 67%	263 sf 33%	798 sf
Tenant 10	450 sf 62%	273 sf 38%	723 sf
Tenant 11	285 sf 47%	324 sf 53%	609 sf
Tenant 12	285 sf 53%	255 sf 47%	540 sf
Tenant 13	385 sf 60%	255 sf 40%	540 sf
Tenant 14	385 sf 64%	213 sf 36%	598 sf
Tenant 15	430 sf 57%	324 sf 43%	754 sf
Tenant 16	315 sf 37%	528 sf 63%	843 sf
Tenant 17	290 sf 47%	325 sf 53%	615 sf
Tenant 18	455 sf 100%	0 sf 0%	455 sf
Tenant 19	470 sf 63%	275 sf 37%	745 sf
Total SF	7,180 sf	5,165 sf	12,345 sf
Avg. Ratio FOX to BOH	58%	42%	
Basement	FOH	BOH	
Cocktail Bar	1,182 sf 84%	230 sf 16%	1,412 sf
Tasting Room	995 sf 94%	64 sf 0%	1,059 sf
Total SF	2,177 sf	294 sf	2,471 sf



MAIN FLOOR LEVEL - 330 THIRD STREET, REDLANDS, CA 92374

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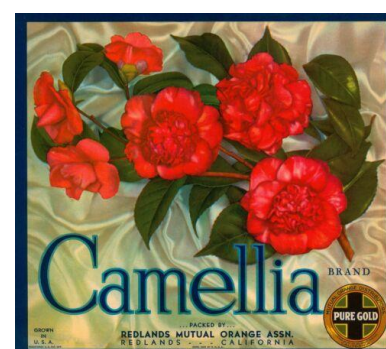
BASEMENT LEVEL - 330 THIRD STREET, REDLANDS, CA 92374

03

RPM DESIGN: SHARED SPACES

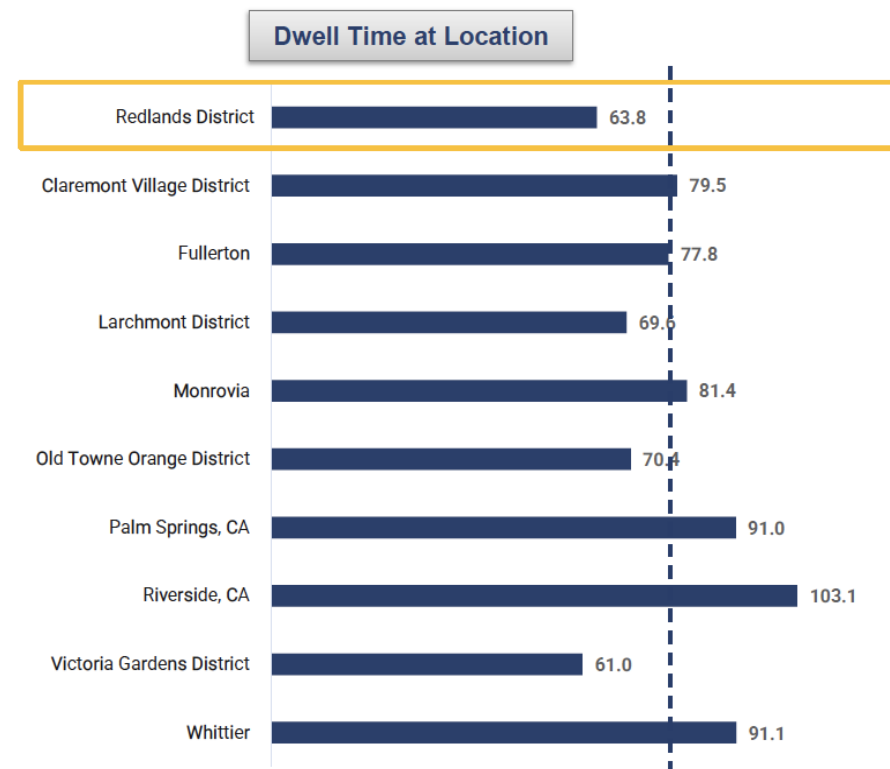
The Redlands Public Market is part of a historic rehabilitation project aimed to rescue the 100 years old Mutual Orange Company building. We are a part of the Historic Preservation Program, which means the common spaces and tenant spaces will follow aesthetic shines through in this modern new development.

Our shared and common spaces will focus on enhancing natural light and materials, as well as greenery on the patio and inside the food hall itself. The space will have artwork, neon signs and murals scattered throughout to make each moment special. We also have live music programs and a demonstration kitchen for community events.



04 MARKET RESEARCH

Market research from Alexander Babbage in 2021 shows that Redlands is already a vibrant district both locally and regionally and can support continued growth.



REDLANDS DISTRICT ACTUAL VISITORS KEY METRICS

REDLANDS DISTRICT VISITOR DATA:

65%

OF VISITORS LIVE WITHIN 10 MILES OF REDLANDS DISTRICT

TOP 5 ZIPS BASED ON PERCENT OF VISITS

- 92374: Redlands, CA (16.9%)
- 92373: Redlands, CA (14.8%)
- 92399: Yucaipa, CA (9.3%)
- 92346: Highland, CA (7.0%)
- 92223: Beaumont, CA (5.0%)

COMPARED TO THE MARKET



DRAWS FROM A VISITOR ORIGIN POPULATION OF 590,773



16% OF VISITORS COME FROM BEYOND A 20-MILE TRAVEL DISTANCE



36% OF Redlands District VISITOR HOUSEHOLDS EARN \$100K+ A YEAR VS. 30% IN THE MSA



30% OF VISITORS HAVE A COLLEGE OR POST-GRADUATE DEGREE VS. 22% IN THE MSA

\$92,096

vs. **\$85,499**

+7.7% versus MSA

AVERAGE VISITOR ANNUAL HOUSEHOLD INCOME VS. THE MSA

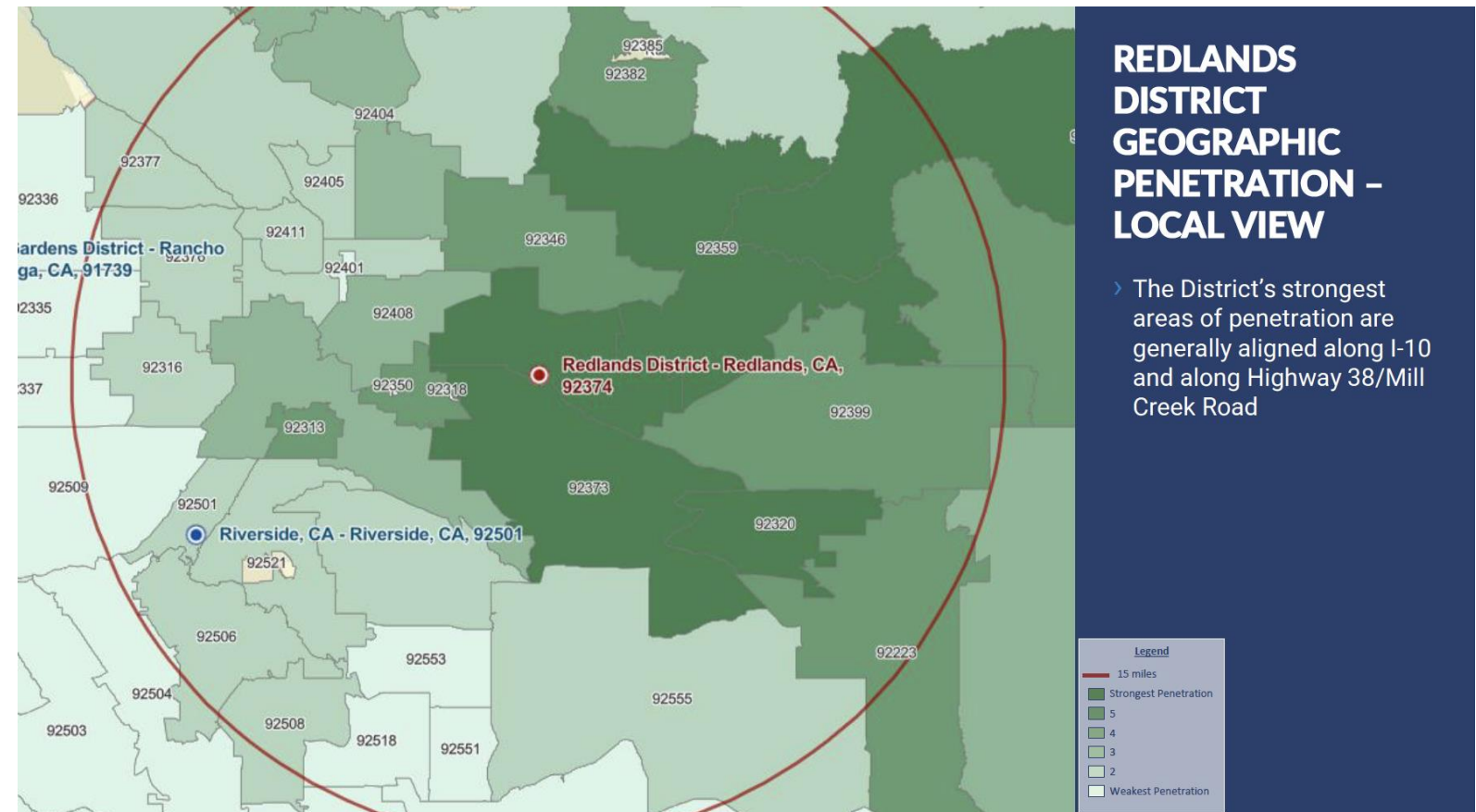
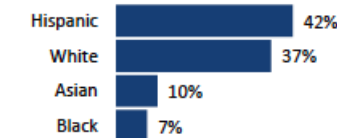


37% OF VISITORS HAVE CHILDREN UNDER 18 LIVING AT HOME VS. 45% IN THE MSA

MORE KEY FACTS

- Redlands District predominantly draws its visitors from within a 10-mile radius
- Visitors to the District:
 - are racially and ethnically diverse
 - have an average household income that exceeds that of the Riverside, CA MSA
 - surpass the MSA for percentage with a college or post-graduate degree

ETHNIC MAKEUP



04

REGIONAL



OVER 7,500
STAFF &
STUDENTS



OVER 19,000
STAFF &
STUDENTS



OVER 7,500
STAFF &
STUDENTS



OVER 28,000
STAFF &
STUDENTS



OVER 7,200 STAFF &
STUDENTS



04

GROWING DISTRICT

NEW RETAIL



NEW 385 SPACE PARKING STRUCTURE WITH CHARGING STATIONS



FUTURE OFFICES & RETAIL BUILDINGS



HISTORIC REDLANDS TRAIN STATION



\$1 BILLION+

IN NEW DOWNTOWN DEVELOPMENT CREATING A REGIONAL DESTINATION

J. RILEY DISTILLERY



LOOK CINEMA



04

DEVELOPMENT: STATE STREET VILLAGE

Redlands Mall Re-Development

The 45-year-old Redlands Mall site will soon be re-developed into more than 12,300 square feet of offices, and nearly 72,000-square-foot of mostly ground-floor shops and restaurants and 700 apartments and condominiums. It is a transit-oriented redevelopment of the mall, with direct walking path from the new Redlands train station. The State Street Village would also include a privately owned plaza, shade trees, street trees and improved walkways for pedestrians. The mall conversion could bring as many as 2,400 construction and recurring local jobs, with a payroll of nearly \$20 million.

Located a half block from RPM and set on 12-acres, State Street Village will redevelop the vacant Redlands Mall into a new walkable, mixed-use district.

- 700 Units
- 50,000 SQ FT Commercial
- 20,000 SQ FT Office

Fully entitled with construction scheduled to begin in 2024: www.statestreetvillage.com



04

CONNECTED REDLANDS



The **SBCTA Train** is an intra-urban train service, as opposed to a commuter rail like Metrolink, which will offer frequent light rail service day and night between University of Redlands and downtown San Bernardino. The downtown Redlands stop will be located approximately 200 feet from RPM adjacent to the historic Santa Fe Depot, which is being renovated into a restaurant. *Within 2 minutes one can arrive at University of Redlands to the East or at ESRI's campus to the West.*



The **University of Redlands** is a private, nonprofit university founded in 1907, with 5,000 students enrolled in more than 40 undergraduate and 10 graduate degree programs. The university's main campus is situated on 160 acres $\frac{1}{2}$ mile from downtown Redlands. The top ranked university has more than 700 faculty & staff. An adjacent 30-acre site is being converted into a university village with more than 1,000 new apartments, hotel, and retail.



ESRI is an international supplier of geographic information system (GIS) software and applications which commands almost half of the global market for GIS applications and is used by 75% of Fortune 500 companies. The firm has **3,800 employees** with annual revenues estimated to be above \$1 billion dollars. The growing downtown campus founded in 1969 is located a $\frac{1}{4}$ mile from RPM and totals 150 acres and 3,000 employees and regularly hosts conferences and visitors from around the world.



Packing House District

A Packing House inspired grocery shopping center completed in 2018 located 2 blocks from RPM.



State Street

A 7-block historic main street with shops, restaurants, and entertainment.



Redlands Farmers Market - Saturday Mornings



Redlands Bowls -

The nation's longest running free community concert series. Attendance annually over 100,000. Summer evenings June - Aug.



Redlands Bicycle Classic - Part of the Tour of California. The nation's most prestigious bike event with 563 competing racers.



04

FOODIE TOWN

DOWNTOWN REDLANDS IS THE INLAND EMPIRE'S PREMIERE FOODIE DESTINATION



Redlands Public Market is and industry leader in the food hall typology. We focus on local chef's and small business owners to create boutique small businesses that provide delicious and unique food options, all while cultivating sustainable community growth and development.

05

MARKET ANALYSIS

ripe for picking.

590,000+ Trade area population

384,000 Visitors live within 10 miles

4,000+ Esri tech hub employees within ¼ mile

179,000 10 Freeway drivers passing per day with close & easy access

Redlands is a subregional destination for dining & entertainment. There is no similar experience in a 20-minute radius—yet .



The growth in the district, absence of other spaces like this in the area, and long-term positive projections for food halls make this an ideal place and time to build. More importantly, Arteco's commitment to community means your investment in Redlands Public Market will reach much deeper into the community. Redlands Public Market is an investment in multiple small businesses and in giving Redlands a culinary & cultural incubator worthy of the artistic, vibrant city.

02

CASE
STUDY:
RIVERSIDE
FOOD LAB

1ST INLAND EMPIRE
FOOD HALL

14 FOOD & BEVERAGE
LOCATIONS

15,000 SQ FT

60K+ SOCIAL MEDIA
FOLLOWERS

1.6M ESTIMATED
ANNUAL
VISITORS



02

THE ARTECO TOUCH: THOUGHT LEADERS

Cookhouse at Vail Headquarters

32117 Temecula Pkwy. Temecula, CA 92592
www.vailcookhouse.com

The historic 1915 Cookhouse at Vail Headquarters served as the location that ranch cooks lived, prepared and served hearty meals for seven decades. Re-opening in 2019 as a micro-food hall, the Cookhouse at Vail features five local, independent chef-owned and operated food stands. The Cookhouse features indoor and outdoor communal dining tables and counter-ordering creating a one-of-a-kind experience.

The Cookhouse is a family-friendly environment. Light entertainment is provided on occasion on a small outdoor stage. Entertainment provided is mostly acoustic or small amplified trios for background ambiance focusing on folk, country-western, and American roots music which could have been typically heard on the working Vail ranch.



Claremont Packing House

532 W. First St. Claremont, CA 91711
www.claremontpackinghouse.com

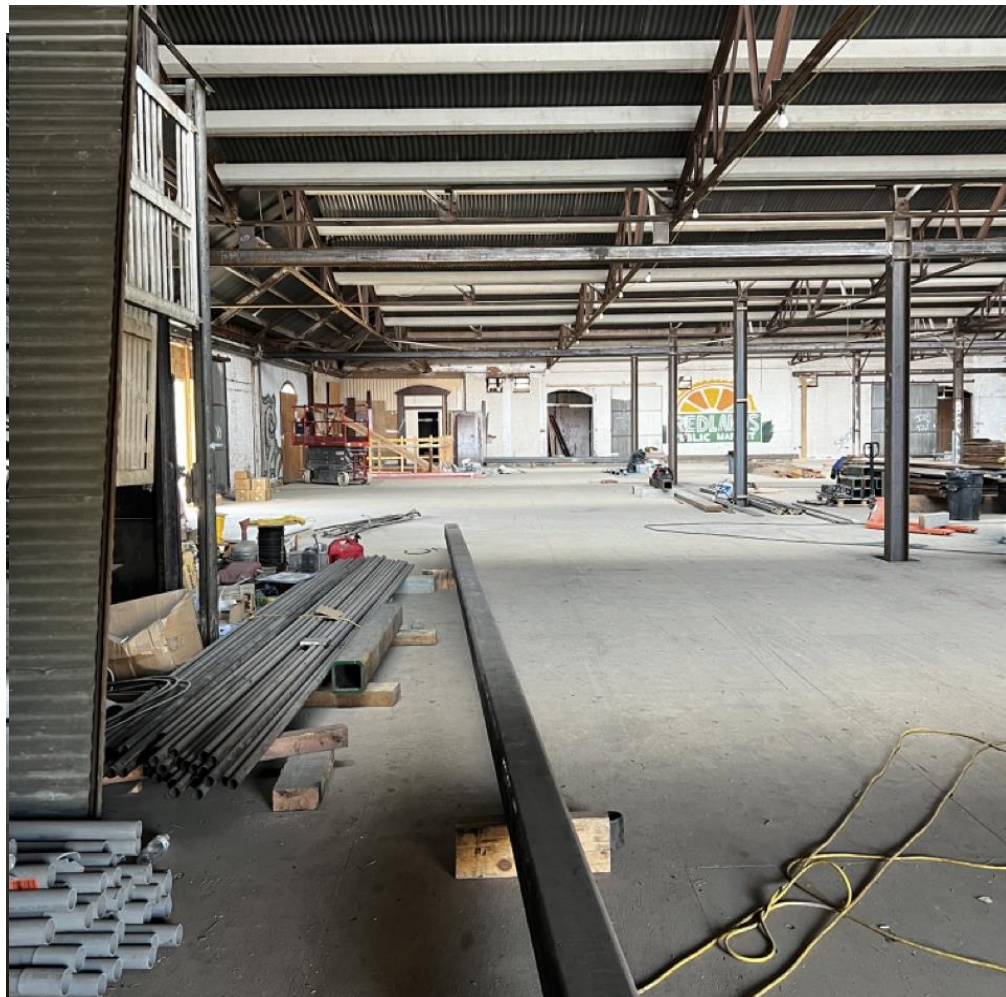
Claremont Packing House reopened in 2008 as the flagship development of the Village Expansion in downtown Claremont preserving Claremont's last surviving packing house. The 90,000 square foot structure was purchased from the City of Claremont and subdivided into ground floor restaurants and retail spaces, live-work lofts, and even a subterranean parking level carved into the former basement. Well known as an eatertainment destination, notable successful tenants include Eureka Burger, Young Chefs Academy, Whisper House, Crepes de Paris, Packing House Wine Merchants, and Gus' BBQ. This award-winning historic landmark restoration has been featured on Sunset Magazine and by Huell Howser in California Gold.





REDLANDS PUBLIC MARKET

UNDER CONSTRUCTION NOW!



Developed and Managed by



191 West 4th St, Pomona, CA 91766

www.artecopartners.com | www.redlandspublicmarket.com