

NEW LEASE APPLICATION – PROPOSAL LETTER

To All Applicants interested in renting retail space at the Telegraph Channing Mall

A Proposal Letter is required with your Business Rental Application. The following information is provided as a guideline for what is expected in the Proposal Letter, which can be 2 – 3 pages, or details can be attached to a cover letter.

Include in your Proposal Letter

1. **Business Name.**
 2. **Location:** address of specific retail space you're applying for.
 3. **Products/Services:** description of products and services the business will sell.
 4. **Market:** who you expect the purchasers of the products and services will be.
 5. **Employees:** who will work in the business, including family members and non-family employees, and a projection of how this will change.
 6. **Improvement costs:** expected cost of tenant improvements needed to open the business.
 7. **Funding:** sources of funds to pay for tenant improvements, and for working capital during initial business operations.
 8. **Income:** a simple projection of business revenues.
 9. **Financials:** summary financial statements for the business and ownership team.
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Remember:

All applicants for rental of City of Berkeley commercial space **must fully complete a Business Rental Application**, and submit it with a **Proposal Letter** to:
Public Works Property Management, 1947 Center Street 4th floor, Berkeley 94704

For information on available spaces and a link to the Business Rental Application, go to:

www.cityofberkeley.info/Public_Works/Facilities_Management/City_Property_Available_for_Lease_or_Sale.aspx