

CONFIDENTIAL – RESTRICTED CIRCULATION

Title: Director of Marketing and Leasing for the Denver Design Center and the Collection.

Properties: Primarily the Denver Design Center (DDC), The Collection (COL) with involvement with adjacent properties within the Broadway Park Portfolio and other affiliations.

Reports to: CEO

Direct report: Marketing Associate (FTE) and (2) reception staff (PTE) within the Denver Design Center

Peers: Financial Controller and Director of Operations.

Note: The Director of Leasing/Marketing will retire 6/30/19 and will serve as a mentor and resource in the interim to focus on the DDC/COL assets, tenants and design industry.

CO Brokerage License: Initially not required but expected within 12-18 months.

Responsibilities:

Primarily covers:

1. 50% - Manage, maintain, administer, promote and market the Denver Design Center and its tenants including all tenant communications (excluding operational and accounting matters)
2. 45% - All leasing and option exercise negotiations incl. 3rd party brokers.
3. 5% - Development assistance including interactions with 3rd party developers when D4 is the master-developer or JV-/LP-/Land Lease partner.

Specific description:

- i. Fundamental focus is on maintaining maximum occupancy and optimal rents within the specialized Denver Design Center/The Collection properties, a series of B2B2C and B2C the niche retail showrooms that is the legacy project at the heart of the *Broadway Park* neighborhood
- ii. Attendance at, and arrangement of, Design-industry specific activities to promote and enhance the status of the DDC/COL as the premier interior design resource in the Rocky Mountain region
- iii. Tenant fit-out/coordination in collaboration with the Director of Operations.
- iv. As part of the 5% listed above, Marketing and Leasing of Broadway Park and to the extent necessary, the operating entities of D4 Urban & CFPM in association with same, covering all existing asset and new projects.
- v. In addition and as part of the 5% listed above, attention on partnering with developers of new projects within Broadway Park to adopt and utilize the place branding.
- vi. All forms of marketing, communications and PR necessary to build, reinforce the Denver Design Center and the Collection within the Broadway Park neighborhood brand.
- vii. Annual budgeting and management of same in collaboration with Financial Controller.