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June 9, 2017

VIA: EMAIL

East Lansing City Council
C/O Mayor Mark S. Meadows
410 Abbot Road
East Lansing, MI 48823

Re: T-3278 East Lansing Downtown, MI
Center City District
East Lansing, MI

Target Statement on Center City District

Dear Mayor Meadows:

Target is excited to be a part of the Center City District that Harbor Bay is seeking approval for. I had hoped to attend the city council meeting unfortunately, I am on vacation and unable to be there in person. I want to take this opportunity to share some information about Target small format store and how it will operate.

The project includes a 22,225 sf small format Target store. This relatively new concept will provide residents an opportunity to buy many of their daily goods and services without leaving the neighborhood. This store will provide guests with a curated product assortment, locally relevant experience, Order Pick-up that will allow online orders to be picked up in store and an exceptional Target experience in a quick-trip format. The size of this store is about a quarter of the size of the three (3) Targets near East Lansing but will be made to order to suit the community's wants and needs.

Our small format store is adjacent to Michigan State University and we anticipate a portion of our guests will be students, faculty and employees of the university. Three main areas our store will focus are: fresh produce and meats that will include grab and go food options, home products and décor, and beauty and personal health care products. Given the proximity to their locations along E Grand Rive Ave., we do not plan to have a Starbucks or CVS at this location. However, we do hope to sell beer, wine and spirits.

A unique feature of our small format store is that the store manager is empowered to respond to guest requests to carry certain items they can't find in the store.

Target has currently opened 36 small format stores across the country with over 30 additional stores under contract. The nearest small format stores are located in Chicago. While we don't know the exact number of team members that this store will hire, we anticipate the number to be between 40 and 60. Target typically hires from the surrounding community. Applications can be submitted three (3) months prior to store opening either online, in any Target store or at a job fair.

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Supporting communities through giving has always been a cornerstone of our business. Each year we have given 5% of our profit back to the communities we are in. In 2016, that amounted to \$250,000 back into the Lansing-East Lansing community. That support included 87,000 pounds of food donated to the Greater Lansing Food Bank, 31 field trips, kid-inspired healthy activities and classroom grants, and Support of the Capital Area United Way. We believe that donating our time is equally as important as the money we gave, last year our team members volunteered over 880 hours in this community.

Target is committed to being a good neighbor and active corporate citizen. While smaller than our traditional stores, small format stores support the neighborhood in every way that our full size stores do. To learn more about our commitment to communities, please visit <https://corporate.target.com/corporate-responsibility>.

Target is excited about this opportunity and we look forward to being a part of the East Lansing and Michigan State University community.

Please contact me with any questions.

Sincerely,



Zack Kartak
Senior Development Manager

cc: Mark Bell, Harbor Bay Real Estate Advisors
Perri Hite, Target Corporation