



CMG WORLDWIDE®

Real Estate Division

Summary:

On 8.1.17 the CMG Worldwide, Las Vegas office was opened. In 2016, Las Vegas recorded over 42.9 Million tourists that largely spent their money in the heart of a 2 mile long Strip that on the south side is bordered by MGM Grand and on the north side by Circus Circus. Visitors spent in 2016 \$35.5 billion on hotel rooms, restaurants, retail product and shows....16% up over 2015. Each visitor spent \$827 on average each day. That creates a revenue and new business opportunity that is best illustrated by it's sales per square foot which leads the nation. The average shopping mall in the country produces \$341 per square foot on an annual basis for each of its square feet. Caesar's Forum Mall and Venetian Grand Canal Shoppes and Fashion Show Mall across from Wynn Resort and Miracle Mile Shoppes next to Planet Hollywood approach on average \$1400 in sales per square feet annually. That 400% premium makes Las Vegas the leading beta location for new stores, bars, restaurants, museums, exhibitions, and live shows. All of these options offer retail opportunities. Our competitive research shows that CMG Worldwide is the leading license agency in the real estate sector. Occasionally a license agency will stumble into a real estate opportunity. CMG Worldwide is the leader in this sector because of its senior management commitment, it's convenient location, and its experience. Most importantly, this is due to CMG's client list made up of celebrity legend personalities like Bettie Page and James Dean and celebrity organizations like City of Beverly Hills and The Baseball Hall of Fame. This positions CMG for incremental value because real estate deals tend to generate monthly royalties for 10 years or more. It's takes quite a decision to close a store in contrast to a line of T-shirts which can be "freshened up" and changed after 2 to 3 years. Next paragraph will explain why the CMG client list is so well prepared to take advantage of this dynamic.

CMG Real Estate Division and its Celebrity Client Base:

According to Doug Stephens, a retail futurist and founder of Retail Prophet, in 2025 it is likely that 30% of the entire retail economy will be transacted over the Internet. Brick and Mortar will be re-purposed as media. That's due to what is commonly called the "Amazon Effect". Suddenly real and authentic stories have become more important. Social media support for stores and restaurants and bars are more in demand. Fan base becomes more than just "nice to have". Celebrity, which has long been the mainstay of TV, movies and live shows, is now transferring in importance to retail stores, bars, restaurants, museums, and exhibitions. If the "Amazon Effect" has put pressure on shopping malls, even hotels and casinos, to bring more celebrity experiences, stories, authenticity, social media and fan base, then CMG Worldwide product, it's client base, has become more relevant and exciting than in it's entire 37 year history.



Monumental hand-made ceramic mosiac columns of James Dean and Marilyn Monroe

Opened in 2015, it is so successful that it opens 22 hours a day, closing only 2 hours a day for cleaning. As recent as today, it is the most successful bar and restaurant in the city.



Left: Photographs of James Dean, Elvis Presley, Marilyn Monroe Top-Right: Classic Car style booth Bottom-right: Andy Warhol Inspired Pop art Murals



Originally opened in 1925, Ben Canter and his brothers found it's present location on Fairfax Ave. in Los Angeles in 1953. Today it's known as "Deli to the Stars" because celebrities from Guns 'n Roses to Obama find it to be "the" Deli to be seen at.

CANTER'S DELI. "DELI TO THE STARS"



Photo: Amy Cantor. Cantor's Deli has earned multiple foodie accolades for years. (Courtesy of Cantor's Deli)



Photo: Amy Cantor. The Cantor family has been serving the deli community for over 100 years. (Courtesy of Cantor's Deli)



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Cantor's Deli

Any time of the day or night, pastries, sandwiches, with the most heavenly fresh-baked rye bread, are ready and waiting at Cantor's Deli, one of California's oldest delis, located in Los Angeles's Miracle Mile District — the heart and soul of the entertainment industry. Not much has changed at Cantor's Deli except its size: it has expanded twice in its seventy-plus years, making it — at 14,000 square feet — one of the largest delis in the United States.

It all began in 1914 in Jersey City, New Jersey. After losing a deli in the 1930 stock market crash, Ben Cantor and his two brothers moved to California with just \$100 in their pockets. Eager to succeed, they opened Cantor Brothers Delicatessen in 1931 on Brooklyn Avenue in Boyle Heights, the Jewish center of Los Angeles. When this cultural hotspot shifted, friends Harold Prince and Selma Dicks partnered with Ben and his wife, Fanny, to purchase a prime location at 430 North Fairfax Avenue. In 1960 they purchased the old Foxglove Theater at 430 North Fairfax and moved Cantor's Deli just up the street to a larger location. In those days Ben Cantor would sell two hot dogs for a cent — one to a man and one to your hand.

For over 100 years this third-generation, family-owned business has served food to locals, tourists, and celebrities alike. With its Art Deco door and its trademark autumn leaves ceiling, this haven has hardly changed in this last half century. It is here in the front booth where Lenny Bruce used to sit, scribbling on napkins while waiting for his next big idea. Mel Brooks, Buddy Hackett, Bill Cosby, David Newman, Rodney Dangerfield, Danny Thomas, Henry Winkler, and Dick Van Dyke frequented Cantor's Deli. Marilyn Monroe and Arthur Miller dined here, Jack Bauer, Elizabeth Taylor, Cary Grant, Nicolas Cage, John Travolta, even Elvis and the Beatles have sat at Cantor's Deli booths. Local and national politicians, Mayan Bradley and Giuliani, governors and senators congregated here to meet and campaign. The list is endless. It's a haven for late-night entertainers. The Doors and Frank Zappa ate here, hanging in the Elkhitsa Room, a 1965 addition that is also a cocktail lounge. On Tuesday nights, informal star-studded jam sessions took place where the groups would rehearse, schmooze, and kibbitz. Many, including

Joni Mitchell, Mick James, and members of the Red Hot Chili Peppers, have come here to hang out, sing, play, and, most importantly, to eat.

You wouldn't think that Los Angeles could have a deli to rival New York's, but for those who know and love deli culture and appreciate all that it offers, this place is heaven. Since the '90s, "Portents" by The Los Angeles Times, Cantor's Deli sandwiches are always served on rye, unless you ask for something else, but don't do that! Made famous for its corned beef and schmatz sandwiches, Cantor's Deli boasts of serving the best quality at reasonable prices. The two generations of Cantors that are always present have an intense pride in their deli. Alan Cantor is there seven days a week. His son, Gary Cantor, stars Jackie, and brother Mark are like family to all who enter.

And when you do enter, you are greeted by what may be the most sumptuous bakery counter in America. Chinesische, baklava, sour cream coffee cakes, rugelach, mandelbrot, kishka and white cookies, tea cookies, strudel, chocolate cakes, carrot cakes, bagels, rye bread, pumpernickel, challah, and more are baked on the premises twice a day. Cantor's

Deli makes its own pickles and ketchup, and it even has an entire refrigerated room filled with nothing but kosher hams, ready and waiting to be cooked with the deli's rub, dill pickle brine. Everything here is made fresh daily, with no preservatives, and everything turned over to charity.

Cantor's Deli boasts having sold 5 million pounds of lox, 9 million pounds of corned beef, 10 million matzo balls, 20 million bagels, 24 million bowls of chicken soup, and 4 million pounds of potato salad. And to accommodate changing eating habits, it now offers anything from Chinese chicken salad to quinoa bowls. It even offers an entire Thanksgiving dinner on the menu every day.

Your heart may melt, and many tourists eat here as well, but the real heart and soul of this deli are the locals who have never moved from the neighborhood and the stars who slip in here incognito for a late night meal. Cantor's Deli is a place of refuge, and they come for the old-fashioned Jewish food that reminds them of their past. Open twenty-four hours and only closed on Jewish holidays, you can come here anytime for a delicious taste of yesterday.





The first two licensed Canter's locations opened in May 2017 in Reno, Nevada in Silver Legacy Hotel Casino and in September in Tivoli Village in the west side of Las Vegas, Nevada in September 2017. They next location will open in The Linq, in Las Vegas, Nevada in November in 2017. Additional new locations are underway, including kiosk versions of Canter's Deli.





STORES ARE UNDERWAY FOR THE BASEBALL HALL OF FAME®





Stores, bars, restaurants, museums, exhibitions and live shows are in concept development for Hugh Hefner, Amelia Earhart, Jackie Robinson, Chuck Berry, Maya Angelou and other celebrity legends.