



Memo to: Katie Wood, Executive Director, DNA

RE: Barry's Boot Camp

Date: August 13, 2025

Dear Katie,

Last summer NDP and DNA hosted a Downtown Workshop to bring together the real estate and development community to discuss various issues impacting Downtown. The workshop featured presentations from a variety of national and regional practice leaders and C-Suite executives during the half-day session. A number of best practices were shared for consideration. One of the recommendations made to the group was to carefully consider non-retail uses on first floor spaces that historically reflect low occupancy. Experts indicated that when another use is allowed, it generates more sales and increases visitor traffic for existing retailers and restaurants.

NDP acquired PLACER AI this year to provide a more data-driven approach to examining visitor journeys. The tool was used to analyze the portfolio of Barry's across the US. A 10% sample of the data reflects an alignment between coffee shops, restaurants, clothing and furniture stores as well as salons. The attached spreadsheet highlights the five markets that have similar retailers in the neighborhood. The top 10 visits before and after a visit to Barry's is shown in the data for each market.

Based on this analysis, the attached data shows there would be an upside for downtown Naperville, should Barry's be allowed to occupy space on the first floor. We would be happy to discuss the data in more detail should you have questions.

Sincerely,

A handwritten signature in dark ink, appearing to read "Monica", followed by a long, horizontal, wavy line that extends across the width of the signature area.

Monica Conners

President, NDP