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# Rejuvenation

Revitalizing our properties, our communities, and our lives!



**Baceline Investments Summer Newsletter**

## A Note from Managing Partner

**Dave Puchi**



Since 1998, we have generated great success for our investment partners by revitalizing retail centers that have fallen on hard times. These centers are always good real estate, well located with a solid core. However, they have suffered from some financial or non financial crisis. Some may even be obsolete as far as being a retail center is concerned.

If they are obsolete, then an adaptive reuse of the property is the answer to its future success. Today, we are converting several of the distressed retail properties that we have recently purchased into convenient neighborhood medical centers. Medical service delivery is changing rapidly with new laws and economic challenges. In many cases, providing convenient neighborhood options with abundant parking is well suited to meet these systematic changes in medicine.

We are also seeing increased demand from private schools for space. As the public school system in many cities faces significant challenges, private and charter schools are springing up everywhere. Andre Agassi and the Canyon Funds have even formed a large private equity fund to develop these schools. In addition to new development, these schools are also looking to occupy former retail space.

So while we continue to implement a traditional model of revitalizing retail centers into better places to shop, we are also thinking outside of the box and converting dead retail centers into very much alive new assets for the community. This creativity naturally leads to financial success for our investment partners.

## The Taste of Lincolnshire



At Baceline, we constantly seek out opportunities for our properties to connect with the community. We want our properties to serve as more than just places where people go to shop, eat, and work - we want our properties to become centerpieces of the community. Whether art fairs, car shows, concerts, or food festivals, we want our properties to host events that will help rejuvenate the local community and ultimately drive more traffic to the center.

A perfect example of this philosophy to identify opportunities for our properties to rejuvenate the community recently occurred at Village Green, our property in Lincolnshire, Illinois. In July, Village Green served as host to The Taste of Lincolnshire (the "Taste"). The Taste, which is organized by the Lincolnshire Chamber of Commerce, is held annually to highlight local restaurants and business and to provide the residents of Lincolnshire with a fun opportunity to enjoy the summer weather. The three day event regularly draws over 30 exhibitor booths and features live music and children's games, in addition to food and beverages from local establishments. We reached out to the event's organizers earlier this year and were able to lure them to Village Green from a competing property.

According to our contacts with the Lincolnshire Chamber of Commerce, the Taste was a tremendous success this year. In fact, the organizers have already contacted us about hosting next year's Taste of Lincolnshire at Village Green. Several thousand local residents and their guests were in attendance and food and beverage ticket sales exceeded expectations. While these attendees were at the Taste primarily to enjoy good food and spend quality time with family and friends they were also becoming more acquainted with Village Green in the process. For those in attendance Village Green is no longer an ordinary building they pass on the way to or from work. Village Green is now a destination; a place where family, friends, and neighbors gather for community building events.

### July Closing

Baceline Investments is pleased to announce the closing of its 5th No Debt Real Estate Investment Fund III acquisition to its portfolio.

~ Bridgewood Plaza Shopping Center ~  
Des Moines, Iowa

### Rejuvenate Your Morning!

Did you have a hard time waking up this morning? Do you find yourself hitting the snooze button more than once and going right back to sleep each time? It is time to change that habit and make waking up each morning a fresh start to your day!



Bridgewood Plaza was a bank-owned opportunity and presented to Baceline because of our all cash buying reputation and positive closing track record. Baceline continues to find high quality, income producing commercial real estate in America's heartland at tremendous pricing for its investors.

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## Employee Focus: Katie Lyon, Investor Relations Associate

Katie is a graduate of Colorado State University, where she earned a degree in Business, with a Marketing emphasis. After completing her undergraduate work, Katie spent time in Northern Colorado working in digital marketing and social media marketing, which will play a key role in expanding Baceline's online presence. Katie's focus at Baceline will include general marketing and investor relations tasks including new investor orientation.



Katie and her husband, Nate, are thrilled to be living in Metro Denver again, where they both grew up. They love to spend time outside, try new restaurants, and explore all Denver has to offer!

### A Few Quick Questions with Katie:

**Tea or coffee?** Both! My favorite is a chai-tea latte, but it has to be iced!

**Dream vacation?** My husband and I are bound and determined to travel to Bhutan in the coming years. It's said to be "The Last Shangri-la".

**Cats or dogs?** That's a tough call - I have one of each! But since my cat, Luna, likes to think she's a dog, I think dogs may have the edge!



### 1. Don't Walk, Run!

The cure all method of energizing your mind and body first thing in the morning is to put your shoes on and get out of the house and start running.

### 2. Eat a Big Breakfast

A big and healthy breakfast can spark your metabolism and give you enough fuel to keep you moving.

### 3. Skip the Coffee

Drinking a glass full of water will definitely kick start your morning with a splash.

### 4. Show me the Money

If you have watched Jerry Maguire, then you must remember that famous quote "Show me the Money!" The next time, you wake up in the morning, shout the words "Show me the Money!" and recite it 10-15 times. If you have another phrase in mind, then use it instead.

### 5. A Shot of Inspiration, Make it a Double

How do you get inspired? One sure thought of inspiration will get you motivated to get you out of bed and begin to make things happen.

### 6. Be Grateful

**Favorite evening meal?** Dessert! I have a total sweet tooth and can't get enough tiramisu.

**What do you enjoy most about living in Colorado?** I love the weather! You just can't beat all the sunny days we get here.

**Thing you like best about team atmosphere at Baceline?**

Everyone is so supportive of each other. It's great to work with a team of people that work together in a way that makes everyone their best at what they do.

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Thank you for your continued support of Baceline and its efforts. We continue to strive to add value to our stakeholders, including the communities in which we own real estate. Rejuvenation of obsolete properties is part of the value we add and we look forward to see the positive results of these efforts.

The power of gratitude can go a long way. Make a quick list of what you are grateful for and you will be amazed at what you have to be grateful for.

**7. Sing a Tune**

If you cannot produce a single note, then do not worry. However, singing is actually good for your body which produces "feel good" hormones called endorphins.

**8. Monday is the New Friday**

Most people would agree that Friday is the best day out of the week for the simple reason that it is time to enjoy the weekend. By quickly changing your perspectives that Friday is everyday out of the week, especially Monday, we are setting a positive attitude for the rest of the day (TGIF).

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