

Tenant-Buyer Representation

Port City Brewing Company

The Challenge:

Finding a suitable manufacturing facility in urban Alexandria, Virginia, for a craft brewery—the first brewery in the city since prohibition!—was a tall order. Over the previous decade many of the city's commercial properties had come under economic pressure for redevelopment into residential or higher density uses leaving significantly reduced industrial properties. An optimal location would hold the appropriate zoning, provide tractor-trailer access, and remain in close proximity to the city's residential population to support brewery tours and a retail tasting room.

The Result:

TARTAN partnered with this hometown start-up to find the perfect facility for its operations. The process began with the development of a list of possible locations both on and off-market and a cold-calling campaign to brokers and owners. After a year of focused searching, TARTAN found the building Port City Brewing now calls home. In subsequent years, TARTAN helped expand the operation by securing an additional 12,000 sf of cold storage on the same street. Port City is now the premier craft beer in the region with a tasting room that is a local favorite for fundraising events and community gatherings. We are proud that in 2015 Port City was named *Small Brewery of the Year* at the Great American Beer Festival!

Silverback Strategies

The Challenge:

Having launched from its incubator space, Silverback Strategies was only two years into a five-year lease when it found itself in major growth mode. Another significant leap was required. The challenge was to find a space that spoke to the company's millennial-rich, techie culture while conveying a certain credibility and expertise to clients and visitors. To be sure, finding a landlord willing to take out a ceiling grid and create an open, collaborative workspace—which was the client's wish—was not as easy in 2014 as it is today. And, of course the company had the lease liability to mitigate.

The Result:

TARTAN found a landlord willing to take a shot on this fast growing start up and to provide the tenant improvement allowance needed to create the modern, glass- and light-filled space that so many companies are now asking for. TARTAN was also able to secure a subtenant for the client's existing space, eliminating the burden of unscheduled double rent. Happily located in

their Old Town headquarters, this Alexandria startup is now a headliner in its industry and one of the Washington Business Journal's *Best Places to Work in 2017*.

Trident CrossFit

The Challenge:

Always a supporter of fitness and health in the local community, TARTAN worked with a local entrepreneur and her husband, a former Navy SEAL, to locate space for their new enterprise, Trident CrossFit. The market was already crowded with other CrossFit gyms and fitness concepts, but a shortage of inventory of suitable industrial properties in the city was the real obstacle. TARTAN's find for the Trident was a long-vacant storage facility, where the gym soon blossomed into the premier CrossFit facility in the area and one of the biggest in the country. The next real estate challenge came when the aging industrial park in which they had established themselves was sold to a developer with plans to convert the park into a mixed-use neighborhood adjoining a future Metro station. With 500 members enrolled and national recognition, Trident faced a painful reality: their lease was not going to be renewed.

The Result:

TARTAN found the needle in the haystack by locating a building only two blocks away from Trident's existing location—a functional and affordable warehouse that had once been an ice cream factory. Through months of creative negotiations with the property owner and with city staff and planners, TARTAN developed a plan to divide the building, giving Trident the space and access that it needed while leaving the owner with a second leasable space. With our vision and guidance, a non-compliant storage facility became a revenue-generating property for the owner and, more importantly for our client, the new home for a world-class training facility.