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# Can Entertainment Help Save Shopping Centers and Malls?

There's no mistaking that e-commerce is eating brick-and-mortar retail's lunch. Brick-and-mortar retail sales are on a continuous decline which is leading to store closures. Not only are malls and shopping centers experiencing growing store vacancies, but also the loss of anchor tenants. So, can entertainment be the savior for suffering malls and shopping centers? Can entertainment help malls and shopping centers stay relevant in the increasingly competitive retail environment and the experiential economy? Can it attract shoppers back in the digital age, fill vacancies and replace the loss of foot traffic?

Join us as White Hutchinson shares their expertise and their market, consumer and other research to understand both the current state of e-commerce, its impact on brick-and-mortar retail and when and how entertainment can be a good fit to fill vacancies and drive foot traffic as a part of successful turnaround strategies. Learn about entertainment venue feasibility and its most successful concepts, its economics and the paradigm shift that may be needed to make it successful.

Content that will be addressed in this program will include:

- ♦ Demographic/cultural/lifestyle changes impacting out-of-home entertainment
- ♦ Staying home is the new going out
- ♦ Conspicuous leisure and cultural acceleration
- ♦ Trends in out-of-home entertainment
- ♦ The transformation economy
- ♦ And more...

## Keynote Speaker:



**Randy White**

CEO and Co-founder  
White Hutchinson Leisure & Learning

**DATE:** Wednesday, September 11th, 2019

**TIME:** 7:30 am - 9:30 am  
7:30 Registration/Networking, 8:00 Program  
9:30 Adjourn/Networking

**LOCATION:** DoubleTree Minneapolis - Park Place  
(1500 Park Place Boulevard, Minneapolis)

**REGISTRATION:** Visit [msca-online.com](http://msca-online.com) or call (952) 888-3491

1.5 hours Real Estate Continuing Education Credits applied for.

**COST:** \$35 MSCA member, prepaid  
\$50 MSCA member, at door  
\$70 Non-member  
\$30 Student/Intern

- Pre-registration ends at noon on September 10th
- No shows will be billed
- Substitutions or cancellations are allowed 24 hours in advance