

Hospitality and Placemaking Strategies for Shopping Centers During COVID

These are challenging times. The spread of the COVID-19 virus and our society's efforts to contain it have affected our retail districts especially hard, with conditions changing by the day. To navigate this tumult, the relationship between the landlord, tenant, and customer has never been more important. For landlords in particular, how they use, adapt, manage, and promote their buildings, common areas, and tenant businesses can shift the balance between occupier success for failure. Join us on this webinar to learn more about how to apply placemaking and activation strategies to support shopping centers and districts during this time.

Featured Presenter:



Max Musicant
Founder & President
The Musicant Group

Join us to learn more about

- Design strategies on how to adapt shopping center common areas to support changes in tenant operations due to COVID
- Landlord driven promotion to support tenant businesses
- Community engagement strategies to drive customer visitation
- Public policy, ordinance, and permitting best practices for municipalities
- ♦ And more...

Moderator: **Doug Sailor**, Principal/Managing Director
Mid-America Real Estate - Minnesota, LLC

DATE: Thursday, June 25, 2020

TIME: 9:00 am - 10:30 am
9:00 Program
10:30 Adjourn

WEBINAR: When registered you will receive a link for the webinar the day before the event.

REGISTRATION: Visit msca-online.com or call (952) 292-2414

COST: Free to MSCA Members
\$25 Non-member
\$25 Student/Intern

- Pre-registration ends at 5pm on June 23rd
- No shows will be billed
- Substitutions or cancellations are allowed 24 hours in advance

1.5 hours Real Estate Continuing Education Credits applied for.