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# news

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## Feature

# Evolution, Not Revolution, in Retail Trends

by Betty Ewens, CLS, Kraus-Anderson Companies

**M**ost retail trends currently look like classic evolution-at-work, survival of the fittest, driven by competitive market forces. What's ordinary, what's new? And, what about the next revolution? Where might the next one of those come from?

Despite continuing concerns about the economy, job growth and the national debt, the retail real estate market overall is continuing to thrive. Investors are overwhelmingly selecting retail product types as a preferred sector, with grocery-anchored retail and big box leading as the favored investment, and neighborhood centers and lifestyle centers a popular choice as well. The recent stresses in the grocery

business may be beginning to dissuade some from that genre, however.

Tax-deferred exchanges have also fueled buying activities; investors looking for 1031 exchanges continue to push into the market. Like-kind exchanges are expected to continue to be immensely popular, with Tenants-In-Common (TIC) generating interest.

A newer trend, likely brought about by economic necessity, is a greater movement toward secondary markets. As urban markets become more difficult for renovation/redevelopment and with outer-ring

*Evolution in Retail Trends continued on page 2*

## Snapshot

# Big Lake Town Square

### Location:

Highway 10 &  
County Road 43



**Opening:** Summer 2005

**Owner/Managing Agent:** Oppidan  
Investment Company

**Leasing Agent:** George Bestrom, Park  
Midwest Commercial Real Estate  
(763) 847-6668

**Architect:** Wolfgram Knutson Architects, Ltd.

**Construction Contractor:** Kraus-Anderson  
Building Division

**GLA:** 66,600 square feet

**Number of Stores:** 11 spaces in the 16,600 sf  
tenant building

**Anchor Tenants:** Coborn's Grocery – 50,000 sf

**Market Area Served:** Highway 10 Corridor  
between Elk River and St. Cloud

**Additional Facts:** Big Lake Town Square is the first step in the long-term plan to provide a significant retail base to serve the expanding northwest corridor. Coborn's new store will replace the small convenience grocery, filling a void that formerly resulted in grocery customers traveling outside their market for major shopping. Leasing is underway on the tenant building, positioned with maximum visibility to the 25,000 vehicles per day on Highway 10 and convenient to Coborn's generated traffic.

## EVOLUTION *continued*

development subject to more competition and regulations, forays into developing the smaller markets has blossomed. Rural communities are luring developers and major retailers to underserved areas. These new customers had previously driven up to 250 miles to shop in larger markets. Many middle markets have pent up demand and their residents are rewarding the retailers and developers who venture into their communities. REIT's and private investors appear to be the strongest contingent of buyers for these particular markets.

Lifestyle centers as a category appear destined to grow substantially in the near future. Currently, developers are expanding the once narrow definition by encompassing more aspects, including overall size, differing types of retailers and experimenting outside the confines of previous models. Originally seen as the domain of a few upscale communities, the broadening definition allows for more variety. Open-air, leisure-based and upscale continue to be important, while shopping and dining experiences set in aesthetically pleasing environments are a key component. Incorporating the concept of a town center is yet one more aspect that is blending into the lifestyle category. Expect to see many hybrids as developers and retailers attempt to entice shoppers by creating inspiring fresh and different visual designs.

General Growth is credited with the new term "retail resort," describing their new two million square foot project, Jordan Creek Town Center, in West Des Moines, Iowa. The center consists of an enclosed mall area, an open-air big-box and lifestyle area, a group of restaurants around a man-made lake and a hotel. How do you top that? By incorporating more and more elements of what it takes to be that "demand" destination.

Mixed-use projects maximizing the potential for limited amounts of space in urban areas are a key target for developers and favored by city planners. Urban lifestyle developments that feature high-rise condominiums with luxurious features and lots of amenities are catching on with young professionals and baby boomers. They want carefree, maintenance-free living in a fast-paced metropolitan environment. Moving from suburban

living to an urban condominium or multi-family high-rise apartment is driven primarily by convenience and a 24/7 lifestyle. Downtowns are experiencing a renewed interest in upscale city living, and will attempt to make the most of this trend.

Mega-retailers are making headlines. Apple Corp. is setting the pace with its successful bricks-and-mortar locations. According to *Retail Traffic*, by the end of 2004 Apple will have more than 100 stores in its portfolio—including sites in Japan and the U.K. Apple stores generate \$1.2 billion in sales; 50 percent of the U.S. population is within a 15-minute drive of an Apple Store. IKEA is a prime example of the global economy. With big box stores in major markets, IKEA appears to be a major success here in Minnesota, after opening in July. Wal-Mart and Target march on, continuing to expand. The K-Mart/Sears merger signals a potential mega-retail move to compete. Certainly, we will see more of this trend.

Technology is affecting retail real estate, as it is affecting most all sectors. Retailers are moving toward RFID inventory and checkout systems that may ultimately replace the majority of checkout clerks... part of the relentless drive to lower costs, while having more information to make effective business decisions. "Extreme automation" will likely change our lives over the next ten years. Smart cards, in use at stores and shopping centers, will impact the way we park our cars and purchase our goods. Retailers such as the new fitness "boutiques" are providing 24/7 access cards for customer convenience. Many such retailers may then use on-site personnel during peak hours only.

Wireless fidelity, or "WiFi", provides access to the Internet, and is now available in a number of high profile shopping centers. A newer trend for shopping centers, it has been readily available at many coffeehouses, copy centers, bookstores and fast food restaurants. Look for WiFi to be used not only as an enhancement to lure customers to stay longer, but also to incorporate more automation in retail properties, such as door locks, security systems and utility controls.

With our nation's growing diversity and broadening global influences, ethnic merchandising holds great opportunity.

Watch this area for more innovation. The next revolution could likely come from this sector.

Another mega-trend is the opportunity to develop shopping centers and to open retail stores internationally. China, South America, Mexico and Canada are key markets to watch. European markets have been targeted for retail and development for some time now, and should also continue to grow.

Once upon a time, these trends were revolutions. Now we are seeing evolution, not revolution. Today's evolving trends are more intensified versions of what we have seen in the past few years. What will be the next revolution? ■

### Bookmark

Become a mentor. Here are a few resources to get you started:

*Mentoring: How to Develop Successful Mentor Behaviors* by Gordon F. Shea.

*The Mentor's guide: Facilitating Effective Learning Relationships* by Lois J. Zachary.

*The Manager's Pocket Guide to Effective Mentoring* by Dr. Norman Cohen.

*Making Mentoring Happen: A Simple and Effective Guide to Implementing a Successful Mentoring Program* by Kathy Lacey

### 2005 Event Schedule

Our monthly program meeting date is the first Wednesday of every month (with the exception of December). All meetings will be held at 8:00 a.m. (registration at 7:30 a.m.) at the Sheraton Bloomington Hotel unless otherwise noted or publicized before the program. Program topics and location are subject to change.

**Wednesday, January 5** – Finance & Investment

**Wednesday, February 2** – Technology

**Wednesday, March 2** – Legislative/Business Day at the Capitol at *Four Points Sheraton St. Paul/Capital Hotel*

**Wednesday, April 6 (Afternoon)** – Geographic Focus at *Holiday Inn Minneapolis Metrodome*

**Wednesday, May 4** – Development

# Meeting Recap

## Retail Real Estate Review

by **Betty Ewens**, CLS, Kraus-Anderson Companies

The November 3rd MSCA Retail Real Estate Review featured speakers Holly Rome, Jones Lang LaSalle; Eric Bjelland, United Properties; Kathy Anderson, Architectural Consortium LLC; and Linda Zelm, Griffin Companies. In addition to the updates presented by each speaker, attendees participated in the trivia game show portion of the report courtesy of Master of Ceremonies, Jerry Ciardelli of Erdahl Aerial Photos.

The investment market update included an overview of sales and cap rates. New developments included a multitude of new projects in each quadrant of the metro area. The trends portion of the report included the widespread use of components such as water features, fountains, plazas and ornate streetscapes;

evident on even the smallest convenience neighborhood retail developments. Finally, new retailers to the market were presented. An additional audience participation opportunity created a more comprehensive list for those in attendance. Thanks to Janet Goossens and Holly Rome, this year's co-chairs, for an excellent report and an exciting presentation.

For those of you who missed the event, you can purchase a copy of the 2004 Retail Report by downloading the order form from [www.msca-online.com](http://www.msca-online.com). ■



### 2004 LEADERSHIP OFFICERS

#### President

Michael Sims, United Properties

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Wendy Aaserud, Madison Marquette  
Brett Christofferson, Weis Builders, Inc.

Lisa Diehl, McDonald's Corporation  
Gary Jackson

Kevin Krolczyk, Dalbec Roofing, Inc.

Bob Lucius, RSP Architects Ltd.  
Mary Wawro, Ryan Companies US, Inc.

### COMMITTEE CO-CHAIRS

#### Awards

Brett Christofferson, Weis Builders, Inc.  
Ron Thomas, United Properties

#### Community Enhancement

Wendy Aaserud, Madison Marquette  
Elizabeth Lee, The Wall Companies

#### Golf

Matt Alexander, Contractor Property  
Developers Co.  
Chris Hussman, Aspen Waste Systems, Inc.

#### Legislative

Howard Paster, Paster Enterprises  
Todd Johnson, Steiner Development, Inc.

#### Marketing

Peter Austin, Welsh Companies, LLC  
Kelly Slawson, RSM McGladrey, Inc.

#### Membership

Kevin Krolczyk, Dalbec Roofing, Inc.  
Nick Reynolds, Welsh Companies, LLC

#### Newsletter

Lisa Diehl, McDonald's Corporation  
Betty Ewens, Kraus-Anderson Co.

#### Program

Tony Pasko, Bremer Bank  
Peter Berrie, Faegre & Benson LLP

#### Research

Janet Goossens, Kraus-Anderson Co.  
Holly Rome, Jones Lang LaSalle

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Ned Rukavina, United Properties  
Bill McCrum, RSP Architects Ltd.

#### Technology

Paul Sevenich, CCIM, Kraus-Anderson Co.  
Cindy MacDonald, Kraus-Anderson Co.

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## Around the Marketplace

### Retail Tidbits

compiled by **Tim Hilger**, Diversified Acquisitions, Inc.

- **Blockbuster Video** has made a \$1 billion offer to purchase **Hollywood Entertainment Inc. (Hollywood Video)**. The price includes the assumption of \$300 million in Hollywood debt. The combined acquisition would give Blockbuster, with 9,000 stores worldwide, 1,920 Hollywood Videos plus 600 Hollywood's Game Crazy stores for complete dominance in the video/game rental business.

- **Toys "R" Us** is "in play" as an acquisition. Will the buyer enhance it as a retailer or buy it for its 18 million square feet of real estate? **Vornado Realty Trust** and other real estate investors are considering the purchase for its real estate holdings. Former Toy's Chairman, **Michael Goldstein**, is seeking to purchase it and enhance its retail operations. Suppliers, hoping to help it compete, are giving the retailer exclusives on certain toys this Christmas.

- **Apple Computer** is now leasing stores as small as 750 sf versus their traditional 4,000 sf standard store. The smaller stores are called **Genius Bars**, which will stock a full array of portable gear from computers to mini i-Pods.

- **Dress Barn, Inc.** is spending \$320 million to acquire **Maurice's**. Maurices operates 464 stores in 38 states, chiefly in strip centers and malls. Dress Barn has 792 stores in 45 states. Maurice's is expected to open 20 new stores during the remainder of the year, and roughly 30 to 40 stores over the next several years.

- **Sears** and **Kmart** agree to merge to become the nation's third-largest retailer. The deal calls for Kmart Holding Corporation and Sears, Roebuck and Company to merge into a single retail company named Sears Holdings Corp.

- The first leg of the **Hiawatha Light-Rail Line** has scored big with sports fans headed to the Metrodome. Will the completed line be as popular with shoppers, travelers and suburban commuters? The second leg will open on December 4, extending service to the Minneapolis-St. Paul International Airport and the Mall of America.

- **CVS** debuted in the Twin Cities with two stores in Eagan and Coon Rapids. It plans to open roughly 10 stores in the market before the end of the year. ■

# Retailer Profile

## Signet Group



by Lisa Diehl, McDonald's Corporation

The Signet Group is the world's largest specialty retail jeweler with operations in the United States and the United Kingdom. Headquartered in Kent, Britain, Signet is a public company traded under the symbol **SIGYO** in the United States. As of October 2004, Signet operated 1,742 specialty retail jewelry stores, including 1,141 stores in the United States as "Kay Jewelers," and under a number of other regional names, including "Jared The Galleria of Jewelry." They currently hold nearly 7% of the market share of a \$54 billion jewelry market and occupy the number two spot in the specialty market. Signet's US stores offer a selection of jewelry lines at popular price points with an emphasis on diamond jewelry, accounting for some 70% of merchandise sales.

Kay stores, with 717 primarily mall stores in 50 states, are predominantly located in regional and super-regional enclosed malls. The average mall store contains 1,154 square feet of selling space. The concept

has the potential to expand to over 900 mall stores and is testing an off-mall concept. Kay targets the middle-income consumer. The average retail price of merchandise sold in the Kay chain during 2003-2004 was \$257 and average sales per Kay store were \$1,548,000.

Jared is the leading off-mall destination specialty retail jewelry chain in its sector of the market. Its main competitors are independent operators. Jared is expected to double its size over the next ten-year period. They have a portfolio of over 91 stores, including Southdale Square Shopping Center in Edina, The Shoppes at Arbor Lakes in Maple Grove and Maplewood Mall in Maplewood. The advantage of a destination store is that customers visit the store intending to purchase jewelry, whereas mall customers tend to be diverted by non-jewelry purchases.

During 2004-2005, the company plans to increase the level of Jared stores by 15-20

annually. The average sales per store was \$4,603,000 last year, with the average purchase of \$586 per transaction. Average store square footage ranges from 4,500 to 6,500 freestanding. Management believes the Jared concept has considerable growth potential with over 100 suitable markets identified for future expansion, with many of these markets able to support multiple locations. Look for additional store openings in the Twin Cities. They are locally represented by Cambridge Commercial Realty.

### Increased Jewelry Sales

US jewelry sales have increased at a compound annual growth rate of 4.7% over the last ten years. Contributing factors to this are the rise in disposable incomes, greater numbers of women in the work force and the increasing popularity of diamond jewelry.

### 2004 Holiday Update

The third annual *Twin Cities Holiday Survey* completed by the University of St. Thomas estimates that 2004 holiday spending will total \$796 per metro-area household, up \$17 or 2.2% compared to last year. The national average is expected to be \$702. Total holiday spending this year is estimated to reach \$219.9 billion. ICSC is still forecasting a comparable increase of 3-4% over the 2003 holiday season.

Shoppers may not shop as often this year, but plan to spend more per item or per visit. While most still shop in traditional stores, non-store shopping venues (catalogs, television, internet) continue to gain ground. The St. Thomas study also concluded that retailing in the Twin Cities tends to be fairly steady, with either moderate increases or decreases.

Holiday gift purchase plans show that consumers remain in a practical state of mind this year, with some exceptions regarding shopping for their kids. Affordable gifts will take priority over unique gifts this holiday season as many consumers, particularly those in the down market, remain price sensitive. The nation's largest toy retailers are turning to some tried and true favorites in an attempt to generate customer excitement.

Gift cards, which captured an estimated 8-10% of total 2003 holiday expenditures last year, will not likely have such a dramatic impact on sales this year. With the expected increase in 2004 holiday product selection in stores, consumers will find

more gift options this season and may use gift cards less than last year when inventories were quite lean.

This year's early Chanukah should help provide some sales support during the early December period, which in recent years has not helped to boost sales. There are 29 shopping days between Thanksgiving Day and Christmas Day this year, two more days than in 2003.

At what hour will retail's holiday season peak? According to MasterCard International, it will probably be between 2 p.m. and 3 p.m. (CST) on Christmas Eve. The busiest day? That will be the day before, December 23. These predications are based on MasterCard transaction data from the past several holiday seasons.

One of the best leading indicators of consumer credit use is the willingness of banks to provide consumer installment credit, which continues to be favorable. If consumers have the available lines of credit, they will use them; if banks cut back on those lines, then there is an impact on spending. Lower-income household budgets have been more strained this year than the rest of the population due to the run-up of gasoline prices.

ICSC believes that the successful retailers in 2004 will be those that focus on the high-end or luxury market or those retailers that appeal to the "upscaler."

Santa Claus remains reasonably optimistic on this year's holiday season. Hopefully, Santa's elves will continue to remain upbeat throughout the next several weeks.

# December

## Member News

Press releases are printed based upon availability of space and relevance to the local market.

### In Memory of Royanne Carper

Royanne Carper, MSCA member and Property Manager for Paster Enterprises, passed away peacefully at home surrounded by family and friends on November 12, 2004. Royanne was an active member on the MSCA membership committee.

### Mosborg Receives William Hall Award

Suntide Commercial Realty, Inc., announced that Steven Mosborg received the prestigious William Hall Award, presented by Memorial Blood Centers in November. The award is presented to an organization or individual for their exceptional commitment and dedication to increasing the number of blood donors.

### Stillwater Marketplace Sold

Chase Properties recently purchased 104,000 sf of the 300,000 sf Stillwater Marketplace owned by Edina-based Urban Associates, Inc. The center is shadow-anchored by Cub Foods and Target stores. This is the first Twin Cities acquisition for Chase Properties.

### TOLD Moves Offices

TOLD Development recently moved their offices from Minnetonka to Plymouth in the Two Carlson Parkway offices.

### Exeter Plans a Lunds in Minneapolis

Exeter Realty and Hillcrest Development plan to build a mixed-use development including a Lund's grocery store, 45,000 sf of retail space and 110 to 120 condos in northeast Minneapolis on Central Avenue.

### Stahl Completes Jared Jewelers

Stahl Construction Company completed the construction on a new Jared Jewelers in Maplewood. The 5,500 sf store is one of three projects Stahl is building for the developer Chesapeake Companies.

### KKE to Renovate Colonial Square

KKE Architects, Inc. is working on the renovation of Colonial Square in Wayzata. This project is being completely designed using 3D graphics and includes new branding/repositioning in the marketplace and completely new signage. The current tenant mix of Lunds, Juut, Sports Hut, etc. will remain in place. Construction is slated for a spring start with completion in Fall 2005.

### Itasca Finances Lakeville Center

Itasca Funding Group, Inc. arranged non-recourse permanent financing in the amount of \$19.6 million for a ten-year term and a 30-year amortization on the Crossroads of Lakeville Shopping Center. The center includes 135,000 sf of retail space anchored by a 69,000 sf Cub Foods grocery store. The balance of the center includes a 42,000 sf multi-tenant strip space and four outlot buildings and is 100% leased.

### Rosemount Crossing Breaks Ground

Rosemount Crossing officially broke ground at the main intersection of Highway 42 and Highway 3 on November 29. This 48,000 sf neighborhood center is anchored by an Aldi's Grocery store, a Starbucks Coffee shop and a sit down restaurant. Steiner Development is the owner, developer and general contractor. Architectural Consortium LLC provided design, city approvals, and construction documents.

### Opus Breaks Ground in Burnsville

Opus Northwest LLC has broken ground on Nicollet Plaza, 102,000 sf urban redevelopment project in Burnsville. This mixed-use project is part of the successful "Heart of the City" redevelopment underway in Burnsville. The project is anchored by a Cub Foods and will have 14,000 sf of adjacent retail as well as 19,000 sf of freestanding space that will include a bank and other retail space. The retail project is scheduled to open in July 2005.

### Opus Welcomes Rasmussen to Team

Opus Northwest LLC recently hired Hans Rasmussen as Director of Real Estate Development for its Minneapolis office. Rasmussen will be responsible for the leasing of Woodbury Lakes Lifestyle project, a 400,000 sf development, The Fountains at Arbor Lakes, the fourth phase in the Arbor Lakes development and more than 800,000 sf of retail.

### Witcher Changes Name

Witcher Construction announced that it has changed its name to J.E. Dunn – North Central. Witcher has been in business since 1945 and has been owned by Kansas City-based J.E. Dunn since 1991. ■

## What's Hot This Holiday Season

### Apparel & Accessories

1. Anything that is pink in color
2. Tweed
3. Suede
4. Round-toe shoes
5. Big belts

### Music/Entertainment

1. Mini MP3
2. Cell phones with built-in cameras
3. Plasma/flat-panel TV's

### Toys for Boys

1. Video games
2. Spiderman
3. Remote control toys
4. Hot Wheels
5. Trucks

### Toys for Girls

1. Barbie
2. Bratz
3. Doll
4. Video games
5. Dora the Explorer

### Kids of All Ages

1. E-L-M-O (Sings to the tune YMCA)
2. Operation Shrek
3. VideoNow
4. Ms. Pac-Man
5. Trivial Pursuit (*Saturday Night Live* DVD Edition)

## Thanksgiving Weekend Kickoff

The Wall Street Journal reports that near-record crowds turned out for the holiday shopping season's Thanksgiving weekend kickoff, bringing unexpectedly robust sales gains to many malls and retail chains across the country. ShopperTrak of Chicago estimated retailers for Friday leapt 10.8% over last year to hit \$8 billion.

Charge card data collected by Visa USA indicated that cardholders charged a combined \$7.4 billion on Friday and Saturday, a 14.3% increase over the same period last year. Use of debit cards was up sharply, possibly the result of consumer debt worries. Shoppers spent \$3.3 billion using debit cards in the two-day period, a 20.2% rise over last year. Credit card spending exceeded \$3.8 billion for the period, an 8.8% rise.



# Thank You! Featured Corporate Sponsors



## Brookfield Properties (US) LLC

**Industry Focus:** Success built on a solid foundation of strategic portfolio management, quality teamwork and customer service excellence.

**Company Vision:** To be a leader in the North American commercial real estate industry.

“MSCA is important to Brookfield because it creates long-lasting, valuable relationships and keeps us abreast of industry activity and changes.” *David Sternberg*

## Kraus-Anderson Companies

**Industry Focus:** Retail management, leasing and development.

**Company Vision:** To be a fully integrated commercial real estate service organization dedicated to serving our customers with a high degree of professionalism and integrity.

“MSCA gives us networking access to retailers and industry peers so that we can stay up-to-date on industry trends, market conditions, pending legislation, code related matters and retailer movement.”  
*Ken Vinje*

## Midwest Maintenance & Mechanical, Inc.

**Industry Focus:** Construction, HVAC, electrical, and building trade services for the commercial real estate industry.

**Company Vision:** To provide a single, comprehensive source of quality services to our commercial real estate customers.

“Many of the members of MSCA are clients and likely future clients. We are provided with excellent exposure amidst the member base. The association is well-organized and is a great educational source.” *Terry Siede*

## NorthMarq Capital, Inc.

**Industry Focus:** Commercial real estate financing.

**Company Vision:** To be the premier commercial real estate mortgage banking firm in the market.

“MSCA gives our company an opportunity to interact with the retail professionals in the association.” *Patrick Minea*

## Paster Enterprises

**Industry Focus:** Retail Real Estate

**Company Vision:** Develop and manage first class neighborhood shopping centers that are dedicated to serving the needs of their communities.

“MSCA provides the ongoing opportunity to collaborate with and learn from our peers in the shopping center industry. Collectively, we continue to shape and mold the future of retail and our communities.” *Howard Paster*

## Ryan Companies US, Inc.

**Industry Focus:** National commercial real estate firm offering integrated design-build and development as well as asset, property and facilities management services.

**Company Vision:** To be the developer and builder of choice for the customers we serve.

“MSCA offers us a key opportunity to interact and network with industry leaders in Minnesota. The monthly programs and newsletter prove insightful and beneficial to understanding the dynamic nature of our business.” *Thomas Palmquist*

## Towle Financial Services

**Industry Focus:** To provide competitively priced debt and equity to finance the acquisition, construction or leveraging of commercial real estate.

**Company Vision:** To provide borrowers a better understanding of their financing options and to assist them in making decisions that will maximize the return on their investments.

“MSCA provides us an excellent opportunity to work with market leaders in retail development and ownership in providing education, increasing market knowledge and building professionalism for its members.” *Mike Meents*

## Search Me

Are you dreading searching for the perfect holiday card this year? Check out [www.amazingmail.com](http://www.amazingmail.com) where you can upload your own photos and turn them into laminated postcards. The site also addresses and mails them for you.

Buy gift certificates redeemable at hundreds of different stores at [www.giftcertificates.com](http://www.giftcertificates.com). Stores are conveniently listed by category. There's a service fee of 95 cents for e-mail certificates and \$1.95 for those sent by mail.

Ever wonder what happens to your Christmas tree? According to a recent survey, 69% of holiday evergreens are recycled in one of five main programs: chipping, beachfront erosion prevention, river delta sedimentation management, fish habitat, and land and river shoreline stabilization. Visit [www.realchristmastrees.org](http://www.realchristmastrees.org) for more information.

## Smart Tax Tips To Make in December

With all of the holiday shopping and craziness right now, it's very difficult to think about taxes...but take a few minutes now and it could save enough money later to pay for all those gifts you're purchasing.

- Estimate your tax payments. Many people have estimated taxes due on January 15th. Pay those in December. Another tip is to pay your April property tax installment in December.
- A loss in the stock market can be used to offset any gains so you can lower your taxes on that income.
- If you participated in a flexible spending account, don't forget to use it or you will lose it. If you have a balance left to get eyeglasses, see your doctor, get that annual checkup. If you don't spend it by December 31st, it's gone.
- If you're looking for a last minute deduction, consider giving a donation to The Caring Tree. Visit [www.caringtree.org](http://www.caringtree.org) to make a donation.

# Committee Profile

## Research Committee



BIRD



BJELLAND



CIARDELLI



ERICKSON



EWENS



GOOSSENS



MAYLAND



PITCHFORD



POUNDS



ROME



SEVENICH



VINJE

**Pictured:**  
 Molly Bird, *United Properties*  
 Eric Bjelland, *United Properties*  
 Jerry Ciardelli, *Erdahl Aerial Photos*  
 Gregg Erickson, *CB Richard Ellis*  
 Betty Ewens, *Kraus-Anderson Companies*  
 Janet Goossens, *Kraus-Anderson Companies*  
 Jim Mayland, *MN Commercial Property Exchange*  
 Tricia Pitchford, *United Properties*  
 Bob Pounds, *Welsh Companies, LLC*  
 Holly Rome, *Jones Lang LaSalle*  
 Paul Sevenich, *Kraus-Anderson Companies*  
 Ken Vinje, *Kraus-Anderson Companies*

**Not Pictured:**  
 Dirk Koentopf, *Welsh Companies, LLC*

The MSCA Research Committee, co-chaired by Janet Goossens and Holly Rome is responsible for researching, verifying and compiling the annual MSCA Retail Real Estate Report and presenting the report at the November MSCA program. This committee strives to gather accurate and pertinent data, improve

MnCAR's database, obtain industry information and trends, and provide an enlightening and exciting program to present the annual report to the public.

By using on-line survey methods, the committee was able to tap the general membership receiving 21% participation

in the survey providing wealth of data assisting in summarizing a detailed summary of markets and trends for the past year. In addition, we can all agree that this year's program was indeed fun, brain teasing, educational and promoted interaction among all attendees.

<b>RETAIL REAL ESTATE SPECIALISTS</b>			
<p>As retail real estate specialists, Madison Marquette delivers superior quality, service and value to its clients, investors and retailers.</p> <p>Combining the strengths of a sophisticated national organization with strong regional and local market expertise, we provide an integrated approach with our full-service capabilities.</p> <p>We create innovative solutions that enhance the value of over 24 million square feet (2,997,000 square feet in the Twin Cities) of unique retail destinations including lifestyle centers, regional malls, community and neighborhood centers, urban retail, and mixed-use properties from coast-to-coast.</p>			
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