

THE CONNECTION

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MINNESOTA SHOPPING CENTER ASSOCIATION



Now Trending: Mother Earth: *Technologies efforts for a more sustainable industry*



by Alison Krueger,
MID-AMERICA REAL ESTATE –
MINNESOTA, LLC

SUSTAINABILITY, THE NEW BUZZ WORD FOR 2023? At the National Retail Federations (NRF) 2023 Retail’s Big Show, it was the leading topic of conversation. How can technology propel businesses into becoming more sustainable, who is leading the charge, what is currently being done, what can we expect to see in the future and are consumers seeking out sustainable brands?

Every retailer has their priorities and goals in place relative to their impact on the environment, those making the most progress are also the ones with the highest aspirations for raising the bar and chasing future sustainable innovations.

HOW IS TECHNOLOGY, SOMETHING WE ALL CURSE AT TIMES, HELPING RETAILERS?

Macy’s, for example, has deployed auto-boxer and auto-bagger technology, which reduces box volume and waste by 50% by creating unique packaging for odd and/or oversized items. The big box retailer has also kick started a new program using RFID technology which tracks recycling rates by store, with the goal to increase rates to 80% by 2025.

Another giant making changes to their shipping routines, Amazon. It is no surprise that Amazon would enlist technology to assist with sustainable efforts, delivering packages to consumers by the minute around the globe. In 2021, the retailer emitted the equivalent of 60.64 million metric tons of carbon dioxide. What have they done since? In January of 2022, the company revealed text-based data technology that determines how to use the best packaging for the millions of items shipped daily. The machine learning approach with a combination of natural language processing and computer vision has enabled the company to set their sights on delivering 50% of all shipments with net-zero carbon by 2030.

Other brands like Kate Spade are turning to tech for resale programs. The designer brand recently partnered with online resale platform thredUp, for its launch of resale or “pre-loved” products. The site allows consumers to shop secondhand, and resell select items for shopping credit. Kate Spade is not the only brand seeing value in thredUp’s platform. Brands like Adidas, Lululemon, Madewell, Patagonia and more are all active participants.

– continued on page 2



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CONTINUED: NOW TRENDING: MOTHER EARTH: Technologies efforts for a more sustainable industry

Groups like Reformation, a women's clothing, and accessory brand, have sustainability embedded in their brand since day one. By visiting their website (www.thereformation.com), rather than posting quarterly earning profits, they provide updated quarterly sustainability reports. As you window shop their site, they tell you what impact each individual garment has on the environment. Allowing the consumer to see the total cost of fashion and make empowered choices.

Aside from retailers themselves, other platforms are being developed to assist consumers looking to make sustainably ethical choices with their dollar. Klarna, a global payments provider and shopping platform, is doing just that by using Artificial Intelligence (AI) to measure the sustainability of products. When purchasing an electronic product, each product/brand is awarded with a tiered level badge, based on their environmental efforts. These appointed badges consider elements such as the company's climate change policies in place, the level of energy derived from renewable sources, the greenhouse gas emissions (in comparison to similar businesses) and whether or not the company is transparent in its reporting of any climate related information.

A recent survey by the platform indicated that 62% of consumers consider sustainability when shopping for electronics. That same study reported 24% of participants will actively seek out brands that are ethical and sustainable over those that aren't.

What is holding up other groups from hopping on the tech train of sustainability? These programs created are proprietary to specific companies alone, not information/systems accessible to groups worldwide yet. Sustainability is a long journey, 98% of a retailer's sustainability impact is outside of their direct control, requiring more than just retailers to get on board. Supply chain groups and manufacturers all play a role contributing to sustaining our earth's livelihood. AI is a key player in these systems being developed; however, no system has yet to be developed that meets sustainability needs of all retailers in the industry. As technology improves, look for the continued journey of retailers to get on board and make their individual impact on the environment, with less of an impact on ours truly, Mother Earth.

Sources:

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April 2023

 IN THE
 NEWS

Minnesota Marketplace

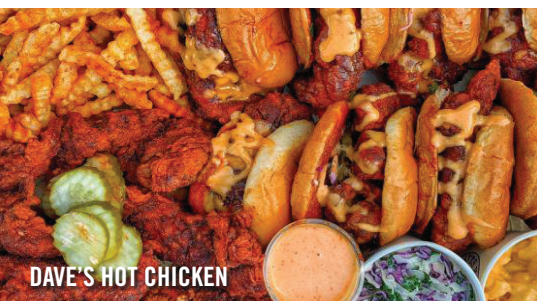
- ▶ Boutique fitness club, **THE FIRM** will move from Minneapolis to St. Louis Park to fill the long-vacant West End Toby Keith's bar and grill space.
- ▶ **CERE'S** replaces Penny's in downtown Minneapolis.
- ▶ **ULTA BEAUTY** recently blew their quarterly sales off the charts in large part by improving its digital experience and offering digital try-on tools for customers.
- ▶ Ex-NBA player **KRIS HUMPHRIES** to open Minnesota's first **DAVE'S HOT CHICKEN** in Minnetonka at the former Starbucks in front of Ridgedale Center.
- ▶ Minneapolis **HILTON** auctioned off for \$225 million.
- ▶ Renovated **UPTOWN THEATER** will open in May.
- ▶ **BEV'S WINE BAR** will close in North Loop after 28 years.
- ▶ **CHASE** bank continues Twin Cities expansion with 8 new branches in 2023. **BANK OF AMERICA** to open Roseville branch this summer. Now open, **US BANK** redevelopment bank location on France Avenue in Edina. **BREMER BANK** opens branch location in St. Anthony.
- ▶ **CARIBOU COFFEE** closing four downtown Minneapolis locations this year at Baker Center, Gaviidae Commons, 60 South Sixth & Fifth Street Towers.
- ▶ **TESLA** plans a location in Golden Valley on Highway 55 next to the Room and Board outlet store. Plans may be for another location perhaps in Lake Elmo.
- ▶ **WRECKTANGLE PIZZA** of Minneapolis wins Good Morning America's 'United States of Pizza' contest.

- ▶ **TUESDAY MORNING** files for Chapter 11, again! Closing stores in Excelsior, Roseville and St. Cloud.
- ▶ **MALL OF AMERICA IS** gaining two upscale tenants: **CHANEL BEAUTY** and **VUORI**.
- ▶ Big Jimmy John's franchisee finds sweet spot, in **SWEET PARIS CRÊPERIE & CAFÉ** with the first location coming to Woodbury on Radio Drive.
- ▶ Italian restaurant **ZELO** reopens in downtown Minneapolis after three-year pandemic pause.
- ▶ **FOSS SWIM SCHOOL** is adding a Burnsville location at Cobblestone Court.
- ▶ Ashley Rollins and Demi Augustine, owners of Klass Fitness in Uptown are opening a new fitness facility in St. Louis Park at Park Place Plaza called **FLIGHT CLUB**.
- ▶ Off-price retailer, **ROSS STORES**, to open 100 new stores in 2023, which may include Minnesota this year.
- ▶ **WALMART** beefs up employee education program with tech courses.
- ▶ **TARGET** unveils 2023 strategic investments and plans to invest \$4 billion to \$5 billion this year to expand its guest-centric services, operations network of stores and supply chain facilities, digital experiences and other capabilities. Unfortunately, Target will be closing their Uptown Minneapolis store in May.
- ▶ **DOORDASH** Partners with **ALDI** to expand on-demand grocery delivery service.
- ▶ **DOGWOOD COFFEE** owners to open **THE COVEN'S** first franchised coworking space on Lake Street.


 by Lisa Diehl,
 DIEHL AND PARTNERS, LLC

 by Jesseka Doherty,
 MID-AMERICA REAL
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THE EARTH
 IS A FINE
 PLACE AND
 WORTH
 FIGHTING
 FOR.
 -ERNEST
 HEMINGWAY



DAVE'S HOT CHICKEN



WRECKTANGLE PIZZA



SWEET PARIS CRÊPERIE & CAFÉ



Legislative Session Update



by Donovan Hurd,
FAEGRE DRINKER

On February 27th, Minnesota Department of Management and Budget (MMB) announced their February Economic and Budget forecast, projecting a \$17.5 billion surplus for the upcoming biennium. This is a slight decrease from the November forecast. This is the first forecast incorporating a recently passed law requiring the forecast to include inflation. Without the inflationary impacts factored in the surplus would have actually grown to \$19 billion. This is the forecast the legislature will use to set the state’s biennial budget.

Governor Walz and his agencies are working to revise his proposed budget based on the updated forecast. Legislative leaders as well have been meeting regularly to develop budget targets for the major appropriation bills. We expect those budget targets the week of March 20th and to see most appropriation bills by April 4th, the legislature’s deadline to act on major appropriations and finance bills. This deadline does not apply to the Tax Committees, although we hope to see these bills by this date as well.

With committee deadlines approaching, the first days of March have been spent processing policy bills. The key policy deadlines are March 10th and March 24th. To meet first deadline, a bill needs to have been heard and passed out of every policy committee in its house of origin by March 10th. By second deadline, policy committees need to act favorably on bills that met first deadline. Most of March will be spent with policy committees completing its work and longer House and Senate floor sessions where these policy bills are processed.

REGISTER FOR THESE 2023 EVENTS WITH JUST A CLICK ON THE EVENT!

EVENT	VENUE	DATE
Supply Chain Essentials: A Leadership Compass for the Current Times & Beyond	Oak Ridge Country Club	4/12/23
MSCA April Third Wednesday <i>Sponsored by Westwood Professional Services, Inc.</i>	Westwood Professional Services Office Minnetonka	4/19/23
MSCA’s BOWLING BONANZA	Southtown Lanes Bloomington	4/27/23

WELCOME NEW MEMBERS

- DAN WOLFCLA
- JENNA BREDEBERGFLYNN MIDWEST LP
- TIM BULGERCITY OF BLOOMINGTON
- ERIK KOENIGSTRACK CONSTRUCTION, INC.
- CHAD FEIGUMMOORE ENGINEERING INC.
- RON BARZEKRUEGER REAL ESTATE ADVISORS, LLC
- RUDY CURTLEREVERLINE COATINGS, TWIN CITIES



April 2023



STARR_{SM} AWARDS: Start Your Planning Now For Great Project Visibility Later!

The STARR_{SM} Awards are a great opportunity to boost awareness of projects, recognize the entire team that worked on the project and contribute to the team's credibility in the industry! [CLICK HERE](#) for the 2023 Call For Nominations form.

CALL FOR NOMINATIONS IS NOW OPEN UNTIL JULY 14TH. Anyone can nominate a project.

PLANNING TO SUBMIT?

Review the criteria on the MSCA web site and plan ahead!

BELOW ARE A FEW KEY ITEMS TO BEGIN THE PLANNING FOR YOUR SUBMISSION:

- Projects completed September 1, 2022, through August 31, 2023 are eligible
- Make sure you have quality photos (before and after for some entries)
- Site/floor plans
- Develop key points for the narrative
- Assign responsibility to team members/project partners to provide content and feedback



Although the final entry submittal deadline is August 15th working ahead will make the entry process less stressful. Happy submitting!

Join us for the 11th annual Real Estate Event to support OneVillage Partners!

Wednesday, April 19, 2023

11:00 a.m. Networking & Food

12:00 - 12:30 p.m. Program

Malcom Yards – Minneapolis

[CLICK HERE](#) for more information.



SAVE THE DATE!



MSCA's 32nd Annual Golf Tournament on June 12 at Majestic Oaks Golf Club.

"SPRING IS WHEN YOU FEEL LIKE WHISTLING, EVEN WITH A SHOE FULL OF SLUSH."

April 2023



THANK YOU TO OUR MSCA 2023 CORPORATE SPONSORS





MINNESOTA SHOPPING CENTER ASSOCIATION

MSCA's Bowling Bonanza!



MINNESOTA SHOPPING CENTER ASSOCIATION

Thursday, April 27th, 2023 3:00-6:00 pm

3:00 registration ▪ 3:30-5:30 two games & pizza buffet ▪ 5:30-6:00 awards

Southtown Lanes ▪ 7941 Southtown Center ▪ Bloomington, MN 55431 ▪ 952-888-9248

Registration Forms Due April 13th, 2023

Price includes two games, pizza buffet & networking! Cash bar available.

Team of 4 bowlers: \$220

Team name (optional): _____

1) Name _____

Company _____

Email _____

Strike Pot: \$10/entry

2) Name _____

Company _____

Email _____

Strike Pot: \$10/entry

3) Name _____

Company _____

Email _____

Strike Pot: \$10/entry

4) Name _____

Company _____

Email _____

Strike Pot: \$10/entry

One bowler: \$55

We'll match you up with a team to play on!

Name _____

Company _____

Email _____

Strike Pot: \$10/entry

Not bowling: \$25

Join us for the pizza buffet and networking!

Name _____

Company _____

Email _____

PRIZES AWARDED FOR CREATIVE TEAM ATTIRE!



Bowling Event Title Sponsor – Flynn Midwest!

STRIKE POT – \$10 TO ENTER TO WIN A \$250 PARASOLE GIFT CARD!

Strike Pot Rules: Every time you roll a strike, you enter your name into a drawing. After the games, a strike off will take place. The person whose name is drawn will have one chance to roll a strike. Names will continue to be drawn until a strike is rolled and someone wins.

Lane Sponsor \$60 (deadline: March 24th)

If you would like to sponsor a lane, you will receive exposure for your company.

- Number of lanes to sponsor _____ (First come, first serve; Formal contract to follow)

COVID-19 Policy - You acknowledge that COVID-19 creates a potential risk to you and your employees, agents and invitees (collectively, the "Affiliates"). You assume all such risks associated with your or your Affiliates' presence at Southtown Lanes, and waive, release, and discharge MSCA from any liability associated with your participation in the MSCA bowling event. You further agree to indemnify MSCA and its affiliates from and against any liability or claims that result from you or your Affiliates presence at or participation with the MSCA bowling event. You further acknowledge that MSCA will not be able to refund your payment if you later determine that you do not wish to participate in the MSCA bowling event as a result of issues related to COVID-19 and that all payments are final. MSCA reserves the right to cancel the MSCA bowling event if Southtown Lanes refuses to permit the event to continue or if applicable law prohibits MSCA from hosting the event, provided that MSCA will refund your payment if the event is cancelled for any such reasons.

Return Payment Made Payable to MSCA Amount \$ _____ Check # _____ Visa/Mastercard

Name on Card: _____

Billing Address: _____

City, State Zip: _____

Card Number: _____

Exp. Date: _____ CVV Code: _____ Signature: _____