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MINNESOTA SHOPPING
CENTER ASSOCIATION

AUGUST 2019

The Connection

FEATURE
NEWS

The Rise of the Pop-up Store in 2019



by Lisa Diehl,
DIEHL AND PARTNERS, LLC

From the HBO Game of Thrones container pop-up in Los Angeles to the Beatles double-decker pop-up shop in New York City and Artist, Julia Ryan with a pop-up art gallery storefront, there's a new revolution of pop-up stores gaining traction in today's retail environment. Whether in a mall or on the street, they are disruptive and never fail to capture people's attention. They are temporary, vanish quickly, and as such capitalize on people's fear of missing out.

No longer is the pop-up a Hickory Farms or Go Calendars pop-up during the holidays. The trend of pop-up retail started a number of years ago and took off in the late 90's in the United States and was later branded as a one-day 'ultimate hipster mall'. The event quickly caught the eye of large brands that saw the potential of creating short-term experiences with lasting impressions and the flexibility to promote their brand exposure to target audiences.



Pop-up retail was an increasing factor during the retail apocalypse, including seasonal Halloween retailer Spirit Halloween, who operated stores in vacant spaces during the fall season. Now during the 'retail renaissance', the retail industry has embraced pop-ups as an opportunity to test new concepts with the hope of bringing new retail to bricks and mortar locations. The pop-up industry is now estimated to be a \$50 billion industry.

Industry veteran, **KRIS BRANDT, SPECIALTY LEASING MANAGER** for **CYPRESS EQUITIES/EDEN PRAIRIE CENTER**, notes,

"the rapidly changing world of retail in both the local and national market, has resulted in many unique business challenges, especially for retailers and retail landlords. Many national retailers are closing some or all their locations, leaving vacancies in malls and strip centers. Some landlords are finding solutions in short term retail through using pop-ups to temporarily fill spaces and provide consumers an opportunity to purchase unique and often locally-produced products, such as the pop-up Rose and Loon at Rosedale."

There are three types of temporary leasing opportunities: 1.) Tabling, the Tenant is provided a table to sell their products or services; 2.) Retail Merchandising Units (RMU), which is a leased kiosk as seen in an enclosed mall in common areas; 3.) Pop-up Store Front, which is an inline space.

PAULA MUELLER, GENERAL MANAGER for **NORTHTOWN MALL** notes they have a very strong pop-up program at her center. The mall ownership and specialty leasing team have built out several vacant spaces, created

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— continued on page 2

CONTINUED: The Rise of the Pop-up Store in 2019

signage and brought in fixtures to make it easy for the temporary tenant set up and use the spaces. By having the spaces occupied, it fills an empty bay in the mall and provides additional income without a financial burden for the property owner until the space is leased to a more permanent user. Several pop-ups have included: the Girls Scouts and Becker Furniture.

Worthy of mentioning is Macy's Ridgedale STORY, the narrative-driven concept shop which rotates every two months. Macy's brought it to 36 stores. It is a shop-within-a-shop experience. All products within the pop-up are brought to life through partnerships with brands such as Levi's and Crayola.

Also, The Mall of America hired a team to produce a "Retail as a Service" (RAAS) store, which is a collection of several vendors that originally started in a vacant Williams Sonoma store. The RAAS team seasonally curates the vendors who are offered temporary space in the experience. The vendors pay a share of revenue as "rent." The hope is that without the hassle of signing a traditional lease and the cost of a buildout, the vendors can get a taste of what their own storefront would look like, and eventually become an inline tenant of the mall, backfilling a vacancy.

Generally, specialty lease terms range anywhere from 30 days to three years and specialty retailers can expect to pay roughly one third of longer-term permanent leases. A typical license agreement

requires a base monthly license fee (the same as rent), plus payment of percentage rent once an established sales breakpoint is achieved.

Industry local experts, **ANNE MEZZENGA, COO**, along with her partner, **CHRIS WALTON, CEO**, with **RED ARCHER RETAIL**, work with brands and retailers on pop-up retail strategy and operations. They have found their retailer/maker clients look to the pop-up concept because it allows them to test an offline, physical experience, in some cases without investing the upfront capital involved in a traditional retail lease.

There is always going to be the danger there will be too few retailers or makers to offer new and unique products. There's going to be the challenge for building owners to offer space that will appeal to a critical mass of temporary retailers on an ongoing basis, rather than offering them "just another empty space".

In summary, specialty leasing is not one size fits all, and property owners need to figure out the best temporary uses for a given property.

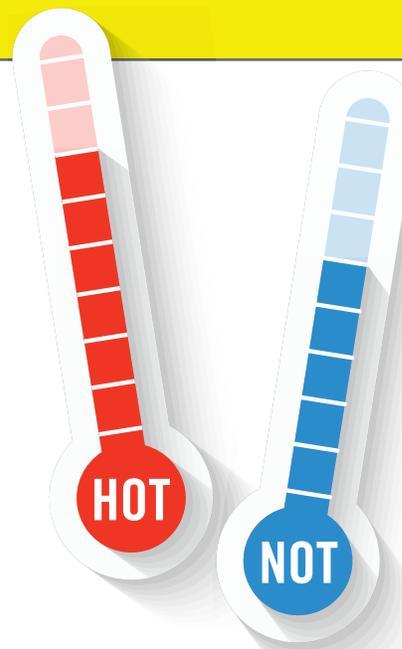
It's not just the retailers driving the increase in specialty leasing, but industry trends show shopping center visitors are clearly demanding that kind of experience. This requires a significant shift from traditional retail leasing models. Expect pop-up stores to continue to evolve and explore new possibilities.

TO LEARN MORE ABOUT POP-UP RETAIL AND TO HEAR FROM ANNE AND CHRIS WITH RED ARCHER RETAIL, MAKE SURE TO JOIN US AT THE AUGUST PROGRAM. [CLICK HERE!](#)

WHAT'S TRENDING IN THE TWIN CITIES?



- U.S. WOMEN'S SOCCER
- THE GREAT MINNESOTA GET TOGETHER
- MINNESOTA TWINS
- THE WEATHER
- SPLASH PADS
- THE X GAMES



- WOMEN'S SOCCER PAY
- U.S. MEN'S SOCCER
- END OF SUMMER
- BROKEN AC

RISING
STAR

Planet Fitness

Who is Planet Fitness? Planet Fitness is the nation's new and upcoming flexible workout hot spot. The growing company prides itself on being the all-inclusive, 24-hour access, and non-intimidating 'Judgement Free Zone' for people of all fitness levels. Their target market is the casual gym users, a membership will run a user anywhere between \$10 to \$23 based on the membership type, the average gym membership run around \$60 per month. They provide two options for membership, a basic membership that provides use to the workout facility and free classes with their on-staff trainers. A black card membership is also offered at the higher end of \$23 per month and includes the workout facility, unlimited access to the use of: total body enhancement machines, massage chairs, hydromassage beds, and use of tanning. The black card also allows the member to bring one guest with them when they workout. It is great for friends that are wanting to work out together or even for couples!

Planet Fitness facilities are 20,000 square feet and are franchised out to only the most qualified franchisees. A franchisee looking to open a gym must have at least \$3 million and \$1.5 million in liquid assets.

Another perk of having a black card membership is being able to use facilities around the nation, there are over 600 locations across the United States. I personally found a use for this perk useful while a

friend and I road tripped to Colorado to go hiking and camping after my college graduation. We really didn't want to pay for a hotel just to shower, so we searched to see if there were any Planet Fitness facilities on our way, luckily there are Planet Fitness's nationwide so we were able to find a few that were on our path. We stopped in for a quick shower and then hit the road again.

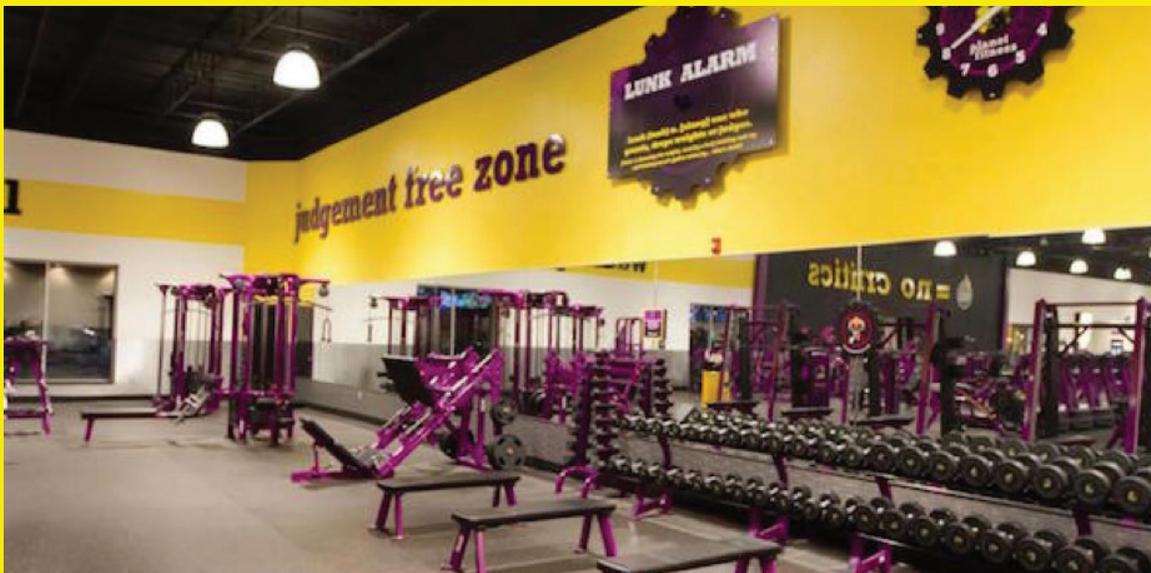
So why is Planet Fitness so unique in the fitness world? If the information above hasn't fully convinced you that Planet Fitness is a front runner in the all-inclusive fitness industry there are still a few more selling points that are attracting the casual gym goers.

After your workout, you can enjoy a few slices of pizza from Dominos every first Monday evening of the month and on every second Tuesday of the month you can find fresh bagels and coffee waiting for you after your morning workout, and the crowd favorite has to be the irresistible tootsie rolls in a large bucket on the front desk.

Planet Fitness has found a niche market that has worked out well for them. They are not focused on attracting the cross fitters to their gym, their niche is the once or twice a week users that is going there on a Monday morning because they binged a little bit more than they should have on the weekend. People of all ages and fitness levels are welcomed at Planet Fitness.



by Jordan Kotek,
DIEHL AND PARTNERS, LLC



MEMBER PROFILES

LAURA MOORE

JOB TITLE: VP Of Brokerage Services
AREA OF FOCUS: Brokerage
YEAR JOINED MSCA: 2003



PLATINUM PROPERTIES GROUP

WHAT WAS YOUR FIRST JOB IN THIS INDUSTRY AND FOR HOW LONG?
 I worked for a retail developer in Dallas. I worked on their property marketing and gradually leased their shopping centers.

WHAT KEEPS YOU IN THE BUSINESS? Learning about new businesses and how real estate is evolving keeps me engaged.

WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU? To be successful you must be hungry and have a servant mindset. Otherwise, your clients will know you are insincere. The number one deal killer for me is when trust is broken. It is hard to gain back once it is lost.

WHAT IS THE MOST UNIQUE PROJECT/LEASE/PROPERTY THAT YOU EVER WORKED ON IN YOUR CAREER? The most unique opportunity I have worked on was expanding Goodwill across the Twin Cities and WI over 13 years. We were able to change the perception of what thrift shopping used to be.

IF YOU HAD UNLIMITED FUNDS TO INVEST IN A RETAIL FRANCHISE, WHICH ONE WOULD IT BE AND WHY? I would invest in a women's clothing store that would be my own brand. Creating is half the fun and I would want to be part of the concept and branding from the beginning.

WHAT IS ADVICE WOULD YOU GIVE TO THOSE MORE SEASONED? It is ok to say no once in a while.

WHAT IS ONE INTERESTING FACT THAT NOT MANY PEOPLE KNOW ABOUT YOU? I met my husband at the roulette wheel during the 2001 ICSC conference.

WHAT IS YOUR MOTTO / PERSONAL MANTRA? Believe there is good in the world.



IF YOU COULD HAVE ONE SUPERPOWER, WHAT WOULD IT BE AND WHY? I would like to have the superpower of time travel. There are so many people I would like to see again.

Thanks Laura

BILL DELANEY

JOB TITLE: Senior Landscape Architect
AREA OF FOCUS: Site Planning/Landscape Architecture
YEAR JOINED MSCA: 2014



SAMBATEK, INC

WHAT WAS YOUR FIRST JOB IN THIS INDUSTRY AND FOR HOW LONG?
 I worked 3 years for a company called SMMA early on developing the Westridge Market on 394. (Now, Dicks Sporting Goods and Trader Joes.)

WHAT KEEPS YOU IN THE BUSINESS? The variety of work type and varying scales of detail from 400-acre masterplans to 1-acre drive-thru convenience sites, each is a puzzle with unique context, constraints and opportunities.

WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU? You need to be flexible to work with various cities and empathize with those that would oppose a project to avoid 'deal killers'.

WHAT IS THE MOST UNIQUE PROJECT/LEASE/PROPERTY THAT YOU EVER WORKED ON IN YOUR CAREER? I was on a team that renovated the old Como Park amusement park into what is now known as Como Town.

WHAT IS YOUR FAVORITE REAL ESTATE RELATED APP? What did we do before Google Earth and street view?



HOW DO YOU LIKE YOUR EGGS? Under Fall colored Aspen trees looking at Lake Superior.

WHAT IS YOUR FAVORITE LOCAL ACTIVITY? Mountain biking at Theo Wirth Park with my adult kids.

WHAT HOBBY OUTSIDE OF WORK ARE YOU REALLY PASSIONATE ABOUT AND WHY? I tend to agonize over details of home improvement projects, but they usually turn out well. (Wife on Q.C.)

WHEN YOU RETIRE, YOU WANT TO: Make things, Play, Help others, Travel.

Thanks Bill



Retail: Repurpose and Revitalize



by Skip Nienhaus,
CITY OF BURNSVILLE

Everyone has a theory on how or why to repurpose retail. So why not ask someone who has done it what they think. **RJM CONSTRUCTION** and **FRAUENSHUH COMMERCIAL REAL ESTATE** transformed a retail space in St. Louis Park into a specialty healthcare center for Park Nicollet Health Services. The renovation demolished the interior of a former Mann Theater, two restaurants and a salon, making way for a urology clinic and plastic surgery clinic, with second floor expansion room.

To learn more about the transformation we quizzed two of the leads on the project: **STACY ARNOLD, RJM SAFETY MANAGER**, and **ROSS HEDLUND, SENIOR VICE PRESIDENT AT FRAUENSHUH COMMERCIAL REAL ESTATE**.

(Answers have been edited for brevity.)

MSCA: HOW OFTEN ARE THEATERS GOING THROUGH A REDEVELOPMENT PROCESS?

RH: In addition to the St. Louis Park Mann Theater project, Frauenshuh assisted Wooddale Church in the repositioning of the the Music Box Theater in Minneapolis into Wooddale Church's Minneapolis campus. Churches are a good fit for theater redevelopment given the stadium seating setup.

MSCA: WHAT ARE THE ADVANTAGES IN REDEVELOPING A THEATER?

RH: The theater had high walls for signage which otherwise would have been cost prohibitive and restricted by zoning.
SA: The high ceilings were appealing, allowing room for mechanical systems and transom windows without compromising privacy.

MSCA: WHAT ARE THE MAJOR HURDLES OF THEATER REDEVELOPMENT?

SA: We had to reinforce the existing floor to support the increased structural load. The lack of windows may also present a challenge when it comes to developing the second floor.
RH: The sloped floors present a design challenge and theater sites may be underparked for daytime use if they incorporated shared parking elements with traditional retailers. Multi-tennating is difficult since theaters have a specific lobby entry. Zoning may also need to change to allow a non-theater use.

MSCA: HOW LONG DOES IT TAKE?

RH: The exploratory stage took about five years on the soft side, and about one year of digging into it hard. Figuring out potential re-uses of such a large and unique site took a great deal more effort than trying to figure out re-positioning simple boxes.
SA: We had a great team and that helped us with the aggressive time frame.

MSCA: ANY SAGE ADVICE YOU WOULD GIVE?

RH: Plan for up-front costs to be higher than a typical project due to the need for additional information on the structure. Also be prepared for the unknown structural and architectural improvements that may come along with filling a sloped floor.



IN THE
NEWS

Minnesota Marketplace

- ▶ **KASKAID HOSPITALITY** is buying Brit's Pub, at 1110 Nicollet Mall.
- ▶ Dinkytown's **KAFE 421**, located at 421 14th Avenue SE in Minneapolis, closed shop at the end of July.
- ▶ **LILI SALON SPA** will move to new, larger space in Edina's Galleria mall and add a new concept aimed at men called **TONIC BARBER**. The new space will roughly double their size to 7,400 square feet. The extra space will be filled with the mens concept, including hair and shaving services as well as additional offerings like massages and botox injections.
- ▶ **MUCCI'S ITALIAN**, a famed pizza place below St. Paul's Summit Hill, has expanded to Minneapolis. The new location in the Lyn-Lake neighborhood on 901 West Lake Street will be called **TRATTORIA MUCCI'S**.
- ▶ **CORNER TABLE**, the south Minneapolis restaurant at 4537 Nicollet Avenue, closed its doors for good at the end of July.
- ▶ Rosedale Center's **REVOLUTION FOOD HALL** closed on July 9th.

- ▶ **MAGIC NOODLE**, a new spot opened in the former Taste of Thailand space on University Avenue in St. Paul.
- ▶ **SNUFFY'S MALT SHOP** is closing its St. Paul location after almost four decades of slinging malts and burgers. Its other locations will remain open.
- ▶ **PIG ATE MY PIZZA** reopened as a brewpub in Robbinsdale.
- ▶ **MINNEAPOLIS CIDER CO.** opened in Northeast Minneapolis.
- ▶ After 40 years of borscht and piroshki, **RUSSIAN TEA HOUSE** on University Avenue has closed its doors.
- ▶ **UTEPILS BREWING** opened its patio and green space at the end of June. The 11,000 square foot space features adirondacks, and picnic tables surrounding a gas powered fire pit, or walk through the wooded, grassy part near Basset Creek.



by Johnny Reimann,
MID-AMERICA REAL ESTATE –
MINNESOTA, LLC



by Lisa Diehl,
DIEHL AND PARTNERS, LLC



MSCA NEWSLETTER COMMITTEE IS LOOKING FOR MEMBERS!

We are looking for creative, informed, individuals to serve on the Newsletter Committee. Whether you can provide fresh topic ideas, love to write, or would love to interview folks for articles, this is the committee for you!

[CLICK HERE TO LEARN MORE!](#)

RETAILER TID BIT

Spending for back-to-school and back-to-college shopping is projected to reach \$80.7 billion.

Source: NRF/Prosper Insights & Analytics.

St. Paul Saints RECAP

On July 24th, we had around 100 MSCA members and friends join us for our annual MSCA at the St. Paul Saints Game. Again this year, we had our own private section down the right field line at the Treasure Island Terrace and Pirate Ship. **A HUGE THANK YOU TO QUALITY TRUSTED COMMERCIAL CONSTRUCTION & ROOFING FOR SPONSORING MSCA T-SHIRTS!**



by Emma Radtke,
MSCA

To see
more photos,
click here!



WE HOPE TO SEE EVERYONE THERE IN 2020!



Cornerstone – MSCA’s 2019 Philanthropic Charity of Choice

Now that we’ve passed the mid-point of summer, it’s time to start getting Cornerstone’s youth ready for back-to-school! Many of the children and teens we work with are starting new schools for safety reasons and so making sure they have what they need can make an already stressful situation a little easier. For those who are staying with their families in our Emergency Shelter, they may have arrived with very little since many of them have to leave a dangerous situation quickly. Our 35-bed Emergency Shelter is open to anyone at imminent risk of domestic violence, sexual violence or human trafficking and we provide our participants with not only basic needs items, but also advocacy and support as they move from an abusive situation to eventual safety and stability.

You can help the children Cornerstone serves by donating school supplies such as backpacks, calculators, colored pencils, markers, scissors and pencil boxes/bags. **IF YOU’D LIKE, YOU CAN DROP THEM OFF AT CORNERSTONE’S BLOOMINGTON LOCATION AT 1000 E. 80TH STREET.**

TO LEARN MORE ABOUT CORNERSTONE’S IMPORTANT WORK PLEASE CLICK HERE!



THANK YOU

MSCA SCHEDULE OF EVENTS » 2019

Log on to www.msca-online.com/events/calendar for full calendar and updated information.

- WEDNESDAY AUGUST 7TH – Monthly Program
- THURSDAY AUGUST 15TH – Third Thursday
- WEDNESDAY SEPTEMBER 11TH – Monthly Program
- THURSDAY SEPTEMBER 19TH – Third Thursday
- TUESDAY SEPTEMBER 26TH – Philanthropic Event, Open Arms of MN
- WEDNESDAY OCTOBER 2ND – Monthly Program
- THURSDAY OCTOBER 10TH – Third Thursday
- WEDNESDAY NOVEMBER 6TH – State of Retail Event
- THURSDAY NOVEMBER 21ST – Third Thursday
- TUESDAY DECEMBER 3RD – STARR Awards/ Year End Ceremonies / Holiday Party



Advance Auto Parts and the ALDI under construction at the (Target) Knollwood in St. Louis Park.

REGISTER FOR THESE 2019 CALENDAR EVENTS

DID YOU KNOW: YOU CAN VIEW THE LIST OF ATTENDEES TO ANY OF OUR EVENTS IF YOU CLICK ON THE EVENT?

EVENT	VENUE	DATE
5 TRENDS SHAPING THE FUTURE OF RETAIL	Doubletree Park Place	August 7th
AUGUST THIRD THURSDAY <i>Sponsored by Interstate Companies</i>	Pinstripes, Edina	August 15th

WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2019-08

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WWW.MSCA-ONLINE.COM

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 MINNESOTA, LLC
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WELCOME NEW MEMBERS:

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Protecting businesses isn't a sideline for American Family-it's a big part of who we are. American Family has been protecting the livelihoods of business customers like you for over 35 years. In fact, we're the **Top Commercial Insurer in Minnesota!** Our strength allows us to offer a broad range of high-quality products and services at competitive prices. As an American Family agent, and a business owner, I have knowledge of your insurance needs, as well as the responsibilities and challenges you face. Whether you own residential, office, industrial or retail property we'll focus on keeping your business protected so you can focus on keeping your properties competitive in the market.

* Based on Commercial Multi-Peril direct premiums written, according to a 2013 report by SNL Financial.

Fost Choles Agency Inc
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2019 SUBMITTAL FORM

MSCA HALL OF FAME

BACKGROUND INFORMATION:

Name: _____

Company: _____

Number of Years in the Retail Real Estate Industry: _____

Number of Years in MSCA: _____

MSCA Involvement (Participation and Year): _____

JUDGING CRITERIA:

This award shall go to a current MSCA member who has shown outstanding participation, leadership, and achievement for at least 10 years of service within MSCA and the retail real estate industry. The candidate must be a valuable ambassador to MSCA and demonstrate identifiable results within our industry. The candidate must exhibit mentorship skills by sharing his or her knowledge to help better our industry and individuals.

Please attach a narrative description using the judging criteria above: (500 words or less)

Please include an award statement of 5 sentences or less. This may be included in presentation if your candidate is selected.

SUBMISSION DUE DATE TO A BOARD MEMBER: *September 3, 2019*

Potential candidates can be nominated by any MSCA member via a current Director of the MSCA Board. The Board Member will then qualify the nominee and forward to the nominating committee (MSCA President, First Vice President and Past President) for consideration.

This award is given at the discretion of the nominating committee.

Checklist:

- Completed submittal form
- Narrative description using judging criteria

Please send required checklist to MSCA. Thank you for your submission.