

# THE CONNECTION

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MINNESOTA SHOPPING CENTER ASSOCIATION



## Technology in Retail



by Scott Michaelis,  
MANAGING DIRECTOR,  
JLL RETAIL PROPERTY  
MANAGEMENT

### 1. WHAT TECHNOLOGICAL SYSTEMS HAVE BEEN PUT IN PLACE TO MAKE YOUR DAILY TASKS EASIER RELATIVE TO MANAGING SHOPPING CENTERS AND RETAIL BUILDINGS?

The security provider at Rosedale Center uses a mobile incident reporting tool and GPS tracking to document officer movement. This tool is extremely helpful when reviewing for proper deployment and consistency of patrols to reduce risk. GPS is also utilized at Rosedale, Eden Prairie and Union Depot to track movement and efficiencies, as well as accuracy of invoicing for snow removal contractors. Rosedale in conjunction with local PD also uses license plate readers to detect stolen and or vehicles on record with local authorities. The marketing team is using virtual leasing tours and TikTok to market to prospective tenants and consumers.

### 2. CAN ARTIFICIAL INTELLIGENCE (AI) EVER REPLACE YOUR JOB? IF NOT, WHY?

AI will help make us more efficient in all facets of operations and customer experiences, but it will never be able to replace interpersonal relationships that are critical when interacting with tenants, shoppers and clients.

### 3. RELATIVE TO YOUR PROPERTY MANAGEMENT ROLE, WHAT TOOLS ARE AVAILABLE TO YOUR RETAIL TENANTS TO MAKE IT EASIER FOR THEM? (PAYING RENT, EMERGENCY CALLS, MAINTENANCE REQUESTS, ETC.)

Nationally, JLL has rolled out electronic rent payments, emergency notification systems, emergency preparedness training and tenant access to the property websites to promote staffing, events and promotions. Rosedale Center and Eden Prairie Center are typically at the forefront when it comes to introducing new initiatives.

### 4. ARE THERE ANY TECHNOLOGICAL SYSTEMS YOU WOULD LIKE TO HAVE THAT CURRENTLY AREN'T AVAILABLE? ARE YOU SEEING ANY CUTTING EDGE TECHNOLOGY?

Roadblocks to technology are typically cost related. Moving toward automated floor scrubbers and public safety/customer service robots would be an incredible operational savings, but most are cost prohibitive today.

### 5. WHAT TECHNOLOGY CHANGES HAVE YOU SEEN IN THE AREA OF MAINTENANCE OR FACILITIES MAINTENANCE FOR SHOPPING CENTERS? (I.E. ROKU/TENANT FLOOR CLEANER WITHOUT A DRIVER, ITEMS THAT MAY BE PAYING FOR THEMSELVES, ETC.)

Facility maintenance has come a long way since I entered the industry. Sustainability has become a key focus, as well as the use of technology to cut long-term costs and improve efficiencies.

### 6. HOW IS TECHNOLOGY PLAYING A ROLE IN KEEPING COSTS MAINTAINED OR LOWERED FOR SHOPPING CENTERS?

Interior cameras to monitor traffic and capacity levels that help the team plan staffing levels and properly program energy management systems. GPS is used to monitor movement and efficiencies of snow removal

- continued on page 2

Management technology platform

Innovative management tools

We continue to identify and implement new programs and tools resulting in effective and creative management solutions that add value to our clients. The following highlights multiple innovations in property management and marketing that benefit you.

**REDFLAG**

A mass alert notification that can simultaneously send emergency notifications to users via email and text

**JONES**

Automate and streamline the COI compliance process for our tenants and vendors

**iAuditor**  
by SafetyCulture

Used by property teams to easily document individual site inspections

**PRISM**  
By Building Engines

A leading technology for facility maintenance and vendor management to help create more efficiencies and potential cost savings

**JLL/Spark**

JLL's venture capital fund, Spark, invests in and enables tech startups, disrupting real estate by combining them with the experience and global presence of JLL

**PINPOINT**  
POWERED BY ALLEGORIX BARABOX

A geofencing software tool that analyzes mobile data (cellular and GPS) at designated locations to track and measure consumer behaviors in real time

**Placer.ai**

Insights into who is visiting your property, where they are coming from and accurate foot-traffic and dwell-time reports by seasonality and customer segments

**esri**

Geographical information system software, web GIS and geodatabase management application. A large variety of demographics based on census data are available

**POCKETSTOP**

Mobile solution platform used to manage text, email and wi-fi marketing campaigns

**JLL**

**TECHNOLOGY IN RETAIL** *continued from front page...*

vendors and security officers at all three JLL properties in Minnesota (Rosedale Center, Union Depot and Eden Prairie Center).

#### 7. WHAT SKILL SETS DO YOU LOOK FOR IN A PROPERTY MANAGER AS OPPOSED TO WHEN YOU STARTED IN THE INDUSTRY? (EDUCATION, CERTIFICATIONS, ETC.)

Skill sets have evolved over the years from pre fax machine days to today's high tech and social media experts. The core skill set of real estate and property management generalists has not changed, however, certifications are not as critical as experience in experiential and hospitality industries. Also, the new age property manager is coming with high end computer skills, a focus on sustainability and expertise in the latest technology and social media trends. Most importantly, on how to apply those skills to market and promote the business lines. ■



## BACK to SCHOOL PREDICTIONS

As retailers prepare for 2023's back-to-school shopping crowd, they can rest easy knowing shopper traffic insights show the trends we've come to expect are likely to continue this year. Historically, back-to-school shoppers begin heading to stores a few weeks prior to the start of the local school year. This year August 6th to August 19th is predicted to be the busiest shopping period as noted by Sensormatic Solution's data.

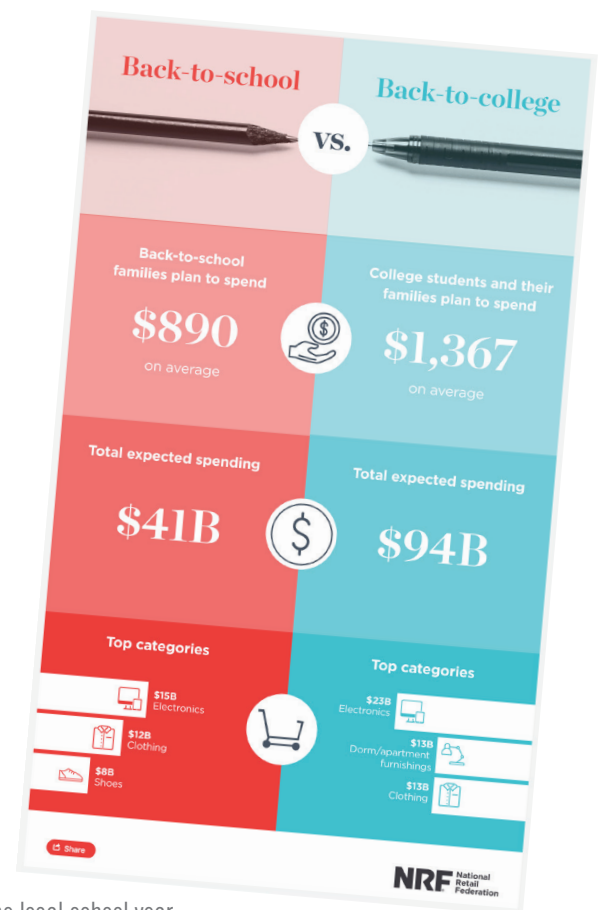
It's no surprise as the annual tradition for parents and students is a fixture for brick-and-mortar retail and spending on school supplies has been increasing since 2019. After dipping to just over \$26 billion in 2019, U.S. spending on school supplies grew by over \$10 billion in just three years (\$36.9 billion in 2022). In 2022, 76% of shoppers said they planned to do their back-to-school shopping in stores.

Today's consumers are focused on experience, and for many that means two things: price and convenience. Inflation hit school supplies extra hard in 2022 and is predicted to continue this summer, which means shoppers are likely to seek out sales and promotions as much care as they did last year.

Resources:

[www.sensormatic.com/resources/ar/2023/back-to-school-predictions-2023](http://www.sensormatic.com/resources/ar/2023/back-to-school-predictions-2023)

[www.NRF.com](http://www.NRF.com)



August 2023


 IN THE  
 NEWS

## Minnesota Marketplace

- ▶ National pizza chain, **MOD PIZZA** is coming to Coon Rapids.
- ▶ Local gamer, **DREAMER'S VAULT** opened its sixth store location recently at Roseville Center in Roseville.
- ▶ **AUTOZONE** leased 9,100 square feet at Valley West Shopping Center in Bloomington.
- ▶ **THE PUTTERY** leased 20,000 square feet of space in the North Loop on the edge of the Gateway District in Minneapolis.
- ▶ **GOODWILL** vacated the freestanding building in Fridley.
- ▶ **TUESDAY MORNING** continues to leave the Twin Cities market and recently closed their location at Har Mar Mall.
- ▶ Edina's **SOUTHDALE CENTER, OWNED BY SIMON PROPERTY GROUP**, announces upscale renovation of its now-vacant wing between AMC Theaters and the former Herberger's store. They will also add local grocer **KOWALSKI'S MARKET** and mini-golf entertainment venue **PUTTSHACK**. Both are slated to open in 2024.
- ▶ Century-old menswear retailer **HUBERT WHITE** closing in downtown Minneapolis.
- ▶ **SELF ESTEEM BRANDS**, the Woodbury-based franchisor of fitness and health brands Anytime Fitness and Waxing the City, has launched a studio concept called **SUMHIIT FITNESS** that offers high-intensity interval training, commonly known as **HIIT**, to drive global growth.
- ▶ **FOOL ME ONCE** bar opening in Minneapolis Lyn-Lake neighborhood, but roots are in Nashville.
- ▶ **YUM! KITCHEN AND BAKERY** will open its fourth location this summer in Woodbury.
- ▶ Luxury menswear retailer **J.H. & SONS** to open at Edina's Galleria Edina.
- ▶ The restaurant which circles the top of the Radisson Hotel Duluth, **APOSTLE SUPPER CLUB** has closed after one year.
- ▶ **POLLO CAMPERO** to open second Twin Cities location in Brooklyn Center.
- ▶ **AFFINITY PLUS CREDIT UNION** is opening an Iron Range branch in Virginia. Closer to home, the credit union announced plans to open branches in Lake Elmo and Shakopee this fall.
- ▶ The permanent **MUSEUM OF ILLUSIONS** opened early this summer at the **MALL OF AMERICA (MOA)** with 60 exhibits within its 6,300 square foot space.
- ▶ This year marks openings for digitally native brands at the **MOA** including Vuori, Gorjana, Shady Rays, The Normal Brand and Waterdrop.
- ▶ **CHASE BANK** applies for permits to open Cottage Grove branch in front of Kohl's.
- ▶ **HEMISPHERE RESTAURANTS** is returning to the skyway level of Fifth Street Towers, where it's reopening **SPHERE'S** bar and putting a different fast-casual Mediterranean concept, **TAZÁ**, in the adjacent kitchen space.



by Lisa Diehl,  
DIEHL AND PARTNERS, LLC



by Jesseka Doherty,  
MID-AMERICA REAL  
ESTATE – MINNESOTA, LLC





### Opportunities for Advertising and Sponsorship With MSCA in 2024

In mid-August, MSCA will release the Advertising and Sponsorship Menu for 2024. Sponsorship opportunities are allocated on a first-come, first-served basis, and the deadline for submitting menus is Friday, October 6th.

There are various networking events throughout the year where you can be a sponsor — from monthly program and networking events to our yearly tubing event and golf tournament. Advertising in the monthly newsletter is an excellent way to gain visibility among MSCA members and a vast list of non-members who receive the publication. You can showcase a company-specific message or highlight a property, service, city retailer, or product — we have the perfect fit for you!

Note that the MSCA corporate sponsorship and corporate sponsorship advertising in the MSCA directory are not included in this menu. Details regarding these will be released separately.

For more information, call Stephanie Schuebel at MSCA at (952) 888-3491 or email at [sschuebel@msca-online.com](mailto:sschuebel@msca-online.com).

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

EVENT	VENUE	DATE
The Ever-Evolving Grocery Landscape	Oak Ridge Country Club	8/2/23
August Third Thursday <i>Sponsored by Greystone Construction</i>	Greystone Construction Offices - Shakopee	8/13/23

### WELCOME NEW MEMBERS

CHRIS SMITH.....HJ DEVELOPMENT  
JENNY STIMLER .....ICON OUTDOOR SERVICES



# MINNESOTA STATE FAIR

A few new foods at this year's Minnesota State Fair.  
For even more, click here!



Soul Bowl  
**Miami Mango Pickles**



Giggles' Campfire Grill  
**Walleye Fritter Pops**



Minneapolis  
**Minneapple Pie**



Nordic Waffles  
**"Kind of a Big Dill" Pickle Lemonade**



The Blue Barn  
**Hot Honey Cheese Sticks**



Jammy Sammies by BRIM  
**Jam'nades in Two Varieties - Blueberry Mint and Strawberry Jalapeño**

August 2023



THANK YOU TO OUR MSCA 2023 CORPORATE SPONSORS





# 2023 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 8, 2023**

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 via mail or email to [ktopr@msca-online.com](mailto:ktopr@msca-online.com).

Thank you for your submission.