

# THE CONNECTION

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MINNESOTA SHOPPING CENTER ASSOCIATION



## ARE YOU READY TO USE CHATGPT IN YOUR CRE BUSINESS?



by Michael Houge, SIOR  
NAI Legacy

First published at  
*Blog.SIOR.com.01/26/2023*

If you haven't yet heard, there is an Artificial Intelligence (AI) tool that has been taking the internet by storm called chatGPT. It has been used for helping individuals, organizations, and businesses write a large variety of written works. I recently started experimenting with it to see what all the hype was about.

After visits to various websites offering access to Open AI tools and sampling their systems, I decided to use chatGPT AI to write a SIOR Pulse Blog Post about using chatGPT to write blog posts for SIOR. Below you can find my process and the results, only slightly modified for layout purposes.

The chatGPT Open AI website tool I used was found on you.com, which was easy to use as it is like most Search Engine interfaces.

**After a couple of iterations in the website writing tool, I prompted:**

“I need help writing a commercial real estate-oriented blog by using chatGPT. This blog should explain thoroughly what chatGPT is, how it can assist writing, and where the AI derives its information. It should discuss the viral popularity of chatGPT and the areas it is being used. This blog should show AI websites the blogger can use as tools, areas of concern, including plagiarism, and how to verify the information provided. The audience of this blog post are professional commercial real estate practitioners that are members of the Society of Industrial and Office Realtors (SIOR). The membership is comprised of experts in all aspects of Commercial Real Estate who are ethically bound to very high standards of practice.”



**This is what chatGPT returned:**

As a professional commercial real estate practitioner, you know that staying ahead of the competition requires the use of cutting-edge technology. Artificial Intelligence (AI) has become increasingly popular in recent years and is being used across many industries to help automate tedious tasks and improve efficiency. One such AI tool is chatGPT, which can be an invaluable asset for writing blog posts related to your field.

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**CONTINUED: ARE YOU READY TO USE CHATGPT IN YOUR CRE BUSINESS?**
**WHAT IS CHATGPT?**

ChatGPT stands for “chat Generative Pre-trained Transformer” and it uses advanced natural language processing algorithms to generate content quickly from inputted data or prompts. It works by utilizing large datasets, such as Wikipedia articles or news stories, as its source material so that it can accurately create sentences based on what you type into its system - like how Google searches work with keywords. This makes it much easier than having to manually research topics yourself before crafting a post; all you need are a few key points about what your topic should cover and chatGPT will do the rest. This AI-powered platform helps professionals write faster and more accurately by providing them with instant access to reliable information from around the web.

**WHY IS CHATGPT POPULAR WITH BUSINESS?**

The viral popularity of chatGPT has been growing exponentially over the past year due in part because businesses have found ways they can utilize this powerful tool within their own operations — from automating customer service conversations with virtual agents powered by AI technologies using Machine Learning models & predictive analytics tools, to more traditional companies leveraging these same capabilities when producing written documents such as:

- Blogs
- Brainstorming
- Employee Reviews
- Marketing Pieces
- Producing White Papers
- Advertorial Content
- Business Letters
- Website Content
- Emails
- Trade Publications

**DO YOUR HOMEWORK AND PROTECT YOUR REPUTATION.**

There are also some areas where caution must be taken when relying solely upon automated results. Plagiarism, lack of accuracy/verification, biases towards certain topics etc. are just some examples where care needs taking when working from information provided through machine learning sources. To ensure quality control measures remain intact, always verify facts presented via checking multiple sources before publishing. Using tools such as Copyscape, which will evaluate any copied content within your text against other sources online, ensuring no material has been taken without permission or attribution. Additionally, it is suggested that you run a check through Grammarly, which will scan your document thoroughly, checking for grammar and spelling errors, helping to make sure nothing egregious slips through unnoticed that could potentially damage your reputation amongst your colleagues and/or clients.

As members of SIOR, you have committed yourselves to be professionally bound by very high ethical standards making trustworthiness paramount in your professional lives, so why not let chatGPT take care of those tedious pieces, freeing up time and allowing you to focus solely on what matters most... Your clients and your business success.

**MY CONCLUSIONS.**

The list of chatGPT uses is endless and growing, but using this powerful tool requires careful review, research, and the application of business ethics. ChatGPT can be a handy tool to guide our thoughts and research and help us as Commercial Real Estate professionals write various business texts, quickly and without going through the (usually) arduous creative process of researching, writing, and rewriting. One must, however, feed the tool well-crafted prompts. ChatGPT is part of a brand-new frontier, and I'm certain users will stub their toes in its adaptation, but as with most new tech, the only way to harness the power is to roll up one's sleeves and get busy.

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

EVENT	VENUE	DATE
Current Business Conditions and Challenges in the Minnesota Economy	Oak Ridge Country Club	3/1/23
March Madness Third Thursday — <i>Sponsored by Insight Restoration</i>	The Patty Wagon Minneapolis	3/16/23

**Join in on the fun for  
MARCH MADNESS!**


Contact [Joe Holman](#) or [Melissa Bjornson](#) any time between **Monday, March 13th** and **Wednesday, March 15th** for an NCAA March Madness Bracket to fill out for **a chance to WIN an Insight Restoration Portable Power Station!**

Insight Restoration has exclusive access to [The Patty Wagon](#) on Thursday, **March 16th** from 3:30pm - 6pm to watch the NCAA Tournament. Food and non-alcoholic beverages will be provided at no charge. Any alcoholic beverages will be on your own, buy one get one for \$50.



## How are Retailers Using Artificial Intelligence?



by Lisa Diehl,  
DIEHL AND PARTNERS, LLC

Artificial Intelligence (AI) is changing the retail industry in dramatic ways. This technological change in retail has been ongoing for a number of years. The idea can be a bit scary. It may conjure up thoughts of science fiction stories, robots, and futuristic gadgets. The results are improved speed, efficiency, customer service, and accuracy. It has the potential to completely transform the traditional retail experience and take it to the next level with personalization, automation and increased efficiency. Here are a few ways retailers are using AI.

Navigating a hardware store can be difficult, but **LOWES** created the LoweBot to help customers find their way around the store and get the items they need. **WALGREENS** uses AI to track the flu spread. Step into a **SEPHORA** store to find your perfect makeup shade without ever putting anything on your face. **NORTH FACE** helps customers find the perfect coat. The Tacobot, at **TACO BELL** works with Slack and makes it easy for customers to text or say their order. **THREDUP** uses AI to remember customer preferences. **WEST ELM** connects style and products. **H&M** uses AI to keep popular items stocked. **STARBUCKS** bot makes it easy to order coffee. **AMERICAN EAGLE** creates fitting rooms of the future. **WALMART** calls their 50,000 square foot store its “Intelligent Retail Lab” — IRL. Stocked with artificial-intelligence-enabled cameras, interactive displays and a massive data center, IRL provides a real-world shopping environment designed to explore the possibilities that artificial intelligence can contribute to the store experience.

Source: Forbes

## WELCOME NEW MEMBERS

- |   |  |
|---|--|
| <b>PETER MOREAU</b> ..... Advanced Drainage Systems (ADS)   | <b>ZACH SCHOCKENCY, CCIM</b> .... Mid-America Real Estate — Minnesota, LLC |
| <b>KATIE BEISWENGER</b> ..... BrightView Landscape Services | <b>MARK ANDERSON</b> ..... Sambatek, Inc.                                  |
| <b>LINDA SELL</b> ..... CBRE                                | <b>JACK TRAUTZ</b> ..... Trautz Properties, Inc.                           |
| <b>MEGAN EVERSON</b> ..... HJ Development                   | <b>CHRISTINE EID</b> ..... Vantage Law Group, PLLC                         |
| <b>SHELLY MUELKEN</b> ..... Marketplace Management, Inc.    |  |



THANK YOU TO **SHINGOBBE** FOR SPONSORING OUR FEBRUARY THIRD THURSDAY!



MARCH PRESENTERS:  
**EMILEE DECOTEAU**, RPT Realty  
**RON WIRTZ**, Federal Reserve Bank of Minneapolis



THANK YOU TO **METRO PAVING** FOR BEING OUR MARCH PROFESSIONAL SHOWCASE

March 2023


  
 MINNESOTA SHOPPING  
 CENTER ASSOCIATION


 IN THE  
 NEWS

## Minnesota Marketplace

- ▶ **KOWALSKI'S MARKET** is coming to Southdale Center and will occupy approximately 34,000 square feet of space in the former Herberger's space. The store is anticipated to open in 2024.
- ▶ Minneapolis restaurant, **CENTRO**, will be opening a 6,000 square foot restaurant along Cleveland Avenue in Highland in St. Paul in the former Waxing the City, Menchie's and Great Clips spaces.
- ▶ **ORANGE THEORY** recently opened a location in Brooklyn Park at Zane and Highway 610 in Park Place Promenade and will be opening this spring at Stillwater Market place in Stillwater.
- ▶ **ANN AHMED**, the chef behind popular restaurants Khaluna, Lat14 Asian Eatery, and Lemon Grass Thai Cuisine, is opening a new restaurant in Loring Park in the spot most recently occupied by 4 Bells called **GAI NOI**. She will close Lemon Grass in March to focus on the new project.
- ▶ **DANIEL DEL PRADO** and **RYAN BURNET** are teaming up to take over the space once housed by the Bachelor Farmer in Minneapolis and will open a steakhouse influenced by Argentina, where del Prado was born, along with a cocktail bar in the basement where Marvel Bar used to be.
- ▶ **DAVID FHIMA** and family are opening this spring **MAISON MARGAUX**, a restaurant, underground bar, and upstairs event space in the former building that housed Ribnick Luxury Outerwear.
- ▶ **ULLSPERGER BREWING**, a neighborhood nanobrewery is coming to St. Louis Park.
- ▶ After 70 years, **IKEA** is turning the page on its catalog and discontinuing the catalog, both print and online.
- ▶ **HOLIDAY STATIONSTORES** is putting the finishing touches on a new gas/convenience/carwash on the southeast corner of Highway 94 and Rice Street in Vadnais Heights.
- ▶ Look for **ALDI** across the street from Target in Otsego. Meanwhile, **ALDI** will be closing their grocery store in northeast Minneapolis.
- ▶ **CHUCK & DON'S** parent files for Chapter 11.
- ▶ **AMAZON** pauses **FRESH** grocery expansion as it tinkers with the format.
- ▶ **SLICE INC.**, that first opened on Central Avenue in Minneapolis, is opening a third Twin Cities location in Saint Paul's Frogtown neighborhood.
- ▶ Smack Shack-adjacent concept **BURGER DIVE** expands to 1029 Bar in Northeast Minneapolis.
- ▶ **EAT STREET** diner **THE BAD WAITRESS** is closing for good in North Minneapolis.
- ▶ Optical retailer **WARBY PARKER** soon opening in Ridgedale Center.
- ▶ **GREEN + THE GRAIN** plots first suburban store in St. Louis Park office building.
- ▶ **GAP** store closes at Mall of America as retailer moves away from enclosed mall locations.



by Lisa Diehl,  
DIEHL AND PARTNERS, LLC



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

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## CONTINUED: MINNESOTA MARKETPLACE

- ▶ As **BED BATH & BEYOND** raises \$1 billion to avoid bankruptcy, they announced they will close the Southtown store location in Bloomington.
- ▶ **BEST BUY** to close its Shakopee location and close but reopen its Blaine location as an outlet store.
- ▶ **AFFINITY PLUS FEDERAL CREDIT UNION** opens St. Paul Midway branch.
- ▶ **BOGART'S DOUGHNUT CO.** announces St. Louis Park location at Miracle Mile Shopping Center.
- ▶ **WENDY'S** partners with DoorDash and Roku in new shoppable ads.
- ▶ Defunct chain **STEAK AND ALE** is set to make a comeback in Burnsville.
- ▶ **LEGACY TOYS** will move from Galleria to Southdale Center.
- ▶ **MALL OF AMERICA** offering a rewards points program to loyal shoppers.
- ▶ **LAWLESS DISTILLING** in the Seward neighborhood and **ROYAL FOUNDRY CRAFT SPIRITS CORPORATION** in the Harrison neighborhood have both closed their cocktail rooms.

GOVERN-  
MENT

## Legislative Session Preview

Governor Walz (DFL) released his FY2024-2025 biennial budget proposal on January 24th. It spends roughly \$65.2 billion, 26% increase from the current budget, with much of that focusing on working class and low-income families in the form of additional spending on education, childcare, and housing.

Key provisions of the proposal include approximately \$8 billion in tax relief, including rebate checks to over 2.5 million Minnesotans, child tax credits, and reducing social security taxes. It also proposes a significant increase in education spending, legalizing cannabis, building a clean energy transportation system, and establishing a paid family and medical leave state program. Notwithstanding an \$18 billion surplus, Walz proposes raising additional revenue by imposing a new capital gains tax of 1.5% on gains between \$500,000 to \$1 million and 4% over \$1 million. He also proposed \$3.3 billion in a capital investment bill.

Republican leadership called the proposal excessive especially during a time when Minnesota has a historic budget surplus. They urged the governor and DFL leadership to consider more permanent tax relief proposals to give the money back to Minnesotans.

The House and Senate have been working at a rapid pace moving bills through the committee process, off the floor, and to Governor Walz for his signature. Paid family and medical leave, earned safe and sick time, and cannabis have been a priority for both chambers. The legislature will receive an updated budget forecast on February 27th which will be the basis for establishing budget target and funding their priorities.

### WATCH FOR UPCOMING ZOOM LEGISLATIVE COFFEES – WE NEED YOUR STORIES!

It is our job to communicate with our elected officials and inform them of our important issues such as property tax legislation, and municipal/street service fees. Please register and take a moment to help educate legislators on how these important issues, and others, impact your business!



by Donovan Hurd,  
FAEGRE DRINKER



# OUR 7TH ANNUAL TUBING AND NETWORKING EXTRAVAGANZA AT BUCK HILL ON FEBRUARY 28th WAS ANOTHER HUGE SUCCESS!

With 63 tubers and another 37 networking attendees, a good time was had by all. Following our tubing contest and tubing awards, everyone came inside for a few cocktails, dinner team awards and raffle items donated by Buck Hill and live Music. Thank you to title sponsor **BAUER DESIGN BUILD**, hat sponsor **FLYNN MIDWEST LP** and drink sponsor **WINGS FINANCIAL!** ALWAYS A GREAT TIME - THANKS BUCK HILL!

## CONGRATULATIONS TO OUR 2023 TUBING WINNERS:



**1ST PLACE:** Kraig Boser



**2ND PLACE:** Jake Allen



**3RD PLACE:** Todd Simley



**BEST DRESSED TEAM:** Wings Financial Credit Union



**FASTEST TUBER:** Joe Schramm



**SLOWEST TUBER:** Lisa Moncrief



**BEST COSTUME:** Jeremy Welter

March 2023



THANK YOU TO OUR MSCA 2023 CORPORATE SPONSORS





# MSCA's Bowling Bonanza!



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: Stay tuned to find out the prize!**

**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: \_\_\_\_\_