

## INSIDE THIS ISSUE:

Airport Food & Beverage Reimagined .....	1-2
Contributors Corner .....	3
Philanthropic Efforts .....	3
Minnesota Marketplace .....	4
Rising Star .....	5
Professional Showcase .....	6
Calendar of Events .....	6
MSCA Leadership .....	7
Corporate Sponsors .....	8
2019 STARR Awards Corporate Tables .....	9



MINNESOTA SHOPPING  
CENTER ASSOCIATION

OCTOBER 2019

# The Connection

FEATURE  
NEWS

## Airport Food & Beverage Reimagined Minneapolis – St. Paul International Airport



by Liz Grzechowiak,  
METROPOLITAN AIRPORTS  
COMMISSION

Minnesota's thriving local food scene is represented with pride at Minneapolis-St. Paul International Airport (MSP). Alongside some of the Twin Cities' best eats are favorite national brands and select airport exclusives. MSP has always supported the idea of providing balance throughout its concessions program. In addition to the variety of brands, the airport takes a holistic approach to pricing and food offerings in order to provide the widest range of selection to the traveling public. A lot of time and effort goes into mapping out the program, paying close attention to adjacent restaurants in an effort to limit overlap and diversify the program.

The foundation for this superior program begins with an award-winning management team. MSP formed a unique and diverse team by seeking out individuals with no airport experience whatsoever to enhance the existing knowledge base. The MSP team has street side restaurant and hospitality development and operating experience, retail management from the country's largest retail mall, F&B management experience from one of the largest prime operators, real estate and even civil engineering experience. This exemplary team encapsulates a deep well of knowledge from design to operations and trend forecasting to customer service. Their passion runs deep and the results speak for themselves.

The MSP business development team has separated the large concessions program into four separate phases with varying lease terms, which allows the airport to always feel fresh. Benchmarking the industry keeps MSP ahead of the curve as well as taking inspiration from the Twin Cities' vibrant food & beverage industry. The team bravely pushes their partners to ensure that MSP's designs and brands are the best available, of the highest quality and on the edge of trends. The team meticulously controls inventory use clauses to ensure a dynamic program that is diverse in product and price point.

Between 2016 and 2019, MSP will have opened 45 new restaurants. Throughout this heavy construction cycle in the food and beverage arena, the airport saw continued revenue growth and significant

— continued on page 2

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2019, MSP will  
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**CONTINUED: Airport Food & Beverage Reimagined — Minneapolis – St. Paul International Airport**

excitement for each new restaurant opening. MSP has 141,748 square feet of restaurant space which produces over \$157 million in revenue (or \$1,112.17 per square foot).

MSP's food and beverage program includes many unique offerings. Travelers can experience an authentic coal-fired pizza or chat with a local craftsman from the MN Brewer's Guild. Food trucks were introduced to the airport for the first time along with multiple on-site scratch bakeries. There are no less than three spots where a traveler can grab a Juicy Lucy (a Minnesota invention, this burger has the cheese on the inside—creating a molten core). The restaurant scene at MSP is better than ever.

MSP never shies away from innovation. Even in design, each restaurant has a storefront on the cutting edge with bold looks and thoughtful details. The overall design mantra is embedded in the idea of disruption, stopping the busy and stressed traveler and forcing them to take notice. In each of the most recent developments, partners have been allowed to expand their buildouts beyond their lease lines into the concourse or gateholds. As a result, beer fermentation tanks climb 25 feet into the air, a two-story wall was transformed into a brick façade with branded graffiti, and there are patio spaces with an al fresco vibe—ideal for people watching. From the technological standpoint, MSP is bursting with innovation. Travelers can find what they're looking for by using digital directories or the interactive map from the website. Many of the restaurants have touch-screen ordering for an

expedited experience. Travelers who are really in a time crunch can order takeout with Grab or even have food delivered with AtYourGate.

The backbone of a strong food and beverage offering is best-in-class customer service. The MSP Customer Service Action Council (CSAC) has been the driving force for all customer service initiatives. The airport incentivizes employees with a secret shopper program where concession employees who score a 100% shop are rewarded with a \$100 gift card. MSP Nice recognizes any employee on the spot with a coupon for freebies. Compliments from comment cards are rewarded with a \$25 gift card and an invitation to the annual MSP Nice Celebration.

Beyond rewarding excellence, MSP invests in their concession workers. An MSP Jobs program helps find and maintain top talent. The Workforce English program develops advanced language skills for the large immigrant workforce. A partnership with Metro Transit provides door-to-door shuttle service for concession employees that need to get to work before standard bus service is available.

Overall, the Food and Beverage offerings at MSP represent best-in-class quality in countless disciplines. The design is impeccable and the customer service is sterling. The food offerings range from affordable quick serve to fine dining. Travelers can sample the local favorites or dive into a tonkotsu noodle bowl. There's no wrong way to enjoy the flavors of MSP.

Travelers who are really in a time crunch can order takeout with Grab or even have food delivered with AtYourGate.




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## 2019 Contributor's Corner

### CHRISTIANSON & COMPANY COMMERCIAL REAL ESTATE SERVICES, LLC – A Q&A WITH LAURA GILL



by Laura Gill,  
CHRISTIANSON & COMPANY

*Why does your company contribute to MSCA's legislative fund?*

We contribute because we can see the effects of the lobbyist efforts and believe it's important that our industry has a voice at the capitol.

*What benefits has your company seen by contributing to MSCA's legislative fund?*

Some of the previous policies that have been repealed such as the automatic property tax inflator. We have been able to work with Local and Federal Government on ADA frivolous lawsuits and have experienced some relief there. We have also been able to communicate Tenant stories through the lobbyists and how the laws impact small businesses.

*Why would you encourage other companies and/or your peers to contribute to MSCA's legislative fund?*

MSCA has a voice, if you don't have time to go to the capitol we need funds for paid lobbyists to speak for us. If you don't contribute or get involved we will have higher taxes and more regulations which will make our jobs harder and less incentive for others to invest in Commercial Real Estate.



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## Cornerstone – MSCA's 2019 Philanthropic Charity of Choice

**TRIVIA NIGHT!**  
A fun Friday night fundraiser for the work of  
Cornerstone

**FRIDAY, OCT. 18  
6:30-9:30 PM  
ST. PETER'S CATHOLIC  
CHURCH  
RICHFIELD, MN**

**CORNERSTONE**  
REBUILDING LIVES, RESTORING HOPE

**INTERESTED  
IN JOINING  
THE YOUNG  
PROFESSIONALS  
BOARD'S EFFORTS  
TO RAISE  
AWARENESS  
AND FUNDS FOR  
CORNERSTONE?**

The YPB is currently accepting applications now through October 21.

**▶ APPLY HERE.**

Get a group of friends together and join Cornerstone's Young Professionals Board (YPB) on Friday, October 18 for a **FUN EVENING OF TRIVIA**. This isn't your average bar trivia; it's an evening full of games, prizes and opportunities to show your support for ending violence and abuse in our community.

Decorate your team's table for the chance to win prizes and bring \$1 bills to participate in cash prize mini games between rounds of trivia. A silent auction, wine pull and dessert auction will add to the evening's festivities!

Tickets are \$25 per person and are available for purchase at [HTTPS://CORNERSTONETRIVIA2019.EVENTBRITE.COM](https://cornerstonetrivia2019.eventbrite.com).

IN THE  
NEWS

## Minnesota Marketplace

- ▶ Guy Feiri's all-new fast-casual restaurant **CHICKEN GUY** will be opening soon on Level 3, North in the Mall of America. The restaurant features 22 signature sauces and chicken tenders.
- ▶ **CAJUN TWIST** is making the move from The Trailhead in Theodore Wirth Park in favor of a 38th and Bloomington location most recently home to Marla's Caribbean Cuisine. Cajun Twist plans to open in the new location by December 2019.
- ▶ **GRAZE FOOD HALL** opened in The North Loop, featuring several individual food operators, two bars and a rooftop patio. Some of the eateries you can find are; Honey & Rye, Carbon Coal-fired Pit Beef, MidNord Empanadas and Churros, Fish Bowl Poke, Lu's Sandwiches and Soul Bowl.
- ▶ **WARBY PARKER** opening up it's second location in Edina's Galleria this fall.
- ▶ **IT'S GREEK TO ME** closed September 8th after being open in the Lyn-Lake landmark building for 37 years.
- ▶ **JACKSON GREY**, a new men's clothing store featuring digitally-native brands in a brick-and-mortar format. Now open in The North Loop next to Monte Carlo on 3rd Avenue North.
- ▶ Allen Edmonds former CEO founded a men's clothing line called **CIRCLEROCK**, located in Linden Hills at 3413 W 44th Street.
- ▶ **JW HULME** is opening a pop up at Galleria from October through January, with the hopes of opening a third shop in the cities if sales are strong.
- ▶ **RESTORATION HARDWARE** opened their new 3 level store September 27 as an outlot to Southdale Center.
- ▶ **WEST ELM** signed a lease for an 11,000 square foot store in the North Loop at Second & Second, which will be it's 2nd store in Minnesota.
- ▶ **CANADA GOOSE** opened it's first dedicated store in Minnesota at MOA on September 19th on the first floor of the west side at 5,500 square feet.
- ▶ **JPMORGAN CHASE** has opened its first branch in the Twin Cities located at 606 East Washington Avenue next to the University of Minnesota.
- ▶ **TONOPIZZERIA+CHEESESTEAKS** is now open on White Bear Avenue in Maplewood.
- ▶ Ely-based toy store will enter the Twin Cities called **LEGACY TOYS** with locations in Ridgedale and the Galleria this fall.
- ▶ **WALMART** closed its St. Paul Midway store in September due to several factors including performance.
- ▶ **CARIBOU COFFEE** launches 'cabins,' a tiny-store format that only has a drive-through and walk-up windows. The cabin will be 600 square feet in size. Look for locations in Jordan, Burnsville, St. Peter, Big Lake, and Willmar.
- ▶ **BANANA REPUBLIC FACTORY** recently opened at Knollwood in the former Dress Barn space.
- ▶ **H & M** opened in an 18,000 square foot location in Rosedale Center.
- ▶ **VANN** recently opened on the shores of Lake Minnetonka.



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



by Lisa Diehl,  
DIEHL AND PARTNERS, LLC



CHICKEN GUY



CAJUN TWIST



WEST ELM



### HALLOWEEN RETAILER TID-BIT

According to the survey, consumers plan to spend \$3.2 billion on costumes (purchased by 67 percent of Halloween shoppers), \$2.6 billion on candy (95 percent), \$2.7 billion on decorations (72 percent) and \$390 million on greeting cards (34 percent).



## Demi



by Paula Klimek-Partch,  
SULLIVAN DAY

**DEMI** is the newest restaurant brainchild of Minnesota-grown Chef Gavin Kayson and there's nothing else like it in the Twin Cities. Located in the North Loop it is close to its sister Restaurant Spoon and Stable.

The place is really cool and really small. Upon entering, there is a teeny tiny bar/waiting area where you are greeted by Sarah, a wonderful hostess and Scuzzi, an extremely gregarious and colorful bartender, who, on the evening I was there, asked each patron to come up with one word to describe what they wanted in a cocktail and he would create a special one for you based on that. A sampling of words we overheard were "refreshing", "exotic" one woman asked for her drink to be "sassy", another woman "foxy".

Adjacent to the teeny tiny bar area is a large drawn curtain where one by one, the Hostess Sarah, would open the curtain and whisk the designated guest(s) inside for seating and immediately close the curtain as if protecting what is beyond the curtain. It conveyed a memory from childhood from the movie the Wizard of Oz with the man secretly hiding behind the curtain pretending to be the wizard. "The wizard will see you now... or "Pay no attention to that man behind the curtain".

Now it was our turn to be seated and Sarah whisked open the curtain and there we were, inside the restaurant which is only 20 seats in a U-shaped configuration and very cozy and inviting. In the center, was where culinary magic and artistry appeared to be happening and we as patrons were the audience. The chefs were passionately engrossed in creating the menu items for the evening: "Corn husk Broth with Papalo oil" (a starter), "Quail Egg with brown butter, smoked cotta hay and oestra caviar", "Cuttlefish with Baby Turnips, cuttlefish ink and tomato consume", "Sea bass with chili and tomato sauce and baby squash" (are you getting hungry yet?). Each item was a carefully crafted and curated delicacy and each course perfectly builds on the next.

Each course is served separately and the extremely attentive staff is forever replenishing your old silverware with new before each new course arrives. There is even an artistic wooden silverware placement holder at each setting created by Chef Gavin Kayson's artist brother Shawn Kayson (a Northeast artist). In addition, I was told, all of the shelving and beautiful custom cabinets in the dining room were also created by Shawn.

Upon leaving, each guest is presented with a pretty envelope with seal that contains a sort of mini-menu inside that lists all of the items from your dining experience. An original and cute keepsake.

Dining at Demi was a very unique, immersive and interactive dining experience that is a welcome addition to the Twin Cities. Each staff member we encountered was totally committed to making sure you had a really great time at Demi and they totally knocked that ball out of the ballpark!



Artistic wooden silverware  
placement holder



Scuzzi

## PROFESSIONAL SHOWCASE



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## MSCA SCHEDULE OF EVENTS » 2019

Log on to [www.msca-online.com/events/calendar](http://www.msca-online.com/events/calendar) for full calendar and updated information.

**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

## SEPTEMBER MONTHLY SPEAKERS



*Left to right:*

Randy White,  
White Hutchinson Group and  
Jon Fahning, Bremer Bank  
(moderator)

Max Musicant, of the **MUSICANT GROUP** presented on “Creating and Communicating the Value of Place” at a joint program with Communicators Connect and MSCA.



THANK  
YOU,  
MAX!

## HAVE YOU SEEN?



Saint Paul's Sibley Plaza is undergoing a \$50 million redevelopment. ALDI and Planet Fitness will be coming to the space before the end of 2019.

### 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
LOVE WORK: INSPIRE A HIGH-PERFORMING WORK CULTURE AT THE CENTER OF PEOPLE, PURPOSE, PROFITS AND PLAY!	Doubletree Park Place	October 2nd
THIRD THURSDAY <i>Sponsored by Rochon</i>	Graze Provisions & Libations	October 10th

[WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2019-10](http://WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2019-10)

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**ALISON KRUEGER** ..... CBRE  
**JENNIFER ANKENY** ..... Associated Builders & Contractors MN/ND  
**JOHN RENT** ..... Wells Fargo Bank, N.A.

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HOLIDAY PARTY



STARR<sup>SM</sup> AWARDS



YEAR END CEREMONIES

# 2019 STARR<sup>SM</sup> awards



Tuesday, December 3, 2019

Golden Valley Country Club

7001 Golden Valley Road ~ Golden Valley

3:30 p.m. Registration & Networking  
5 p.m. Year End Ceremonies & Awards Presentation  
6 p.m. Holiday Party

Reserve your tickets today online!

Corporate tables of eight: \$450

Corporate tables of four: \$250

Individual tickets: \$65 in advance / \$75 at the door

[Click here to register](#) or

for more information log on to [www.mscaonline.com](http://www.mscaonline.com)

LET'S CELEBRATE!



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