

THE CONNECTION

INSIDE THIS ISSUE:

CLICK ON THE ARTICLE TITLE TO LINK DIRECT TO THAT PAGE ▶

Constructing Tomorrow.....	1-2	Calendar of Events.....	4
Back to School 2023.....	2	Advertising and Sponsorship.....	4
Minnesota Marketplace.....	3	Philanthropic Charity of Choice.....	5
New Members.....	4	Corporate Sponsorship.....	6
Have You Seen?.....	4	MSCA Hall of Fame Submittal Form....	7



MINNESOTA SHOPPING CENTER ASSOCIATION



Constructing Tomorrow: Bridging the Tech Gap in an Evolving Industry



by Nick Reynolds,
ROCHON CORPORATION

For an industry that started with hand tools and sourced materials from the ground, we have made substantial changes in some areas but not enough in others. With the ever-on-going increase in engineering in building products and building envelope systems, we are still an industry that appears to be adverse in adapting technology.

WHAT TECHNOLOGICAL ADVANCEMENTS HAVE BEEN PUT IN PLACE WITHIN THE CONSTRUCTION INDUSTRY IN THE LAST 5-10 YEARS? The construction industry is always last to adapt to technology. With the technology that is available, only a few sophisticated contractors and sub-contractors implement it. We have had the greatest advancement in how the information of a construction project is transferred and used between the project team (owners, architects, engineers and contractors). Paper copies of plans and file cabinets in job trailers are almost nonexistent. Most foremen and project supervisors have iPads that give them and the team accurate and current plans and approvals. We have become more efficient in the building process with these tools and software. We have not seen too much advancement in automation of how an actual building is built yet and are still in need of highly skilled workers. I recently read that one of our subcontractors had a show and tell from Caterpillar where an autonomous skid steer was demonstrated (see photo at right).

YOU? HOW IS THIS INDUSTRY GOING TO MANAGE CONTINUED RISING COSTS? WHERE DO YOU SEE THE COST SAVINGS, IF ANY? Technology and construction software has certainly made jobs more efficient, which helps reduce cost. Labor and the current subcontractor environment are still what ends up driving cost. Raw materials have fluctuated and now have leveled off due to demand. On a \$2M strip center, the materials are less than half the cost. A 20% increase in steel affects this project budget by \$20-30k whereas a labor increase of only 5% can affect the project by \$60k+. I am hopeful that when more technology is implemented that it may attract younger construction professionals to enter the trades. (We still see a substantial pricing gap between open shop and union workforce. This topic could be an entire discussion on its own for another time.)

YOU WORK WITH A LOT OF NUMBERS THAT CHANGE ON A REGULAR BASIS. WHAT TECHNOLOGICAL TOOLS DO YOU HAVE AT YOUR FINGERTIPS TO MAKE IT EASIER FOR YOUR CLIENTS WITH NEW DEVELOPMENTS, REMODELS OR TENANT IMPROVEMENT PROJECTS THEY HAVE? We use construction management software called Procore. This software tool is becoming commonly used between all parties and provides a very transparent and up to date information on the job day to day.

— continued on page 2

HOW HAS TECHNOLOGY REDUCED CONSTRUCTION COSTS, IF AT ALL? PRICES HAVE GONE SKY HIGH IN THE CONSTRUCTION INDUSTRY THE LAST COUPLE OF YEARS. WHAT IS YOUR CRYSTAL BALL TELLING



September 2023

CONSTRUCTING TOMORROW: BRIDGING THE TECH GAP IN AN EVOLVING INDUSTRY *continued from front page...*

ARE THERE TOOLS WITHIN THE TRADE THAT HAVE MADE IT EASIER FOR THE SUBCONTRACTORS TO BE MORE ADVANCED? Unfortunately, there has been very minor advancement in this sector with regards to how a building is built. They are using Procore as well and that has become a good tool for them. Actually... the advancement of Lithium batteries and power tools has become the go-to!

IS THE SUPPLY CHAIN EASING UP? WHERE ARE THERE STILL HURDLES OR CHALLENGES, IF ANY? Yes, with the exception of electrical switchgear. These still have 10+ month lead times on them.

THE TRADES ARE LOOKING TO HIRE PEOPLE. DO YOU HAVE ANY SUGGESTIONS AS TO HOW SOMEONE CAN GET INTO A SPECIFIC TRADE AND WHAT EDUCATION AND EXPERIENCE IS REQUIRED?

There are multiple on the job training programs and apprenticeships available with most trades with night and weekend classes being offered. All we ask is they have an expectation to learn and work hard. There are some great careers in the trades! Unfortunately, we have noticed a trend of lesser work ethic. With any career, those that work harder than their peers will crush it. Also, PUT DOWN that damn cell phone. I see way too many trades people with a phone in their hands!

The current shortage in the labor force we are facing is slowly improving because technology has opened the door to a whole new generation and a new way to build smarter and more efficiently. While there will always be a need in construction for hand tools, physical labor and human power, advances in technology will continue to improve the industry. I am excited to see what the next decade of innovation will bring. ■

BACK to SCHOOL 2023

The National Retail Federation (NRF) recently noted, "Back to school 2023: Could this be the most expensive school year ever?" Maybe! Spending on the return to classes could surpass \$135 billion, \$24 billion more than in 2022. Complicating the projections of back-to-school spending is inflation, consumer resilience, and students' needs for more items.

Higher prices, due in part, to inflation, and longer shopping lists have many parents choosier about what they buy, how much they spend and where they shop, experts say.

The NRF predicts 2023 will be the most expensive back-to-school shopping season ever. Overall spending is expected to surpass \$135 billion, an increase of more than \$24 billion from the previous year, according to data shared by the trade organization based on a recent survey.

The National Retail Federation estimates families with children in elementary through high school plan to spend on average \$890.07, about \$25 more than last year and a new record. The retail federation estimates an average of \$1,366.95 per college student, more than \$167 higher than last year.

Consumers are looking for value and are shopping around. Parents are

likely to be strategic about their spending to help ensure children are set up for success at the start of the school year by renewing school supplies, but perhaps holding off on new clothing until needed. For retailers, the good news is consumers are shopping. And if they are in the market, they may even spend more than expected for the right reasons.

With longer shopping lists and, in some cases, higher prices, more shoppers are perusing discount retailers. Shoppers also said they were more likely to comparatively shop online, shop more sales and buy more store brand and generic items than in the past.



Source: USA Today

September 2023



 MINNESOTA SHOPPING
 CENTER ASSOCIATION


 IN THE
 NEWS

Minnesota Marketplace

- ▶ **BULLVINO'S CHURRASCARIA** is now open at Normandale Village in Bloomington.
- ▶ One of the last stands for fast-food chains and breakfasts in downtown Minneapolis skyways, has said goodbye. **TACO JOHN'S** has closed a skyway location at the 6 Quebec building.
- ▶ Entertainment and dining venue **UPTOWN COLLAB**, located on the rooftop of the Seven Points complex in Uptown has closed indefinitely.
- ▶ **SILVER FERN WINE BAR**, a new café, bakery and wine bar is setting up shop adjacent to Nye's Bar in Northeast Minneapolis.
- ▶ **CRISP & GREEN** will open into a long-vacant restaurant building across the parking lot from Walmart in Eden Prairie, along with **FLYING CLOUD ANIMAL HOSPITAL**.
- ▶ **RUTH'S CHRIS STEAK HOUSE** to open at the Kahler Grand Hotel in Rochester in the former Grand Grill space. This is their second location in Minnesota.
- ▶ **PUTTERY**, an indoor, adults-only mini golf and restaurant venue opened in an apartment building located oat 240 Hennepin Avenue in Minneapolis.
- ▶ **HERSELF HEALTH**, a St. Paul-based health care provider startup, plans to add at least two new clinics in the Twin Cities.
- ▶ **YIA VAN** opening new union Hmong Kitchen on Lake Street.
- ▶ Constructed in the mid-1960's, **MOON PLAZA** in Fridley has been sold to Roers Cos. Roers also purchased Holly Center several years ago and redeveloped the site into housing. Moon Plaza will also be redeveloped into affordable housing.
- ▶ The **GUTHRIE THEATER** is searching for a new food service partner.
- ▶ Local restaurant pro, **AARON SWITZ** opened a small eatery called **LAYLINE** in downtown Excelsior.
- ▶ **STRIVE'S** bookstore opened a 2,000 square foot retail location this summer in the Young-Quinlan building in downtown Minneapolis. This is their second location in the Twin Cities.
- ▶ **KPOT KOREAN BBQ & HOT POT** has opened in the former Pizza Ranch building in Maplewood.
- ▶ **PSYCHO SUZI'S** has closed for good, and the building is for sale and on the market.
- ▶ **FLOYD'S BARBERSHOP** is now open at 50th and France.
- ▶ Venezuelan restaurant **CRASQUI** opening soon to St. Paul's West Side near Harriet Island.
- ▶ **GOOD EARTH** closes Roseville restaurant after more than 40 years.
- ▶ **CROOKED PINT ALE HOUSE** opens in Mankato.
- ▶ **LULULEMON** has secured a space at 50th and France in the former Evereve space in Edina. Evereve located to a larger space two years ago.
- ▶ **TIDAL WAVE AUTO SPA** is under construction in the new Main Street Village development.
- ▶ Discount "tweens and teens" retail chain **FIVE BELOW** is opening two more stores in Minnesota, Albertville Simon's Albertville Premium Outlets, now open, and at the Miller Hill Mall in Duluth, soon to open.
- ▶ Ann Kim will close **SOOKI & MIMI** and reopen as Korean-American restaurant **KIM'S**.
- ▶ **STAR CHOICE** and **SHAREPOINT** credit unions announce merger and **SPIRE, HIWAY** credit unions announce merger and expansion plans.



by Lisa Diehl,
DIEHL AND PARTNERS, LLC



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



WELCOME NEW MEMBERS

- CHRIS SMITH.....HJ DEVELOPMENT
- JENNY STIMLERICON OUTDOOR SERVICES
- MATTHEW GADEK.....JOHNSON FINANCIAL GROUP
- KEVIN GREENTHIELEN & GREEN
- HANNAH SCHUMACHERCOLLIERS INTERNATIONAL
- CLAUDIA RAMIREZWELLINGTON MANAGEMENT, INC.
- BECKIE SCHULTZ.....SELF ESTEEM BRANDS
- RYAN KAMPFFRK SALES & CONSULTING, LLC

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

EVENT	VENUE	DATE
MSCA Monthly Program: The Art of Developing, Managing and Operating Diverse Food Destinations	Oak Ridge Country Club	9/13/23
September Third Thursday <i>Sponsored by Maple Crest Landscape</i>	BLVD Kitchen & Bar	9/21/23

HAVE YOU SEEN? Tidal Wave carwash going up on Highway 14 in the Lino Lakes Hugo market.



Opportunities for Advertising and Sponsorship With MSCA in 2024

MSCA released the Advertising and Sponsorship Menu for 2024 on a first-come, first-served basis. **You may send in your forms no earlier than Friday, October 6 at 8 am.**

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!

New to 2024, MSCA is delighted to offer a fresh benefit – the creation of announcement and quarter page ads for you using our tailored templates! More details will be released separately with contracts.

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, contact Stephanie Schuebel at MSCA at (952) 888-3491 or sschuebel@msca-online.com**



ASPEN
WASTE SYSTEMS

September 2023



**MSCA IS PROUD TO ANNOUNCE
OUR FALL PHILANTHROPIC
CHARITY OF CHOICE:
THE PROP SHOP**



The PROP Shop is a resale store and nonprofit serving the southwest suburbs of Minneapolis. The store is full of quality clothing, household items, and furniture for sale to the general public.

We are collecting items at the September Monthly Program, Third Thursday and MSCA's office.

The Family Service area helps local families with free clothing, household goods, and furniture. The PROP Shop has a small staff and more than 350 enthusiastic and helpful volunteers. Their mission is to provide basic support for families in need through volunteers, community, and other organizations.

Please consider donating, every donation makes a difference!

Below is a list of their most current needs:

- Kids Clothes (ages 3-18)
- Any Footwear
- Sheets and Blankets
- Pots and Pans
- Men's Clothes
- Any Winter Gear
- Towels

Or Click Here to Donate Financially

MSCA will have an area to collect donated items at the Monthly Program and Third Thursday. If you are dropping off at the MSCA office, please call beforehand.

If you have any questions, contact Stephanie Schuebel at sschuebel@msca-online.com or (952) 888-3491.

September 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.

Thank you for your submission.