



2016 U.S. MAXI AWARDS WINNERS



MAY 22, 2016

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RECON

TRADITIONAL MARKETING

Advertising

SHOPPING CENTER UNDER 500,001 SQ.FT.

SILVER

He Has Arrived

900 North Michigan Shops
Chicago, IL

Management Company:
JMB Financial Advisors, LLC
Owner:
900 North Michigan, LLC

For years, the Santa experience at 900 North Michigan Shops has been celebrated. Parents who once sat on Santa’s knee were now bringing their own children. This loyalty kept visits and photo sales steady year after year, despite competing Santas hitting Chicago. Then why a new campaign? Well, 900 Shops wanted to connect Santa with a broader audience. It had to feel fresh and new but evoke the nostalgia that loyal visitors would connect with. So that’s just what 900 Shops did. And it worked. Santa photo sales for 2015 increased by 27% over the previous year.



SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER

Artegon Anti-Mall Campaign

Artegon Marketplace Orlando
Orlando, FL

Management Company/Owner:
Lightstone

As most defining characteristics of a typical shopping center would include shopping, dining and entertainment, Artegon elevated its shopping experience to include innovation, design and defining amenities. The Anti-Mall campaign was developed to support the redefinition of a typical shopping experience. The bold, new retail experience included a redesign of tenant spaces, innovative amenities and signature events and festivals. An unconventional space designed to fuel the imagination that allows guests to create their own authentic experience with every visit, Artegon is your antidote for the ordinary.



TRADITIONAL MARKETING

Advertising

SHOPPING CENTER OVER 500,001 SQ.FT.

GOLD

The Savvy Shopper

Fayette Mall
Lexington, KY

Management Company/Owner:
CBL & Associates Properties, Inc.

Communicating with shoppers can be a challenge, especially with a very small budget. The Fayette Mall team crafted an innovative agreement with WTVQ for a weekly fashion television segment. The Savvy Shopper segment featuring 86 retailers created more than 10 million advertising impressions at no cost to the center and sales losses were contained to -3.75% in 2014 and increased by 3.2% in 2015.



TRADITIONAL MARKETING

Business-to-Business

SHOPPING CENTER OVER 500,001 SQ.FT.

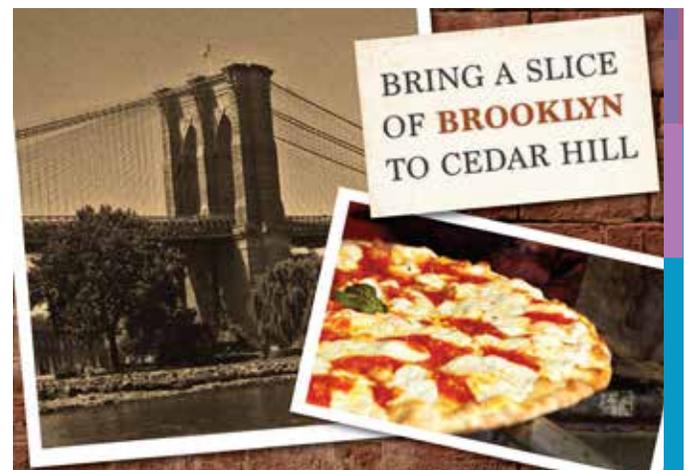
SILVER

Bring a Slice of Brooklyn to Cedar Hill

Hillside Village
Cedar Hill, TX

Management Company:
Trademark Property Co.
Owners:
Trademark Property Co. & Prudential Real Estate Investors

A part of the Hillside Village overall renovation, remerchandising and rebranding process included extensive research and asking community members what they wanted at the shopping center. Restaurants were the biggest request and Grimaldi's Pizzeria was at the top of the list. To secure a deal, Hillside Village's leasing and marketing teams came up with a creative plan to launch a social media and community relations campaign to highlight the community's wish for a Grimaldi's Pizzeria. After witnessing how strong the demand was for the pizza chain, Grimaldi's was convinced to sign a lease and will open at Hillside Village in summer 2016.



TRADITIONAL MARKETING

Business-to-Business

COMPANY

GOLD

All Aboard: Dealmakers Dining Car

JLL
Alpharetta, GA

This B2B initiative was designed to address multiple challenges JLL Retail had with its ICSC-RECon exhibit space and food program, including growing costs, feeding people who were not retail clients and a lack of opportunity to feature retail services and clients or further the retail brand. The efforts successfully redesigned a nearly unusable narrow booth area to resemble a train dining car, with areas to showcase clients and services. A custom-designed reservation app controlled traffic and food costs and featured real-time ordering. Diners were limited to JLL employees dining with clients, which resulted in personalized service, enhancing the overall client experience.



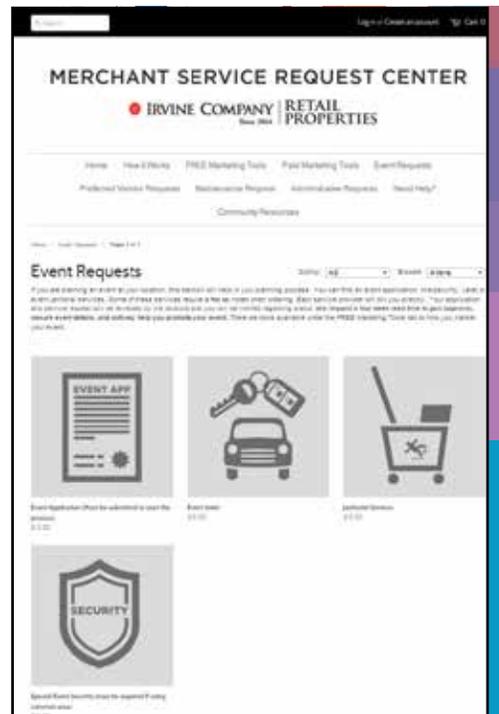
COMPANY

SILVER

Merchant Request Center

Irvine Company
Irvine, CA

The Merchant Request Center is an online, real-time marketing platform that enables tenants and leasing teams to view all marketing options available. After a retailer reviews the available marketing options, they can then custom order marketing items specific to their needs, such as on-site signage, a grand opening email blast or a simple event listing and link on the Merchant Request Center's website. The Merchant Request Center provides detailed tracking and analytical information regarding the marketing services individual merchants are requesting, which enables the Merchant Request Center's team to strategically identify what is working and change what is not. These analytics are being used to show the correlation between tenant marketing activities and sales performance.



TRADITIONAL MARKETING

Business-to-Business

COMPANY

SILVER

Phillips Edison Innovation Lab Project: PECO as a Community Partner

Phillips Edison and Company
Cincinnati, OH

In 2015, Phillips Edison and Company launched Innovation Labs, a program designed to empower and prepare emerging leaders for a successful future and drive innovation throughout the organization. The company partnered with Westminster College, a liberal arts college in Salt Lake City, to develop an Innovation curriculum for the labs. The program places associates from various departments on a team to solve a real-life challenge facing the company. In line with the company’s other goal of community involvement, PECO’s executive leadership team selected “Phillips Edison as a community partner” as the first topic for the Innovation Lab program.



COMPANY

SILVER

A Conscious Place

Trademark Property Company
Fort Worth, TX

Trademark Property Company is defining the next generation of experiential retail development with its Conscious Place initiative, a stakeholder-driven development model that aims to ensure its properties are places of commerce, community, purpose and meaning. Through community engagement, property-level amenities and programs and corporate integration, Trademark is implementing Conscious Place company-wide and seeing positive response in the form of signed leases, increased sales, new investment partners and retailer support.



TRADITIONAL MARKETING

Cause-Related Marketing

SHOPPING CENTER UNDER 500,000 SQ.FT.

SILVER

Go Orange! Hunger Action Month at Atlantic Station

Atlantic Station
Atlanta, GA

Management Company:

Hines Investments

Owner:

Morgan Stanley

Feeding America’s report showed that each year, 1 in 7.5 people in Atlanta and North Georgia turn to food pantries to feed themselves. So Atlantic Station partnered with the Atlanta Community Food Bank to make a real impact on the food bank’s annual Hunger Action Month campaign. Atlantic Station literally glowed orange as it launched a series of events/activations to support Hunger Action Month and make a lasting impression on the community.



SHOPPING CENTER UNDER 500,000 SQ.FT.

GOLD

Noon to Night

Avalon
Alpharetta, GA

Management Company:

North American Properties

Owners:

North American Properties/Sarofim
Realty Advisors

What happens when a developer brings together glamorous fall fashion, a caring community and a charity whose mission is to send chronically, sometimes terminally ill kids to Disney World? The answer: an evening no one will ever forget. The North American Properties team at Avalon sought to create a magical moment and raise funds for Bert’s big adventure while introducing the latest fall fashions from Avalon’s retailers. So Noon to Night was born, a high-profile fashion show with a heart-tugging twist that raised \$10,000 for the charity in one night.



TRADITIONAL MARKETING

Cause-Related Marketing

SHOPPING CENTER UNDER 500,000 SQ.FT.

GOLD

Branson Landing’s School Shoes for Kids

Branson Landing
Branson, MO

Management Company:

JLL

Owners:

HCW Private Development, LLC

With Branson being a nine-month tourist destination, the majority of jobs are those in the service and hospitality industry, paying minimum wage, providing no insurance or benefits and in mid-December, employees are typically laid off until Spring Break or later. Several counselors working within the community school systems informed the center that students were either coming to school without shoes or with shoes that did not fit; they estimated that there was a need for 1,600+ pairs of new shoes. The team pulled together a media and promotional partner with six Branson Landing shoe retailers and Branson Landing’s School Shoes for Kids was born.



SHOPPING CENTER UNDER 500,000 SQ.FT.

SILVER

Re-Imagining the Holidays: Foodie Festivus

Downtown Silver Spring
Silver Spring, MD

Management Company:

Peterson Companies

Owners:

Peterson Companies, Foulger Pratt
and Argo Investments

For the 2015 Re-Imagining the Holidays theme—Foodie Festivus—internationally acclaimed public artist Karl Unnasch created Well-Seasoned Greetings, a 35-foot-tall art installation comprised of recycled glassware and welded food service items, including spatula snowflakes, plate and saucer ornaments, takeout containers, utensil tinsel—“utinsel”—and an impressive star topper constructed from blue glass beer bottles. Following the kickoff event, an integrated season-long program showcased local non-profit partner Manna Food Center.



TRADITIONAL MARKETING

Cause-Related Marketing

SHOPPING CENTER UNDER 500,000 SQ.FT.

SILVER

From Mall to Wedding Hall

Eton Chagrin Boulevard
Woodmere, OH

Management Company/Owner:
Stark Enterprises

Nicole Stone and her fiancé Chase Oberfield, an officer in the U.S. Marine Corps, had no idea the roadblocks they would encounter while planning their wedding. Cleveland’s local Fox station aired the story, which inspired Stark Enterprises and its property Eton Chagrin Boulevard to assemble resources for donations to help the couple carry through with their plans. Eton transformed from mall to wedding hall and donations for rentals, dinner, flowers and more totaled over \$30,000, granting the couple the wedding they deserved.



SHOPPING CENTER UNDER 500,000 SQ.FT.

SILVER

KidzShop

Heritage Mall
Albany, OR

Management Company/Owner:
Vintage Real Estate, LLC

Heritage Mall partnered with local philanthropic organization Altrusa of Albany, Oregon, to provide 315 low-income children the opportunity to go back-to-school shopping at the KidzShop event. Select stores opened early and provided discounts. Children were paired with a community volunteer and were given \$100 to spend for apparel and shoes. KidzShop generated \$32,000 in sales before the mall opened! Businesses donated backpacks, school supplies and hygiene products.



TRADITIONAL MARKETING

Cause-Related Marketing

SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER
Santa Cares
 Hamilton Place
 Chattanooga, TN

Management Company/Owner:
 CBL & Associates Properties, Inc.

Siskin Children’s Institute, Hamilton Place and CBL have a long-standing relationship and have worked together on many events over the years. The Hamilton Place team focuses on serving the community. The team turned a former Media Night event into an evening for special-needs children, creating a sensory-friendly environment that allowed the entire family to enjoy being at the mall. A total of 291 people attended. Nearly \$3,000 of in-kind donations ensured that the event was free to participating families.



SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER
Ready, Set, Gold!
 La Palmera
 Corpus Christi, TX

Management Company:
 TRADEMARK PROPERTY CO.
Owner:
 MILLER CAPITAL

La Palmera partnered with the Ready or Not Foundation, a local organization dedicated to pediatric brain cancer research, to create and host Ready, Set, Gold! Gold is the pediatric cancer signature color and September is national pediatric cancer awareness month. The event harnessed the collective power of the Coastal Bend community, recognizing those affected by pediatric cancer, bringing attention to pediatric cancer research and raising money. La Palmera went gold for one month with great results.



TRADITIONAL MARKETING

Cause-Related Marketing

SHOPPING CENTER OVER 500,001 SQ.FT.

GOLD

Ciao Italia! Santa Monica

Santa Monica Place
Santa Monica, CA

Management Company/Owner:
Macerich

With 500,000 Italian Americans in the nearby community, Santa Monica Place wanted to honor this underrecognized local population. During Italian American Heritage month, it launched Ciao Italia, a community-wide fund-raising and cultural event celebrating Italy’s influence on—and the center’s strengths in— fashion, food and film. It hosted a black-tie fund-raiser, taught kids to dance the *tarantella*, helped an Italian American museum organize the Taste of Italy gathering, held an Italian American movie night, arranged a Frank Sinatra birthday tribute/fund-raiser and produced a fashion show for its retailers’ Italian-inspired fall collections. The event raised over \$320,000 for charity while marketing efforts generated 6.7 million+ impressions—236% over goal.

SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER

Show Your Blue

The Village at Allen & The Village at Fairview
Fairview, TX

Management Company:
The MG Herring Group
Owner:
Prudential

The center management team is highly engaged in the community and has a partnership with Children’s Advocacy Center of Collin County (CACCC). The team wanted to take its involvement with CACCC to another level. The team worked with CACCC and the Allen Americans to bring awareness about child abuse and neglect to the community. Show Your Blue resulted in over \$4,000 for CACCC and more than 7 million media impressions at no additional media costs to any of the partners.



TRADITIONAL MARKETING

Cause-Related Marketing

COMPANY

SILVER

Cool Kids Read

Vintage Real Estate, LLC
Los Angeles, CA

Illiteracy is a silent crisis. Motivated to make a difference, SouthBay Pavilion developed Cool Kids Read, an inspirational event promoting the wonders of reading through entertainment, interactive activities and free book giveaways. The campaign was so successful that Vintage Real Estate rolled out the program to all of the malls in its portfolio. This joint event was a huge success and provided hundreds of children with new books.



JOINT CENTER

GOLD

STOMP: Starwood Retail Partners Takes a Stand Against Bullying

Starwood Retail Partners Centers
Chicago, IL

The team at Starwood Retail Partners set out to create a program with the aim of informing, educating and rallying students to respect themselves and others and to band together to STOMP Out Bullying. Leveraging the back-to-school shopping period, the STOMP Out Bullying program was created as a way to encourage kids to be part of an anti-bullying initiative and conversation. The main goals of the STOMP program were to cultivate deep relationships in the communities in which the malls reside, host events that resonate with youthful target audiences and increase traffic and sales.



TRADITIONAL MARKETING

Events or Sales Promotion (Including Grand Opening)

SHOPPING CENTER UNDER 500,000 SQ.FT.

SILVER

Phillips Place Winter Wonderland

Phillips Place
Charlotte, NC

Management Company:

Lincoln Harris

Owners:

Regency Centers and Lincoln Harris

Regency Centers and Lincoln Harris partnered with Duke Energy to create the Duke Energy Winter Wonderland Holiday Light Show at Phillips Place. Complete with snow created specifically for the event, shoppers were able to enjoy hot chocolate, caroling, teddy bears, stilt walkers, kiddie bags for the kids and charitable donations to Toys for Tots Charlotte. Regency also transformed a six-story Hampton Inn and Suites into a 3-D canvas combined with live-action actors to bring these projections to life. Over 7,000 people attended the three events and sales increased 50%–100%.



SHOPPING CENTER UNDER 500,000 SQ.FT.

GOLD

Lab 1270 – Union Market

Union Market
Washington, DC

Management Company/Owner:

Edens

From November 2015 to January 2016, Union Market launched a retail plus concept shop Lab 1270, a space where retailers and members of the Washington, DC, creative community combined forces to form a lively retail experience and work space. The space offered market-goers various opportunities to support established and emerging retailers and artists just in time for the holidays. For the artists and small business owners, it was an opportunity to cross-fertilize best practices in running and launching their businesses as they take their brands to the next level.



TRADITIONAL MARKETING

Events or Sales Promotion (Including Grand Opening)

SHOPPING CENTER OVER 500,001 SQ.FT.

GOLD

Meet CoolSprings Galleria

CoolSprings Galleria
Franklin, TN

Management Company/Owner:
CBL & Associates Properties, Inc.

CoolSprings Galleria ranked among the top malls in CBL & Associates’ portfolio; however, an anchor was weighing down the Galleria’s growth—Sears. This prompted management toward redevelopment, but plans could only move forward if they signed exclusive-to-the-market retailers. After marketers developed a creative presentation for American Girl, the retailer agreed to open its first store in Tennessee. The team leveraged the news to generate over \$1 million in free PR and coordinated a grand opening event providing American Girl with its largest-ever soft opening in a mall environment.



SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER

The Village at Topanga Grand Opening Campaign – Nathan Turner American Style

The Village at Westfield Topanga
Canoga Park, CA

Management Company/Owner:
Westfield

Westfield’s newly developed Topanga Village joined forces with Nathan Turner to bring his design aesthetic and his energy in a pop-up experience that included a series of curated events. The campaign, #ItTakesTheVillage, was crafted to embody the Village as “the place” to see and be seen in the Valley and L.A. The interactive events and pop-in shops were supported by an aggressive media campaign that generated 395 news stories, 248 million impressions \$4 million in media value and reached over 1 million social media users and more than 1 million Instagram impressions with over 22,000 engagements.



TRADITIONAL MARKETING

Events or Sales Promotion (Including Grand Opening)

SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER

Boscov's Grand Opening at Westfield Meriden

Westfield Meriden
Meriden, CT

Management Company/Owner:
Westfield

Westfield Meriden struggled to maintain its market position in recent years, leading to a steady decline in traffic and sales. The turning point came in July 2015 when Boscov's announced it would open its first New England location at Westfield Meriden. The team developed a comprehensive campaign to introduce Boscov's brand to the market while also leveraging the opening to draw shoppers into the mall and reestablish Westfield Meriden as the true town center of the community. The campaign resulted in a +108% increase in foot traffic and over \$1.5 million in sales for Boscov's.



SHOPPING CENTER OVER 500,001 SQ.FT.

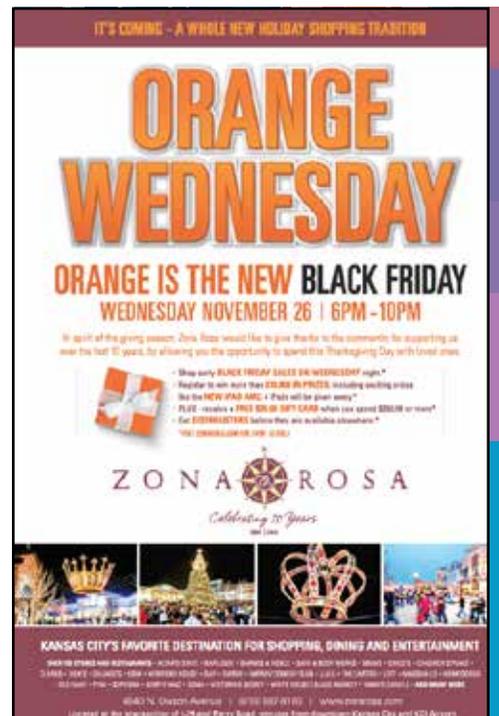
GOLD

Orange Wednesday is the New Black Friday

Zona Rosa
Kansas City, MO

Management Company/Owner:
Olshan Properties

Zona Rosa was the first center in the greater Kansas City area to introduce Thanksgiving Day/Black Friday midnight shopping in 2008. Zona Rosa's midnight shopping event continued successfully for many years. Recently, however, more retailers and shopping centers in the market continued to open earlier during the key shopping days of Thanksgiving and Black Friday, diluting Zona Rosa's midnight shopping events. The Zona Rosa marketing team felt the center needed an extra boost to stay competitive. The team decided there was only one thing to do: create a new holiday shopping kickoff event. Orange Wednesday became the new Black Friday.



TRADITIONAL MARKETING

Public Relations

SHOPPING CENTER UNDER 500,000 SQ.FT.

GOLD

#AvalonNeedsCFA

Avalon

Alpharetta, GA

Management Company:

North American Properties

Owner:

North American Properties/Sarofim Realty Advisors

Avalon is recognized for its roster of best-in-class retailers and chef-driven restaurants and was extremely successful in attracting in-town restaurants, but learned one was missing. Avalon’s guests, residents and office workers desired a quality, quick-serve option: Chick-fil-A. Responding to this desire, NAP brought the zoning request to the city. Shockingly, the planning commission voted against Chick-fil-A, claiming it wasn’t “special” enough for Avalon. So, North American Properties launched a hyper-local PR campaign to build a groundswell of support and influence the city’s decision, ultimately changing the vote to bring Chick-fil-A to Avalon.



SHOPPING CENTER UNDER 500,000 SQ.FT.

GOLD

2015 Holiday Festival

Brookfield Place New York

New York, NY

Management Company:

Brookfield

Brookfield Place New York reimaged its annual holiday festival for winter 2015 by collaborating with the award-winning design firm Rockwell Group and charitable partner the Grammy Foundation to present Luminaries, an interactive seasonal holiday lighting display in the iconic Winter Garden at Brookfield Place New York.



TRADITIONAL MARKETING

Public Relations

SHOPPING CENTER UNDER 500,000 SQ.FT.

SILVER

Colony Square: The Sequel

Colony Square
Atlanta, GA

Management Company:

North American Properties

Owner:

North American Properties/Lionstone Investments

Colony Square, Atlanta’s first mixed-use development, opened in 1973. When North American Properties (NAP) acquired the mixed-use dinosaur in 2015, NAP saw an opportunity to reenergize the corner of “main and main” to create an immediate impact and position this icon to reclaim its rightful position as the heart of Midtown Atlanta.



SHOPPING CENTER UNDER 500,000 SQ.FT.

SILVER

HHC Presents: Seaport Studios at The Seaport District

South Street Seaport
New York, NY

Management Company/Owner:

Howard Hughes Corporation

Howard Hughes Corporation acquired the Seaport District to redevelop this iconic asset from its previous “tourist trap” state into a community anchor for the rapidly growing population of Lower Manhattan. The property needed to create a breakthrough initiative that could fundamentally shift the perception of the Seaport. To achieve this goal, The Seaport Studios, a two-story concept store featuring a rotating roster of emerging designers, brands and artists was created.



TRADITIONAL MARKETING

Public Relations

SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER

“No Comment” Won’t Cut It: Changing the Negative Narrative of Monroeville Mall

Monroeville Mall
 Monroeville, PA

Management Company/Owner:
 CBL & Associates Properties, Inc.

After two major anchor redevelopments that included Cinemark movie theater, Dick’s Sporting Goods and several new or renovated small shops, Monroeville Mall seemed poised for a comeback. That is, until a string of disruptive and criminal events began in December 2014. The perception of the mall shifted and customers and employees no longer felt secure. The team knew that a proactive crisis response and ongoing public relations campaign to address the public’s security concerns head-on was not only necessary, but was vital to the future success of the center.



COMPANY

SILVER

Phillips Edison & Company Introduces PECO NOW (Networking Opportunity for Women)

Phillips Edison & Company
 Salt Lake City, UT

Since 1991, Phillips Edison & Company (PECO) has focused on the grocery-anchored shopping center sector. Throughout its lengthy history, the company has supported and developed female leaders but never had a focused strategy. In late 2014, PECO formalized its commitment to this effort by dedicating specific resources to create a program designed to build awareness and the advancement of women to leadership roles.



TRADITIONAL MARKETING

Public Relations

JOINT CENTER

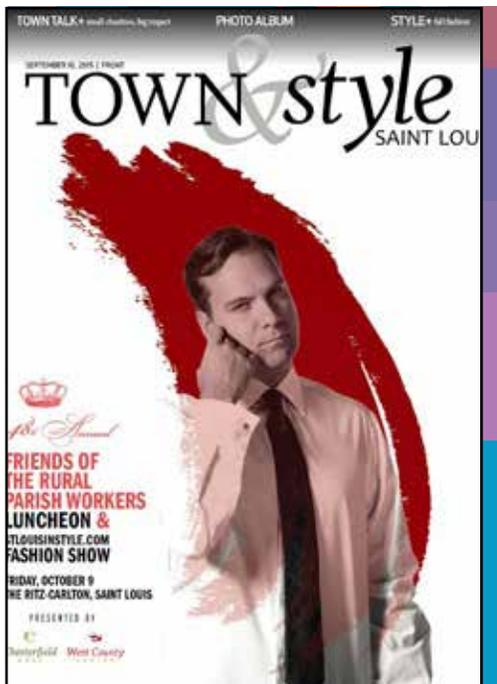
SILVER

StLouisInStyle.com

CBL St. Louis Malls
St. Louis, MO

Management Company:
CBL & Associates Properties, Inc.

In 2011, CBL positioned regional marketing director, Sean Phillips, as the fashion spokesperson for its five St. Louis malls with a stand-alone blog, StLouisInStyle.com. Revolutionary then, the blog now faced competitors. It was time to take Phillips from behind the scenes into the spotlight. The StLouisInStyle.com brand was extended to the city's most exclusive fashion show with Phillips at center stage. As his celebrity increased, so did media requests. In one 20-month period, he hosted 65 TV segments and had nearly 1.4 million viewer impressions.



JOINT CENTER

SILVER

Super Saturday Las Vegas

Grand Canal Shoppes and Fashion Show
Las Vegas, NV

Management Company:
General Growth Properties

Sister centers Grand Canal Shoppes and Fashion Show created a shared PR campaign to capture the attention of the media as well as Vegas' wealthiest philanthropist trendsetters. Luring the ultra-popular Super Saturday from L.A. to Vegas, the duo used their PR acumen to earn 432 million+ awareness-building impressions among potential shoppers while raising nearly \$68,000 for charity.



NOI ENHANCEMENT

Leasing/Specialty Leasing

SHOPPING CENTER OVER 500,001 SQ.FT.

GOLD

Coach Outlet – Pop To Perm

Legends Outlets Kansas City
Kansas City, KS

Management Company:

Legacy Development

Owner:

KKR

Following ownership’s mandate to convert Coach Outlet’s pop-up store into a permanent location “at all costs,” coupled by Coach’s unfortunate decision not to participate, nor fund, any significant marketing efforts, Legends Outlets Kansas City’s team set out to creatively work within the confines of its tenant’s brand standards to execute a meaningful, sales-driven marketing program on behalf of the outlet center.



NOI ENHANCEMENT

Partnership Marketing/Sponsorship

SHOPPING CENTER UNDER 500,000 SQ.FT.

SILVER

Shared Values Create Value at Avalon

Avalon
Alpharetta, GA

Management Company:

North American Properties

Owner:

North American Properties/Sarofim
Realty Advisors

As North American Properties (NAP) developed the concept for Avalon, the team established nine core values that would influence all aspects of the development. Three of the core values include health/wellness, children/families and community. In order to create a truly meaningful experience that reflects these core values, NAP and Children’s Healthcare of Atlanta (CHOA) formed a collaborative partnership that incorporated both event programming and amenities at Avalon, plus a \$150,000 contribution.



NOI ENHANCEMENT

Partnership Marketing/Sponsorship

SHOPPING CENTER OVER 500,001 SQ.FT.

GOLD

MVP Health Care Goes Retail

Colonie Center
Albany, NY

Management Company:

Pacific Retail Capital Partners/Clifton Realty Management

Owner:

Steve Plenge/Steve Cassella

The campaign implemented by our health care partner MVP Health Care gave them a comprehensive advertising program with the unique opportunity to reach their consumers via an advertising kiosk with a multimedia digital screen. As customers ride down the escalator, they can't help but watch this dynamic ad piece. They extended their campaign with column wraps in the food court, landing pages on the food court iPads, sponsoring the largest mall events and implementing a mall-walking program.



SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER

KRIS Partnership

La Palmera
Corpus Christi, TX

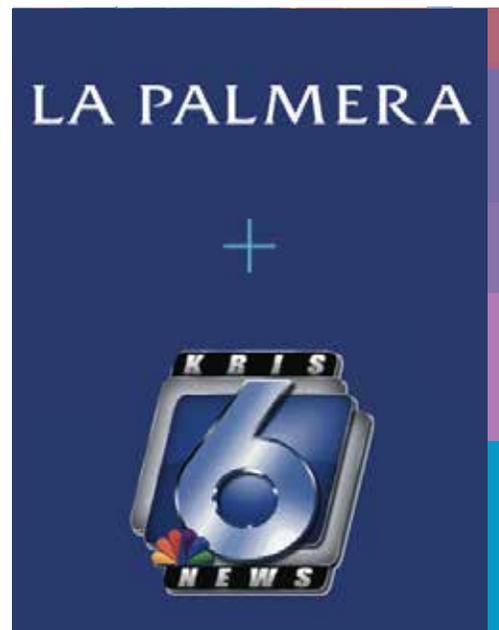
Management Company:

Trademark Property Co.

Owner:

Miller Capital

A regional shopper survey showed that television was a preferred method of communication, yet a limited advertising budget did not leave room for a robust TV presence. The La Palmera team, learning that the local TV station had community involvement and a goal to be rated #1, but was limited by lack of funds for community outreach, entered a unique cross-promotional relationship with the station that continues to grow and benefit both partners.



NOI ENHANCEMENT

Partnership Marketing/Sponsorship

SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER

Little Changes Make A Big Impact On NOI

The Village at Fairview
Fairview, TX

Management Company:

The MGHerring Group

Owner:

Prudential

The Village at Fairview has held an extremely successful Santa photo promotion since 2011 but photo commissions were not where they needed to be. By making small strategic changes to the program, the team made a big impact on NOI. Photo commissions increased by 23.5% to over \$97,000, which represented 14% of total center NOI for 2015. Overall NOI increased by 28.8%.



JOINT CENTER

GOLD

Whatever It Takes

Hammock Landing, The Pavilion at Port Orange and Volusia Mall
Port Orange, FL

Management Company:

CBL & Associates Properties, Inc.

What do you do when you start the year nearly \$820,000 in the NOI hole? The team from Volusia Mall, The Pavilion at Port Orange and Hammock Landing deployed staff in different roles, sought out new specialty leasing tenants, renewed key sponsorship deals and left no stone unturned in finding new revenue sources. The 2015 combined NOI goal was exceeded by 5.4% (over \$1,000,000).



DIGITAL/EMERGING TECHNOLOGY

Emerging Technology

SHOPPING CENTER UNDER 500,000 SQ.FT.

SILVER

Unique Way To Garner Big Data

The Shops at Legacy
Plano, TX

Management Company/Owner:
RPAI

With no traffic counter systems in place and a premium on available parking, The Shops at Legacy sought a solution to enhance its valet program and convenience for its customers, resulting in the implementation of a first-of-its-kind digital valet ticket system: SMS Valet. With this technology, the center was able to increase parking efficiency, garner quantitative data that had not previously been obtained and enhance the property’s 2015 NOI by adding an additional marketing asset and incremental marketing revenue.



JOINT CENTER

SILVER

Oh, So Simple Rewards

Southlake Mall, Plaza West Covina and The Shops at Willow Bend
City, State?

Management Company:
Starwood Retail Partners

Starwood Retail Partners embarked on an effort to establish and test a pilot loyalty program intended to be extremely user-friendly, ensuring a strong rate of customer adoption. It was also created to garner data for Starwood marketing, not only through sign-ups, but also through transactions. The program was designed to become smarter over time, as customers continued to make purchases.



DIGITAL/EMERGING TECHNOLOGY

Integrated Digital Campaigns

SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER

Leveraging the Movie Theatre Experience

Atlantic Station

Atlanta, GA

Management Company:

Hines Investments

Owner:

Morgan Stanley

Team Atlantic Station launched an integrated digital campaign to capitalize on the Regal Cinemas 18 anchor to enhance guest experiences on property and as a continuation of its already aggressive social/digital program. Through its social media, blog, website and eBlast, the campaign engages the community of moviegoers, reinforces Atlantic Station as the best place to see a movie in Atlanta and maximizes the moviegoer experience by activating Atlantic Station’s surrounding retail, restaurants and community space.



DIGITAL/EMERGING TECHNOLOGY

Social Media/Digital

SHOPPING CENTER OVER 500,001 SQ.FT.

GOLD

#LittleLostBear

Eastview Mall

Victor, NY

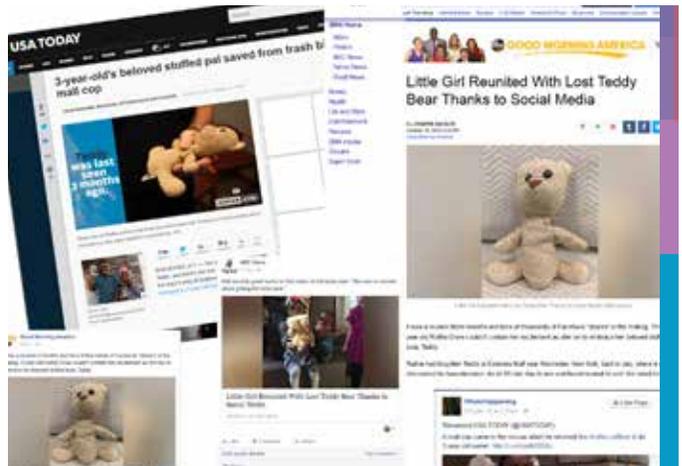
Management Company:

Wilmore Management Group

Owner:

Wilmore

Lost and found items from the mall with no significant monetary value are donated or discarded. One such item caught the eye of Sergeant Scott Woodruff. It had no actual value, but Sergeant Woodruff knew the worn-out bear was likely a priceless treasure to the little boy or girl who had lost it. The center snapped and shared a photo of the now dubbed #LittleLostBear on its Facebook with the goal of finding the rightful owner. Less than 24 hours later, every local news outlet had covered the story of the #LittleLostBear. The three-year-old owner of Teddy was found and a special reunion followed. In the end, the story received more than 44 million impressions nationwide.



DIGITAL/EMERGING TECHNOLOGY

Social Media/Digital

SHOPPING CENTER OVER 500,001 SQ.FT.

SILVER

#HVWantsGrimaldis

Hillside Village
Cedar Hill, TX

Management Company:

Trademark Property Co.

Owner:

Trademark Property Co. & Prudential Real Estate Investors

A part of Hillside Village’s overall renovation, remerchandising and rebranding process included extensive research and asking the community what they wanted at the shopping center. Restaurants were the biggest request and Grimaldi’s Pizzeria was at the top of the list. To secured a deal, the leasing and marketing teams came up with a creative plan to launch a social media and community relations campaign to highlight the community’s wish for a Grimaldi’s Pizzeria. After witnessing how strong the demand was for the pizza chain, Grimaldi’s was convinced to sign a lease and will open at Hillside Village in summer 2016.



SHOPPING CENTER OVER 500,001 SQ.FT.

GOLD

Code RED

The Shops at Park Lane
Dallas, TX

Management Company:

Northwood Retail

Owner:

Northwood Investors

When a new-to-market retail concept is opening without a grand-opening event, it’s a code RED. Northwood Retail had just two weeks to make the grand opening of F21 RED a wild success. With time ticking down, Northwood called in some secret agents—local Dallas influencers—to educate their followers about F21 RED and get them excited to shop. Northwood’s efforts paid off exponentially. The 19 influencers generated over 675,000 impressions and F21 RED exceeded its grand-opening goals.



DIGITAL/EMERGING TECHNOLOGY

Social Media/Digital

COMPANY

SILVER

#MerryMallidays

CBL & Associates Properties, Inc.
 Chattanooga, TN

When the advertising budget was drastically cut in mid-October, the team acted to create a digital campaign to fill the traditional advertising void with digital impressions. Over 22 million impressions and 7,000 #MerryMallidays hashtag mentions were generated. Portfolio sales increased by 1.44% for holiday 2015.



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The background of the entire page is a bokeh effect of warm, golden-yellow and orange lights of various sizes, creating a soft, glowing atmosphere. The lights are out of focus, appearing as soft, circular shapes.

Great Places Create Great Experiences

Congratulations, North American Properties
and your team of ExperienceMakers™
for being a MAXI Award finalist
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