

Ten U.S. landlords team to tout patriotism

Recognizing a surge of American patriotism after the Sept. 11, 2001, terrorist attacks and ensuing wars, 10 leading shopping center developers worked together for an industry-wide effort.

The Macerich Co. had created “An Old Glory*ous Celebration,” a Flag Day recognition campaign, in past years. The materials developed for it were simple enough to be easily implemented on a nationwide basis. So the company took what has become an annual summer campaign to a new level by uniting shopping centers across the country in raising the flag.

Implementation

Macerich focused the joint-center effort on raising awareness of Flag Day, June 14, a lesser-known patriotic holiday. Starting the campaign on Memorial Day, in late May, gave it two and a half weeks at a time of year when there’s relatively little competition for media attention.

Participating centers asked shoppers to sign a pledge form, promising to fly an American flag on June 14, Flag Day. In exchange, they received stick flags.

Macerich provided a cost-effective turnkey program that could be customized for centers and markets of all sizes.

It established national partnerships with groups that could provide volunteer support and add credibility.

The effort included a contest for an “All-American Adventure” family trip, military band performances, local school choirs, military honors, “hometown hero” awards, educational programs and even two ceremonies swearing in new U.S. citizens.

Results

Nine other developers — CBL & Associates Properties Inc., Coyote Management L.P., Forest City Enterprises, General Growth Properties, Madison Marquette, Pennsylvania Real Estate Investment Trust, Richard E. Jacobs Group, Urban Retail Properties Co. and Westfield Corp. Inc. — joined Macerich to expand the program, promoting patriotism and honoring the American flag.

More than 400 malls put competition aside and rallied communities to raise the flag and patriotic spirits from Memorial Day to



Flag Day. That was a big increase over the 60 centers participating in 2004; the effort also took place in 48 states, nearly twice the number of the previous year’s campaign.

The centers gave away about 500,000 stick flags.

Campaign materials were provided for an average of less than \$500 per center; the low cost and simplicity of the program were key to getting many companies’ involvement.

“Old Glory*ous Celebration” provided centers with \$27,500 worth of in-kind public relations and sponsorship services to support local efforts.

An estimated 1.2 billion shoppers saw signage and in-mall events. Media coverage reached some 83 million people.

Macerich gained the support of the national VFW and AMVETS groups, gaining nearly \$17,000 worth of volunteer time at 44 percent of the participating centers.

The campaign got coverage in VFW and AMVETS publications, seen by 335,000 veterans.

Ninety-seven percent of participating malls committed to participating in “Old Glory*ous” again in 2007, and ICSC agreed to join the future effort as a campaign host. Four more developers also agreed to join next year’s program. ■

Old Glory*ous Celebration

10 shopping center developers, more than 400 shopping centers

Expenses: \$343,490 (total cost, all centers combined)

Professional Recognition: CBL & Associates Properties, Inc, Coyote Management, L.P., Forest City Enterprises, General Growth Properties, Inc., Richard E. Jacobs Group, The Macerich Company, Madison Marquette, Pennsylvania Real Estate Investment Trust, Urban Retail Properties Co., Westfield Corporation, Inc.