US MAXI
COLLABORATION. EXECUTION. ACHIEVEMENT.
2011 WINNERS
AWARD CATEGORIES

CAUSE RELATED MARKETING
Cause Related Marketing recognizes a single or on-going event, program or project that involved the cooperative efforts of a shopping center or company and a charitable or community need, interest or cause. The shopping center or company’s goals should reflect an altruistic intent shown to meet a business need.

PUBLIC RELATIONS
Entries in the Public Relations category are planned public relations programs or initiatives intended to primarily benefit the commercial interests of a shopping center or company. Such efforts should promote an understanding of, or goodwill toward a shopping center or company or be designed to influence public opinion in ways serving a commerical interest.

TRADITIONAL MEDIA
This category awards strategic communications that advertise a shopping center or company to its target market through print, direct mail, radio and broadcast media.

DIGITAL MEDIA
The Digital Media category recognizes achievements in this area and the impact of digital strategic programs and plans on the shopping center industry; including websites, Online Branding, Social Media and Mobile Marketing to achieve brand and marketing communication goals for a shopping center or company.

SALES PROMOTION & EVENTS
The Sales Promotion and Events category reflects programs or events intended to directly impact retail sales and customer traffic, including effort that target buyer conversion, shopping frequency, relative draw or market share.

GRAND OPENING, EXPANSION & RENOVATION
Entries in the Grand Opening, Expansion & Renovation category feature comprehensive campaigns intended to introduce or reposition a new, expanded or renovated shopping center.

BUSINESS-TO-BUSINESS
The Business-to-Business category recognizes efforts and initiatives originating from a shopping center or company and directed to a retailer, trade group, investment community or other targeted commercial interests, using tactics designed to improve company profitability and brand identity rather than consumer sales.

ALTERNATIVE REVENUE
The Alternative Revenue category is comprised of programs and intiatives intended to generate revenue that directly enhances the net operating income of a shopping center or company, including sponsorships, alliances, advertising sales or other non-traditional revenue sources.

VISUAL MERCHANDISING
This category recognizes how visual merchandising contributes to the success of the shopping center. Projects in this category include merchandising of kiosks, retail merchandising units, temporary in-line space and merchandising vacant store windows.

INTER-DISCIPLINARY CAMPAIGNS
This category is intended to showcase collaborative programs featuring contributions by two or more of the following areas: leasing, management, specialty leasing, design, development, operations and/or finance in conjunction with marketing.

Visit ICSC’s Global Awards Gallert at www.icsc.org/awardswebgallery to view complete details of the winning entries.
ANGIE M. LECCESE
2011 MAXI AWARDS CHAIR
Cousins Properties Incorporated
Atlanta, GA
2011 Maxi Awards Chairperson

LISA A. BELL, CMD
Urban Retail Properties, LLC
Chicago, IL

ANITA BLACKFORD
Feldman Mall Properties, Inc.
Bloomingdale, IL

PAULETTE CAPUTO
Forest City Enterprises
Cleveland, OH

CINDY L. CIURA, SCMD
CC Consulting
Bloomfield Hills, MI

JEFF COHN, SCMD
Cohn Marketing
Denver, CO

BARB FAUCETTE, SCMD
CBL & Associates Properties, Inc.
Chattanooga, TN

WILLIAM N. FULLINGTON, SCMD
Fullington Services
Cleveland, OH

JUDY GRAY, SCMD
Macerich
Walnut Creek, CA

SUSAN E. HOUCK, SCMD
General Growth Properties, Inc.
Las Vegas, NV

KURT IVEY
Madison Marquette
Washington, DC

DEBORAH S. KRAVITZ, CLS
Provenzano Resources, Inc.
Sherman Oaks, CA

PAM LONGBINE, SCMD
BLEND Marketing
Carefree, AZ

BARBARA McGRAW
Infinitee Communications
Atlanta, GA

CHERILYN MEGILL, SCMD
Inland Western Retail Real Estate Trust, Inc.
Oak Brook, IL

JOEL W. SARRET, SCMD
Sarrett Creative
Atlanta, GA

KYMBERLEY SCALIA, SCMD
Coyote Management, L.P.
Addison, TX

JUDITH G. TRIAS, CMD
PREIT
Philadelphia, PA

GARNET VAUGHAN, SCMD
The Marketing Department
Greenwood, IN

NANCY R. WALTERS, SCMD
Very Special Events
San Diego, CA
Wareham Crossing Braveheart Awards Celebration
Wareham Crossing
Wareham, Massachusetts

Owner/Management Company: WS Development

Professional Recognition:
Ellyne Fleshner, Regional Property Manager, WS Development
Carolyn Kennedy, Director of Lifestyle Centers, WS Development
David Fleming, Corporate Marketing Director, WS Development

The 1st Annual Braveheart Awards event at Wareham Crossing had a mission to honor everyday heroes who have shown courage and compassion, bravely defying the odds to make a difference. The event not only honored eight distinguished individuals, but also provided a forum for the rest of the community to give back. A collection drive was held to collect packages for troops overseas, as well as a blood drive and art exhibit featuring a local war veteran.

School Spirit
Boulevard Mall
Amherst, New York

Management Company: Forest City Commercial Management
Owner: Forest City Enterprises

Professional Recognition:
Betsey Bonvissuto, Marketing Director, Boulevard Mall
Jane Lisiy, Vice President of Marketing, Forest City Enterprises
Paulette Caputo, Director of Marketing, Forest City Enterprises

Despite tough economic times, Boulevard Mall was dedicated to helping raise funds for the Women & Children’s Hospital in Buffalo, New York. Targeting one of their key demographics—teenagers—Boulevard Mall, together with a local radio station, Kiss 98.5, devised a campaign that would bring much needed funds to the hospital. The “School Spirit” campaign pitted local schools against each other to see who could donate the most money in pennies. The winner would be treated to a free concert by the one and only Justin Bieber. Students came out in droves to donate their pennies at the school spirit headquarters located at the Boulevard Mall. By the end of the competition, $152,000 was raised for the hospital and one lucky school was rewarded with a Justin Bieber concert!

Giving Children Hope
Buena Park Downtown
Buena Park, California

Management Company: Developers Diversified Realty
Owner: Developers Diversified Realty/Coventry II

Professional Recognition:
Patricia Neill, SCMD, Marketing Director, Buena Park Downtown
Elizabeth Saldana, Director of Community Program, Giving Children Hope
Chad Fitzsimmons, Marketing Director, CBS/AMP Radio

When you think of affluent communities, you just don’t think about homeless families and hungry kids. But Buena Park Downtown does. When the center learned there are 25,000 homeless and hungry children in its midst, it offered the local charity, Giving Children Hope its support. Buena Park Downtown solicited a local radio station and, with its help, a popular teen idol, Jason Derülo, scheduled a benefit concert at the mall. Food donations were the price of admission. The center collected 8,000 pounds of food—enough to feed 1,047 children—exceeding the charity’s collection goal.
**Niles Teen Center**
Golf Mill Shopping Center
Niles, Illinois

Management Company: Milwaukee Golf Management, LLC
Owner: Milwaukee Golf Development

Professional Recognition:
Regina Verdico, Director of Marketing and Specialty Leasing, Golf Mill Shopping Center
Angelika Jurczyk, Marketing Assistant, Golf Mill Shopping Center
Michael D. Williams, Senior General Manager, Golf Mill Shopping Center
Mark Williams, Executive Director, Niles Teen Center

Within 2 years of relocating to the Golf Mill Shopping Center, the Niles Teen Center had outgrown the space and needed to expand into an adjacent room. While membership to the teen center was up, budgets were down. This teen center not only provides an after-school program, but also gives support to many children with no where else to turn, so Golf Mill Shopping Center undertook the task to help raise funds for this important cause. Through numerous community outreach programs and events, like the “Night in the Mall Lock-in,” the center was able to raise over $60,000 in funds to offset the expense from the expansion, which included a new study room and computer lab. With the help of the community, Golf Mill’s campaign was a complete success and ensured the existence of this vital teen center.

**Design a Barricade Contest**
The Village at Fairview
Fairview, Texas

Management Company: Herring Coyote Property Group
Owner: The MGHerring Group

Professional Recognition:
Kymberley Scalia, SCMD, Corporate Director of Marketing, Coyote Management, L.P.
Michael Rulli, SCMD, SCSM, CEO & Chairman, Coyote Management, L.P.
Gail Alvarez, CMD, Marketing Director, The Village at Fairview, MGHerring Group

As a newly opened center, The Village at Fairview was lacking the key relationships within the community to help build awareness and philanthropic initiatives. They needed a program that would reach out into the community, help build property loyalty, garner philanthropic ties and further enhance the center’s art initiatives. The Village at Fairview partnered with 6 local schools to create the grassroots program “Design a Barricade Contest.” Each school submitted entries, and 12 designs were chosen to be painted on the facades of vacant store fronts. Each winning student received a $1000 scholarship and a $250 gift card to the center.

**CAUSE RELATED MARKETING Company**

**The Pink Promise**
General Growth Properties
Chicago, Illinois

Professional Recognition:
Johnna VanDeurzen, SCMD, SCLS, SCSM, Senior Manager, Charitable Programs, General Growth Properties
Jenny Forst, CMD, Vice President, Marketing, General Growth Properties
David Egeland, Senior Vice President, Field Marketing, General Growth Properties
Mary Vermillion, CMD, Vice President, Field Marketing, General Growth Properties
Joe Dudak, Vice President, Dudak Production Inc.

One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime. In October 2010, 48 General Growth Property malls worked to decrease that statistic by promoting breast health with Susan G. Komen for the Cure. “The Pink Promise” turned the mall common area into an inspiring and interactive Pink Promise Zone. Shoppers were asked to sign a Pink Promise card, wear a pink ribbon lapel pin and become educated on breast health. For each Pink Promise signed, GGP malls donated $1 to the local Komen affiliate. Response was overwhelming and heartfelt, with thousands of Promises made in memory of loved ones. More than 90,000 shoppers took the Promise and $110,600 was donated to Susan G. Komen.
Celebrating the Earth
CBL & Associates Properties, Inc.
Chattanooga, Tennessee

Professional Recognition:
Leigh Reinert, Marketing Specialist, CBL & Associates Properties, Inc.
Barb Faucette, VP Corporate Mall Marketing, CBL & Associates Properties, Inc.
Debbie Milhouse, Director of Mall Media, CBL & Associates Properties, Inc.
Dana Katterjohn, Regional Marketing Director, CBL & Associates Properties, Inc.
Jana Kuner, Group Marketing Director, CBL & Associates Properties, Inc.

CBL & Associates Properties has taken an aggressive approach to sustainability. In addition to physical improvements, CBL centers embraced a unique environmental program. In conjunction with shoe recycler Soles4Souls, corporate marketing tailored a month-long campaign called “Celebrating the Earth.” CBL malls mobilized recycling drives to keep loafers out of landfills while heightening awareness of the company’s own sustainability efforts. Footing costs through sponsorships were valued at $15,700, and this unique promotion collected 22,072 pair of shoes for Soles4Souls and received $129,441 in publicity.

PUBLIC RELATIONS Centers with 500,000 - 749,999 sq. ft. of total retail space

PR Drives Explosive Buzz for Santa Monica Place
Santa Monica Place
Santa Monica, CA

Owner/Management Company: Macerich

Professional Recognition:
Tracey Gotsis, SCMD, EVP, Marketing and Development, Macerich
Robyn Young, AVP, Development Relations, Macerich
Adrienne De Vore, CMD, Senior Marketing Manager, Santa Monica Place, Macerich
Anita Walker, CMD, VP, Public Relations, Macerich
Kerry Shelanski, Principal, KS Communications

Santa Monica Place, the new, three-level, all open-air shopping and dining destination, took L.A. by storm when it opened in August 2010. The fully redeveloped center in the heart of downtown Santa Monica relied on intense and strategic PR efforts to carve out a distinctive and appealing marketplace position, reach critical sets of tastemakers and connect with media who made the new Santa Monica Place a must-visit destination for both locals and visitors. PR built the unparalleled buzz and amped up the anticipation that led to hundreds of thousands of visitors opening weekend and record-breaking sales for retailers.

The Gateway—“The Center of It All”
The Gateway
Salt Lake City, Utah

Management Company: Inland Southwest Management LLC
Owner: Inland Western Retail Real Estate, Trust, Inc.

Professional Recognition:
Heather Nash, Director of Marketing, The Gateway
Scott Bennett, General Manager, The Gateway
Cherilyn Megill, SCMD, Vice President/Marketing, Inland Western Retail Real Estate Trust, Inc.
Don Stewart, Vice President/Property Management, Inland Western Retail Real Estate Trust, Inc.
Niall J. Byrne, President of Property Management, Inland Western Retail Real Estate Trust, Inc.

After hearing that a new $1.5 billion shopping center would be built within close proximity, The Gateway needed a new campaign to solidify its place as Salt Lake City’s exclusive downtown shopping center. The campaign, appropriately called “The Center of It All” represented the Gateway as the premier shopping destination. Over a 12-month period, the marketing team at The Gateway reached out to TV, radio and print media, trained all management on how to handle and screen media inquiries, and held events like the Elephant parade to promote and brand The Gateway as “The Center of It All.”
Plaza Las Americas’ Walking Closet
Plaza Las Americas
San Juan, Puerto Rico

Owner/Management Company: Plaza Las Americas, Inc.

Professional Recognition:
Lorraine Vissepó, Communications Director, Empresas Fonalledas
Marializ Montoya, Communications & Special Events Coordinator, Plaza Las Americas
Iris G. Ayala, SCMD, Marketing Director, Plaza Las Americas
Janine Fonalledas de Grau, Corporate Marketing Director, Empresas Fonalledas
Rebecca Maccardini, SCMD, Consultant, Empresas Fonalledas

While Plaza Las Americas has had great success in getting PR for major events, getting the fashion editors to cover the center’s stores and merchandise offerings had never been part of a formal strategy. A brainstorming session to address the matter resulted in Plaza’s “Walking Closet,” a seasonal identification of fashion trends backed by the retailers. Not only did Plaza’s Fashion Stylist gain access to the reporters to show the trends, but also Plaza established the can-do reputation of responding to any and all fashion requests by providing merchandise and delivering it on a monthly basis. When stores wouldn’t let goods out of the store, Plaza bought them, and then used them in a closing community event! The result was great tenant relations, improved media relations, community support and $206,230 dollars in fashion coverage.

It’s My Mall
The Galleria at Roseville
Roseville, California

Owner/Management Company: Westfield Group

Professional Recognition:
Alan Cohen, EVP Marketing, Westfield Group
Shelly Schembre, Senior Vice President Marketing, Westfield Group
Lynne Rice, Regional Director of Marketing, Westfield Group
Stephanie Ringey, Director of Marketing, Westfield Group
Brandi Friel, Senior Director of Creative Services, Westfield Group

Weeks before Black Friday, a fire forced The Galleria at Roseville to close its doors during one of the busiest seasons. More than just a mall to many in Roseville, it was key to keeping the community informed of its reconstruction and re-opening efforts. Despite some negative publicity due to the fire, the marketing team at The Galleria was encouraged by the outpouring of support from the community through facebook, and developed the “It’s My Mall” campaign to encourage shoppers to return. The campaign communicated the centers status and reinforced the center as a safe and vibrant place. Only 7 days after the fire, the mall re-opened with the highest traffic count of the year!

Centros Island Rebrand
Developers Diversified Realty
Cleveland, Ohio

Professional Recognition:
Francis X. Gonzalez, VP of Property Management, Puerto Rico, Developers Diversified Realty
Martha Hermilla, Senior Director of Marketing, Developers Diversified Realty
Centros Isla Marketing Team, Developers Diversified Realty
Cohn Marketing Inc.

Centros Isla, owned by Developers Diversified Realty, is a network of 15 shopping centers in Puerto Rico. A major factor within this portfolio is the Isla Gift card, which had been hugely successful within the last 2 years. However, research revealed that the gift card had more recognition than the centers themselves. The “Local Color” branding campaign was launched to help build awareness of the centers and market its variety and convenience, without compromising gift card sales. Key holidays were used, as well as a complete overhaul of the original campaign look. Since its implementation, website traffic and event attendance increased, while there was a 10.75% increase in gift card sales.
Coopetition: A Creative Strategy
Fashion Show, The Grand Shoppes and The Shoppes at the Palazzo
Las Vegas, Nevada

Professional Recognition:
Susan Houck, SCMD, VP Marketing, General Growth Properties
James McMichael, CMD, Sr. Marketing Manager, Fashion Show, General Growth Properties
Danielle Long, Marketing Manager, The Grand Canal Shoppes/General Growth Properties
Danielle Long, Marketing Manager, The Shoppes at The Palazzo, GGP
Faiss Foley Warren, Public Relations, Las Vegas, General Growth Properties

In Vegas, tourists equal sales. So, when three General Growth Properties centers were faced with a belt-tightening recession that significantly decreased their tourist clientele, they knew coopetition was their only hope. Leveraging a combined ad buy in key feeder market magazines, they negotiated a series of free fashion spreads worth nearly double their original investment, garnering 28 pages and three covers in four publications reaching a cumulative circulation of 600,320 potential customers. In all, the centers spent a combined $242,000, but gained $817,000 in free ad space, photo shoots and accommodations, something none of them would have been able to do alone.

DIGITAL MEDIA Centers with less than 199,999 sq. ft. of total retail space

In Room Video & Directory Development
The Shoppes at Mandalay Place
Las Vegas, Nevada

Management Company: Mandalay Place
Owner: MGM Resorts International

Professional Recognition:
Brian Robison, VP & GM, the Shoppes at Mandalay Place
AnnMarie Caligari, Operations Manager, the Shoppes at Mandalay Place
Krista Tandy, Advertising Manager, MGM Resorts International

The Shoppes at Mandalay Place has developed, in-house, an interactive directory system with simple, excel-based maintenance, as well as expandability into multiple smart-phone application capabilities. Simultaneously, they produced, using in-house resources, an in-room video which now plays on a dedicated television channel in over 10,000 hotel rooms on the Las Vegas strip, exposing this center to hundreds of thousands of people every month.

DIGITAL MEDIA Centers with 500,000 - 749,000 sq. ft. of total retail space

HIP’s 12 Tweets of Christmas
Harlem Irving Plaza
Norridge, Illinois

Management Company: Harlem Irving Companies
Owner/Management Company: Harlem Irving Companies

Professional Recognition:
Edan Gelt, SCMD, MBA, Corporate Marketing Director, Harlem Irving Companies
Christina Chow, Marketing Coordinator, Harlem Irving Companies
Michael Marchese, Owner and CEO, Harlem Irving Companies
Gail Runtz, CSM, General Manager, Harlem Irving Companies

In spring 2009, the HIP saw an opportunity to move their communications from a one way conversation to full engagement through the power of social media. They created a virtual ambassador called “HIP Chic” and introduced her using social media channels. With the holiday season fast approaching, HIP needed to drive sales up and launched a unique social media contest called “12 Tweets of Christmas.” Followers of HIP Chic aka Santa Baby, were eligible to win gift cards to the center. The contest tripled the popularity of HIP Chic and sales increased 1.07% in December.
The Ultimate Wedding Giveaway
The Gateway
Salt Lake City, Utah

Owner/Management Company: Inland Western Retail Real Estate Trust, Inc.

Professional Recognition:
Heather Nash, Director of Marketing, The Gateway
Cherilyn Megill, SCMD, Vice President–Marketing, SCMD, Inland Western Retail Real Estate Trust, Inc.
Scott Bennett, General Manager, The Gateway
Niall J. Byrne, President of Property Management, Inland Western Retail Real Estate Trust, Inc.
Don Stewart, Vice President–Property Management, Inland Western Retail Real Estate Trust, Inc.

The Gateway, a mixed-use lifestyle center in Salt Lake City, is more than just a retail center—it also includes a popular venue, The Grand Hall, for weddings and receptions. But when one of the center’s restaurants took over responsibility of booking The Grand Hall, revenue dropped to next to nothing. In 2009, The Gateway’s marketing team took over once again and, with a shoestring budget, set about turning it around. The Gateway’s first ever “Ultimate Wedding Giveaway” was launched just as the busy summer wedding season was approaching. By targeting engaged couples, over $10,000 in prizes were given to the winners and The Gateway generated an increase in revenue from the popular location.

Leveraging Digital Media in Marketing
The Grove
Los Angeles, California

Owner/Management Company: Caruso Affiliated

Professional Recognition:
Rick J. Caruso, President & CEO, Caruso Affiliated
Galit Shokrian, Senior Vice President, Marketing, Caruso Affiliated
Andrea Sirota, Director, E-Marketing, Caruso Affiliated
Oszie Tarula, Manager, E-Marketing, Caruso Affiliated

The Grove, one of the most well-known shopping and entertainment destinations in Los Angeles, used social media, a new e-mail marketing format and a redesigned website to market events and promotions in an extremely cost efficient and effective manner. By creating a social media following, they essentially created another “database” of guests whom were marketed to and who could spread the market messages, while actively marketing to those who use social media on their mobile devices. The Grove is the #1 followed shopping center on Twitter in the US. During the months of Jan 10 – Oct 10 their website received over 2.6 million page views, their weekly e-sent to opted-in shoppers and guests of the Loyalty Rewards program at The Grove drove over 16,000 visits and 41,000 page views to The Grove’s website.

DIGITAL MEDIA Company

PREIT Malls Holiday 09 Website
Pennsylvania Real Estate Investment Trust
Philadelphia, Pennsylvania

Professional Recognition:
Judith G. Trias, CMD, Vice President, Marketing, PREIT
Caroline D. Quinn, SCMD/SCSM, Regional Marketing Director, PREIT
PREIT Mall Marketing Directors, PREIT
Portfolio Marketing Group, Red 5 Interactive

PREIT transformed its property websites during the holiday 09 season to be engaging and informative tools for shoppers, using the latest interactive technology available at the time. Features included free personalized e-cards, regularly updated store sales and promotions, seasonal trends and tips, customizable shopping checklists, animated Christmas countdown clock, letters to Santa, and more, set to festive background music. The websites received praise from mall retailers and customers alike, and generated more than 800,000 visits, 2.5 million page views and double digit increases across all metrics.
Professional Recognition:
Francis X. Gonzalez, VP of Property Management, Puerto Rico, Developers Diversified Realty
Martha Hermilla, Senior Director of Marketing, Developers Diversified Realty
Centros Isla Marketing Team, Developers Diversified Realty
Cohn Marketing Inc.

In Puerto Rico, shopping is part of the culture. There is a personal connection between Puerto Ricans and the gifts that they purchase. For gift card sales to increase at its 15 Centros Isla properties, Developers Diversified Realty understood the need to create a personal connection between consumers and gift cards. In 2010, the company introduced the Isla Plus Gift Card, an open-loop platform accepted everywhere MasterCard is accepted. To capitalize on the timing of the launch and to reinforce a personal connection, the company decided to engage residents to drive the new gift card designs from beginning to end. The Isla Flash contest put the design of six Isla Gift Cards into the hands (or cameras) of the consumer.

Professional Recognition:
Jenny Forst, VP/Marketing, General Growth Properties
Leslie Dacosta, Director/Marketing, General Growth Properties, Inc.
April Thomas, Director/Marketing, General Growth Properties, Inc.
Karla Woodward, Director/Marketing, General Growth Properties, Inc.
Grand Central Marketing, Event Promotional Company, Grand Central Marketing

To maximize sales during the back-to-school season, General Growth Properties developed a musically themed promotions campaign, “Shop Til You Rock,” featuring a concert tour at 121 malls nationwide. To promote this unique campaign, GGP needed to connect to teens on the virtual turf. On-line media coverage, including placements on teen websites and Facebook, connected teens to www.ShopTilyouRock.com to find out more about local events and bands. They downloaded the tour’s weekly play list and competed in a digital crowd surfing game. By leveraging the fan base of spokesperson Demi Lovato, headlining bands, and the social network of teen sites, the power of the digital age generated more than 115 million impressions on-line. Tweets, likes, posts, downloads and page views totaled in the millions and drove 200,000 fans to 121 malls during the online event.

Professional Recognition:
Jane Lisy, VP of Marketing, Forest City
Paulette Caputo, Director of Marketing, Forest City
Lisa McCracken, Marketing Director, Charleston Town Center/Forest City
Shema Krinsky, CMD, Marketing Director, The Mall at Robinson/Forest City
Stephanie Shriver-Engdahl, Director of Advertising, Forest City

Inspired by reality TV fashion shows like Project Runway, Forest City developed an interactive online fashion competition to highlight their retailers and to remind customers that shopping is fun. The virtual runway competition served to enhance social media engagement and increased membership for Forest City’s online shopping network “Shoptopia.” By harnessing the strength of social media and other resources, they brought fashion-minded customers dreams to life.
Birkdale Village Flash Mob
Birkdale Village
Huntersville, North Carolina

Owner/Management Company: Developers Diversified Realty Corp.

Professional Recognition:
Philippa K. Brown, General Manager, DDR/Birkdale Village
Raquel Crespo, Assistant General Manager, DDR/Birkdale Village

Difficult economic times and increasing unemployment rates overwhelmed holiday and retail headlines across the United States, but Birkdale Village had a plan to change that, even if only for a day. One of Birkdale’s most popular events, the Christmas tree lighting, was chosen as the scene for a flash mob—a phenomenon that has spread across the US and the globe—to rejuvenate the holiday spirit. Using the power of Youtube to generate participation, customers were able to prepare for the event a month in advance. When the day came, over 7,000 people were in attendance and were treated to the unexpected surprise of the flash mob. Since then, over 50,000 people have viewed the videos of Birkdale’s flash mob.

SALES PROMOTION & EVENTS Centers with 200,000 - 499,999 sq. ft. of total retail space

25 on the 25th
Deer Park Town Center
Deer Park, Illinois

Owner/Management Company: Developers Diversified Realty

Professional Recognition:
Konda Dees, CMD, Marketing Director, Deer Park Town Center
Jim Elliman, CSM, General Manager, Deer Park Town Center
Marcy Somenek, Marketing Assistant, Deer Park Town Center

In order to turn around the flat sales trend that many stores were experiencing, and also encourage lease renewals of many stores, the Deer Park Town Centre created a traffic generating event that would drive customers into the stores. The center hosted “25 on 25th,” a wine tasting event, during spring break—a traditionally slow retail time. 25 stores in the mall featured wine from local wineries and also provided a register-to-win item. The event was a huge success, garnering a 17.94% sales increase for participating stores and ensured that 67% of retail stores renewed their leases.

Shop Tax-Free: 900 Styles. Zero Taxes
The 900 Shops
Chicago, Illinois

Owner/Management Company: JMB Financial Advisors, LLC

Professional Recognition:
Sarah Burrows, Marketing Manager, The 900 Shops

Locals and tourists alike were inspired to save money on the famed “Magnificent Mile” when The 900 Shops, Chicago, IL, hosted its second annual “Shop Tax-Free” event over President’s Day weekend 2010. Designed to bolster first quarter sales following a challenging holiday season, the event was also a stimulus in a county bearing one of the highest national sales tax rates. 70% of The 900 Shops stores participated, offering a 10.25% discount, which, through press outreach, advertising publications, social media outlets, and partnerships with local residences and hotels, was successfully promoted as evidenced by comp sales increases ranging from 30% to 100%.
**SALES PROMOTION & EVENTS**

**Centers over 1,000,000 sq. ft.**

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**Christmas Criers**

The Galleria at Sunset
Henderson, Nevada

Owner/Management Company: Forest City Enterprises

Professional Recognition:
Heather Valera, Director of Marketing, Galleria at Sunset
Jane Lisy, Vice President, Commercial Marketing, Forest City Enterprises
Paulette Caputo, Director of Marketing, Commercial Management, Forest City Enterprises
Holly Egner, Senior Graphic Designer, Forest City Enterprises
Jeff Angelo, President & CEO, Sepia Photo Promotions

During the 2009 holiday, Galleria at Sunset’s shoppers were looking for a good cry and it wasn’t just because of their dispiriting economic situation. To draw traffic to the center’s weakening Santa photo concession, they partnered with Sepia Photo for “Christmas Criers,” a contest that awarded prizes for the best photo of crying children sitting on Santa’s lap. Although just over $1,000 was spent, the sponsors provided prizes as priceless as the winning photo on bottles of Jones Soda. The visitor count exceeded our objective by 12% and the ROI for Santa photo commission was 2,727%.

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**Shop Til You Rock**

General Growth Properties
Chicago, Illinois

Professional Recognition:
Jenny Forst, VP, Marketing, General Growth Properties
Leslie Dacosta, Director/Marketing, General Growth Properties
April Thomas, Director/Marketing, General Growth Properties
Karla Woodward, Director/Marketing, General Growth Properties
Grand Central Marketing, Event Promotion Agency, Grand Central Marketing

A synergistic platform of music and shopping brought teens together at 121 General Growth Properties malls during Shop Til You Rock a multi-faceted, promotional program and concert series that drew nearly 200,000 fans. Public relations and social media strategies resulted in more than 230 million media impressions with feature stories on 105 national websites, and traditional media coverage worth more than two million dollars. Partnering with retailer Hot Topic and with singer Demi Lovato as the face of the campaign, GGP was able to secure their position in the teen demographic and make a positive impression on consumers.

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**Wine Walk Event**

The Village at Fairview
Uptown Village at Cedar Hill
Fairview and Cedar Hill, Texas

Management Company: Herring Coyote Property Group, LP

Professional Recognition:
Kymberley Scalia, SCMD, Corporate Director of Marketing, Herring Coyote Property Group, LP
Michael Rulli, SCMD, SCSM, Chairman, CEO, Herring Coyote Property Group, LP
Lindsey Speed, Marketing Director, Uptown Village at Cedar Hill
Gail Alvarez, CMD, Marketing Director, The Village at Fairview

Using strategic analysis of the market, the teams at Uptown Village at Cedar Hill and The Village at Fairview saw an opportunity to target the 21 and over crowd to increase sales and traffic. An exclusive, RSVP only, Wine Walk program was implemented. Once a month, shoppers enjoyed wine and food pairings offered in retailers and restaurants, received a commemorative wine glass, goodie bags, enjoyed fashion tips and options to win prizes. Visit a second time, and they became VIP members who got front of the line access and it was free to customers. Traffic each night was up an average of 5%, sales in participating stores increased by an average of 10% and over 10 local businesses became partners.
The Return of Kansas City Museum’s Igloo
Zona Rosa
Kansas City, Missouri

Owner/Management Company: Mall Properties, Inc.
Professional Recognition:
Rosemary Salerno, CSM, CMD, General Manager, Zona Rosa
Jess Rainwater, Director of Operations, Zona Rosa
Mike Makinen, Asset Manager, Mall Properties, Inc.
Beau Arnason, Executive VP Asset Management, Steiner + Associates
Morton Olshan, Owner, Mall Properties, Inc.

After successfully reviving 3 local holiday past times, Zona Rosa’s marketing team continued their search for other local Kansas City traditions. The Kansas City Museum’s Igloo, once a beloved attraction to thousands of children, was the perfect addition to Zona Rosa. The Igloo was ‘refrozen’ and brought back to life in November 2009, just in time for children to enjoy Zona Rosa’s array of holiday events. The revival of the once beloved Igloo continued to strengthen the mall’s emotional connection to local residents, gained additional media coverage and drove in thousands of customers during the holiday season.

Street Feast
The Americana at Brand
Glendale, CA

Owner/Management Company: Caruso Affiliated
Professional Recognition:
Rick J. Caruso, CEO, Caruso Affiliated
Galit Shokrian, Senior Vice President, Marketing, Caruso Affiliated
Lanko Goldberger, Director of Marketing, The Americana at Brand
Haewan Addis, Marketing Manager, The Americana at Brand
Jill Vasant, Marketing Manager, The Americana at Brand

Los Angeles is a city well-known for setting trends. In 2010 it was the gourmet food truck phenomenon that took the city by storm. Always attentive to the latest buzz, The Americana at Brand hosted the first ever “Street Feast.” For one incredible evening, the property transformed into a mobile gourmet food court featuring the city’s most popular trucks. The Americana at Brand reached out to tastemakers, singles, corporate professionals and families in the surrounding communities through social networking, grassroots efforts and traditional media. The results: increased traffic and sales, broadened awareness and a more robust e-Marketing database.

A Smash-Hit Opening
Santa Monica Place
Santa Monica, California

Owner/Management Company: Macerich
Professional Recognition:
Tracey Gotsis, SCMD, EVP, Marketing and Development, Macerich
Robyn Young, AVP, Development Relations, Macerich
Adrienne De Vore, CMD, Senior Marketing Manager, Santa Monica Place
Phil Vise, SCMD, VP, Marketing, Macerich
Jameson Valone, Senior Manager, Corporate Marketing, Macerich

After two years of a complete renovation, Santa Monica Place needed a multi-faceted, attention-getting marketing campaign to successfully position themselves in the highly sophisticated Los Angeles marketplace as the breakthrough retail and dining destination. Through digital outreach, grassroots efforts, and a series of targeted, pre-opening events, the Macerich and Santa Monica Place marketing team created powerful awareness and anticipation so when opening day finally arrived more than 4,000 people were waiting. Opening weekend welcomed 100,000 people per day, helping retailers break grand opening records.
GRAND OPENING, EXPANSION & RENOVATION Mixed-Use

Management Company: Forest City Enterprises
Owner: Forest City Enterprises & MID

Professional Recognition:
Jeannie Roberts, Marketing Director, The Village at Gulfstream Park
Jane Lisy, Vice President of Marketing, Forest City Enterprises
Stephanie Shriver-Engdahl, National Director of Advertising, Forest City Enterprises
Paulette Caputo, National Director of Marketing, Forest City Enterprises
Judy Penny, Principal, Think Penny Advertising & Design, Inc.

After 7 years of development, The Village at Gulfstream Park, a mixed-use property anchored by a world-class thoroughbred racetrack and casino in Southeast Florida, debuted in February 2010 with only one-third of its stores open. A distinctive advertising campaign and comprehensive outreach strategy coupled with extensive tourism efforts was needed to connect with shoppers. Using all types of media, Gulfstream Park’s tagline “Food. Fashion. Mojo” was spread throughout the community and generated 10.4 million media impressions.

BUSINESS TO BUSINESS Centers with 200,000 - 499,999 sq. ft.

Management Company: Trademark Property Company
Owner: Coventry II/Developers Diversified Realty

Professional Recognition:
Kriste R. Klepper, CMD, Marketing Director, Watters Creek/Trademark Property Company
Cornell Holmes, Sr. General Manager, Watters Creek/Trademark Property Company
Daniel Upton, Sr. Vice President–Asset Management, Trademark Property Company
Terry Montesi, Founding Partner/CEO, Trademark Property Company
Les Garrett, Sr. Vice President–Director of Leasing, Trademark Property Company

Watters Creek is in the most over-stored metro area nationwide, and with fierce competition in an economic downturn, Watters Creek was not meeting occupancy projections. Facing an impromptu meeting with Anthropologie in just two days, leasing asked marketing for help. Marketing eblasted 6,000 customers, directing them to a Facebook poll, “Who wants Anthropologie at Watters Creek?” The poll generated 280 likes and 80 positive comments. Marketing then asked loyal customers to picket and cheer for Anthropologie during their visit, inking the deal and providing leverage to win new tenants!

BUSINESS TO BUSINESS Centers with 500,000 - 749,999 sq. ft. of total retail space

Management Company: Inland US Management LLC
Owner: Inland Western Retail Real Estate Trust, Inc.

Professional Recognition:
Heather Nash, Director of Marketing, The Gateway
Cherilyn Megill, SCMD, Vice President of Marketing, Inland Western Retail Real Estate Trust, Inc.
Don Stewart, Vice President of Property Management, Inland Western Retail Real Estate Trust, Inc.
Niall J. Byrne, President of Property Management, Inland Western Retail Real Estate Trust, Inc.
Joan Maloney, Owner, Studio 318

When The Gateway, a mixed-use center in Salt Lake City, learned that another center would be opening just blocks away, they knew it was imperative to start an aggressive renewal and leasing campaign. The Gateway created a colorful leasing brochure and an animated flip video for their website that showcased the center as the dominant property in the market place. This new campaign achieved its goal and over 90% of targeted retailers executed renewals or new leases.
American Girl Goes to Washington, D.C.
Tysons Corner Center
McLean, Virginia

Management Company: Macerich
Owner: Macerich and Alaska Permanent Fund

Professional Recognition:
Cory Scott, Senior Property Manager, Tysons Corner Center/Macerich
Sandi Danick, AVP Leasing, Macerich
Alexandra Doyle, Assistant Marketing Manager, Tysons Corner Center/Macerich
Traci Weber, SVP, Marketing, Macerich
Garry Butcher, VP, Marketing, Macerich

When American Girl expressed interest in expanding their brand to Washington, DC, Tysons Corner Center wanted it. Tysons team decided to take one of American Girl’s most popular products—the novel—as the foundation for their case. The book was created, full of “chapters” on how Tysons is the natural, and best location for their expansion. The team took the unique approach of showing how strong retailer relationships and successes at Tysons would translate into the continued success of American Girl, ultimately resulting in a signed lease and a new American Girl store for Tysons Corner Center.

Now is NOT the time for...
NewMark Merrill Companies
Woodland Hills, CA

Professional Recognition:
Jim Patton, Director of Leasing & Acquisitions, NewMark Merrill Companies
Heather Danko, Marketing Director, NewMark Merrill Companies
Malaika Jenkins, Marketing Director, NewMark Merrill Companies
Danielle Bovard, Marketing Assistant, NewMark Merrill Companies

During a time of tenant dropping sales and increasing vacancy rates, NewMark Merrill Companies wanted to convey to shopping center owners, through an e-mail campaign, that they were the company that would turn around their troubles. A series of 10 e-mail blasts, unified by the thematic headline “Now is NOT the time...”, were sent to 3,500 targeted contacts. The e-mails focused on NewMark Merrill’s 20 experience in shopping center management and helped to secure 25 new management contracts for NewMark Merrill.

Avenue at Risk - Retailers Benefit from B2B Strategy
Cousins Properties Avenues Centers
Various Cities

Professional Recognition:
Angie Leccese, SVP, Corporate Marketing and Brand Management, Cousins Properties Incorporated
Megan Jurkovic, Senior Marketing Manager, Cousins Properties Incorporated

How did Cousins Properties marketing team support the company’s tenant retention goals while enhancing the value of the consumer marketing program? With a communication strategy and marketing campaign that required less than 2% of the overall marketing budget and 25% of one centralized internal resource yet touched 25 retailers at the corporate level, including all of The Avenue’s core common national retailers. The campaign resulted in store sales increases between 37-100% and retained 83%, or 40 of 48 tenants facing a lease expiration or kick out. In addition, The Avenue’s website, e-mail subscribes and open rates, and Facebook fans all experienced double digit increases.
Southlake Town Square and City Branding Southlake
Southlake Town Square
Southlake, Texas

Management Company: Inland Southwest Management Company
Owner: Inland Western Retail

Professional Recognition:
Karla Chase, Marketing Director, Southlake Town Square
Tim Moorehead, Sr. General Manager, Southlake Town Square
Jill Lind, Marketing & Tourism Coordinator, City of Southlake
Cherilyn Megill, SCMD, Vice President of Marketing, Inland Western Retail
Niall J. Byrne, Pres. of Property Management, Inland Western Retail Real Estate Trust, Inc.

Southlake Town Square was presented with a unique opportunity when the City of Southlake asked for their help in developing a tourism strategy utilizing the city’s hotel occupancy tax fund. The collaborative effort resulted in a visitor campaign that generated 14.5 million impressions, record-setting attendance at events, and a store for store comp sales increase of 11.3%. The group also took it one step further and collaborated on a shared brand image through a professional workshop that allowed everyone to interact and participate in defining the Southlake Town Square brand position.

Transformation to a Community Destination
ShoppingTown Mall
Dewitt, New York

Owner/Management Company: Macerich

Professional Recognition:
Sandra Graham, Marketing Manager, ShoppingTown Mall
Christine Hebert, Business Development Manager, ShoppingTown Mall
Alan Lipsy, CSM, Senior Manager, Property Management, ShoppingTown Mall

ShoppingTown Mall de-leased 165,000 square feet of mall shop space by Spring 2008 to prepare for redevelopment of the property. As the economy changed and retailers hesitated to move forward with expansion plans, ShoppingTown was left with a vacant wing. The mall team responded by transforming the wing into a valuable community destination that would attract local residents and fill the vacant space with non-traditional uses that drove traffic, boosted overall occupancy to 83.86%, and added $711,084 in annual income to the property.

The Art of Can
Galleria Dallas
Dallas, Texas

Management Company: Simon Property Group
Owner: Institutional Investors

Professional Recognition:
Angie Freed, General Manager, Galleria Dallas
Megan Phillips, Marketing Director, Galleria Dallas
Tara Engelland, Asst. Marketing Director, Galleria Dallas
Mary Shiroma, Owner, Shiroma Southwest
Red Bull Art of Can team, Red Bull North America

When Galleria Dallas learned that Red Bull’s “The Art of Can,” a major international pop art exhibition was coming to Dallas, the management team banded together to develop a compelling proposal that would position the shopping center as the ultimate venue. The center enlisted the support of the adjoining Westin hotel and ice rink to develop a strategy that would convince the site selection committee of the many competitive advantages they would realize by hosting the exhibit at Galleria Dallas. The center was successful in securing The Art of Can and benefited from on-site advertising revenue that directly impacted the NOI, increased sales, widespread media coverage and a significant impact to the annual marketing budget.
Waste Diversion at The Shoppes at Arbor Lakes
The Shoppes at Arbor Lakes
Maple Grove, Minnesota

Management Company: Cousins Properties, Inc
Owner: Prudential Real Estate Investors

Professional Recognition:
Jennifer Zafft, CMD, Marketing Director, The Shoppes at Arbor Lakes
Wendy Thompson, CMD, General Manager, The Shoppes at Arbor Lakes
Angie Leccese, Senior Vice President, Cousins Properties, Incorporated

The Shoppes at Arbor Lakes operation and marketing teams partnered with Waste Management and PepsiCo to launch a waste diversion program for retailers and consumers. Innovative equipment including solar powered compactors and Pepsi Dream Machine recycling kiosks were used to engage participation and maximize waste diversion efforts. This partnership between a retail center, Waste Management and PepsiCo is the first of its kind in the nation.

INTER-DISCIPLINARY CAMPAIGNS Centers with 200,000 - 499,999 sq. ft.

INTER-DISCIPLINARY CAMPAIGNS Centers over 1,000,000 sq. ft.

Ends of the Earth: From Polar Bears to Penguins
Galleria at Sunset
Henderson, Nevada

Owner/Management Company: Forest City Enterprises

Professional Recognition:
Heather Valera, Director of Marketing, Galleria at Sunset
Scott Muelrath, General Manager, Galleria at Sunset
Jane Lisy, Vice President of Marketing, Commercial Mngt., Forest City Enterprises
Paulette Caputo, Director of Marketing, Commercial Mngt., Forest City Enterprises

One of the Galleria at Sunset’s largest tenant spaces was abruptly vacated during a difficult retail leasing climate. The management team quickly turned to its community relationships and partnered with the Henderson Space and Science Center Board and several sponsors to fill the space with a traveling museum exhibit, “Ends of the Earth: From Polar Bears to Penguins.” Given only two months from conception to conclusion, the exhibit required integration from operations, leasing and marketing. In four months, the exhibit attracted more than 25,000 visitors, brought over $80,000 in media exposure, and increased retailer sales by 2-10%.

INTER-DISCIPLINARY CAMPAIGNS Company

KISS Theatre Company at Wyoming Valley Mall
Pennsylvania Real Estate Trust
Philadelphia, Pennsylvania

Professional Recognition:
Joseph F. Coradino, President, PREIT Services LLC and PREIT-Rubin, Inc.
Anthony DiLoreto, Vice President–Mall Leasing, PREIT
Roger Vanderklok, Director of Tenant Coordination, PREIT
Charles D. Balko, CSM, General Manager, Wyoming Valley Mall
Joseph D. Ohrin, CMD, Marketing Director, Wyoming Valley Mall

PREIT’s Wyoming Valley Mall team was charged to work together across disciplines to find a creative solution to back-fill a vacant, outdated former theater within 12 months in order to assist in achieving year end target occupancy. The resourceful group uncovered KISS Theatre Company, a local non-profit children’s performance organization looking for a permanent home. The mutually beneficial arrangement offered low rent and complete build out for the tenant and brought regular traffic and enhanced community relations for the mall. KISS Theatre opened within 7 months and has been woven into the mall’s marketing program, generating over 150,000 additional visits to the mall over the past year and bringing mall occupancy to 92.3%, 5.5% over target.
Inland Western developed IWEST IMPACT, a corporate culture program created to increase communication, recognize the value of employee performance and establish an outlet to further enhance an existing business strategy. The IMPACT name is derived from an acronym: innovate now, maximize results, produce value through impactful investments, act on issues as they come up, create meaningful measurements and drive accountability, and teamwork development.

INTER-DISCIPLINARY CAMPAIGNS Joint Centres

I.O. Metro Debuts in Georgia
Cousins Properties Atlanta Centers
Georgia

Professional Recognition:
Angie Leccese, SVP, Corporate Marketing and Brand Management, Cousins Properties Incorporated
Megan Jurkovic, Senior Marketing Manager, Cousins Properties Incorporated
Kim Tanalgo-Minshew, Marketing Manager, Cousins Properties Incorporated

How did Cousins Properties’ marketing, leasing, tenant coordination, and asset management teams work side-by-side to open 31,000 sq. ft. of new retail space, bring 7 retailers out of co-tenancy, increase monthly rental income by 10%, overall occupancy by 3.2%, and maximize brand awareness for a new retailer entering the Atlanta market—all in a down economy? With a results driven, collaborative internal and external strategy to meet property revenue goals and enhance shopping center value, through the signing of three deals with I.O. Metro, a furniture, art and accessories retailer.

VISUAL MERCHANDISING Temporary Kiosks

Shop Etc. Gift Card Self Serve Kiosk
Mall of Louisiana
Baton Rouge, LA

Professional Recognition:
Elissa Cartier, Manager, Gift Card Program & Marketing, General Growth Properties
Deanna Matyskiel, Art Director, General Growth Properties
Tony Dornacher, Manager, Gift Card Technology, General Growth Properties
Kim Fuhrman, Sr. Director, Gifting Marketing, General Growth Properties

General Growth Properties (GGP) partnered with Self-Service Networks to launch four “Gift Wise” vending kiosks to allow shoppers to purchase GGP’s Shop Etc. Gift Cards on the go. Previously closed customer service centers and limited availability from mall management offices isolated shoppers and hurt gift card sales. These free-standing kiosks provided a unique opportunity to sell gift cards more conveniently to shoppers all while artistically portraying the Shop Etc. brand in its own retail space.
The U.S. MAXI Awards recognize innovative events and programs that add value to shopping centers across the country. This is an opportunity to be recognized within your organization, among your peers and in the industry.

ICSC’s Global Awards Program honors exceptional shopping centers from around the world. Each year, dozens of projects are entered into regional competitions in Canada, Asia, Europe, Latin America and the United States. Awards are given for innovative design & development and excellence in marketing.

Winners of an ICSC Global Award are seen as a benchmark of quality and innovation, setting a standard of excellence in the retail real estate industry. Gold winners in regional competitions are automatically entered into ICSC’s Best-of-the-Best VIVA (Vision, Innovation, Value and Achievement) Awards, presented at RECon, ICSC’s annual convention in Las Vegas.

For more information, please visit www.icsc.org/globalawards