INTERNATIONAL COUNCIL OF SHOPPING CENTERS
As industry momentum increased around the world, ICSC capped off one of its best years ever. Membership, revenues, and activity all rose significantly, and our education and deal making initiatives were accessed at the highest rate since the global recession; and in some cases the highest rate in association history.

Throughout 2013 we continued to improve our three key priority initiatives:

I. Secure RECon and the RECon global brand to reinforce long-term revenues;
II. Widen the association’s reach to a broader constituency;
III. Open access to ICSC’s products, services and networking capabilities across global markets.

RECon 2013 in Las Vegas drew nearly 32,600 attendees, on par with 2012, marking a solid sustained turnaround from the 2010 low point. Furthermore, RECon welcomed a post-recession record of 1,063 exhibitors to the Leasing Mall and Marketplace Mall.

While the amount of pure leasing personnel at RECon has remained lower than pre-recession levels, a new trend has emerged – industry companies use of RECon to promote their brand. This trend goes well beyond U.S. borders as RECon welcomed first-time major exhibitors from China, Mexico, Peru, Japan, France and the U.K. That trend is continuing into 2014 as well, and we are pleased to note the addition of major companies from the United Arab Emirates, Latvia, Bulgaria and Spain – making RECon a truly global industry event.

In 2013, we expanded our offerings to reach our ever-broadening membership base. Last year, we ran almost 400 programs for our members—an all-time high! Roughly 110,000 attendees participated in these events, a post-recession high. Our products continue to cross property types and professional discipline, as shown by the increase of associate members—those who do not identify themselves as a retailer, lender or developer.

As our membership base continues to be more eclectic, we want to be sure that all these offerings are of value for our members, so last year we installed a new evaluation tool where each activity is reviewed for: its effectiveness in providing a needed business service; its contribution to the association’s fiscal health; and its role as a member engagement tool.
At the end of 2013 we had almost 63,000 members worldwide, an 11% increase from 2012 and up 17% from the December 2011 membership low point. We have made significant gains in membership since the global recession, but the geographic composition is now dramatically different than it was several years ago. Now, one in five members lists their primary place of business as outside the United States – up from one in ten just four years ago.

At year’s end, there were roughly 6,400 members in Europe – up from 3,700 in 2012—as significant membership agreements were reached with other European shopping center councils. Through the first quarter of 2014 an additional 1,000 members from Africa, Asia, and Europe were added through membership agreements that were signed late in 2013.

The dramatic response to our “open-door” initiative has given ICSC a significant increase in international dues-paying members, while also opening new markets across the globe—promoting international member-to-member collaboration. Specifically in Europe, which has seen the largest increase, it has given the industry far greater lobbying clout in Brussels, and has made ICSC the industry’s single advocacy voice in the European Union.

Highlights 2013 vs. 2012 – Membership up 11%, Non-U.S. membership up 30%, Revenues up 9%.
Financially our association is in very secure shape. All of the typical operating ratios and benchmarks improved in 2013 due to shrewd expense management, renegotiation of outside contracts, and economies of scale. Revenues from all sources surpassed $66 million in 2013, up almost 9%. The biggest contributor in 2013 was the rise in operating margins in the programs and services area, which saw net revenue gain of 18%. Most of this increase came from RECon and our other deal making and trade-show events. This allowed us to continue to offer our professional education and recognition activities, which operate at or near break-even – typical for most associations. Membership increased by 11% on a year-over-year basis for 2013, but dues revenue grew by just 6.4%, as the majority of the membership increase was in the Affiliate (individuals) category, rather than Official (company) members.

As we look ahead, our industry will undoubtedly continue to evolve to meet the demands of a changing consumer and a 21st century marketplace. ICSC will adapt our offerings accordingly and while our three long-term strategic goals will remain in place, our 2014 plan will shift resources in order to address:

I. The asset management needs of our industry;
II. Industry talent development;
III. A greater advocacy profile for ICSC and the industry;
IV. Building a solid business diversification model.

In the U.S. we aren’t building a lot of new centers, therefore, taking care of existing centers is a growing need in a region where the majority of our members are located. Last September, we hosted our second iteration of the NOI+ Conference, which focuses exclusively on asset management as a holistic approach, to not just maintain, but enhance the value of shopping centers and retail stores. A similar event was also held in Europe, where the industry closely mirrors that of the U.S. in terms of limited new stock in the pipeline. In 2014, not only will we host these events again, but a specific focus is being rolled out for asset managers in our professional development programs at the University of Shopping Centers (which will also expand to the U.S. west coast for the first time), at the John T. Riordan Schools, and in concert with ICSC’s new CRX designation, which captures the multi-discipline approach of asset management.

While training and re-training the existing shopping center workforce to align with evolving needs is a top priority, there is also a critical need to replenish the industry’s talent pool. ICSC will endeavor to work at attracting top-tier talent into the industry through outreach efforts at more universities and colleges, while re-vamping our decade-old Next Generation initiative. In conjunction with the ICSC Foundation, ICSC has developed scholarship, academic, mentoring and recruiting programs with 38 schools in North America. Results of these efforts can be seen in the rising number of our student membership, which now sits at 1,700. Once student members graduate from college and enter the industry workforce, they will have built a meaningful relationship with ICSC. The Next Generation initiative will now serve as a career pathway program where students will be exposed to the industry during college through internships within the industry, and once placed in an industry job, will continue to be mentored through each stage of their professional development.
ICSC’s outstanding team efforts resulted in great legislative advancements in 2013—particularly with the Marketplace Fairness Act. Efforts on this initiative, and others, will be redoubled as we work to maintain the positive momentum we have made both in Washington, D.C. and Brussels.

In addition to advocacy through government relations, we will be more closely tying our research efforts to promoting the industry’s message in 2014. We had great success last year in tapping into the media with statements of the industry’s positive impacts on the local and national economies, and this too will be greatly expanded.

RECon is the single largest generator of net revenues for the organization. Our goal is to better diversify our revenue resources, and one significant step was taken last year with the acquisition of the Specialty Retail Entreprenuer Expo (SPREE) trade show and other select assets of Pinnacle Publishing. The strong synergy between ICSC and SPREE will generate completely new revenue sources and will allow ICSC to branch out into complementary business products around the world. Plans to relocate the New York Conference to the Javits Convention Center in 2014 will finally allow us to expand our second largest event, satisfying the pent-up demand for more space from exhibitors and drawing larger and more geographically diverse attendees.

The RECon brand itself is also growing and has been firmly established in Asia, Latin America and the Middle East. We will continue to grow the RECon brand creating a stronger global presence and more revenues for ICSC.

Last year finished on a high-note with the aforementioned New York Conference, which has often been a good leading indicator of both industry and ICSC growth in the coming year. Attendance jumped 10% in 2013. Furthermore, the waiting list for the sold-out exhibition space doubled. Advance registration for most of our 2014 events has been running ahead of last year, putting us on track to set new post-recession highs and certainly pointing to a strong year ahead.

It was a wonderful year for our industry on a global scale as well. There was a flurry of activity throughout the year – albeit with different definitions – around the world.

In Asia, there has been a veritable consumer, retail, and shopping center boom. Based on current economic and shopping center stock growth forecasts, annual investment volumes in retail property are expected to rise to US $160 - 180 billion by 2020, according to JLL research. They also anticipate that we will see a steady rebalancing of retail investment in favor of the Asia Pacific region. By 2020, Asia Pacific is expected to account for 26% of activity, compared to 11%, as was the case in the mid-2000s.

Activity has been brisk in Latin America. According to AT Kearney, South America boasts the top three countries – Brazil, Chile, and Uruguay – in terms of retail development investment. Their Global Retail Development Index, which measures the top 30 such countries, also includes Peru (12), Colombia (18), Mexico (21) and Panama (22). At the top of the list, sales at Brazilian malls rose 8.6% last year, and in Peru, retailers saw their sales total US $6.3 billion in 2013, up 14% over 2012. It’s easy to see why the region is becoming so attractive in terms of retail investment.

In the Middle East and North Africa (MENA) region, the potential, from an economic standpoint, is growing as well. The entire region’s real GDP growth, according to the International Monetary Fund, will be 3.8% in 2014. For Sub-Saharan Africa specifically, it will increase by 6% (advanced economies are only expected to see 2% growth). Furthermore, global consulting firm McKinsey & Co. estimates that by 2030, Africa’s top 18 cities will have a total spending power of $1.3 trillion; and Deloitte notes that Africa’s middle class will balloon to 1.1 billion people by 2060.

In the U.S. and Europe, we have redefined our achievement metrics; new development is no longer how we do, or should, define success.

Western Europe and the U.S. have seen a clear shift in development emphasis from new shopping centers to redevelopment and renovations of existing projects.

In Europe, shopping center development peaked at just over 100 million square feet in 2008. According to Cushman & Wakefield, about 75 million square feet of new space is due to hit the market this year, but the majority of that will be in Central and Eastern Europe.

The Marketplace Fairness Act was passed out of the U.S. Senate by a vote of 69-27!
In the U.S., shopping center openings amounted to a net gain of around 16 million square feet of new space in 2013, much lower than pre-recession levels. This is actually a positive for the industry; by curbing development after the recession, we were able to pare excess space, making the current stock much more valuable. Now, the combination of strong demand from retailers and the lack of new supply have created a recovery both in occupancy, which currently sits at almost 92% – equivalent to pre-recession figures – and rental rates. Looking ahead, the good news is that population growth in the U.S. is vastly outpacing new retail supply growth by 3 1/2 times, vastly different from the previous 25 years where retail space grew by 110% to the population’s 47% pace.

Success today in developed countries is much more about delivering outstanding shopping and social experiences to our customers. This drives foot traffic and productivity at existing centers.

As the pace of new shopping center development shrinks in mature markets it has become obvious that the role of the shopping center is actually expanding. The responsibility we carry is greater and the services we deliver are more expansive than at any time in history.

Shopping centers used to be thought of as being just a very efficient distribution channel for goods and services. They are still an efficient distribution channel, but shopping centers are also expanding to be the third place ... the place people go to when they are not at home and not at work. It is the place where people want to connect, experience, and buy. In other words, we have entered a period where economic value flows increasingly from the social value of our projects and not just from merchandising.

Our centers have made great strides to ensure that they are maximizing that experience for the consumer, and at the same time, they are evolving to be highly efficient across all levels of that experience. A recent Accenture consumer survey found that more shoppers plan to buy in-store this year than they did in 2013—but they want that in-store experience to incorporate the convenience of online shopping. If shopping centers can deliver this “best-of-both-worlds” scenario, they will remain the primary shopping channel – and in fact, malls and shopping centers are already rising to meet the challenge.

From various in-center technologies to same-day delivery fulfillment options directly from the mall, our industry continues to make significant gains in adapting to the new omni-channel retail landscape. An omni-channel approach will mean that retailers will be required to have a presence on every platform, and that includes brick-and-mortar. In fact, we have already seen retailers that started out online make the jump to brick-and-mortar (just like catalogue retailers did in decades past). Retailers like BaubleBar, Bonobos, Boston Proper, and Warby Parker have all opened physical stores. Athleta, owned by Gap, is the model for this type of success, having started as an online only retailer and now has 65 stores in 27 states.

Real GDP Growth 2014

Source: IMF International Monetary Fund
The most successful retailers are adopting a multi-channel approach because the traditional thinking about consumers has shifted, especially the millennial generation. It used to be assumed that Millennials would only be interested in shopping online. Well, another survey by Accenture this past June found that the opposite is actually true. While Millennials are very tech-savvy customers, many members of the digital generation actually prefer visiting stores to shopping online—important news for our industry. Here’s why: the U.S. high school graduating class of 2010 was even bigger than that of 1973—or as it is better known, the vanguard class of the Baby Boomers. This year, the 2010 class will graduate college and enter the workforce and the marketplace. This group will power the next 30 years of our industry, just as the Boomers did the last 30. They’ll form families, they’ll consume, and our industry will again be turbo-charged.

Thank you for your support of ICSC and this wonderful industry.

Michael P. Kercheval, President & CEO, ICSC

It’s been an honor to serve as your Global Chairman and I believe we made some great strides this year on many fronts. Best of all, it’s been a pleasure being able to interact with so many of my fellow industry peers and hear your thoughts on how we can continue to progress this great association.

David J. LaRue, 2013–2014 ICSC Chairman

I am excited about the year ahead, as I know there is still much work to be done as both the association and the industry continue on its path of progression. I’d like to thank Dave for leaving this organization in such good standing, and I look forward to working with Mike and the entire ICSC team. It will be a great honor to serve our global membership over the next year.

Robert Welanetz, 2014–2015 ICSC Chairman
Malls in the U.S. posted their highest sales per square foot ($475) ever-recorded in 2013. Consumers visited malls on average 3.4 times per month with an average stay of 84 minutes per trip. In each visit, they spent over $97 for an average of nearly $331 per month. Women spent the most, averaging $344 per month. Men averaged less spending at $321 per month, but actually made slightly more trips – but those trips were 10 minutes less in duration than trips made by women.
RECon Las Vegas draws over 30,000 attendees annually. An additional 398 events provide local and regional networking opportunities for 65,000 industry professionals. Every year, a large share of all retail leasing activity is shaped at ICSC events.

EUROPEAN CONFERENCE, STOCKHOLM, SWEDEN
“The ICSC European Conference is an important date in the global retail property calendar. Bringing together the biggest names in the retail real estate industry to discuss the latest issues and trends, it is an essential event for retail thought leaders who wish to find out what is over the horizon and how it will affect their business.”
- Yvonne Court, Partner, Cushman & Wakefield, UK

RECON, LAS VEGAS, NEVADA, USA
“RECon is the most important retail real estate event of the year. It is the one time during the year where all decision makers in our industry come together. It is a very focused week that results in a great amount of deal making. For our team, we know that if we are prepared and work hard during RECon, our company will have a successful year.”
- Michael A. Carroll, Chief Executive Officer, Brixmor Property Group

RECON MENA, DUBAI, UNITED ARAB EMIRATES
“Our membership and participation in RECon MENA has enabled our shopping centre team to reach the highest level of notoriety, not only in the markets of Jeddah and Saudi Arabia, but also in the wider MENA region very quickly. The RECon MENA conference is a great platform to showcase your successes, learn from your peers and to raise your profile in the retail industry.”
- Mohammad Alawi, CEO, Red Sea Markets Company, Red Sea Mall, Jeddah, Saudi Arabia

RECON LATIN AMERICA, SANTIAGO, CHILE
“Participating in RECon Latin America has been an extraordinary experience that has transformed into an opportunity to connect with key industry players at the global and regional level; to exchange views on trends in the shopping center industry; and a sharing of best practices. Undoubtedly, RECon Latin America is a very relevant and valuable event for our company, which is why I strongly urge the participation of our executives.”
- Fernando De Peña Yver, Executive Vice President, Mall Plaza, Chile

RECON ASIA, BEIJING, CHINA
“RECon Asia is an excellent event to meet both retailers and developers who share common objectives. As well as a good event for companies assessing the marketplace. We always benefit from the interaction and the topics focused on.”
- Peter Sharp, President, Walmart ASIA Realty
On December 31, 2013, ICSC announced that it had purchased select assets of Pinnacle Publishing Group, Inc. (PPG), a Massachusetts-based conference organizer and magazine publisher that serves the specialty retail industry. The assets acquired include Specialty Retail Report (SRR), Specialty Retail Entrepreneur Expo (SPREE), Shopping Center Sponsorship & Advertising Conference, Specialty Leasing Summit, as well as live and web-based training programs that lead to a specialty leasing designation (SLD), and Virtual Victories, an awards program for the specialty leasing industry.

In 2014, ICSC is launching SPREE Canada and SPREE Europe.

Coming in 2015, SPREE USA will become a specialty show within ICSC RECon in Las Vegas.

Member Agreements

Aware of the effect that a strong unified retail real estate industry can have in regards to addressing advocacy and other industry issues, ICSC has struck collaborative membership agreements with national shopping center councils around the world. In 2013, agreements were reached with the Indian, French, British, Australian, South African, Turkish and Swiss councils. In order to facilitate a greater industry voice and business opportunities for our members, ICSC will continue to pursue more of these agreements.

Additionally in 2013, ICSC hosted our first Africa Summit where industry professionals gathered to discuss future collaborations in this region. Africa clearly represents a unique growth opportunity for retail and shopping center professionals and ICSC will look to be at the forefront of creating those opportunities for our members.

SCTLive

SCTLive launched in 2013 with six events ranging from breakfast and lunch panel discussions, to live studio-style interviews with industry leaders, to webinars. The program’s goal is to offer thoughtful, informative discussions on current topics at venues around North America. Due to the popularity of these events, the program has expanded to 12 events in 10 cities for 2014. Some of our most popular events so far have included a Q&A discussion with General Growth Properties CEO Sandeep Mathrani, held in New York City and broadcast via Webcast around the globe; and a presentation by Walgreens in Chicago about how its new sustainable store concept works. SCTLive will hold its first international event, in Toronto, in 2014.
Omni-channel became one of the most talked about trends in retail real estate last year. The importance of providing consumers with multiple touch-points and a seamless shopping experience has become paramount. While traditional brick-and-mortar retailers are enhancing their digital platforms, shopping centers have been busy integrating technological advancements into their properties. Enhancements like free Wi-Fi, customized distribution, and greater experiential offerings are now far more commonplace; and the results have started to pay dividends. According to a report in early 2014 by global consulting firm Accenture, 1 in 5 people plan to increase their in-store purchases this year—about double from the previous year’s results.
The retail and shopping center industry has always been a marker of overall economic health, and, in turn, is a topic heavily documented in the media. ICSC strives to drive awareness of not only the ICSC brand, but the industry as a whole.

Weekly and monthly research sales figures have always been popular among the press, but high-time for ICSC media coverage occurs a few different times during the course of the year.

JANUARY
The holiday season is the most important season for the retail and shopping center industry, comprising 20–40% of a retailer’s annual sales.

3,400 MEDIA HITS

APRIL/ MAY
ICSC is all hands on deck for the build-up to RECon Las Vegas. Reporters from across the country come out in full force, and RECon has been featured in The Wall Street Journal, Thomson Reuters and Bloomberg.

3,347 MEDIA HITS

AUGUST/SEPTEMBER
As students prepare to go back to school, retailers gear up to supply students, teachers and schools with the tools they need, marking the second biggest sales period for the industry.

Back-to-School is a big time for the industry. ICSC released a sales forecast and recap, consumer surveys and a special back-to-school infographic.

6,369 MEDIA HITS

NOVEMBER/DECEMBER
As retailers and shopping centers begin preparations for the upcoming holiday season, the media is hungry for facts and data that reflect consumer holidays spending behavior and trends.

ICSC provides the media with all the information they need to cover the holiday season, including the Holiday Watch Media Guide, which includes popular gifts, sales forecasts, demographic trends and survey results.

2,856 MEDIA HITS

Looking ahead, ICSC will continue to educate the media on the success and merits of the shopping center industry; especially when messaging to the contrary is presented in news stories.

“...don’t count the mall out yet. Where some stores once stood, there are new—and sometimes unconventional—options popping up...” — Jesse Tron, spokesman, ICSC, Marketwatch
Last year social media turned the corner at most companies, going from “luxury” to “necessity” while becoming an integral component in all marketing strategies. Whether the goal was to improve branding, advertising, customer loyalty, networking or deal making—the retail real estate industry embraced the power that an enhanced digital presence provides. In a world of 140 characters, image and video sharing became king, making “micro-video” the oft-quoted phrase of 2013 in social media circles. Image and video—in truncated form—will continue to be in vogue as an effective “story-telling” method on social channels as we progress through the year ahead.

ICSC.ORG

Since re-development of shopping centers has been such a big focus, we decided to apply that trend to our website in 2013. ICSC.org was given a makeover, giving it a cleaner and more modern appearance; and since 2013 was “The Year of Mobile” the site was re-worked structurally using responsive design techniques to make it more mobile and tablet friendly. Also, for the first time, we made event schedule details available directly on our site as well as via handheld devices. The entire process was also made more customizable through the newly created MyICSC section by allowing members to view their ICSC information in one place; “favorite” specific information and events in order to find it more easily; join groups on specific issues or topics; and view their ICSC network’s activity. Lastly, to ensure a better integrated experience for our advertisers and sponsors we adopted the Google DFP ad server, which provides additional advertising delivery methods.

THE ICSC ONLINE COMMUNITY

ICSC remains committed to staying on the forefront of social and digital platforms to keep the industry ahead of the curve in this ever-evolving landscape. In 2013, we used the award-winning #iTechLounge concept at major ICSC shows across the U.S. to hold crash-course sessions to educate the industry on how creative social and digital strategy can breathe new life into every area of business. The concept will evolve in 2014 when we bring the first-ever ICSC Coca-Cola Happiness Lounge to RECon, which will feature mobile and social courses, “Tech-Talk” sessions, live interviews with industry leaders, and of course—“Happiness Breaks.”

“Good to see @ICSC responding to #RECon13 trends with a new schedule for #RECon14.” — @MichaelBarber

By the end of 2013, ICSC had over 85,000 followers across its social networks. After the new website launch in April, ICSC’s meetings and events page was viewed 321,338 times and the member directory had 334,350 views.
ICSC retail members range from your local mom-and-pop stores, to specialty retailers, to some of the biggest names in the industry, many of which have a global footprint. We go there for clothes, school supplies, groceries and anything in between.

The five largest retailers are Walmart, Kroger, Target, Costco, and The Home Depot. Together, they total over $629 billion dollars in sales in the United States.
Last year we reached an important milestone in our fight to level the retail playing field with the passage of the Marketplace Fairness Act out of the U.S. Senate with a 69-27 vote on May 6. The passage of the act came less than one month after 200 ICSC members from 33 states met with more than 300 Congressional offices in Washington, D.C. during ICSC’s annual fly-in. The effort has continued into 2014 with a significant push to reach the consumer and local markets through various collaterals, ad campaigns, and social media.

While e-fairness is certainly the most extensive issue in terms of scope for our industry, there are others that require attention as well. Continuous efforts have been made by ICSC to curb EPA overreach when it comes to various issues regarding stormwater rules and regulations under the Clean Water Act. Myriad issues at the state and local government level have also required action to protect ICSC members’ business interests in their home districts. Legislative issues in Minnesota, Texas, San Francisco and Puerto Rico have all been dealt with over the past year. In order to continue these efforts with even greater force and efficiency, ICSC has hired staff on the ground in both the Western and Southern regions of the U.S. to build greater grassroots and political activity, while also strengthening our relationships with federal officials in their home districts. This initiative will continue in 2014, with more staff being placed in the other regions of the U.S., as well as Canada.

Looking ahead, tax reform will be a major issue that ICSC is already aggressively pursuing to ensure that our members don’t suffer through 1986 déjà vu.

ICSC also lobbies in the European Union when issues affecting the industry are being discussed in Brussels. In May of last year, we organized a high-profile debate in the European Parliament on the topic of the “Role of Retail in Europe’s Recovery Growth,” where over 100 ICSC members met with MEPs and Commission officials to deliberate on the shared responsibility of policymakers and the industry to grow and promote the sector. ICSC will continue to grow its presence in Brussels, working on issues to better represent and benefit our global membership.

The U.S. retail industry employs over 15 million people. Which means that 1 in 9 U.S. jobs is retail related.

In 2013, online retail sales totaled $2.6 billion, which accounts for 6% of total retail sales.

In 2013, shopping center sales totaled $2.5 trillion, which accounts for 55% of total retail sales.
There are 114,258 shopping centers in the United States, ranging from super-regional malls, that are at least 800,000 square feet, to strip and convenience centers, that are usually less than 30,000 square feet.

Last year was excellent from an operations standpoint for U.S. shopping centers. Net operating Income (NOI) rose to $17.38 per square foot – an increase of 7% from the prior year. This is the best increase and highest NOI in the past 5 years. The Mid-West was the highest performing region compared to the prior year, posting an 8.4% increase. The East and the West led the way in highest NOI per square foot, both seeing that figure climb to $20.06 for 2013.

CSC has created specific programs that are designed to increase knowledge, elevate professionalism and foster best practices. From the annual University of Shopping Centers and the John T. Riordan School of Professional Development, to online webinars and in-person seminars, ICSC covers topics on every aspect of the industry.

PROPERTY EFFICIENCY SCORECARD
The shopping center industry is different from other real estate asset classes, due to the extreme variety of space uses. No shopping center is alike: therefore, energy, water, and waste-use profiles are different for each facility.

Last year, ICSC launched the Property Efficiency Scorecard – an online sustainability management solution for shopping centers – to help improve center performance. It is the only benchmarking system uniquely tailored and designed by landlords, to resolve issues faced by retail landlords when benchmarking property efficiency in terms of energy use, water consumption, and waste.

Through the Property Efficiency Scorecard, landlords, owners, and developers can capture data about each of their centers to identify the performance of controllable cost activities in an easy-to-use web-based tool to measure energy use, water consumption, recycling and waste, and green operating practices.

GLOBAL STATE OF THE INDUSTRY REPORT
The first global state of the industry research report ever undertaken by ICSC takes a high-level look at the industry on a global scale, where you can see the effect of global trends like the rise of the middle class consumer, the rebirth of urban markets, and the impact of technology, on how the industry operates as a whole. But, given the differences in economic and social conditions, governments, laws, customs, and other factors, each country’s shopping center industry is unique. With the help of over 50 contributors, or “country coordinators,” this report tells the tale of our industry.

EDUCATION ON A GLOBAL SCALE
The John T. Riordan School of Professional Development offers shopping center professionals the ability to learn from experts, share ideas, and determine successful industry strategies with colleagues from around the world. One of ICSC’s most global programs, the JTR school was held in Bangkok, Dubai, Scottsdale, AZ, São Paulo, Istanbul, Mexico City and Berlin.

MALL SECURITY
Securing shopping centers is certainly a top priority for the industry, ensuring that consumers have a safe and comfortable setting in which to shop and socialize. ICSC does many things to help industry professionals accomplish this, including an ongoing Department of Homeland Security-certified training course on terrorism awareness for shopping center security professionals. The program is hosted through our partner in the initiative, the Stephenson National Center for Security Research and Training (SNCSRT), housed at Louisiana State University. Additionally, ICSC formulated a crisis communications case study in 2013 for mall management, security professionals, and law enforcement officers to help them deal with potential crisis situations in shopping centers in the unlikely event that they occur.
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Our industry is filled with some of the most talented people out there, and ICSC gives our members ways to stand out from the crowd. From the international awards program to special designations to the ICSC Foundation, every member has the opportunity to differentiate themselves.

CERTIFIED RETAIL PROPERTY EXECUTIVE

In 2013, ICSC introduced the Certified Retail Property Executive (CRX) credential in response to the needs of a critical paradigm shift within the industry. ICSC awards the CRX designation to certify that industry professionals have mastered a comprehensive body of retailing and retail property knowledge related to the performance, profitability, and executive leadership of industry organizations.

The CRX designation defines the responsibility, role and abilities of a professional engaging in retail property executive leadership positions. It lays the groundwork to meet the growing business demands related to the retail real estate industry, and emphasizes the importance of leadership skills and best practices.

752 designees in the inaugural CRX class, 38 of which are current or past ICSC Trustees.
GLOBAL AWARDS

Through eight global awards programs, ICSC shines a light on the innovations and successes of our industry. Taking a look at the different marketing campaigns and design schemes from around the world, you can see the global trends of the industry, and also get a feel for the regional differences that make each individual shopping center unique. Each winning center represents exceptional examples of the advances that the industry is making in the areas of sustainability, marketing and design.

*Through the 8 global awards programs, ICSC received 675 entries; 69 won Gold, 115 won Silver.*

2013 VIVA AWARD WINNERS

Marketing  
**Montreal Eaton Centre, Montreal, Quebec, Canada**

Design & Development  
**Santa Monica Place, Santa Monica, California**

Sustainable Design & Development  
**Parc 66, Jinan, China**

Retail Store Design Winner  
**Bloomingdale’s, Santa Monica, California**

Retail Store Sustainable Design  
**TD Bank - Net Zero Store, Fort Lauderdale, Florida**

ICSC FOUNDATION

Our Foundation celebrated its 25th year of strengthening the global retail real estate industry in 2013—but it wasn’t just a milestone year from a numerical standpoint. Last year was one of the busiest and most productive for the ICSC Foundation to date, awarding 54 scholarships for a total of $171,500; doubling the gift amount for each of its 25 Undergraduate Real Estate Awards; establishing three new student scholarships and two new professional development scholarships; adding scholarships and internships from Gap and JLL specifically for minority students; and presenting 6 global Community Support Awards, including the Albert Sussman International Community Support Award, which went to SM Prime Holdings, in the Philippines; and $35,000 in community grants. Additionally, this year the Foundation kicked-off its first-ever Capital Campaign and by year end had raised $2.3M in payments and pledges. Looking ahead, the goal will be to make that $5M by the end of 2014 in order to allow the Foundation to expand its programs. As part of that push, the Foundation will hold its first-ever fundraising event at ICSC’s second largest show—New York Deal Making—in December.
At the end of 2013, shopping centers accounted for just over 45% of total retail space – or roughly 7.5 billion square feet of Gross Leasable Area (GLA). The five largest shopping center owners, Simon Property Group, Kimco Realty Group, DDR Corp., General Growth Properties, Inc., and Brixmor Property Group account for over 600 million square feet of domestic GLA between them.