2016 Summary + Highlights | New Directories

Jill Renslow
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Business Report

November
Traffic +1%
Sales +6%

December
Traffic +3%
Sales +6%

Year-End
Traffic +2.5%
Sales flat

Media Exposure

40,000 earned media stories and mentions
23,909 conversations with ESP in 2016
2.1 Billion potential reaches on Twitter in 2016
Top Ten from 2016 at MOA

25  MOA restaurants participated in Culinary Fest
6   Project Runway designers featured in Curated Style Fashion Show
15  K9 dogs in Security K9 Unit
25  Pokestops, including two gyms
17  Million Dollars raised for non-profit events
77,000 People turned away by PEP officers
4.2 Million social shares on Facebook of PR stories in Q4
862 Activations in 2016
35  New tenants in 2016, including three attractions
3,100 News stories about MOA closure on Thanksgiving
25th Birthday | Tenant Opportunities

Sarah Townes
Sarah.Townes@moa.net
On August 11, 2017, it is Mall of America’s 25th Birthday. We will use this milestone as a reason to celebrate the millions of guests who have made it an amazing place to be over the years.
Deployment Approach

• Create tent pole activation periods to maximize reach and build buzz for yearlong event
  o FEBRUARY: Announcement of Yearlong Celebration
  o AUGUST: Celebration of Birthday Day (August 11, 2017)

• Supplement campaign with scalable engagement tactics that sustain consumer engagement throughout the year

• Leverage the campaign to drive traffic during of peak times of year
  o MARCH/APRIL: Spring Break activation focused on staycation and attractions
  o SUMMER: Two month promotional program leading up to the big day
25th Birthday Kick-off Event

- On Saturday, February 11th Mall of America invited Boyz II Men to help kick start the 25th celebration
- The still popular musical group, also held the #1 Song of the Year in 1992, *End of the Road*
- The pop-up concert was teased in advance and promoted day-of through radio partner iHeart/KDWB and Mall of America’s PR and social channels
25th Birthday Kick-off Results

Public Relations

- Earned media about the 25th Birthday kick-off with Boyz II Men generated approximately 2.2 million media impressions
25th Birthday Kick-off Results

Social Media

- From the initial announcement to the day of the event, aggressively promoted the #MOAtURNS25 across Twitter, Facebook, Instagram, Instagram Stories + Snapchat (300+ total posts + replies)

- Our 20+ posts on Twitter + Facebook earned more than 451,000 social impressions

- #MOAtURNS25 has been used nearly 800 times on Twitter + Instagram since our first announcement, garnering over 5.2 million impressions on Twitter alone
  - Hashtag trended at No. 2 in Twin Cities on day of event
Guest Response

Mindy Worthy: Hay Thank you Mall of America for reliving my teenage years!!!

Mall of America: Wasn't that awesome?! Thank you for celebrating and singing along with us.

Guest: cielo_marti

Mall of America: Hope you girls had a great time!

Guest: jasmussell

Guest: shopabi

Guest: cartojoshua

Guest: Heather-Blu

Guest: Girls Are Powerful

Guest: Sydney Bartunek
25th Birthday Landing Page
25th Birthday Light Show

All New Nighttime Spectacular to celebrate Mall of America’s 25th Birthday.

• Starting March 17 - “Always Here For You” premieres

• Nightly at park close, south entrance of Nickelodeon Universe® through Friday, August 11

• Featuring the original song “Always Here For You” by Broadway composers Zachary + Weiner

• Streamer finale and birthday cake scent for added birthday fun
Stay tuned for more exciting Birthday events and opportunities leading up to August 11, 2017...
# Marketing Opportunities

## 2017 Marketing Calendar

*Check the opportunities that you are interested in. More details will be provided upon request.*

<table>
<thead>
<tr>
<th>Month</th>
<th>X</th>
<th>Campaign</th>
<th>Category</th>
<th>What We Need</th>
<th>Participation Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb.</td>
<td></td>
<td>Valentine's Day</td>
<td>Restaurants + Retail</td>
<td>Restaurants: provide special menu + event info</td>
<td>Retail: provide gift ideas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Super Bowl</td>
<td>Restaurants + Attractions</td>
<td>Let us know if you're showing the game, hosting an event or offering food or drink specials</td>
<td>Jan. 27</td>
</tr>
<tr>
<td></td>
<td></td>
<td>President's Day</td>
<td>All</td>
<td>Upload your President's Day offers to the deals portal (email sent to promote the deals page)</td>
<td>Feb. 9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Spring Look Book</td>
<td>Luxury Retail</td>
<td>Allow us to pull product from your store to feature or send hi-res product photography</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td></td>
<td>Prom</td>
<td>Dresses, Shoes, Accessories, Beauty, Restaurants</td>
<td>Allow us to pull product from your store to feature or provide hair or makeup services for our photo shoots; Restaurants: let us know if you're offering any special menus for prom groups</td>
<td>Feb. 6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>St. Patrick's Day</td>
<td>Retail + Restaurants</td>
<td>Upload your St. Patrick's Day offer to the deals portal; send us any information on drink specials or themed product</td>
<td>March 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>March Madness</td>
<td>Restaurants + Retail</td>
<td>Let us know if you're showing the game, hosting an event, offering food and drink specials or if you offer themed product</td>
<td>March 3</td>
</tr>
<tr>
<td>April</td>
<td></td>
<td>Easter</td>
<td>Restaurants + Sweets/Treats</td>
<td>Restaurants: Let us know if you're open on Easter, and if you plan to offer a special menu</td>
<td>Sweets: Let us know if you're offering any special Easter candy or sweets</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Summer Radio Trade</td>
<td>Attractions</td>
<td>Attractions to provide tickets for our packages in exchange for inclusion in our regional radio trade spots</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>LiveWell</td>
<td>Restaurants, Sports + Athleisure</td>
<td>Tenants to host a fitness class, an interactive booth at one of the events or sample healthy food products</td>
<td>April 7</td>
</tr>
<tr>
<td>May</td>
<td></td>
<td>Month of Beauty</td>
<td>Beauty</td>
<td>Host or participate in Mall events or provide product, gifts and discounts; Integration on MOA blog + social</td>
<td>April 8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mother's Day</td>
<td>Retail, Restaurants + Attractions</td>
<td>Send gift ideas and upload your Mother's Day offers to the deals portal; Restaurants: let us know if you're offering any specials for Mom</td>
<td>May 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Memorial Day</td>
<td>All</td>
<td>Upload your Memorial Day offers to the deals portal (email sent to promote the deals page)</td>
<td>May 19</td>
</tr>
</tbody>
</table>
Spring Look Book – THANK YOU!
Marketing Opportunities

**St. Patrick’s Day + March Madness**
- Upload your store’s offers to the deals portal. Restaurants: send us any information on drink specials or themed product.
- Due: March 3

**Easter**
- Restaurants: let us know if you’re open on Easter and if you plan to offer a special menu. Sweets: let us know if you’re offering any special Easter candy or sweets.
- Due: March 31

**Summer Radio Trade**
- Attractions to provide tickets for our packages in exchange for inclusion in our regional radio trade spots
- Due: April 7

**Month of Beauty**
- Beauty retailers to host or participate in Mall events or provide product, gifts and discounts; Integration on MOA® blog + social
- Due: April 8
Spring Break

- Spring Break season starts Friday, March 3, 2017

- High traffic days start March 10, 2017 and continue through Easter, April 16, 2017
  - During peak weeks, we have several hundred thousand kids in the area out of school
Events + Cause Marketing Opportunities

Kris Cegla
Kris.Cegla@moa.net
Total Events: 409

Days With Events: 323

Total Activations: 862
Upcoming Events

JDRF One Walk
Saturday, February 25 | Rotunda

Power Rangers with Becky G + RJ Cyler
Friday, March 3 | Rotunda

Walk to Cure JA
Saturday, March 4 | Mall-Wide

Sesame Street: K is for Kindness
Sunday, March 5 | Rotunda

Maddie Ziegler Book Signing
Sunday, March 12 | Rotunda

Little Mix Acoustic Performance + CD Signing
Thursday, March 16 | Rotunda
Upcoming Events

Photos with the Easter Bunny
March 24- April 16 (Fri.-Sun.)
Blue Spot | Nickelodeon Universe

Games By James / Magic The Gathering
Sunday, April 23 | Rotunda

March for Babies
Saturday, April 29 | Mall-Wide

Ordway Annie Auditions
Sunday, April 30 | Rotunda

Opening Night/Live Broadcast
Thursday, July 13 | East Lot

Ian Harding
Sunday, May 7 | Rotunda
Event Opportunities

- Health + Wellness Initiative featuring opportunities to engage in physical activities and make healthy choices at Mall of America®
  - Next event: April 22 | Rotunda
  - Contact: Kevin Robb | 952.883.8910

- Highlights all dining options MOA® offers and makes MOA a dining destination
  - Various events focused in the Fall
  - Contact: Nicole Farrell | 952.883.8999
Security + Operation Updates

Ashly Helser
Ashly.Helser@moa.net
MOA® Security

• Security Exercises + Drills
• Mass Messaging Testing
• MOA K9 Unit
• Security Reminders
  – Parking
  – Signage
  – Vigilance
Mass Communication Testing

• Will take place in the next few weeks

• Select tenants are participating in the test by providing feedback

• Security will be sending out information explaining how the system works and what to expect when receiving mass messages

• Please be sure your contact information is continually updated
Tenant designated parking is located on Level 6 of both the East + West ramps in the rows directly adjacent to the columns with the yellow diamonds. Approved tenant parking is indicated by the yellow shaded area on the maps below.
General Security Reminders

Tenants are responsible for their space/lease line. Any sign holders or advertisement medium must remain behind your lease line. The lease line is the area where your space and the common area of the Mall meet.

Correct Store Signage

Incorrect Store Signage
General Security Reminders

• Unattended or suspicious items or vehicles

• People behaving in a suspicious manner
  – Odd behavior
  – Lingering in areas they do not seem to fit
  – Taking odd photos or taking notes

• Anything unusual

• You know what is normal in your environment

• Report any suspicious or unusual activity to security 952.883.8888
Super Bowl Activities + Opportunities

Jill Renslow
Jill.Renslow@moa.net
Super Bowl Live
NFL Experience
Volunteer

The Minnesota Super Bowl Host Committee is recruiting

10,000 VOLUNTEERS
to represent the
#BoldNorth

If you love Minnesota
and love football,
WE WANT YOU!
(and 9,999 of your closest friends)

More than
1 MILLION VISITORS
will rely on hosts
like you to
enhance their
Super Bowl LII experience.

FEB 5, 2018 is fast approaching

SO LET’S GET STARTED

GET REGISTERED IN 4 EASY STEPS:

1. Submit your application on our website [Feb 2017]
2. Pick your role & location preferences [Summer 2017]
3. Interview at the volunteer recruitment center [Fall 2017]
4. Attend training sessions [Dec 2017 - Jan 2018]

Commit to a minimum of: 3 SHIFTS between January 27 and February 4 (8-9 hours each)
& help us celebrate the biggest party on earth: Super Bowl LII

www.mnsuperbowl.com/volunteer
Breakfast Sponsor:
Hyatt Regency Bloomington-Minneapolis
Unique Features

- Two light rail stops from the MOA®
- Complimentary Shuttle to: MSP Airport + Mall of America®
- Complimentary Parking (300+ Spots)
- Hyper Local - Gardens of Urbana
- Honey Bee Farm
- Urbana Park Patio
- Friends of Urbana Happy hour discounts daily
- Sign up’s on your tables – 2 one night stay GC and 5 $20 Urbana GC
Total Meeting Space – 11,000+ sq. ft.
Ballroom: Central Station Grand Ballroom 7,080 sq. ft.
Breakouts/Smaller private rooms: 7 spaces
Central Station Park: Privet event’s, weddings, farmers markets.

303 Hotel rooms with 14 suites
When you want to be near the Mall but not at the Mall
When you are hosting clients, corporate or family stay with us!
Thank You from the Hyatt Regency Bloomington Team!
952.922.1234
regencybloomington@Hyatt.com
Thank You For Joining Us!

Next Tenant Meeting:

September 21, 2017
Contacts

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