

# HAPPENINGS EMPLOYEE EDITION

AUGUST 2018 | ISSUE 14

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## Doing What Macerich Does Best New Stores, New Experiences in Brooklyn and Philly

Creating great platforms – for people, retailers and brands of all kinds – is what Macerich does best. Two powerful examples right now are Kings Plaza in Brooklyn and Fashion District Philadelphia, both generating momentum as new stores open and new brands are announced.

### KINGS PLAZA OPENS THE BOX

This summer, Kings Plaza – Brooklyn's largest shopping center – is giving Brooklyn more, delivering on our company's promise to add value and a better shopping experience to this well-situated property.

In a major grand re-opening weekend planned this fall, the fast-evolving shopping destination will celebrate the redevelopment of the former Sears box into four terrific new retailers: two European fashion leaders, Primark and Zara, making their Brooklyn debuts, plus brand-new JCPenney and Burlington stores.

Kings Plaza's new set of in-demand retailers is the latest in a series of new retail names for the property. As well, significant improvements include a reconstructed parking garage, a civic urban park, a refreshed exterior façade, plus new soft seating and lighting.

### FASHION DISTRICT SHOWS PHILLY THE LOVE

Macerich's joint venture with PREIT, Fashion District Philadelphia, has organically evolved into an exciting new retail model combining full-price, off-price, outlet, and digitally native retail brands, as well as large-scale entertainment and restaurant concepts.

Spanning three city blocks, this unique property is in the heart of downtown Philadelphia, in the midst of the city's signature attractions, with access to 22 million commuters and over 43 million tourists each year.

This summer the project announced key new brands including Polo Ralph

Lauren, Dallas BBQ (the first location outside NYC), first-to-market City Winery and Market Eats, a major collection of restaurants and grab-and-go food concepts designed for the commuter-centric concourse level.

Other sought-after brands joining the property, which is set to open in a single high-impact, high-visibility grand opening in September 2019, are G by Guess, a flagship Movado, Columbia, francesca's, Levi's, Sketchers, Forever 21, Kay Jewelers, Zales, Zumiez, Asics and many more. These will complement the already open Century 21 department store and Burlington, plus the previously announced three-level flagship H&M and a "dine and recline" AMC Theatres.

Look for more news on both important projects later this year.

## Get to Know Ann Menard



The Menards (L to R: Andrew, Ann, Jean-Paul, and Matthew) in their happy place, Lake Tahoe.

You might already know that Ann Menard is Macerich's new Executive Vice President & Chief Legal Officer, with a rock-solid pedigree thanks to high-level positions with a top L.A. law firm and a household name commercial real estate company. Get the details [here](#).

But there's much more to this Southern California native than her impressive legal, real estate and community credentials, including a recent move to Santa Monica. "I grew up in Palos Verdes, which is south of the City of Los Angeles, and a lot of my life is still there," said Ann. "But now our two sons are out of college and my husband and I bought a place in Santa Monica. I love living so close to the office and, of course, to my older son who moved nearby after college."

What this means is more time for Ann to enjoy spending time outdoors – perhaps her favorite thing about living in Los Angeles, which now includes morning runs in Palisades Park right near the corporate office.

### HERE ARE FIVE MORE FUN FACTS ABOUT ANN:

- Binge-watching? "I'm late to the game, but I'm absolutely loving *The Wire* right now. Next up for me is Season 2 of *Ozark*."
- Pursuits? "Shopping is my hobby – I love to shop for anything. I like to touch things, feel fabrics, I prefer shopping in person."
- What else? "My other hobby is cooking. I'm Italian and I make a mean eggplant parm."
- Favorite app? "The app I most need and can never get rid of is Google Maps. I have a terrible sense of direction."
- Last fun fact? "We have a massive yellow lab named Mac – not for Macerich – he actually was named on the way to a Fleetwood Mac concert."



## Kings Plaza: 'Senior' Prom Video Goes Viral



Our own version of "senior" prom at Kings Plaza this spring went viral – more than four million people viewed the heartwarming story of teens who brought the fun to local seniors in Brooklyn. This celebration featured the transformation of Kings Plaza and set the stage for the openings of four new stores – Primark, Burlington, JCPenney and Zara. What a great 'feel good' story – look for more social media efforts showcasing our top properties, retailers and experiences that matter to our shoppers. It's hyper-local and impactful. [Watch the video](#) on Kings Plaza's Facebook page.

## Want to Hear a Dad Joke?

Thousands of our shoppers absolutely did, based on the success of The Dad Joke \$3,000 Giveaway – the Father's Day-themed marketing campaign to increase social engagement and collect email addresses.

Mac employees starred in a short Dad Joke video, which launched the sweepstakes and featured hilarious examples of this perennially laughable "bad joke." Check out the video [here](#).

Overall, our engagement rate on the organic Facebook post was twice our usual rate and more than four times our average engagement rate on Instagram. We also added more than 4,500 email addresses to our data bases. No joke – this was a terrific success that was authentic, inexpensive and a lot of fun.



## TOP 10 WARM WEATHER 'MUST HAVES'

With just about a month to go before Labor Day, there's still time to pick up this season's must-haves for whatever's on your calendar. And the best part? Summer sales!

1



Natural fibers are weaving themselves into summer to create this season's popular and relaxed straw bag. Tie a scarf or add tassels to add some color to the natural material. Straw Bag \$49.90 ([Zara](#))

2



With close to five stars from over 200 people, Supergoop! Unseen Sunscreen makes adding that extra level of SPF 40 oh so easy. And it's really "unseen" with its clear gel formula leaving that streaky, chalky sunscreen look in the past. Supergoop! Unseen Sunscreen \$32 ([Sephora](#))

3



Looking for a pop of color by the pool? Add these fun sunglasses for guys from Quay Australia with cool blue lenses. Quay Australia Living Large 58mm Aviator Sunglasses \$60 ([Nordstrom](#))

4



Vibrant colors, tropical locale. Something about flamingos screams summer. Bring flamingo pink where ever you go with this bejeweled case. Jeweled Flamingos iPhone Case \$45 ([Kate Spade](#))

5



Cool off in style with Sunnylife's inflatable rainbow unicorn. This adult-sized, mythical creature-shaped raft is made for the grown up who wants to let their inner child shine. Sunnylife Unicorn Luxe Inflatable Float \$70 ([Bloomingdale's](#))

6



Keep your guests hydrated with this stylish, beehive-shaped beverage jar from Sur La Table. Whether it's a backyard bbq or a summer happy hour, this will help you show off your colorful cocktails (like Sur La Table's Pink Punch Recipe on pg. 6). Beehive Beverage Jar \$19.96 ([Sur La Table](#))

7



From the high-tech world of b8ta comes a smart water bottle that tracks and holds you accountable for your water intake. The Hidrate Spark 2.0, which syncs with your mobile device, will flash a light to remind you to drink more water. Hidrate Spark 2.0 \$54.95 ([b8ta](#))

8



Promote sustainable practices while sipping away thanks to Crate & Barrel's stainless steel straws. Rather than tossing away a single-use plastic straw, these reusable straws make being environmentally conscious look good. Stainless Steel Straws, Set of 4 \$6.95 ([Crate & Barrel](#))

9



Stay cool and in style this summer with the casual shirt designed to be worn "untucked." With fresh colors reworked in a fun plaid pattern, this classic shirt from digitally native brand UNTUCKit will brighten up your summer wardrobe. Anico Plaid Poplin Shirt \$88 ([UNTUCKit](#))

10



Create your own summer look with a palette featuring every color in the rainbow. A dream for any makeup junkie, Morphe's Dare to Create Artistry Palette offers the ultimate cosmetic color wheel at your fingertips. 39A Dare to Create Artistry Palette \$39 ([Morphe](#))



## Leveling the Sales Tax Playing Field



In a supremely good decision for brick-and-mortar retail, the U.S. Supreme Court issued an important ruling in June to allow states to collect sales taxes from e-commerce retailers.

Macerich and our major trade organizations have long supported this change that brings sales tax fairness to purchases – no matter where they take place. Read more [here](#).

## Green with Envy

That's how we imagine other real estate companies feel – just a little bit green with envy – when they look at Macerich's updated Sustainability Report. The new report demonstrates our best-of-the-best industry leadership in environmental business practices.

Our strong results for the year range from doubling our on-site clean energy generation and reducing energy consumption by nearly 9% to recycling nearly 18 thousand tons of waste, and much more.

As we've long said, all of this is possible because sustainability is such a deeply rooted value for everyone at Macerich, and it's great to see the significant impact we are making.

[Have you checked it out yet?](#)







## A Colorful Cocktail to Punch Up Your Party

As temperatures soar, Sur La Table has the perfect drink recipe to keep you and your guests refreshed during these hot summer months. With flavors of ginger, cranberry and pineapple, this tangy punch will liven up any summertime get-together. This version is alcohol-free – consider adding your favorite clear spirit to taste for the 21+ crowd.

### Sur La Table Pink Punch

#### INGREDIENTS:

1 quart ginger ale, chilled  
4 cups cranberry juice cocktail, chilled  
4 cups pineapple juice, chilled  
1 cup white sugar (optional for taste)  
Orange slices and whole cranberries  
Ice

#### INSTRUCTIONS:

**Step 1:** Mix ginger ale, cranberry juice, and pineapple juice together in a separate container.

**Step 2:** Add desired amount of sugar to the juice mixture until dissolved.

**Step 3:** Pour mixture into a beverage jar, add fruit for garnish and serve.

**Tip:** Serve ice separate as not to dilute the beverage.

*Makes enough for a 1.5 Gallon beverage jar*