

# SCT

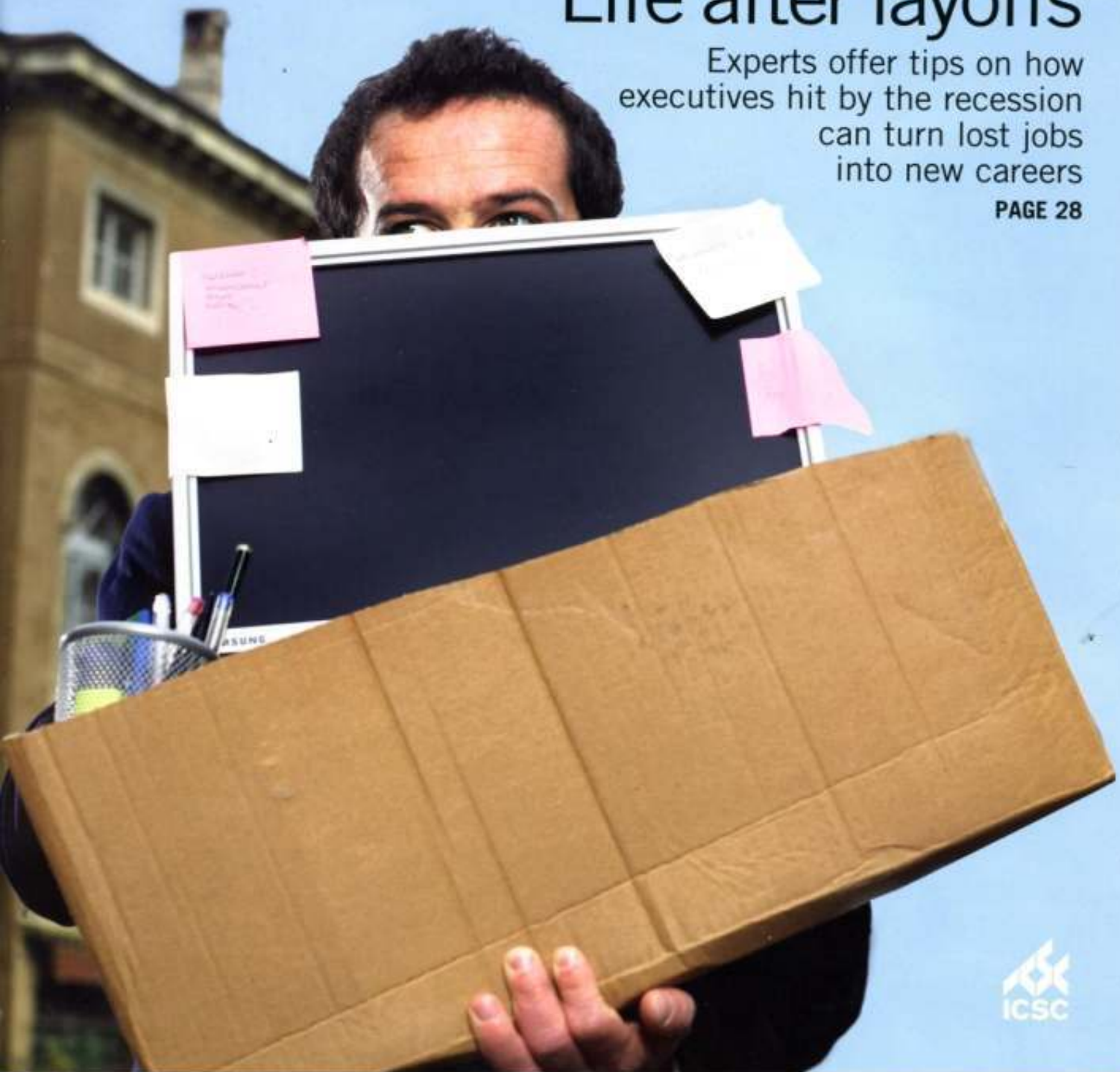
SHOPPING CENTERS TODAY

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## Life after layoffs

Experts offer tips on how executives hit by the recession can turn lost jobs into new careers

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# THE COMMON AREA

## Santana Row jumps on iPhone bandwagon with new application

Santana Row, in San Jose, Calif., is the first mixed-use center in the U.S. to have its own iPhone application. The iPhone platform, downloadable on iTunes, provides information about Santana Row's events, discounts and promotions. "Since the introduction of the iPhone, people are now using these applications for everything from weather reports to following the stock market," said Collette Navarette, Santana Row's marketing manager. "Text-message marketing is a big thing right now, and we were thinking about doing something down that alley, but we looked at our customer base and saw that everyone was using iPhones."

Shoppers access a map of Santana Row and peruse directory information, including hours, phone numbers and sample price points. The program also includes a "rewards" feature for discounts and giveaways at stores and restaurants. Santana Row plans to introduce additional functions for the application, including gift card sales, real-time parking information and restaurant reservations. Santana Row's owner, Federal Realty Investment Trust, is looking at introducing a similar application at other properties.

Because consumers must choose to download the application, this is a less obtrusive way to market than text messages or e-mail, Navarette says. "You are choosing to download the application, so you must be interested."

## RECon 2010 streamlines

ICSC wants to enhance the RECon experience next year while easing the cost of exhibiting there. The organization is responding to feedback from the town-hall meeting at this year's conference and the comments of exhibitors. For one thing, the show will be shorter. The

Leasing Mall and Trade Expo will now officially open Sunday afternoon, May 23, and



close at 5:00 p.m. on Tuesday, May 25. There will no longer be leasing activity on Wednesday. Sunday's Leasing Mall and Trade Expo hours will run until 6:00 p.m. ICSC will consolidate all the convention elements into the Las Vegas Convention Center. The show will no longer occupy the North Hall. Instead, retailers and developers will all locate in the Central and South halls. Expo exhibitors will cluster in the Leasing Mall by industry category. The educational sessions, general assemblies and meal functions will be housed in the South Hall.

Leasing Mall prices will remain the same as last year (a discounted rate of \$8.25 per square foot for ICSC members and \$25 per square foot for nonmembers).

## Security without the guards

Boston-based Berenson Associates is keeping its newest center secure with no visible security presence at all. Berenson's Freeport

Village Station, a 120,000-square-foot lifestyle property that opened in April in Freeport, Maine, has not a single security guard or property management

professional on-site. Instead, the developer contracted with Viewpoint CRM, a Lowell, Mass.-based video-monitoring-services provider, to install audio-video kiosks throughout the property. Professionals monitor the site remotely.

"They make friendly announcements at random times throughout the day," said Eugene O'Brien, the Berenson vice president who oversees Freeport Village Station. "It's discreet and it's unobtrusive, but it is very effective when it needs to be." Berenson's elimination of security patrols has generated significant savings, which have been passed down to the tenants, says COO Alfred R. Yebba. "Given that this is a small center that we're operating remotely, it would have required a sizable staff on-site for security as well as management purposes, which we don't feel that we need now."

The traditional information booth has been replaced by three kiosks, with 50-inch, touch-screen monitors. "When somebody touches the screen, they get a real picture of an individual speaking to them, and they can make reservations, find a parking space, or lock down the center if a child is missing," O'Brien said. Berenson plans to implement similar systems at future projects. **ECT**