

University of Shopping Centers



The Campus of the Wharton School of the University of Pennsylvania

Philadelphia, PA
March 9 - 11, 2009

Final Program

The *University of Shopping Centers* has been established to offer all shopping center professionals continuing education training in very specialized fields relating to the shopping center industry. Classes will feature courses taught by practicing professionals - recognized as authorities in their fields.

All of the *University of Shopping Centers* classes will be held on the campus of The Wharton School of the University of Pennsylvania in Philadelphia, and will feature courses taught by practicing professionals - recognized as authorities in their fields.

COURSE #MU 204 Monday, March 9, 2:00 – 5:00 pm

Adding Non-Retail Uses to Traditional Shopping Centers

Faculty

Peter L. Rubin

President and Chief Executive Officer
The Coral Company
University Heights, OH

Placing non-traditional users in your property should be more important than simply occupying challenged space. The universe of non-traditional users offers connections to new merchandising opportunities, untapped demographics, and a new brand image for your asset. The hurdles associated with identifying, qualifying, securing, and nurturing non-traditional users differ from the hurdles normally encountered with merchants, restaurateurs, service providers, or office users. This course explores the potential that exists for bringing nontraditional users into the retail environment, how to identify the most attractive non-traditional users in your market, and how to develop a business plan [and identity in the market] for attracting and retaining these most unexpected and potentially valuable uses to your asset. You will be challenged to [a] come up with an “on-the spot” plan to expand your leasing efforts into non-traditional venues, [b] identify the non-traditional uses that may prove most valuable to your asset, and [c] develop strategies to set your plan in motion.