

# Partner to Empower

2022





Brookfield Properties shopping centers present consumers with opportunities that digital platforms simply cannot match — five-sense moments that provide the benefit of touching, tasting, and feeling products in real time, the ability to explore a new brand in person, and the chance to become immersed in unforgettable moments. We call this r-commerce: real commerce.



# We're revolutionizing retail

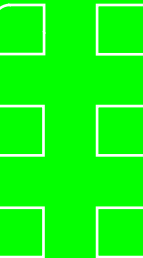
We're an experience, a community, an environment that creates engaging destinations for our guests and tenants — a retail operating system. Our expansive portfolio comprises more than 170 locations across 43 states and represents over 150 million square feet of retail space — ranking us among the largest high-quality retail real estate companies in the United States.

We're focused on curating high-profile retailers, eclectic culinary options, and celebrated cultural concepts that are true to the neighborhoods we serve — developing hubs that cater to the unique needs of consumers, support national and local brands, execute advanced sustainability initiatives, and strengthen communities.

We are transforming our centers into destinations for the next generation. And we're not stopping there.

Join us. Together, we'll revolutionize retail.

[Learn more](#)





# Partner to Empower

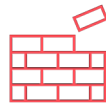
Brookfield Properties is committed to **partnering** with, **empowering**, and providing resources for Black- and minority-owned businesses.

Partner to Empower is a program dedicated to addressing and breaking down the systemic racial barriers that members of our communities face.

We will invest \$25 million through 2025 to help Black and minority business owners open brick-and-mortar stores in our malls, as well as provide them with one-on-one guidance and an invitation to participate in a tailored Retail Workshop packed with resources and networking opportunities. It is our mission to bring more diversity to our shopping centers and help support equity within our industry.



Business planning  
and guidance



Financial support  
for store  
construction



Networking  
opportunities with  
community experts



A free, four-week  
Retail Workshop led  
by industry insiders

[View the website](#)



# Program offerings

## Monetary investment

Brookfield Properties will work with businesses to fund their build-out and construction expenses associated with opening a store within one or more of our centers.

## Networking, resources, and guidance

Additionally, we will provide a support system of business and industry expertise as well as host a Retail Workshop for accepted applicants to learn more about growing a business and opening retail stores. We will do this through a mix of our internal expertise and that of external partners.

### Support topics

- Business banking
- Business law, leases, and risk management
- Developing business models
- Franchising
- Funding
- HR and staffing
- Leadership and people management
- Marketing, branding, and PR
- Market selection and expansion strategies
- POS systems and inventory management
- Store operations
- Store design and merchandising



# Participating properties

Partner to Empower will be accepting applications for these properties from February 16 to March 18. Application windows for additional properties within our U.S. portfolio will open throughout 2022.

## Alabama

1. Riverchase Galleria

## Arkansas

1. Pinnacle Hills Promenade

## Illinois

1. Market Place Shopping Center
2. Northbrook Court
3. Oakbrook Center
4. Water Tower Place

## Louisiana

1. Mall of Louisiana
2. Oakwood Center
3. Pecanland Mall

## Minnesota

1. Apache Mall
2. Crossroads Center
3. Ridgedale Center

## Mississippi

1. The Mall at Barnes Crossing

## Missouri

1. Columbia Mall
2. Plaza Frontenac
3. St. Louis Galleria

## Oklahoma

1. Quail Springs Mall
2. Sooner Mall

## Texas

1. Baybrook Mall
2. Deerbrook Mall
3. First Colony Mall
4. Hulen Mall
5. North Star Mall
6. Stonebriar Centre
7. The Parks Mall at Arlington
8. The Shops at La Cantera
9. The Woodlands Mall
10. Town East Mall
11. Willowbrook Mall

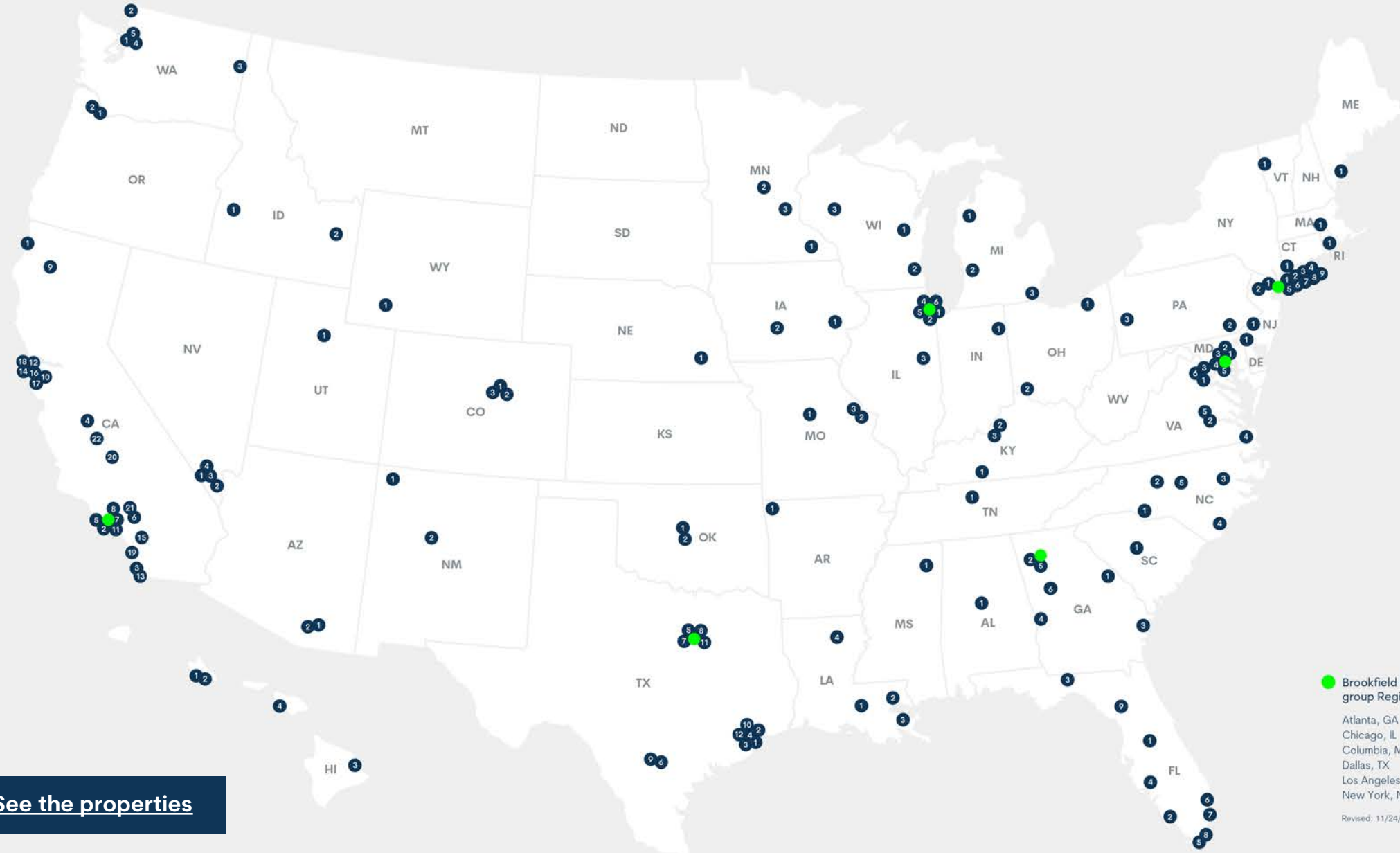
## Wisconsin

1. Fox River Mall
2. Mayfair
3. Oakwood Mall



[See the properties](#)

# U.S. Retail Portfolio Map



● Brookfield Properties' retail group Regional Offices  
 Atlanta, GA  
 Chicago, IL  
 Columbia, MD  
 Dallas, TX  
 Los Angeles, CA  
 New York, NY

Revised: 11/24/21

[See the properties](#)



# U.S. Locations by State

## Alabama

- 1 Riverchase Galleria • Hoover (Birmingham)

## Arizona

- 1 Park Place • Tucson
- 2 Tucson Mall • Tucson

## Arkansas

- 1 Pinnacle Hills Promenade • Rogers

## California

- 1 Bayshore Mall • Eureka
- 2 California Market Center\* • Los Angeles
- 3 Chula Vista Center • Chula Vista (San Diego)
- 4 Fig Garden Village • Fresno
- 5 FiGat7th\* • Los Angeles
- 6 Galleria at Tyler • Riverside
- 7 Glendale Galleria • Glendale (Los Angeles)
- 8 Halo\* • Los Angeles
- 9 Mt. Shasta Mall • Redding
- 10 NewPark • Newark (San Jose)
- 11 Northridge Fashion Center • Northridge (Los Angeles)
- 12 One Union Square • San Francisco (non-managed)
- 13 Otay Ranch Town Center • Chula Vista (San Diego)
- 14 Pier 70\* • San Francisco
- 15 Promenade Temecula • Temecula
- 16 San Francisco Centre • San Francisco (non-managed)
- 17 Southland Mall • Hayward (San Jose)
- 18 Stonestown Galleria • San Francisco
- 19 The Shoppes at Carlsbad • Carlsbad
- 20 Valley Plaza • Bakersfield
- 21 Victoria Gardens • Rancho Cucamonga
- 22 Visalia Mall • Visalia

## Colorado

- 1 Clayton Lane\* • Denver
- 2 Park Meadows • Lone Tree (Denver)
- 3 Southwest Plaza • Littleton (Denver)

## Connecticut

- 1 The SoNo Collection • Norwalk

## Delaware

- 1 Christiana Mall • Newark (Wilmington)

## Florida

- 1 Altamonte Mall • Altamonte Springs (Orlando)
- 2 Coastland Center • Naples
- 3 Governor's Square • Tallahassee
- 4 Lakeland Square Mall • Lakeland
- 5 Miami Design District • Miami (non-managed)
- 6 Mizner Park • Boca Raton
- 7 Pembroke Lakes Mall • Pembroke Pines (Fort Lauderdale)
- 8 Shops at Merrick Park • Coral Gables (Miami)
- 9 The Oaks Mall • Gainesville

## Georgia

- 1 Augusta Mall • Augusta
- 2 Cumberland Mall • Atlanta
- 3 Oglethorpe Mall • Savannah
- 4 Peachtree Mall • Columbus
- 5 Perimeter Mall • Atlanta
- 6 The Shoppes at River Crossing • Macon

## Hawaii

- 1 Ala Moana Center • Honolulu (Oahu)
- 2 Lilia\* • Honolulu (Oahu)
- 3 Prince Kuhio Plaza • Hilo (Big Island)
- 4 Whalers Village • Lahaina (Maui)

## Idaho

- 1 Boise Towne Square • Boise
- 2 Grand Teton Mall • Idaho Falls

## Illinois

- 1 605 N. Michigan Avenue • Chicago
- 2 830 N. Michigan Avenue • Chicago
- 3 Market Place Shopping Center • Champaign
- 4 Northbrook Court • Northbrook (Chicago)
- 5 Oakbrook Center • Oak Brook (Chicago)
- 6 Water Tower Place • Chicago

## Indiana

- 1 Glenbrook Square • Fort Wayne

## Iowa

- 1 Coral Ridge Mall • Coralville (Iowa City)
- 2 Jordan Creek Town Center • West Des Moines

## Kentucky

- 1 Greenwood Mall • Bowling Green
- 2 Mall St. Matthews • Louisville
- 3 Oxmoor Center • Louisville

## Louisiana

- 1 Mall of Louisiana • Baton Rouge
- 2 Nord du Lac • Covington (non-managed)
- 3 Oakwood Center • Gretna (New Orleans)
- 4 Pecanland Mall • Monroe

## Maine

- 1 The Maine Mall • South Portland

## Maryland

- 1 Mondawmin Mall • Baltimore
- 2 The Gallery at Harborplace • Baltimore
- 3 The Mall in Columbia • Columbia (Baltimore)
- 4 Towson Town Center • Towson (Baltimore)
- 5 White Marsh Mall • Baltimore

## Massachusetts

- 1 Natick Mall • Natick (Boston)

## Michigan

- 1 Grand Traverse Mall • Traverse City
- 2 RiverTown Crossings • Grandville (Grand Rapids)
- 3 Southland Center • Taylor (Detroit)

## Minnesota

- 1 Apache Mall • Rochester
- 2 Crossroads Center • St. Cloud
- 3 Ridgedale Center • Minnetonka (Minneapolis)

## Mississippi

- 1 The Mall at Barnes Crossing • Tupelo

## Missouri

- 1 Columbia Mall • Columbia
- 2 Plaza Frontenac • St. Louis
- 3 Saint Louis Galleria • St. Louis

## Nebraska

- 1 Westroads Mall • Omaha

## Nevada

- 1 Fashion Show Las Vegas • Las Vegas
- 2 Galleria at Sunset • Henderson
- 3 Grand Canal Shoppes • Las Vegas
- 4 Meadows Mall • Las Vegas

## New Jersey

- 1 Paramus Park • Paramus
- 2 Willowbrook • Wayne

## New Mexico

- 1 Animas Valley Mall • Farmington
- 2 Coronado Center • Albuquerque

## New York

- 1 200 Lafayette • Manhattan
- 2 218-220 West 57th Street • Manhattan
- 3 685 Fifth Avenue • Manhattan
- 4 730 Fifth Avenue • Manhattan
- 5 Bleecker Street\* • Manhattan
- 6 Brookfield Place\* • Manhattan
- 7 East River Plaza\* • Harlem
- 8 Manhattan West\* • Manhattan
- 9 Staten Island Mall • Staten Island

## North Carolina

- 1 Carolina Place • Pineville (Charlotte)
- 2 Four Seasons Town Centre • Greensboro
- 3 Greenville Mall • Greenville
- 4 Independence Mall • Wilmington
- 5 The Streets at Southpoint • Durham

## Ohio

- 1 Beachwood Place • Beachwood (Cleveland)
- 2 Kenwood Towne Centre • Cincinnati

## Oklahoma

- 1 Quail Springs Mall • Oklahoma City
- 2 Sooner Mall • Norman (Oklahoma City)

## Oregon

- 1 Clackamas Town Center • Happy Valley (Portland)
- 2 Pioneer Place • Portland

## Pennsylvania

- 1 Neshaminy Mall • Bensalem (Philadelphia)
- 2 Park City Center • Lancaster
- 3 Station Square\* • Pittsburgh

## Rhode Island

- 1 Providence Place • Providence

## South Carolina

- 1 Columbiana Centre • Columbia

## Tennessee

- 1 Fifth + Broadway\* • Nashville

## Texas

- 1 Baybrook Mall • Friendswood (Houston)
- 2 Deerbrook Mall • Humble (Houston)
- 3 First Colony Mall • Sugar Land (Houston)
- 4 Houston Center\* • Houston
- 5 Hulen Mall • Fort Worth
- 6 North Star Mall • San Antonio
- 7 Stonebriar Centre • Frisco (DFW)
- 8 The Parks Mall at Arlington • Arlington (DFW)
- 9 The Shops at La Cantera • San Antonio
- 10 The Woodlands Mall • The Woodlands (Houston)
- 11 Town East Mall • Mesquite (DFW)
- 12 Willowbrook Mall • Houston

## Utah

- 1 Fashion Place • Murray (Salt Lake City)

## Vermont

- 1 Maple Tree Place • Williston

## Virginia

- 1 Ballston Quarter\* • Arlington (Washington, D.C.)
- 2 Chesterfield Towne Center • Chesterfield (Richmond)
- 3 Halley Rise\* • Reston (Washington, D.C.)
- 4 Lynnhaven Mall • Virginia Beach
- 5 Short Pump Town Center • Richmond
- 6 Tysons Galleria • McLean (Washington, D.C.)

## Washington

- 1 Alderwood • Lynnwood (Seattle)
- 2 Bellis Fair • Bellingham
- 3 Spokane Valley Mall • Spokane
- 4 The Shops at The Bravern • Bellevue (non-managed)
- 5 Westlake Center • Seattle

## Washington, D.C.

- 1 The Yards\* • Washington, D.C.

## Wisconsin

- 1 Fox River Mall • Appleton
- 2 Mayfair • Wauwatosa (Milwaukee)
- 3 Oakwood Mall • Eau Claire

## Wyoming

- 1 White Mountain Mall • Rock Springs

\*Select representation of office and mixed-use assets with retail components



# Long-term vision

Our vision through 2025



## Launch the Partner to Empower program, expanding Black- and minority-owned businesses across our retail properties.

- Open **250 new stores** with Black or minority ownership across our portfolio by EOY 2025
- Expand the program **nationally** by EOY 2023
- **Invest \$25M** for the construction and build-out of stores in our malls
- Assist in the **creation of jobs**, with the potential of 750+ jobs created via store openings

## Be a new conduit for businesses and business community partners to work together.

- Establish a **Retail Workshop** of training and tools to better equip businesses for success
- Build **partnerships** with organizations with appropriate business expertise and connections (i.e.: banks, accounting firms, franchises, publications, legal firms, and other community organizations)
- Cultivate the network of our current/future Black-owned businesses and our partners through the Retail Workshop and other services shared, creating an **ecosystem of support**



## Marketing Plan

We promote the Partner to Empower program and application periods via our Brookfield Properties-owned channels and in collaboration with our partners and friends.



# Marketing plan

## Enable Our Employees

Provide our employee base with the information and resources needed to **talk to current tenants and new businesses** about the program, as they have critical connections.

- Internal communication
- Talking points
- Sharable print and digital tools

## Partner Opportunities

Collaborate with our **partners and connections** to cast a wide net to promote the program.

- Partner publications, emails, communication channels
- Official partnership opportunities and campaigns
- Other cross-promotional opportunities

## Owned Channels

### Brookfield Properties

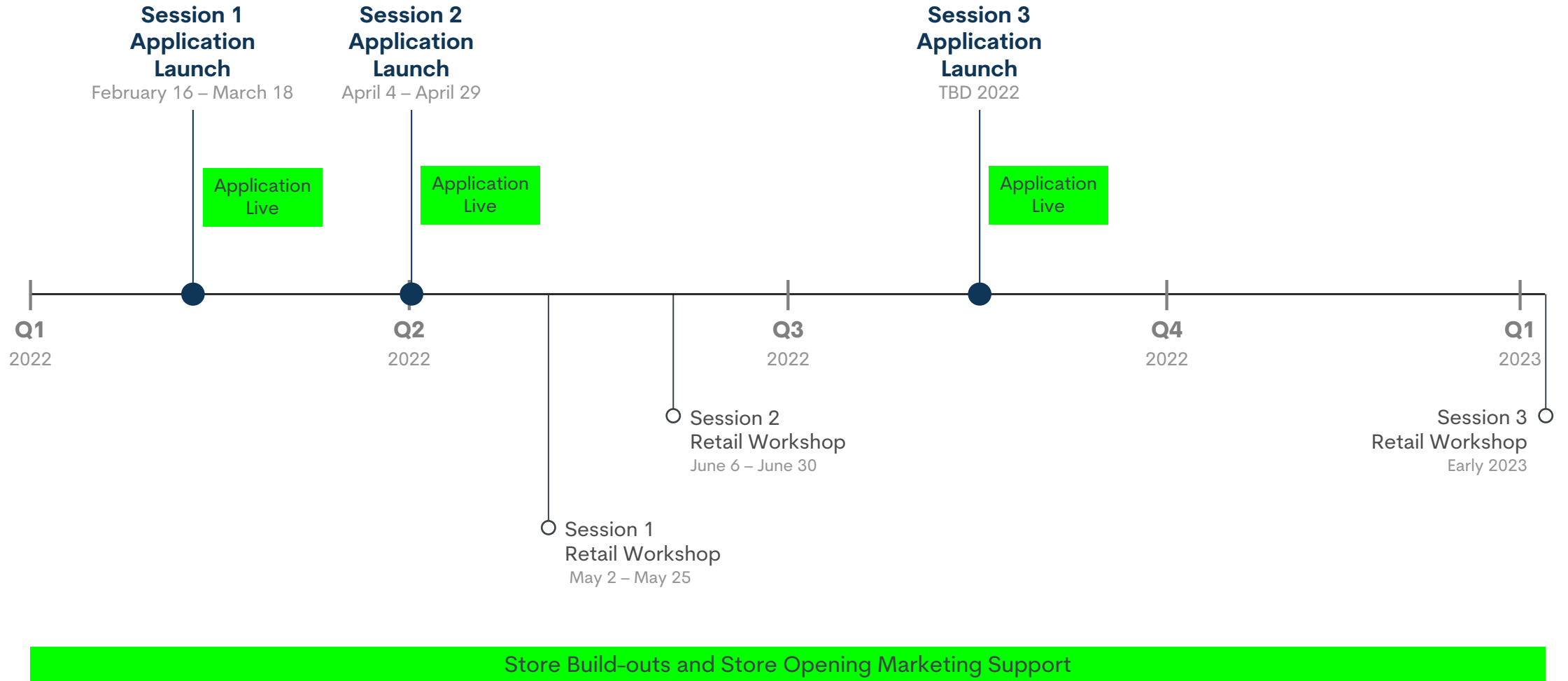
- Official website
- Social media and ad campaigns
- SEM/Google campaigns
- PR/media outreach

### Local Mall

- Website homepage modules
- Social media and ad campaigns
- In-mall signage



# Timeline



# Lend your expertise

**Black- and minority-owned businesses currently make up a small fraction of business owners in the U.S. We are committed to change that. Please join us.**

By providing retail expertise along with resources and information imperative for growing a business, we feel that those selected for this initiative will be set up for even greater success. Together we can grow businesses and strengthen our communities.

## Retail Workshop

Be a part of the knowledge series to educate on a variety of topics that are key to business and growth success. There are opportunities to run a training session, provide 1:1 consultation, or lend resources or tips and tricks, allowing you to promote yourself and your business in return.

Potential knowledge sharing we are looking for:

- Accounting
- Business banking
- Business model creation
- HR strategy and staffing
- Inventory and supply chain
- Legal advice/contracts
- Marketing and PR
- POS systems and business technology



## Service Memberships

Brookfield Properties can advertise products and services to businesses that are part of this program. Support a business's success by offering free or discounted services for them such as:

- Free initial consultations
- Ongoing mentorship
- Discounted service rates or memberships
- Additional services

# Help get the word out

Let's spread the word about Partner to Empower.

- Promotion of the application on your website or marketing channels
- Connection to other organizations or businesses that would be interested in the program
- Mutually beneficial cross-promotional opportunities



collaboration



# Cross-promotional opportunities

The below opportunities are available dependent on the level of partnership; however, we are open to customized ideas as well.

## **Feature logo on promotional pieces:**

- Program website inclusions
- Program's digital/print materials such as one-sheeters and brochures
- Collaboration on advertising campaigns such as social media campaigns and in-mall signage

## **Retail Workshop:**

- Visibility and potential features within the Retail Workshop: customized webinar and speaking opportunities
- Inclusion on course syllabus, resource handouts, and other communications sent to business owner participants

Needed from our partners in order to feature your company within this program:

- **Company logo**
- **Company bio**
- **Website link** (as well as any other additional links we should use as CTAs)
- **Headshots and bios of speakers** (if applicable)
- **Contact information**

# FAQs

## 01 How do you define a Black- or minority-owned business?

We define a Black- or minority-owned business as a for-profit small business concern where socially disadvantaged\* individuals own a significant interest (e.g., majority ownership) and also control management and daily business operations.

*\*African Americans, Hispanics, Native Americans, Asian-Pacific Americans, and Subcontinent Asian Americans are presumed to be socially disadvantaged. Other individuals can also qualify as socially disadvantaged on a case-by-case basis.*

## 02 What businesses are right for this program?

We are passionate about finding businesses that want to open their first brick-and-mortar store or expand their portfolio of existing locations. We're looking for Black- or minority-owned businesses that are:

- Interested in opening a store within the Brookfield Properties U.S. mall portfolio.
- At a point in their growth to be able to open a brick-and-mortar store. This includes having the correct funding to support their business operations and inventory outside of the funding that the program provides for store buildout expenses.
- Ready for the commitment to sign a license agreement, ideally for a minimum of two years, in which both parties agree on factors such as rent price and store design.
- Specifically selling merchandise or providing a service that we are looking for. Each mall has a unique category mix to which we do not want to over index, as the key to a successful shopping center is to have a differentiated offering of retailers and services.

# FAQs

## 03 How does Partner to Empower funding work and what can it be used for?

Partner to Empower funding is specifically for the expenses associated with building out physical stores within a Brookfield Properties mall. Other important aspects of running a store such as purchasing inventory, staffing, and operations are not covered by our funding. The funds provided through this program are unique to each business and will align with what is required for the specific buildout.

## 04 What are the details of the Retail Workshop?

We've built a network of support through partnering with national and local organizations, banks, businesses, and retail leaders to break down the many barriers in building and expanding a successful business. This culminates in a four-week Retail Workshop hosted by Brookfield Properties, which will be facilitated by our friends at [Global Core Strategies & Consulting](#). Topics covered include building business plans, business banking, marketing, staffing, store operations, leadership, and more. And yes, the Retail Workshop is free for those accepted into the Partner to Empower program — it is our commitment to their success.

## 05 How is this program being marketed and are there cross-promotional opportunities?

We have a robust marketing plan to drive awareness of this program through our media channels and our marketing opportunities at each of our shopping centers in our focus regions. There are opportunities in all our materials and communication to include the logos, communications, etc., of our partners.



# Thank you

Thank you for your time and interest. Feel free to reach out with any additional questions regarding the program or how to partner with us. We look forward to working with you!

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Bringing diverse  
retailers together  
to strengthen our  
communities



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[@brookfieldproperties.popup](https://www.instagram.com/brookfieldproperties.popup)