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## Positive Results Case Study



## Honey Creek Mall: Increased Sales-per-square-foot

### Problem

The corporate office of Honey Creek Mall needed to see a substantial revenue increase from the mall.

### Solution

Honey Creek Mall developed new concepts to generate revenues above and beyond store-related revenues. These concepts serve as their own unique profit centers, while also having a positive impact on store-generated revenues.

"MillerWhite helped us develop our Community Room, our Lunch and Learn, our sponsorship program for strollers, Kids' Club and other in-mall signage," said Monica Schiller, Marketing Director for Honey Creek Mall.

The Community Room has become a major profit center and traffic builder for the mall. Groups and individuals rent this room for meetings and events of all types. Persons attending the room's activities often spend time shopping at the mall. "The Lunch and Learn Series was really exciting for us, because we had different people out in the community come in, show their products or what they want to do," said Schiller. "The community can bring their brown bag lunch and sit and learn from different folks in the community."

Mall management and MillerWhite even envisioned new profit opportunities coming from new strollers which were needed at the mall. "We wanted to have a sponsor offset the cost of that - we did and it brought in great income," said Schiller. The new strollers, styled after fire trucks and cars, are more "kid-friendly." Schiller said the strollers generate revenue by enticing parents to stay longer at the mall. Children's birthday parties also are held at the mall through the new "Kids' Club."

The indoor billboard program is another new stream of revenue. High-impact billboards have been well-received by advertisers. "We were really excited because it offered a visual place for advertisers to have the traffic that the mall gives, and for them to have great exposure," said Schiller. "It really worked to bring in some significant dollars to our bottom line."

### Results

The new initiatives at the mall have provided the revenue boost sought by mall ownership and management. The income generated by the marketing budget increased, "And our sales per square foot also increased with those programs," said Schiller.