



REBIRTH PROPOSAL

‘Redefining what a Mall is’



WHAT IS A MALL?

Oxford Language defines a Mall as “a large building or series of connected buildings containing a variety of **retail stores** and typically also restaurants.”

Cambridge Dictionary defines a Mall as “a very large building or building containing a lot of **stores** and often restaurants, and usually with space around it outside for parking.”

IS THE 'SHOPPING MALL' BUSINESS A THING OF THE PAST?



According to capitaloneshopping.com:

- U.S. malls, large and small, numbered **25,000** in **1986**.
- An average of **1,170** shopping malls closed every year between **2017** and **2022**.
- By some estimates, there were as few as **700 large** shopping malls left in the U.S. in **2022**.
- Projections indicate that up to **87%** of **large** shopping malls may close over **10 years**.
- Currently, the United States is home to an estimated **1,200** malls; projections indicate that by **2028** there may be as few as **900** malls still in operation.



PROBABLE CAUSES



1. Online Shopping

The **convenience** provided by front door delivery of infinite number of products can be **cost** and **time efficient**.



2. Economics

The success of the mall is **dependent** on the **prosperity** of the **city** and **location** in which it is in.



3. Competition

Family **entertainment venues** that once would be the **anchor** of a mall see more value in being in a **stand-alone** building.



4. Households

According to **KROC 106.9** the average cost per person for a **single-day** mall visit is **\$162**.



WHAT DOES THE MOA® UNDERSTAND?

The **Mall of America®** understands “**The Principle of Engagement**” which means they need to get the consumer in the door. What is the best means to achieve this objective? A philosophy that shall be known as “**The Center of Attraction**” which is **Nickelodeon Universe**. Design the Mall business around children- and families will walk through the doors.

Established **large malls** that are **household names** will attract and maintain **brand retailers** and **restaurants**. For the medium and small malls that are on the verge of extinction they must understand what a mall ‘is’ by **definition of use**.



WHAT IS A **MALL** ACCORDING TO SCHOLARSHIPS 4 US, LLC?

An **interconnected network** of space uniquely designed to provide a form of entertainment, satisfaction, or gratification for **each generation** of its' city and visitors.

MY FAMILY'S **PLACE**

A **Mall** that provides the system for households to use their own money to **contribute** in the **formation** of the **city** in which they want to **live-in**.



THE PROPOSAL

The **‘Rebirth Proposal’** is written to every person(s) or organization(s) that has a financial interest in the **Mall** business.

According to this proposal the **Shopping Mall** business is on the verge of **extinction**. In order to save this particular asset, especially for “dead malls,” medium and small, you will now have **My Family’s Place- 4 Principles** for your current portfolio and to strategically redefine nationally what a mall ‘is’ according to Scholarships 4 Us, LLC.

Below is the **QR Code** that will provide you the link to the **‘Presentations’** website page of Scholarships 4 Us, LLC to begin learning about the business.



1ST PRINCIPLE

THE CENTER OF ATTRACTION



Scholarships 4 Us, LLC founded **GEOJANI** Esports Gaming™ to provide the revolutionary franchise concept of developing children's abilities and skills in specific Arcade Games.



For the first time in history **eligible students** age **12-18** will have the opportunity to accrue **savings** and accumulate **Prize Money** based on **Place Finish** in **Scholarships 4 Us, LLC** national standardized competitions and tournaments. Most importantly, the **services** Scholarships 4 Us, LLC provides is intended to be used by **other business** that specialize in youth competitions and tournaments. These businesses will **form branches** of **The Center of Attraction** in **My Family's Place**.



2ND PRINCIPLE CHILD ENGAGEMENT



Children **age 11 and under** must have the path to learn, experience, develop, and celebrate. This includes businesses such as Build-A-Bear, Ridemakerz®, arts and crafts, and birthday celebrations that provide children the **opportunity to engage** in their **interest**, and for families to create traditions.

My Family's Place is all about using household's money in a constructive manner. Businesses that provide **interactive child care** will see the opportunity to be a part of **My Family's Place** while children eagerly await for their **12th birthday** to join **The Scholarships 4 Us Program**.



3RD PRINCIPLE FOOD & BEVERAGE



Children and families will have an **appetite** for restaurants and other food & beverage businesses that will now have the incentive to establish their **brand** in **My Family's Place**.

The key to present brand chains is that in **My Family's Place** every business will have the opportunity to be successful for the reason that vast competition in the Mall is not warranted. **One-of-each-kind** with a variety to choose from is the philosophy to be practiced in **My Family's Place**.



4TH PRINCIPLE ENTERTAINMENT



With the establishment of The Center of Attraction, Child Engagement, and Food & Beverage businesses- the 4th Principle in My Family's Place is Entertainment. Now that families are in-the-door businesses that provide entertainment such as shopping and movies will prosper and the Mall will have the opportunity to offer extravaganza during the holiday seasons.

The 'Shopping Mall' business is dead. With the establishment of the 'The Center of Attraction' and the philosophy of 'My Family's Place'- the rebirth of the Mall shall come into fruition, and the community and city will invest.





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