

Prime Outlets wins award from the ISCS

NEW YORK – In keeping with its tradition of recognizing and honoring the premier marketing, community outreach, sales promotion and visual merchandizing efforts within the retail real estate industry, the International Council of Shopping Centers, Inc. (ICSC) has announced awarding Prime Outlets – San Marcos with a Silver U.S. MAXI Award in its annual MAXI Awards competition.

The ICSC U.S. MAXI Awards honor and recognize the premier marketing, community outreach, sales promotions and visual merchandizing programs undertaken solely with the U.S. by U.S.-based retail real estate professionals and companies.

These awards not only enhance and compliment the other industry regional award programs currently offered by ICSC but provide information and insight to the entire retail real estate industry on what it takes to achieve the highest level of recognition in marketing and specialty leasing within the U.S.

Prime Outlets - San Marcos won its award in the Alternative Revenue category, which recognizes programs and initiatives intended to generate revenue that directly enhances the net operating income of a shopping center or company, including sponsorships, alliances, advertising sales or other non-traditional

revenue sources, for its "Prime Outlets - San Marcos CVB Partnership."

The partnership, which was forged between Prime Outlets and the city of San Marcos' mayor and city council, was a matching funds program with the city that enabled the center to geographically expand its market reach through additional marketing revenue. Prime Outlets - San Marcos is owned by The Lightstone Group and managed by Prime Outlets Company.

Professional recognition for this award was given to Karen Fluharty, senior vice president, marketing of Prime Outlets, as well as Prime Outlets - San Marcos' Celena McGill, marketing manager; Lorena Garcia, tourism manager; Tom Jenkins, general manager and Renetta Coleman, marketing assistant.

Winners in the ICSC U.S. MAXI Awards program were announced during the 2010 Fusion Conference, ICSC's premier conference for shopping center marketing and specialty leasing professionals, this week at the Sheraton Chicago Hotel and Towers in Chicago, Ill.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 60,000 members in 90+ countries include shopping center owners, developers, managers and marketing specialists.

