



**CREATING PLACES WHERE
PEOPLE FEEL ALIVE**



WHO WE ARE

The Musicant Group is an interdisciplinary placemaking and public space management firm that creates places where people feel alive.

WHAT WE DO

We create places where people feel alive through our unique process that combines design, site management, and event planning. Through this process, informed by robust user engagement, data collection, and the establishment of new communications platforms we create exceptional user experiences and new value for commercial and community actors.

WHAT WE BELIEVE

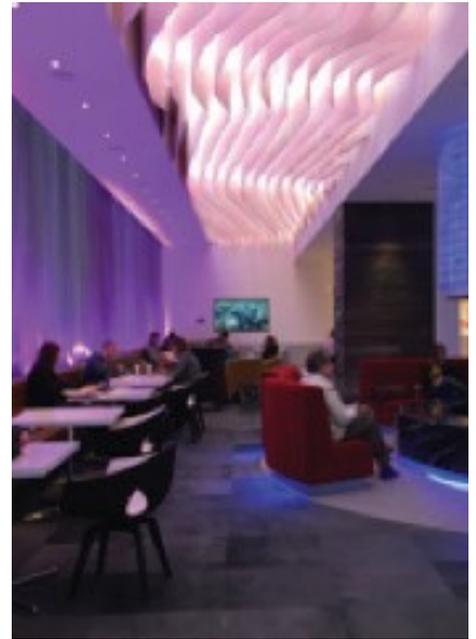
Wherever people want to be, they want to do things nearby: live, work, eat, play, shop, etc. These places are good for commerce and communities.

Places where people want to be create an enormous amount of value: increasing surrounding property values, boosting revenue of nearby enterprises, and building strong communities. These places can be as small as a street corner or as big as a neighborhood or city.

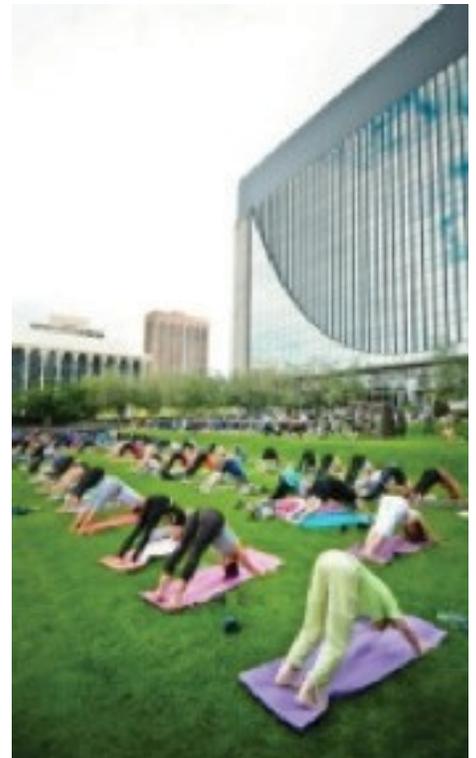
WHERE WE WORK

We partner with community and commercial clients to create from scratch or transform existing under utilized public and common area spaces into active places that people seek-out and use every day. Our clients include commercial property owners, neighborhoods, real estate developers, commercial districts, houses of worship, non-profit organizations, and government agencies, including:

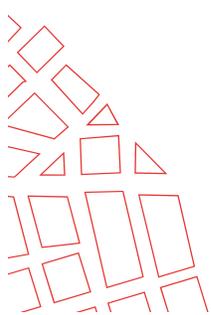
- Base Management (Marquette Plaza)
- CBRE Global Investor's Group (333 S. 7th Street)
- City of Robbinsdale
- City of Columbia Heights
- City of St. Louis Park
- The Cornerstone Group Hennepin County
- Minneapolis Downtown Improvement District
- Platinum Properties Group (Vadnais Square shopping center)
- Ryan Companies (Capella Tower)
- University of Minnesota Foundation (McNamara Alumni Center)
- United Properties
- Westminster Presbyterian Church (Piazza on the Mall)



Capella Tower Common Area

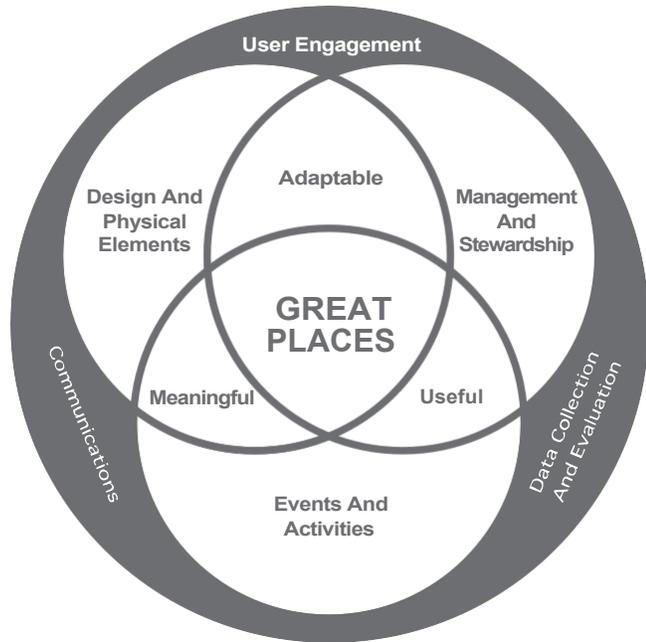


Marquette Plaza, Minneapolis



OUR APPROACH: TREATING SPACE AS A HOLISTIC SYSTEM

We take a holistic and interdisciplinary approach to developing places where people want to be. Through extensive user engagement we determine what experiences users want to have in a place. From there, we create and seamlessly integrate the most appropriate system to fit your needs and budget through the combination of design, events/activities, and management.



IMPACTS OF THE MUSICANT GROUP'S CREATION PLACES

- 300-500% increases in daily usage of a space
- Increasing tenant satisfaction in 90%+ of tenants
- Increasing sense of community of 70%+ of tenants
- 77% of tenants feeling more productive after our events and programs
- 48% of tenants reporting being more interested in coming into the office (0% less so)
- 37% of tenants reporting being more likely to stay at their current company, all things being equal (0% less)

OUR TOOLKIT OF INTEGRATED SERVICES

We both devise and execute strategies on how to create places where people want to be. From working with owners, brokers, and architects during the design process to fine-tune new physical spaces and how to operate them to executing the activation of those spaces in real time. Our full service suite includes:

EVENTS AND ACTIVITIES

- Ongoing programming of a place
- Event planning and production
- Activation and programming plans

ENGAGEMENT AND EVALUATION

- Communications and marketing
- User engagement
- Data collection and evaluation

TRAINING AND EDUCATION

- Workshops
- Placemaking trainings
- Community management training

MANAGEMENT

- Community and site management

DESIGN

- Design and Build
- Design advisory
- Space layout and FFE





333 TURF CLUB



CASE STUDY

CLIENT: CBRE | LOCATION: 333 S. 7th Street, Minneapolis MN

DATE: June 2014-

FROM ATTRACTIVE TO VALUABLE

Activating a decorative plaza and creating value for building ownership and tenants

THE PROBLEM

333 S. 7th Street had an attractive ½ block lawn in front of their Class A office building. It was used as a pathway, a place to smoke, and very occasionally for large building and tenant events. It looked good, but was not producing much value for the building or its users. As the leasing agent and manager of the building, CBRE retained The Musicant Group to launch “The Turf Club” – an activation strategy for their onsite green space, with the goal of increasing tenants’ attachment to the building by creating outdoor amenities and experiences that differentiated them from peer buildings.

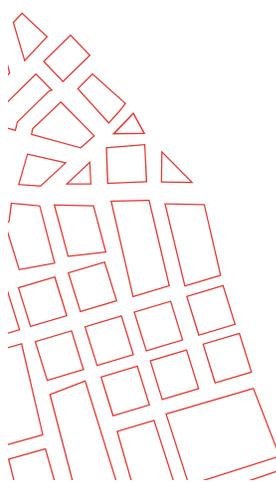
THE APPROACH

Engagement and Research

We initiated a comprehensive engagement process that included interviews with tenant representatives, building engineers, and electronic surveys. The surveys generated ideas, but also created buy-in and awareness about the initiative itself.

Rollout and Marketing

We combined the feedback we received with our in-house expertise to acquire necessary furniture and physical features. By pairing the launch of the physical amenities with a multi-channel promotional campaign we were able to raise awareness, usage, and address hurdles from day one.



RESULTS

The Turf Club has been a resounding success. The lawn is filled with people throughout the day: having meetings, grabbing lunch, taking a break, or discussing business over a game of bag toss, bocce, or ladder golf.

A survey of tenants conducted in 2015 following the second year of the Turf Club found that the initiative:

Tenant Satisfaction

- 94% reported being a more satisfied tenant
- 78% report an increase their sense of community and connection within their organization and the building as a whole

Talent Recruitment, Retention, and Development within Tenant Organizations

- 48% reported being more interested in coming into the office (0% less so)
- 37% reported being more likely to stay at their current company, all things being equal (0% less so)

TENANT TESTIMONIALS

“It is AWESOME! Can’t think of a better way to make the day more enjoyable. Thank you!”

“I think this is a great idea! Unfortunately, I haven’t been able to take advantage of this amenity yet. Every day when I walk by in the skyway, I am envious of the people I see sitting below in the chairs.”

“Just the fact that it is available for use by our tenants and adds unique value to officing in this building.”

“Although I wasn’t able to directly participate very much I LOVED seeing activity out there. Brightened my day.”

“The Turf Club is a great example of what amazing things happen by embracing a space and making it attractive to a varied group of people.”

“I can’t specifically say what I’ve enjoyed most, but I think as a whole our building looks and feels so much more hip and cool, and adding the outdoor activities and seating to- tally highlights the awesome green space that we have and sets our building apart from all the others!”

“The lawn became an active part of the building (and even my office), rather than an unused area that people were almost afraid to walk on. A lot more vitality to the building!”

AWARDS

333 S. 7th Street and the Turf Club were recently named “Best Large Open Space” in 2014 by the Downtown Improvement District with CBRE and The Musicant Group as recipients.

