

## The Business of Play: Entertainment Concepts Unleashed

Step back into the fun and rediscover what it means to play. Join us for an engaging program spotlighting innovative entertainment retailers as they share their unique concepts, creative visions, site and space requirements, infrastructure needs, traffic counts, marketing, and what sets them apart in today's experience-driven market—along with a landlord perspective on what makes these concepts stand out and succeed in today's retail environments. From immersive attractions to nostalgic throwbacks, each concept is designed to spark joy, curiosity, and connection.

With a playful twist woven throughout, this event taps into the kid in all of us—whether you're 8 or 80. Expect energy, imagination, and a fresh perspective on how entertainment spaces are evolving to delight every generation. Come ready to be educated, inspired, surprised... and maybe even a little nostalgic.



**Carrie Charleston**  
Mall of America



**Jack Eickhof**  
Chip's Pickleball Club



**Whitney Kolquist**  
Skyline Social and Games



**Moderator:**  
Holly Rome, JLL

**DATE:** May 6th, 2026

**TIME:** 7:30am Registration, 8:00am Program, 9:30am Adjourn

**LOCATION:** Oak Ridge Country Club  
(700 Oak Ridge Road, Hopkins, MN 55305)

**REGISTRATION:** Visit Events at [www.retailrealestatenetworkmn.com](http://www.retailrealestatenetworkmn.com)

**COST:** \$50 Members, \$60 Members at Door,  
\$70 Non-Member, \$40 Student/Intern

1.5 Real Estate Continuing Education Credits Applied For.

- **Pre-registration ends at noon on May 5**
- **Substitutions or cancelations are allowed 24 hours in advance**
- **No shows will be billed**

**Professional Showcase: Fredrikson & Byron, P.A.**