WHY MIXED-USE DEVELOPMENTS CHOOSE MAGIC ICE USA

- **Boost Foot Traffic**
  Seasonal attractions activate public spaces and common areas
- **Drive Sales Across Categories**
  Encourage shopping, dining, and extended visits
- **Create Destination Appeal**
  Make your property a must-visit holiday experience
- **Offer Monetization & Sponsorship**
  Branding, ticketing, and naming rights packages
- **Turnkey Execution**
  Full-service design, installation, operations, and support





MAKE YOUR PROPERTY THE HOLIDAY HIGHLIGHT OF THE SEASON

With **1,000+ installations** and over **40 years of experience**, Magic Ice USA is the trusted seasonal ice partner for shopping centers, REITs, and destination developers nationwide.

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MAGIC ICE

MORE **MOMENTS.**
MORE **MEMORIES.**
MORE **MAGIC.**



TURN MIXED-USE DEVELOPMENTS INTO REVENUE-INCREASING HOLIDAY ATTRACTIONS

Mixed-use destinations across the U.S. are redefining the holiday season with immersive experiences that go far beyond twinkle lights and Santa photos. Magic Ice USA partners with lifestyle-driven properties to install custom seasonal ice rinks and ice slides that serve as traffic-increasing centerpieces. These attractions not only bring joy, but generate measurable revenue by extending visitor dwell time, encouraging repeat visits, and boosting cross-tenant sales.

Whether it's an urban entertainment district, a suburban live/work/play community, or a revitalized town center, Magic Ice USA has the experience and ingenuity to deliver unforgettable winter activations.



ICE RINKS THAT MOVE THE NEEDLE

THE RINK AT MARKETSTREET LYNNFIELD, MA

New England's Premier Open-Air Lifestyle Destination

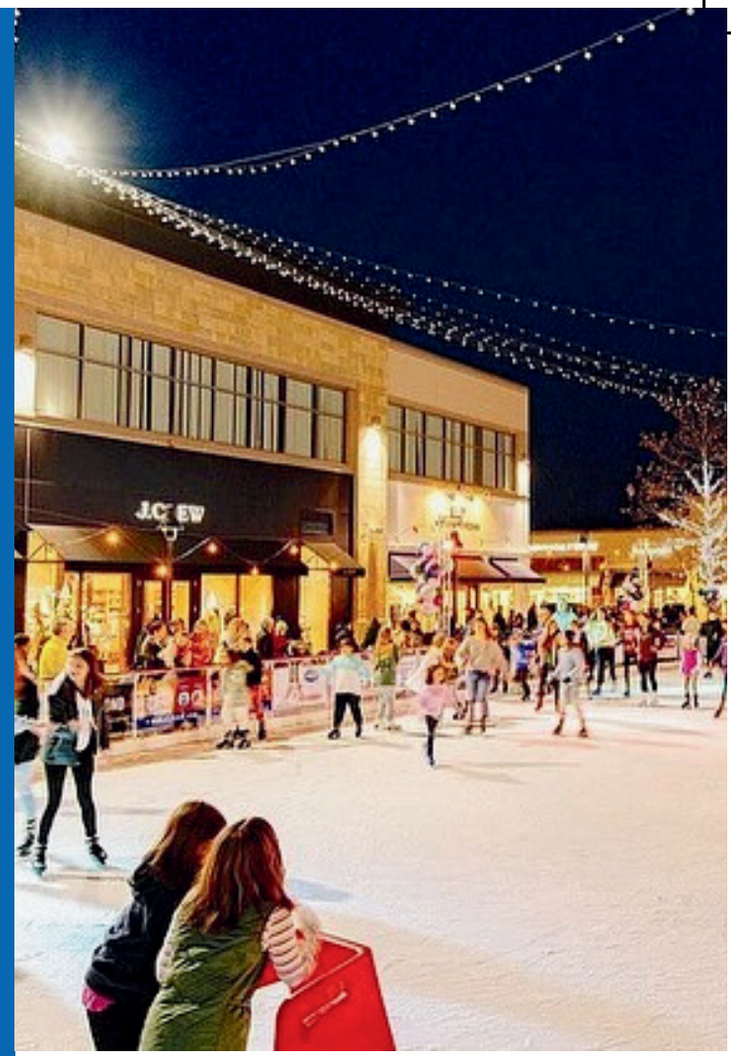
- Seasonal centerpiece that drives foot traffic and family outings
- Encourages longer retail and dining visits
- Promotes ongoing tenant promotions and cross-branding
- Supportes MarketStreet's position as a regional holiday destination

THE ICE AT PARK PLACE LEAWOOD, KS

A Midwest Mixed-Use Hub Comes Alive for the Holidays

- Community-driven activation in a lifestyle setting
- Extends visitor dwell time and energizes weekend activity
- Enhances holiday programming with themed events and activations
- Offers valuable brand visibility for tenants and local sponsors





BLOCK 59 NAPERVILLE, IL

Holiday Magic at a Dynamic Shopping, Dining & Entertainment Destination

- Seasonal attraction developed in partnership with Brixmor Property Group
- A 60' x 120' custom rink with skate rentals and online ticketing
- Designed to enhance the site's public realm and holiday offerings
- Expected to drive traffic and elevate Block 59's regional profile