



PROJECT LAKESIDE MALL

EVERY STORY MATTERS. TELL US YOURS.

QUESTIONNAIRE FOR MALL WORKERS

This questionnaire is intended for people who **worked** at any mall in the *Detroit* area or in the *State of Michigan*.

For a questionnaire intended for people who **visited** the mall, please view our **Visitor Questionnaire** which is available **online** at our website.

PLEASE READ:

- Participation is entirely **voluntary**.
- You are welcome to remain **private** or **anonymous**, if you wish to do so.
- To **answer** this questionnaire, you may find the **online version** at our website or **email us** at projectlakesidemall@gmail.com

PREFACE (required)

1. What **mall** do you wish to talk about?
Examples: *Eastland, Fairlane, Lakeside, Macomb, Oakland, Partridge Creek, Somerset Collection...*

2. How did you **hear** about us? For example:
word of mouth, social media, advertisement...

INTRO QUESTIONS (recommended)

1. What is the **name** of the business you operated or worked for?
2. What was the initial **reason** you came to work at the mall?

3. How **long** did you **work** at the mall? How **long** did your business **operate** at the mall?
4. What were the daily or periodic **responsibilities** of your business?

MAIN QUESTIONS: PART ONE: ENVIRONMENT

1. How would you describe the mall's **atmosphere**?
How about during its **prime**? What made it stand out?
2. What **seasons, holidays, or events** do you recall the most? How did they **affect** business?
3. What **changes** did you observe in foot traffic and shopper behavior?
4. Did the **customer base** or **surrounding community** change over time?

5. Did any **construction** or **layout changes** occur in your time at the mall? Did any **disrupt** business?
6. How much did **mall management** and **rental costs** affect your business over time? Did rent **increase** significantly over time?
7. Was your **departure** voluntary or involuntary? May we ask, what was the **reason**?

MAIN QUESTIONS: PART TWO: REFLECTIONS

8. What **experience, takeaways, or skills** did you gain from your time working at the mall?
9. What will you most **miss** about working at the mall?

10. If given the change, would you **work** at any mall **again**?

Continued on the next page.

MAIN QUESTIONS: PART THREE: OPERATIONS

11. How were the **relationships** between *workers, management, and security*?
12. Did you ever experience any **disputes** with *customers, management or neighbors*?
13. What was your **average** customer like?
14. What was your **worst** customer like?
15. How did your business handle extraordinary **moments**: *thefts, emergencies, etc.*?
16. How did **broader factors** affect your business?
Examples, given the timeline of malls in Michigan (1960s → present):
 - a. **Lock downs** in response to "pandemics" (2020 and later).
 - b. *Lakeside Mall*
 - i. **Loss** of remaining anchor stores (2010s → present).
 - ii. **Transmutation** of original anchor stores (*Crowley's* → *Hudson's* → *Macy's*).
- c. Transition to **online shopping** (1990s → 2010s).
- d. **Market crashes**:
 - i. *Black Monday* (1987)
 - ii. *Dot-com bubble* (about 1997 — 2000)
 - iii. *Global Financial Crisis* (2007 — 2008)
- e. **Currency inflation**:
 - i. constant **inflation** of the U.S Dollar (and prices of goods) since the *Federal Reserve Act of 1913*.
17. How was the **physical condition** of non-public areas?
18. How did you **prepare** for holidays or big retail events?
19. Does the mall have any **secret rooms, passages, or unknown areas**?
20. What is the **strangest story** which happened to you or someone else at the mall?
21. Do you have one or more **little-known or publicly unknown** facts about the mall?
If so, what do you **know**?

CONCLUDING QUESTIONS (recommended)

1. If you have any **home movies, photos, or souvenirs**, would you be interesting **sharing** it or a copy (if applicable)? **NOTE**: You shall receive full credit, and may request any *faces, likenesses, and/or properties* be blurred and/or obfuscated.
2. What did you or will you **pursue** after leaving the mall?
3. Do you believe that **malls** have **a future**? What are your thoughts on the **closure** of the **mall** (if applicable)?
4. *Lakeside Mall*: In your opinion, which plan **best** suits the future of *Lakeside Mall*?
 - a. **re-open**: do not demolish, and do introduce new business-only tenants.
 - b. **re-zone and re-open**: do not demolish, and do introduce new non-business tenants; include event hosting, housing/residential, government/municipalities, offices, supermarkets, etc.
 - c. **remain open, and re-zone**: do not demolish, and do redevelop the surrounding parking lots only (original 2018 plan).
 - d. **close, demolish and re-develop**: do demolish and redevelop both the building and the surrounding parking lots (current 2022 plan).
 - e. **return to nature**: turn it back into farmland.
 - f. None of the above.
 - g. Other...
5. Do you have any **shout-outs** or **closing thoughts**? *Please feel free to advertise.*

Thank you for participating!

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ProjectLakesideMall *on Instagram, YouTube, Facebook...*

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<http://projectlakesidemall.com>

Search "Project Lakeside Mall" in quotations.