

LAKE PLEASANT TOWNE CENTER

Veststar

Summer 2020

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Karli Adam
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CENTER TEAM

NEW MARKETING MANAGER

Join us in welcoming Karli Adam to the team! She is returning as Lake Pleasant Towne Center's Marketing Manager and is excited to be rejoining the team. Karli has been overseeing all Arizona Power Center properties since 2018 and is thrilled to be overseeing the marketing for Lake Pleasant Towne Center again.

MASK UP CAMPAIGN

For the safety of our community, we are now requiring that masks be worn by all guests and employees on property, including throughout the outdoor common areas of the center and within your locations. We are adhering to CDC guidelines and the [Maricopa County mask requirement](#) as part of the State of Arizona's Declaration of Public Health Emergency. We ask that you also comply with these government mandates. New signage including window clings and 22x28 signage are posted around the center to remind shoppers of the new protocol.

ONSITE SIGNAGE REMINDER

With the current situation, we are allowing signage to be posted outside of your storefront. Please be sure that this signage is professionally printed and approved by management before posting. All handwritten or computer-typed signage will be asked to be removed. Marketing can assist with design and printing if needed. Please contact Karli Adam at kadam@vestar.com for signage approval or with questions regarding current signage.

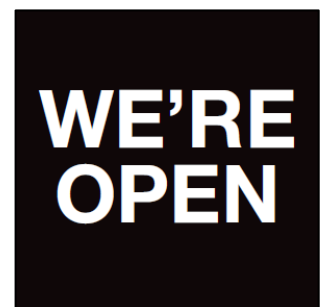
UPCOMING EVENT

HALLOWEEN EVENT

This year, we are holding a week-long Halloween trick-or-treat activation from October 23-30 to encourage guests to come to Lake Pleasant Towne Center and visit each tenant. The event will consist of a scavenger hunt where guests are required to visit your location to receive a stamp and a prize (provided by Veststar). Guests can enter to win a larger prize by visiting each participating tenant and submitting their scavenger hunt card to Veststar. If you would like your location to participate, please email Karli Adam at kadam@vestar.com confirming your participation.



Karli Adam
Marketing Manager



LAKE PLEASANT
TOWNE CENTER

TENANT SPECIALS & PROMOTIONS

SOCIAL MEDIA

We continue to post every-other-day on [Facebook](#) and [Instagram](#) to highlight all that our stores, restaurants and services at Lake Pleasant Towne Center have to offer. If you have any professional lifestyle images you'd like to include in our lineup, or any promotions you would like us to share on our social media outlets, please send the images and promotion details to Karli Adam at kadam@vestar.com.

FACEBOOK
PAGE LIKES

4,626

INSTAGRAM
FOLLOWERS

384

TOTAL
DATABASE
NUMBER

917

WEBSITE PROMOTIONS

With the current climate, we are updating our website regularly with takeout/delivery offers and adjusted hours. Please check your location's listing [HERE](#) to make sure your hours and any offers listed are correct. If you would like any information to be added to the Center Updates page, please email Karli Adam at kadam@vestar.com with the details.

PUBLIC RELATIONS

We are constantly gathering offers from our tenants to send to our public relations firm and pitch to local news outlets. If your store or restaurant is running any promotions for takeout, curbside or delivery options, or any promotions in general, please email those offers to Karli Adam at kadam@vestar.com.

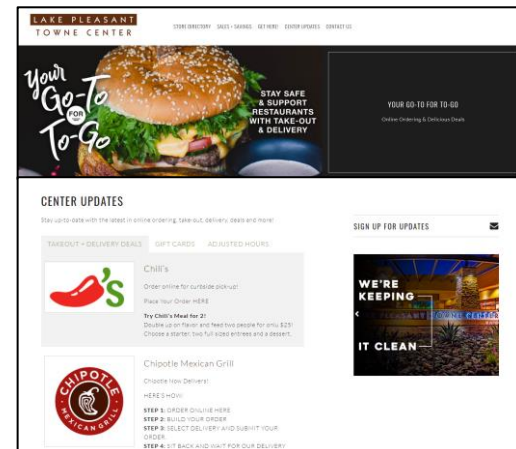


PHOENIX NEW TIMES RESTAURANT DIRECTORY

Phoenix New Times is offering a free opportunity to be included in the [Phoenix-area restaurant guide](#) for restaurants offering takeout, delivery and/or dine-in services. Submit your restaurant with the [submission form here](#).

WEBSITE JOB LISTINGS

We are listing any current job openings at your location on our [website](#). Please send the job description and instructions on how to apply to Karli Adam at kadam@vestar.com to have your job opportunities displayed on the dedicated website landing page.



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