

LAKE PLEASANT TOWNE CENTER



JANUARY 2020

Kathy Schiller

Property Manager
602.553.2707

kschiller@vestar.com

Christina Iames

Assistant Property Manager
602.553.2650

ciames@vestar.com

Katie Hauptman

Marketing Manager
602.553.2708

khauptman@vestar.com

CENTER UPDATES

NEW MARKETING MANAGER

Katie Hauptman is your NEW Marketing Manager for Lake Pleasant Towne Center. Katie has been with Vestar for over two years and also manages Desert Ridge Marketplace. Katie will be your contact for all things marketing related and is excited to work with your brand!



2020 MARKETING OPPORTUNITIES

2020 MARKETING PACKET

Please click [HERE](#) to view all the opportunities available to you in 2020.

WEBSITE PROMOTIONS

The center's website, SHOPLPTC.COM, is a great tool for your brand to showcase all it has to offer throughout the year. Each tenant has a dedicated landing page with brand description and location identifier. The website also features a [Sales + Savings](#) page that allows your brand to promote upcoming happenings, special offers and happy hour deals. We encourage you to visit the website and ensure all of your information is up to date. **If you would like to add a new offer to the website, please email khauptman@vestar.com.**

LEASE REQUIRED ADVERTISING

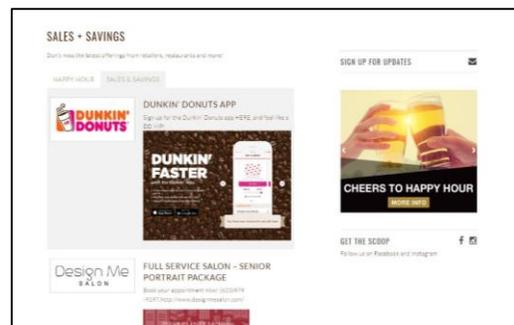
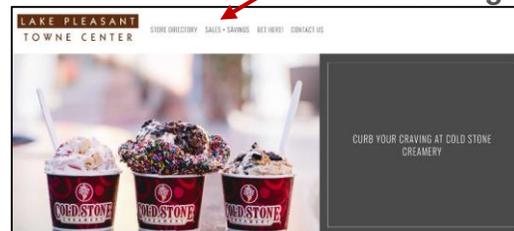
Please use the following form, attached [HERE](#), to make your 2020 Lease Required Advertising selections. Unsure if your brand qualifies? Refer to Article 29c of your lease agreement or under the Advertising and Promotion sections. **Please submit your LRA selections by January 31, 2020 to khauptman@vestar.com.**

SOCIAL MEDIA

Lake Pleasant Towne Center is active on [Facebook](#) and [Instagram](#)! The goal of these platforms is to promote all the happenings at the center. If your brand has a collection of lifestyle photos (not graphics) we would be happy to integrate into our schedule.

***GIVEAWAYS:** We host seasonal giveaways through our Facebook and Instagram featuring gift cards and/or experiences to your location. Please email khauptman@vestar.com if you are interested in providing for our next giveaway.

Sales + Savings



LAKE PLEASANT TOWNE CENTER

MARKETING PROMOTIONS

INNINGS FESTIVAL ENTER-TO-WIN

JANUARY 1 – JANUARY 31

Lake Pleasant Towne Center provides monthly promotions through the website, offering guests the chance to win an experience around the valley. This January, guests are invited to enter to win a pair of 2-Day VIP Passes to the Innings Festival at Tempe Beach Park on February 29 - March 1, 2020. See link [HERE](#) to enter. We encourage you to let your shoppers and diners know about these opportunities to win.



PROPERTY MANAGEMENT UPDATE HAPPY VALLEY PARKWAY WIDENING PROJECT

Improvements include a connection to Lake Pleasant Pavilion Shopping Center and restriping for six lanes of traffic. In addition, the Agua Fria Bridge widening includes six lanes of traffic, median barrier, and a 12-foot multi-use path behind separation barriers for pedestrians and bicyclists.

- Scheduled to begin the week of January 6, crews will install conduit for electric in the project area, such as traffic signals and street lights, beginning at the corners of the 115th Ave and Happy Valley intersection, and then on the south side of Happy Valley moving in an easterly direction. This work is expected to take place under the existing traffic control set-up.

Project completion is expected in Fall 2020. For project information, contact the project hotline at 602-532-6250. Please visit azdot.gov for more information.

FACEBOOK
PAGE LIKES

4,610

INSTAGRAM
FOLLOWERS

273

TOTAL
DATABASE
NUMBER

931

REAR ENTRANCES & SERVICE COURTS

Tenants shall not allow carts, chairs/furniture, discontinued displays or trash to accumulate at their rear entrances or service courts. These areas are to be kept clean and free of debris for the safety of employees and in accordance with all health policy regulations.

- You will be notified of any unauthorized storage behind your premises. If the items are not removed within the allotted timeframe, Tenants will be charged \$50 per hour for maintenance staff's time and materials to remove such items. If you are unsure if items are approved, please reach out to the management office with questions.
- Also, in accordance with the Smoke-Free Arizona Act, employees must smoke 20 feet away from all doors and windows. Ash containers have been strategically placed throughout the common areas in compliance with the Smoke-Free Act. We ask that all employees use these areas rather than leave makeshift ashtrays and chairs at their rear entrances.

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FOLLOW US ON SOCIAL MEDIA!



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