



# SUMMER 2020

## PROPERTY MANAGEMENT UPDATES

### NEW OPENING

We are excited to announce the opening of Code Ninjas located on the second floor next to Desa Salon.

### STAY SAFE AND HEALTHY

As government mandates change, we continue to monitor and focus on safety messaging through out the center implementing increased cleaning protocols using CDC approved cleaning agents. This includes the addition of hand sanitizing stations center-wide.

During this time, the marketing focus has been on social and digital platforms to reach our loyal customer base. Please let the marketing team know what you are doing so your business can be including on the website and social postings.

Additionally, while indoor dining is temporarily closed, we have created socially distanced seating for guest to enjoy takeout in the Rubio's Courtyard.

### CONTACTS

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# MARKETING UPDATES

## RETAILERS SPOTLIGHT

We are excited to announce the Grand Opening of Code Ninjas located on the second floor near Desa Salon. At Code Ninjas kids learn to code in a fun, safe and inspiring learning environment, with a game-based curriculum that they love. Parents love it too, because their kids make real progress and gain valuable skills while having a great time.

For a limited time only become a Founding Ninja and save up to \$960 on a year membership. \*Limited to the first 50 families. To learn more visit,

[www.costamesacourtyards.com/events-and-promotions](http://www.costamesacourtyards.com/events-and-promotions)

## SUPPORTING OUR SENIORS

Grocery Outlet and FedEx continue to offer special shopping hours and services for senior citizens and those with underlying health conditions. If your store or restaurant is offering special hours for senior citizens and those with underlying health conditions, please email [vsalgado-rico@vestar.com](mailto:vsalgado-rico@vestar.com).

## WELCOME BACK – NOW OPEN CAMPAIGN

We are happy to see the traffic increasing at the center as the mandates are lifted and the closed stores begin to reopen, as well as restaurants reopen for takeout and outdoor patio seating. We are updating the Costa Mesa Courtyards website daily and promoting our Now Open Campaign through our social media outlets and our website at [costamesacourtyards.com](http://costamesacourtyards.com) [Click here](#) for a full list of open stores & restaurants.

## SOUTHERN CALIFORNIA BLOOD DRIVE

Costa Mesa Courtyards partnered with the Southern California Blood Bank for a blood drive event at Costa Mesa Courtyards on Friday, June 5 from 1pm-6pm. All donors received a specialty drink promotion from our friends at The Coffee Bean and Tea Leaf. If you would like to participate and contribute to our next blood drive event, please email [vsalgado-rico@vestar.com](mailto:vsalgado-rico@vestar.com).



FACEBOOK  
LIKES

5,804

INSTAGRAM  
LIKES

1,027

WEBSITE  
HITS

3,930

TOTAL  
SUBSCRIBERS

2,539



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# MARKETING OVERVIEW

## SUMMER GIVEAWAY TIME

Costa Mesa Courtyards hosted a weekly enter-to-win contest on Instagram for a chance to win a variety of gift cards to our Costa Mesa retailers. Contest ran from March 24 thru May 3<sup>rd</sup>. #GiveawayWithHeart. Don't Miss out we have some fun giveaways coming up in August. For future contest and promotions visit, <https://www.costamesacourtyards.com> and make sure to follow us on Instagram and Facebook. You can find the social media handles at the bottom of this page!

## FATHER'S DAY GIVEAWAY

To celebrate all the great fathers out there, Costa Mesa Courtyards ran a Father's Day Giveaway from June 4 to June 17. Customers were able to enter on our Instagram page by liking and following @ShopcostaMesa and tagging their favorite Dad. The contest received 22 entries with over 237 likes. The winner was announced June 18 and received a \$50 gift card to Buffalo Wild Wings.

## STORE PROMOTIONS

Don't forget to send us your upcoming sales, promotions and specials. We will help promote and post them on our website and social media sites. Please send your information to Marketing Manager, Veronica Salgado Rico at [vsalgado-rico@vestar.com](mailto:vsalgado-rico@vestar.com).

## WEBSITE UPDATES

We are working hard to keep our website up to date as stores modify their hours. We encourage stores to monitor the website and email [valgado-rico@vestar.com](mailto:valgado-rico@vestar.com) with any changes.

[Click Here](#) for a full list of stores and restaurant operating hours.



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