



**SPRING 2020**

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## CENTER TEAM

### HERE TO HELP – JUST REACH OUT

During these uncertain times, we want you to know that we are here to help. Please let Tim, Shannon and Karli know if you have any questions or need assistance. Contact information is listed above.

## COVID-19 UPDATES CENTER SAFETY SIGNAGE

We're excited to welcome more shoppers and diners back to the center as places begin to re-open. To remind guests to remain safe, we are placing 22x28 signs, floor graphics and window clings throughout the center. Please contact Karli Adam at [kadam@vestar.com](mailto:kadam@vestar.com) with questions.

## RE-OPENING LOCATIONS

As stores/restaurants continue to re-open, please continue to practice social distancing within your establishment. Wipe down fixtures, cash registers, door handles, etc., frequently. Continue to sanitize according to protocol and wash your hands as frequently as possible. We will continue to do our part as management by sanitizing common area fixtures/furniture, maintaining adequate social distance spacing with our common area seating, placing customer awareness signage and keeping you updated along the way. Thank you for your cooperation during this stressful time and please feel free to contact us should you have questions about moving forward and re-opening the center.

## CENTERS FOR DISEASE CONTROL RECOMMENDATIONS

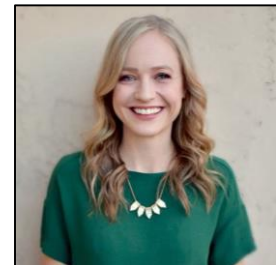
CDC recommends [wearing cloth face coverings](#) in public settings where other social distancing measures are difficult to maintain, especially in areas of significant community-based transmission. Cloth face coverings may prevent people who don't know they have the virus from transmitting it to others. These face coverings are not surgical masks or respirators and are not appropriate substitutes for them in workplaces where masks or respirators are recommended or required.



Tim Ray



Shannon Zubert



Karli Adam



# CENTER UPDATES

## 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](mailto:kadam@vestar.com) for signage approval or with questions regarding current signage.

FACEBOOK  
PAGE LIKES

1,079

INSTAGRAM  
FOLLOWERS

169

TOTAL  
DATABASE  
NUMBER

1198

## NEW TENANT

### CHIROSHIFT CRYOTHERAPY – OPENING SOON

Our newest tenant Cryoshift Cryotherapy is opening soon and will be located in between Music & Arts and Bullfrog Spas. Welcome to Crossroads Towne Center!

## 2020 MARKETING OPPORTUNITIES

### 2020 MARKETING PACKET

Click [HERE](#) to view all the opportunities available to you in the remainder of 2020.

### LEASE REQUIRED ADVERTISING REMINDER

If you haven't sent in your 2020 LRA form, please complete 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. **Send your completed form to Karli Adam at [kadam@vestar.com](mailto:kadam@vestar.com).**

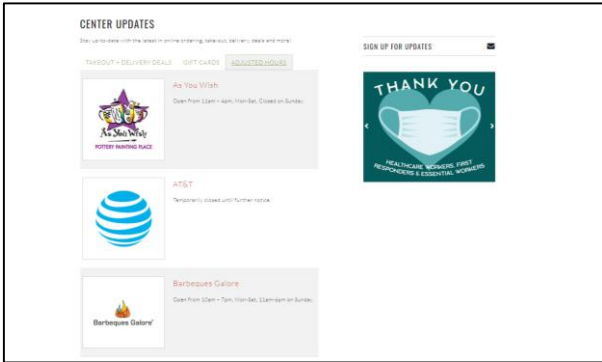
## TENANT SPECIALS & PROMOTIONS

### WEBSITE PROMOTIONS

With the current climate, we are updating our website daily with takeout/delivery offers, online gift card links 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](mailto:kadam@vestar.com) with the details.**

### DEDICATED TENANT EMAIL BLASTS

As we are reopening our stores and restaurants, we are sending out weekly dedicated email blasts to our opt-in subscribers highlighting a store or restaurant, as well as sending our updated store and restaurant hours. If you would like to be highlighted in our dedicated tenant email blasts in the upcoming weeks, **please email Karli Adam at [kadam@vestar.com](mailto:kadam@vestar.com).**



## TENANT SPECIALS & PROMOTIONS CONT. SOCIAL MEDIA

We are posting every-other-day on [Facebook](#) and [Instagram](#) to highlight all that our stores, restaurants and services at Crossroads 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](mailto:kadam@vestar.com).

## PUBLIC RELATIONS

We are regularly 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 of the following promotions: Father's Day, takeout or curbside pickup offers, as well as current offers for healthcare workers and first responders, please email those offers to Karli Adam at [kadam@vestar.com](mailto:kadam@vestar.com).



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## FOLLOW US ON SOCIAL MEDIA!



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