



January 2021

LEASING UPDATES

- Casa Del Sol Mexican Cucina is targeting a late April opening across from RA Sushi. They will offer a unique dining experience that combines great Mexican cuisine with world class Mariachi performances by 8-time Grammy nominated Mariachi Sol de Mexico de Jose Hernandez.
- Dolce Gelato is slated to open in March, they will offer 32 gelato flavors (10 of which are vegan) hand-crafted from scratch. They will be located near AMC Tustin 14, across from Bar Louie.
- Union Market will soon welcome Hermosa Taqueria to their eclectic mix of retailers and restaurants.
- Leasing Efforts – We're actively marketing available premises to bring exciting new concepts to The District.

PROPERTY MANAGEMENT UPDATES

- Small Business COVID - 19 Relief Grant Program - Congress authorized \$284 billion in funding for small businesses as part of its latest \$900 billion coronavirus stimulus package passed in December. There are two rounds of grant distributions. Grants will be awarded between \$5,000 and \$25,000.

The application for Round 1 closed on January 13th, 2021. The State has yet to publish the schedule for Round 2. For further information please check out the California Small Business COVID-19 Relief Grant Program website.

- As government mandates change, we remain committed to partnering with our merchants to address current challenges while providing a safe environment for all who visit, shop, and dine at The District.

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AT TUSTIN LEGACY

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Photo: Stowaway Tiki (inside Union Market)

MARKETING PROGRAMS

LUNAR NEW YEAR CELEBRATIONS

While the in-person Lunar New Year event may not be possible this year due to social-distancing, The District is celebrating the **Year of the OX** in several fun ways:



FACEBOOK
LIKES

12,702

INSTAGRAM
FOLLOWERS

10,611

WEBSITE
HITS

19,360

LANTERN DISPLAY & PHOTO OPPORTUNITY

The Promenade will be transformed to offer the perfect opportunity to commemorate the 2021 Lunar New Year with your family. Stop by between February 5-20th to take family photos in the Union Market Courtyard with our red lantern display and Lunar New Year backdrop. Read on...

TOTAL
SUBSCRIBERS

12,426

TOTAL PR
IMPRESSIONS

41.4M

'LUCKY' RED ENVELOPES - GIFT W/ PURCHASE

You could be LUCKY this Lunar New Year! Spend \$150 at The District between Feb 5-20 and bring your receipts to our Redemption Booth on Saturdays, Feb 6, 13 or 20 from 1pm-4pm to receive a LUCKY red envelope filled with a crisp \$1 bill and gift card from a District store or restaurant valued between \$5 and \$100. Union Market Courtyard.



THE TASTE, EXPLORE & EXPERIENCE TOUR –

FREE Marketing Opportunity to Draw Customers to you!

The District is the *exclusive* sponsor of OC Restaurant Association's NEW 4-week food tour, starting with the OC Restaurant Week in March.

- **OC Restaurant Week** – March 7 – 13
- **OC Margarita Crawl** – March 21 – 27
- **OC Brunch Week** – May 16 – 22
- **OC Burger Week** – July 11 – 17

OC RESTAURANT WEEK DEADLINE:

Email scampbell@vestar.com TODAY to sign up and we'll let you know the next steps. **YOU DON'T WANT MISS THIS OPPORTUNITY!**

FREE TO PARTICIPATE:

It's FREE for your restaurant to participate in one or ALL of the week-long events. You just need to provide a prefix menu (they can help you create) and be ready to accommodate diners. **Note that you can decide how to service dining orders based on government mandates at the time.**



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HELLO 2021 INSTAGRAM CONTEST

OVER 2020? US TOO! Through the month of January, we're asking followers to share their goals and aspirations on our Instagram post. The top 5 responses will win a \$50 e-gift card to the retailer or restaurant of their choice. The contest runs through **January 31st**. Winners to be notified in early February.

"ALL YOU NEED IS LOVE" VALENTINE'S DINING GIVEAWAY – SOCIAL CONTEST

In celebration of Valentine's Day, The District is hosting five (5) weeks of Dining Takeout Giveaways for \$200 gift cards. A different takeout restaurant to be featured each week.

It's easy to enter, simply tag everyone you love in the **Facebook and Instagram** post. New opportunity to win each Wednesday through February 10th.

COMMUNITY BLOOD DRIVE – FEB 6th

FREE Antibody Test AND Nothing Bundt Cake Bundtlet

In partnership with Southern California Blood Bank, The District will host the blood mobile in the parking lot near Lowe's and Lucille's BBQ on **Saturday, February 6th from 11am-4pm**. Donors will receive a **FREE** anti-body test & Bundtlet voucher, courtesy of **Nothing Bundt Cakes**.

To make an appointment, call (844) 380-5220 or visit www.SCBloodBank.org/donate. Help us save lives!

FREE MARKETING OPPORTUNITIES

Let us help you market your business for **FREE**! The new Marketing Opportunities Packet is now available. We want to know what you're doing so we can post it on our social pages and website.

CLICK HERE to download the 2021 Marketing Opportunities and start taking advantage of the free tools today. It's as easy as sending us an email.



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