



February 2021

## LEASING UPDATES

- Casa Del Sol Cocina Mexicana will open in late April (just in time for Cinco De Mayo!) 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 between AMC Tustin 14, across from Bar Louie.
- Union Market opened Hermosa Taqueria to their eclectic mix of retailers and restaurants serving simple Mexican cuisine, beer and wine, with an open-air outdoor seating area.

## PROPERTY MANAGEMENT UPDATES

- **New Tustin Small Business Grant Applications Open this Friday!** Businesses with 25 or less full-time employees may be eligible for a working capital grant up to \$5,000. All may apply but priority will be given to business owners who have not previously received a grant. Funding is provided by the County of Orange. The city will release the entire amount of \$273,800.

The application period opens Friday, February 12 – Thursday, February 18. Visit the City of Tustin's Small Business Emergency Grant Program Phase III website at [CLICK HERE](#).

- 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.

## CONTACTS

**Arian Maher**  
General Manager  
714.259.9015  
[amaher@vestar.com](mailto:amaher@vestar.com)

**Lori Gertsch**  
Assistant Property Manager  
714.259.0559  
[lgertsch@vestar.com](mailto:lgertsch@vestar.com)

**Shannon Campbell**  
Marketing Director  
714.259.9090  
[scampbell@vestar.com](mailto:scampbell@vestar.com)

**John Conrekas**  
Administrative Assistant  
714.259.9090  
[jconrekas@vestar.com](mailto:jconrekas@vestar.com)

**Security Dispatch (24/7)**  
714.258.1414

**THE DISTRICT**  
AT TUSTIN LEGACY

[THEDISTRICTTTL.COM](http://THEDISTRICTTTL.COM)



@DistrictTustin



@TheDistrictTustin

Photo: Outside of Utopia Euro Caffè's Patio

# MARKETING PROGRAMS

## LUNAR NEW YEAR CELEBRATIONS

*In the Union Market Courtyard*

### SPEND \$100 & RECEIVE A 'LUCKY' RED ENVELOPE

Customers can bring their receipts totaling \$100 or more to our **Spend & Receive Booth** on **Saturday, February 13 & 20 from 1-4pm** to receive a Red Envelope with a 'Lucky' Gift Card inside (valued up to \$100).

*Receipts must be dated between February 5-20<sup>th</sup> and can be from ANY business at The District at Tustin Legacy. One per family. While supplies last. Gift Cards from The District businesses.*

### LUNAR NEW YEAR PHOTO DISPLAY

Bring your family for a memorable group selfie at our Lunar New Year photo display under a sea of red Chinese lanterns. **Open daily February 5 – 21.**

### ENTER-TO-WIN \$200 TO J ZHOU ORIENTAL CUISINE

Enter on Facebook and Instagram for a chance to win \$200 to J Zhou between Friday, Feb 12 – Sunday, Feb 21. Winner to be notified the week of Feb 22.



## THE TASTE, EXPLORE, EXPERIENCE TOUR by OC Restaurant Association

**FREE Marketing Opportunity to Draw Customers to you!**

The District is the *exclusive* sponsor of OC Restaurant Association's NEW 4-week food tour - This means your participation is FREE:

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



### FREE TO PARTICIPATE:

It's FREE for your restaurant to participate in one or ALL the week-long events. Email [scampbell@vestar.com](mailto:scampbell@vestar.com) for more to sign up.

*\*It's not too late to sign up for OC Restaurant Week or the Margarita Crawl*

FACEBOOK  
LIKES

12,725

INSTAGRAM  
FOLLOWERS

10,864

WEBSITE  
HITS

12.069

TOTAL  
SUBSCRIBERS

12,424

TOTAL PR  
IMPRESSIONS

64.3M



@DistrictTustin



@TheDistrictTustin

THEDISTRICTTTL.COM

THE DISTRICT  
AT TUSTIN LEGACY



# MARKETING PROGRAMS

## VALENTINE'S DAY PROMOTIONS:

### VALENTINE'S DINING GIVEAWAY - SOCIAL CONTEST

In celebration of Valentine's Day, The District hosted a weekly Dining Giveaway on social for a \$200 gift card. A different restaurant featured each week. To enter, followers simply tagged everyone they love in the **Facebook** and **Instagram** posts.

### VALENTINE'S DINING CAMPAIGN

The District is showcasing the center's Valentine's dining specials through social, website, google click thru ads, PR, eblasts, as well as through our media partners.

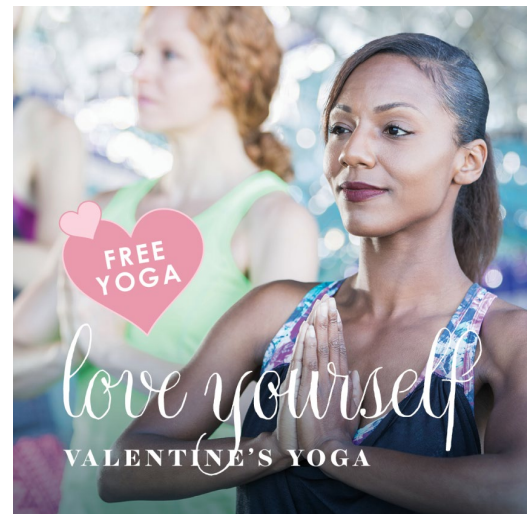
Thank you to the restaurants that provided their Valentine's Day specials. We have also been posting about Valentine's Day gift and services through boosted social posts and added a Guide to our IG page. View the dining listing [HERE](#). If you're not on this list, we can still add you, just email [scampbell@vestar.com](mailto:scampbell@vestar.com).

### LOVE YOURSELF VALENTINE'S YOGA - FREE

Enjoy a FREE socially distanced 60-minute yoga class by Caffe Yoga on **Saturday, February 13 at 11am** in the AMC Fountain Courtyard. There are only a few spaces still available. Reserve your spot [HERE](#). Whether you're single or married, everyone is welcome to our Self-Love Yoga to Celebrate YOU!

## FREE MARKETING OPPORTUNITIES

Let us help you market your business for FREE! The Marketing Opportunities Handbook is now available. Let us 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. It's as easy as sending an email to [scampbell@vestar.com](mailto:scampbell@vestar.com).



@DistrictTustin



@TheDistrictTustin

THEDISTRICTTTL.COM

THE DISTRICT  
AT TUSTIN LEGACY