



JUNE 2020

## PROPERTY MANAGEMENT UPDATES

### STAY SAFE AND HEALTHY

As stay-at-home restrictions are lifted and traffic to the center is increasing, we continue to focus on safety messaging throughout the center and implement increased cleaning protocols utilizing CDC approved cleaning agents. This includes the addition of hand sanitizing stations throughout the center.

Tenants will also see a shift in our marketing programs to incorporate new fun socially-distanced events, starting with a 2-week movie event 6/18 & 25, timed prior to AMC's reopening. All media platforms are now focused on promoting re-openings and activities to draw more traffic to the center.

We are also excited to announce the opening of Spice-C Chicken Tenders, targeted to open in the next week near AMC Theaters. [Click here](#) for updated center-wide store and restaurant information.

### CONTACTS

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# MARKETING CAMPAIGNS

As The District Marketing Team is gearing up for a fun summer at the center with fun socially-distanced family events and engaging social promotions.

## MOVIES ON THE PROMENADE

This FREE family event will take place over two weeks in the AMC Fountain Courtyard.

- **Thursdays, June 18: Night at the Museum (PG)**
- **Thursday, June 25: Jurassic Park (PG-13)**
- Socially distanced tables open at 7pm for takeout dining, lively music and giveaways while families dine.
- Movies to start at 8:15pm, or sundown.
- All families to be assigned an individual table, min 4 and max 6 guests per table. Table #s assigned at check-in. RSVP required due to limited space.
- [Click Here](#) for more information.

### Opportunity to Promote your Business @ Movies:

1. Offer Family Meals:
  - We're creating flyer of family-friendly restaurants, and those offering family meals. If you have something special for us to share with guests, please let us know at [vsalgado-rico@vestar.com](mailto:vsalgado-rico@vestar.com).
2. Your Ad on the Movie Screen (During dining):
  - To provide your print-ready ad in a 16:9 horizontal jpeg, 72 dpi to Shannon at [scampbell@vestar.com](mailto:scampbell@vestar.com) by 3pm on Wed, 6/17.
3. Provide a gift card for the Giveaway:
  - We will give gift cards out during the dining. Email [vsalgado-rico@vestar.com](mailto:vsalgado-rico@vestar.com) if you'd like to provide a few small \$ gift cards to help drive traffic to your business.



FACEBOOK  
REACH

136,994

INSTAGRAM  
REACH

183,185

WEBSITE HITS

8,789

TOTAL  
SUBSCRIBERS

11,935

TOTAL PR  
IMPRESSIONS

130.6M



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# MARKETING CAMPAIGNS

## WELCOME BACK CAMPAIGN

As our tenants reopen, are welcoming shoppers back through a campaign to promote ways we are keeping them safe and provide incentives to draw them back.

Onsite campaign to include banners, posters, floor decals, bathroom clings and signage and pick up zone signage for Promenade tenants. This also includes hand sanitization stations and fun welcome back social promotions and events, when appropriate.

## WELCOME BACK - PICK UP ZONES

Three (3) zones will be designated to guide customers to pickup areas for Promenade tenants offering curbside. Pick up zones include:

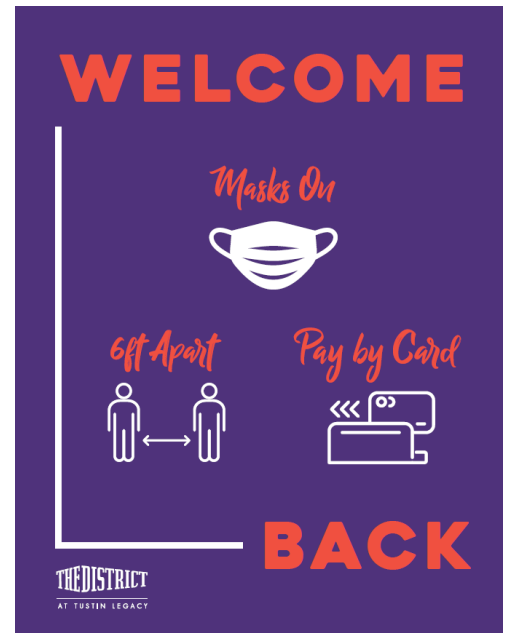
- Zone 1: District Drive – near Bar Louie
- Zone 2: The District Valet
- Zone 3: Parking lot - near Luna Rossa

## WELCOME BACK – NOW OPEN CAMPAIGN

We are delighted to see the traffic increasing at the center as the mandates are lifted and the closed stores and restaurants reopen.

We are updating TheDistrictTL.com with the openings regularly and promoting individually as well as running a collective Now Open campaign.

[Click here](#) for a full list of open stores & restaurants.



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# ADDITIONAL CENTER CAMPAIGNS

## FATHER'S DAY ACTIVITY & ENTER-TO-WIN CONTEST

Do you have the Best Dad in the World? We are giving kids a chance to show off their creative side with 3 fun coloring activities:

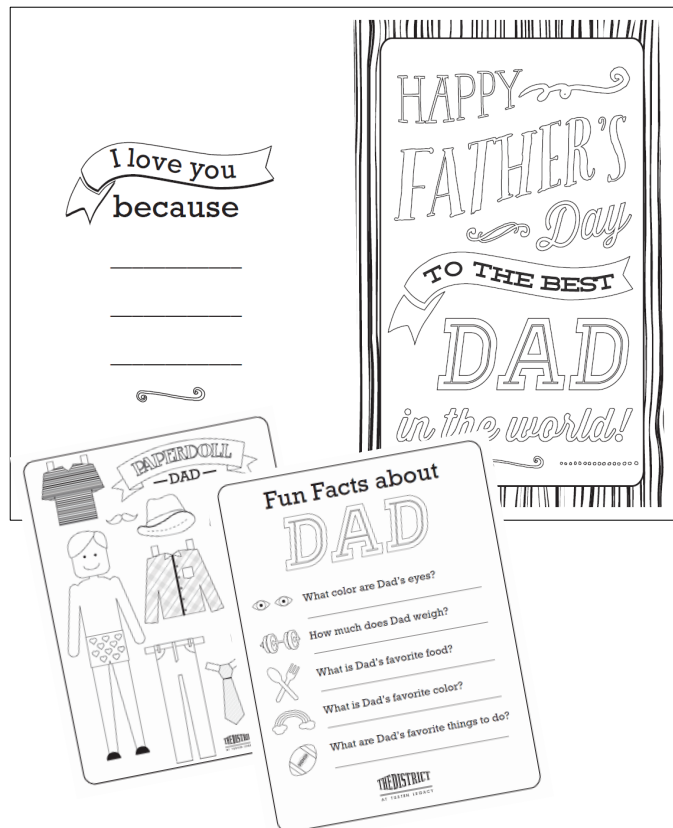
- Make Dad a Card
- Answer Fun Facts about Dad
- Paper Doll Cut Outs of Dad

To enter for \$100 to Lucille's BBQ, parents:

- Take a photo of their kids' activity
- Upload it to their Facebook page
- Tag The District Tustin on the photo
- Winner to be notified 6/18.

Feel free to share with your customers and staff who have kids. You can also print out the activities as a fun kid's activity while they dine.

[Click here](#) for more information.



## WHAT'S NEXT

- The District is refreshing TheDistrictTL.com website! Look for the newly enhanced website w/ new user-friendly features in the coming weeks.
- We are planning our Summer Season to include socially-distanced concerts and yoga events in The Promenade.
- We will also host our Safari Days Animal Display and Family Series this Fall. This will be a one-of-a kind event for the community!
- Stay tuned, more info to come!



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