



JULY 2020

PROPERTY MANAGEMENT UPDATES

NEW OPENING

We are excited to announce the opening of **Spice-C Chicken Tenders** on July 3rd near AMC Theaters.

STAY SAFE AND HEALTHY

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

We have seen a huge success with the socially-distanced **Movies On The Promenade** free family event and HOT OFF THE PRESS, we are adding 2 more movies nights on July 23 & 30.

We have also added a **Yoga + Brunch Outdoor Series** and are **launching a NEW DistrictTL.com website** in mid-July. Media platforms are now focused in-store shopping, patio dining & takeout and will be modified as things change.

[Click here](#) for updated center-wide store and restaurant information.

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MARKETING UPDATES

NEW WEBSITE LAUNCH!

We are excited to share the *newly launched* website for TheDistrictTL.com. The new site offers several new features, plus a more user-friendly experience for both desktop and mobile users, along with beautiful imagery.

Features:

- Interactive Map
- Store Listings to include:
 - ~ Logo, website & phone
 - ~ Hours & blurb "Happy Hour Daily 5-7pm"
 - ~ Location (in the center)
 - ~ Where to park
 - ~ Store Description
- Dedicated Union Market Directory Page
- Events & Promotions Pages
- News Page
- About Us w/ center amenities
- Connect
- Jobs page

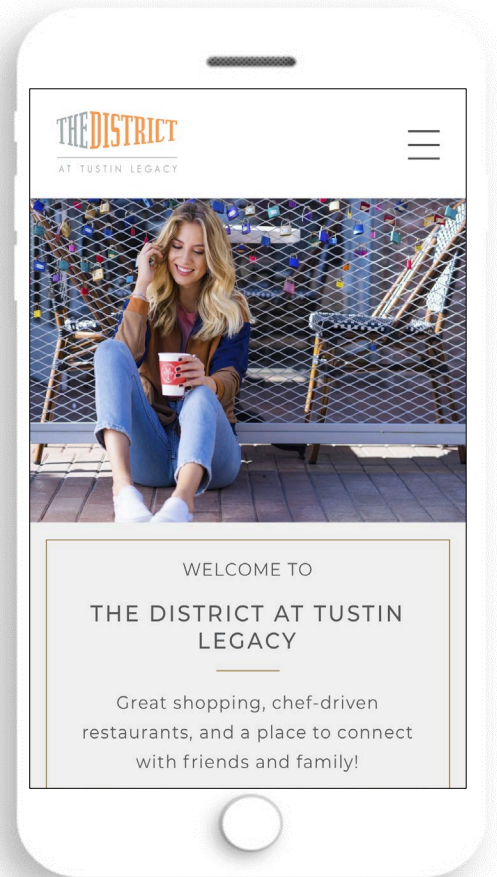
Take a moment to visit the new site and review your store directory page to ensure it's correct. Email any changes to Shannon at scampbell@vestar.com.

NOW OPEN CAMPAIGN – PATIO DINING

Traffic continues to increase but with the recent reclosure of in-dining on 7/13, we have shifted to promote in-center shopping & patio dining and takeout. We have also added curbside zones for The Promenade pickups.

We are updating TheDistrictTL.com with openings/temporary closures and promoting individually. Please let us know what you're doing so we can help promote your business.

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



FACEBOOK
LIKES

12,586

INSTAGRAM
FOLLOWERS

9,827

WEBSITE HITS

21,036

TOTAL
SUBSCRIBERS

11,832

TOTAL PR
IMPRESSIONS

50.9M



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MARKETING EVENTS

MOVIES ON THE PROMENADE – 2 NEW Dates!

The outdoor movie events in The Promenade have sold out weekly so we have **added 2 more weeks!** The remaining movies include:

- ~ **July 16: Goonies (PG)** - waitlist
- ~ **July 23: Free Willy (PG)**
- ~ **July 30: Honey I Shrunk the Kids (PG)**

- Socially distanced tables open at 7pm for takeout dining, lively music and giveaways while families dine.
- Movies to start at 8:15pm.
- Families assigned an individual table, 6 guests per table.
- RSVP required due to limited space.
- [Click Here](#) for more information.

YOGA + BRUNCH OUTDOOR SERIES

Socially-distanced outdoor 60-minute yoga class by Caffè Yoga, along with an optional Brunch on the patio.

- ~ **July 25: Yoga + Brunch at Utopia Euro Caffè**
- ~ **Aug 8: Yoga + Brunch at Luna Rossa**
- ~ **Aug 22: Yoga + Brunch at The Yellow Chilli**

- Saturdays, 10:30am Yoga & 11:30am Brunch (optional)
- Cost: Yoga FREE, Brunch \$25 (includes tax & gratuity)
- RSVP required due to social distancing mandates.
- [Click Here](#) to reserve your spot.

WHAT I MISSED MOST CHALK ACTIVITY

The public is invited to write what they've missed most on our chalk cube in the Union Market courtyard this summer!

We just ask to:

- ✓ Keep it Clean
- ✓ Be Creative
- ✓ Have Fun Sharing!



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