



SEPTEMBER 2020

LEASING UPDATES

- Spice-C - opened next to AMC offering chicken tenders and sliders in 6 heat levels w 'comeback' dipping sauce.
- Dolce Gelato - will open later this year next to The Yellow Chilli, near AMC Tustin 14.
- Union Market Tustin – Golden Dumplings opened near Churned Creamery and Hermosa Taqueria is scheduled to open soon.

PROPERTY MANAGEMENT UPDATES

- AMC Tustin 14 is open and ranked #2 in the nation on opening night! Planet Fitness reopened and many of our restaurants and services are now offering dine-in at 25%. We also continue to promote our expanded patios.
- Visit TheDistrictTL.com for the latest status of openings. You can also visit Covid19.ca.gov/safer-economy for more info on the phased openings.
- The center continues to focus on safety and offer hand sanitizing throughout the center.
- Marketing has added more socially distanced events including a Fall Yoga & Brunch Series and Halloween Movie & Dining Series on Thursdays in October.

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THE DISTRICT
AT TUSTIN LEGACY



@DistrictTustin



@TheDistrictTustin

THEDISTRICTTL.COM

MARKETING UPDATES

OPEN FOR SHOPPING, DINING AND ENTERTAINMENT!

With the AMC reopening, we've seen The District come ALIVE again and are excited to promote our in-dining, expanded patios, inside services and shopping!

This include banners at the center entrances, signage, eblasts, website & social posts and digital ads running through our media partners including OC Foodies, Orange Coast & Locale.

We will continue to monitor as government mandates change and updated our messaging accordingly. Visit [The DistrictTL.com](http://TheDistrictTL.com) for the latest status.

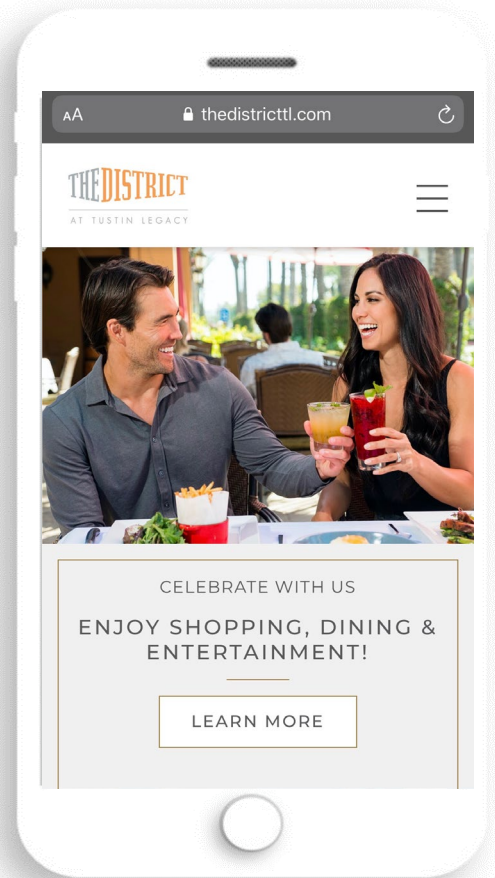
MARKETING OPPORTUNITY:

We are always looking for content for our social posts and website so email what you are promoting to Shannon Campbell at scampbell@vestar.com. It's FREE to you!

#DINEATTHEDISTRICT SOCIAL GIVEAWAYS



To celebrate our warm weather this time of year, we've launched a weekly giveaway on Instagram for chance to win \$100 to a featured restaurant each week. The contest celebrates those who have expanded their dining and further promotes outdoor dining to help supplement the current 25% capacity indoors. We will continue the giveaway through October.



FACEBOOK
LIKES

12,615

INSTAGRAM
FOLLOWERS

9,965

WEBSITE HITS

11,063

TOTAL
SUBSCRIBERS

11,781

TOTAL PR
IMPRESSIONS

1.1B



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MARKETING ACTIVATIONS

YOGA + BRUNCH OUTDOOR SERIES

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

- ~ Sept 12: Yoga + Brunch at Prego Mediterranean
- ~ Sept 26: Yoga + Brunch at Bar Louie
- ~ Oct 10: Yoga + Brunch at Thai Bamboo Bistro

- Saturdays, 10:30am Yoga & 11:30am Brunch (optional)
- Cost: Yoga FREE, Brunch \$25 (includes tax & gratuity)
- RSVP required due to social distancing mandates.
- Visit TheDistrictTL.com/events to reserve your spot

SPOOKTACULAR FILMFEST

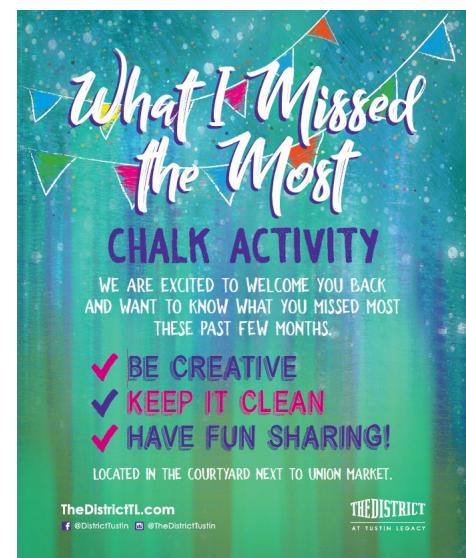
To celebrate Halloween, The District will feature 5 Thursdays nights of family-fun Halloween movies & dining in the Promenade at the AMC Fountain Courtyard.

- ~ Oct 1: Ghostbusters
- ~ Oct 8: Beetlejuice
- ~ Oct 15: Addams Family
- ~ Oct 22: Gremlins
- ~ Oct 29: Hocus Pocus

- Thursdays, 5:30pm doors open, 7:00pm FREE movie.
- Families can dine before the movie at social distanced tables and enjoy music & giveaways.
- **Costumes encouraged!** Anyone wearing a costume will be entered for a chance to win a \$50 gift card!
- Also, **show your District restaurant receipt** at the check-in booth and be entered to win a \$50 gift card!
- Tickets will be on sale soon at TheDistrictTL.com.

WHAT I MISSED MOST CHALK ACTIVITY

The public is invited to write what they've missed most on our chalk cube. This fun interactive activity is located in the Union Market Courtyard inside The District's Promenade area.



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COMMUNITY PARTNERSHIPS

SUSAN G KOMEN'S PARTNERSHIP

The District is a proud sponsor of Susan G. Komen's More Than Pink 'Virtual' Walk for breast cancer awareness. To learn more visit http://www.info-komen.org/site/TR?fr_id=8496&pg=entry

THRIVER & SURVIVOR CAR PARADE

On Saturday, August 29th, 50 decorated cars paraded around The District to promote their upcoming More Than Pink 'Virtual' Walk and raise awareness for Breast Cancer research. The event drew the interest of the media and was



LIGHT THE NIGHT – MORE THAN PINK KICK-OFF

On Monday, September 21st The District Valet and AMC Courtyard Fountain will be lit PINK for a press event and remain lit through the month of October to support Breast Cancer Awareness Month.

OC WALK TO REMEMBER

In partnership with Forever Footprints, The District is promoting the Annual OC Walk to Remember's 'Virtual' Walk the entire month of October for Infant Loss Awareness. A Baby Wall will be displayed in The Promenade 10/1-10/31, with families visiting from all over Southern California. The actual walk will be on October 10. If you'd like to learn more visit www.foreverfootprints.org/remembrance/events/oc-walk-to-remember/.

TENANT SPOTLIGHT:

The Winery Restaurant

The Winery Restaurant & Wine Bar, one of The District's original restaurant tenants, has continued to reinvent itself over the past decade.

In addition to earning rave reviews for its contemporary California regional cuisine, it has recently earned much praise for being among the first to install protective partitions in the dining room and expanding outdoor dining to meet the ever-changing needs of its clientele amid the Coronavirus pandemic.

Last week, The Winery's new patio was highlighted during a live broadcast to promote O.C. Restaurant Week on FOX 11 Los Angeles' highly rated morning show, Good Day LA!



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