



October 2020

LEASING UPDATES

- Dolce Gelato slated to open at the end of the year, will be located next door to The Yellow Chilli.
- Spirit Halloween (opened next to PetSmart) is the #1 Halloween retailer. Spirit Halloween offers a unique, frightfully fun experience unlike any other stores in the business.
- OC Hit Factory Academy (inside Union Market) is an expansion of the original OC Hit Factory offering recreational dance, singing, acting, recording, songwriting and master classes.
- Hermosa Taqueria (inside Union Market) will open in the coming months offering craft cocktails & Mexican cuisine.
- Our leasing broker has been actively scheduling tours with a handful of interested local restaurants for the former restaurant tenant spaces: The Auld Dubliner and JT Schmid's Restaurant & Brewery.

PROPERTY MANAGEMENT UPDATES

- Visit [TheDistrictTL.com](https://thedistricttl.com) for the latest **status of openings**. You can also visit [Covid19.ca.gov/safer-economy](https://covid19.ca.gov/safer-economy) for more info on the phased openings.
- **Daylight Savings starts Sunday, November 1 at 2am** Be sure to set your clocks back one hour before bed Saturday night when Daylight Saving Time ends and adjust your store sign timer as well.
- **The District and City of Tustin has seen a spike in transient activity** and are working together on how to curb this issue. Look for our memo including photos of the top 3 unwelcome visitors and let your staff know to refuse service when possible.

CONTACTS

Arian Maher
General Manager
714.259.9015
amaher@vestar.com

Lori Gertsch
Assistant Property Manager
714.259.0559
lgertsch@vestar.com

Shannon Campbell
Marketing Director
714.259.9090
scampbell@vestar.com

John Conrekas
Administrative Assistant
714.259.9090
jconrekas@vestar.com

Security Dispatch (24/7)
714.258.1414

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MARKETING UPDATES

WHAT'S AHEAD...

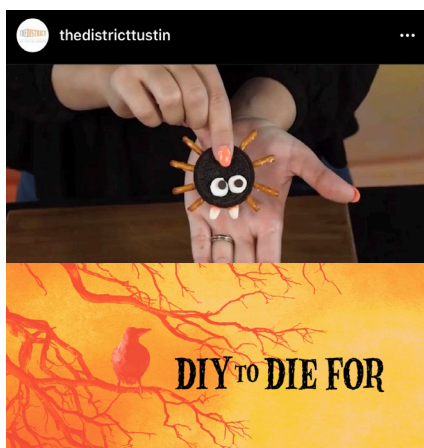
With the AMC reopening, we've seen our traffic increase steadily and are looking for promotional content to set us apart from the competition as we enter the holiday shopping season. This is especially important as we prepare to move into the next tier and anticipate more reopenings.

Marketing offers many FREE programs to help promote your business including in-center posters, website listings, social posts, audio commercials & email blasts. All we need is a high-quality photo and descriptive text.

Additionally, we launched our new website over the Summer and want to be sure your store listing accurately reflects your description and hours. Please take a moment to review it on TheDistrictTL.com.

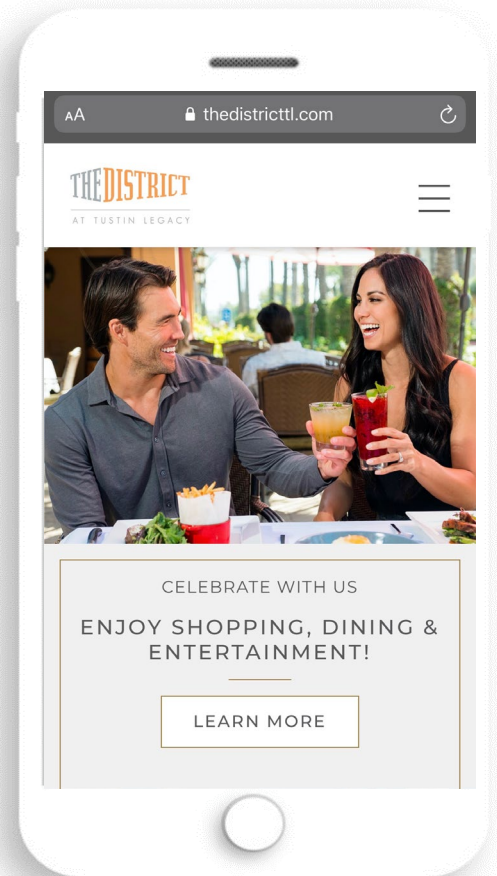
Email Shannon Campbell at scampbell@vestar.com with any content to promote or changes to your store listing.

"DIY TO DIE FOR" HALLOWEEN VIDEOS



Halloween is one of our favorite holidays so we are celebrating with helpful spooky videos on our Facebook and Instagram pages.

Learn fun Halloween makeup tricks, or how to make delicious treats – from easy-to-make spider & bat candies to Halloween-inspired cocktails.



FACEBOOK
LIKES

12,657

INSTAGRAM
FOLLOWERS

10,278

WEBSITE HITS

22,490

TOTAL
SUBSCRIBERS

11,892

TOTAL PR
IMPRESSIONS

46.5M



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MARKETING ACTIVATIONS

YOGA + BRUNCH OUTDOOR SERIES

The last socially-distanced outdoor 60-minute yoga class and brunch was on Oct 10th with Thai Bamboo Bistro. All six weeks sold out and we've received several requests to continue. Be on the look out!

SPOOKTACULAR FILMFEST & VIP ENTER-TO-WIN TABLE | Oct 1-29

The District is featuring FREE family Halloween movies & dining in 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 dine before the movie at socially-distanced tables while enjoying music & giveaways.
 - **Costumes encouraged!** You can win a \$50 gift card!
 - **Show your District restaurant receipt** and be entered to win a \$50 gift card!
 - Event is sold out but guests can **Enter-to-Win for a VIP Table** w/ popcorn & soda from AMC. To enter, visit TheDistrictTL.com each Friday-Tuesday.

HALLOWEEN CHALK ACTIVITY | OCT 1-31

The public is invited to write what they love about Halloween on our chalk cube. This fun interactive activity is located in the Union Market Courtyard inside The District's Promenade area through October 31.

BLOOD DRIVE | OCT 17

San Diego Blook Bank will host a blood drive in the parking lot near Lucille's BBQ and Lowe's on Saturday, October 17 from 11am to 4pm. Donors will receive a voucher for a Free Chicken Sandwich from Chick-fil-A. Make an appointment at SCBloodBank.org/donate or call (844) 380-5220 if you would like to donate.



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COMMUNITY PARTNERSHIPS

LIGHT THE NIGHT PINK

In partnership with Komen Orange County, The District Valet is lit up pink all month long to promote Breast Cancer Awareness. This program was created to remind women of the importance of their breast health in hopes to encourage early detection and save lives.

Komen Orange County is focused on finding a cure for Breast Cancer and extended their 'Virtual' Walk through October 31st. This can be a great way for families to get out and walk together for a good cause. To learn more, visit http://www.info-komen.org/site/TR?fr_id=8496&pg=entry



FOREVER FOOTPRINTS' BABY WALL

The District is proud to partner with Forever Footprints to promote their 'Virtual' OC Walk to Remember by installing a Baby Memorial Wall in the Promenade through October 31. Learn more at

www.foreverfootprints.org/remembrance/events/oc-walk-to-remember/.



TENANT SPOTLIGHT:

BAR LOUIE

Bar Louie is giving back through **two** great programs community:

THURS, OCT 22

Join Bar Louie for an all-day fundraising event benefitting **The Walk To End Alzheimer's**. Just let your server know you're there to support, and **20% of the sale** will be donated.

OCT 13 – DEC 31

You can also support **No Kid Hungry** through Bar Louie's **Cocktails for a Cause**. \$1 of each Bourbon & Spice cocktail sold Oct 13 – Dec 31 will be donated. Just \$1 can provide up to 10 meals to kids in need!

Guests can also make \$1, \$5 or \$10 donations. Bar Louie has guaranteed a \$75K donation.

LOUIE LOVES OUR COMMUNITY



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