



November 2020

LEASING UPDATES

- Dolce Gelato slated to open at the end of the year, will be located next door to The Yellow Chilli.
- OC Hit Factory Academy (open inside Union Market) offering 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 for the latest **status of openings**. You can also visit Covid19.ca.gov/safer-economy for more info on the phased openings.
- Marketing has several fun programs planned including:
 - ✓ New holiday décor and walk-through ornament
 - ✓ The District's Festival of Trees family experience
 - ✓ The Holidays Come A-LIVE, livestream of holiday music on IGTV
 - ✓ Instagram Contest – family photos with the new holiday décor.
 - ✓ Holiday Time weekly giveaways to promote our shopping, dining and services throughout the busy holiday shopping season.
 - ✓ Virtual Santa Photos
 - ✓ Small Business Saturday Promotions.

CONTACTS

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AT TUSTIN LEGACY



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MARKETING UPDATES

MOVIE EVENT RECAP

We have had a very successful year of covid friendly family events including the Summer Movies on the Promenade 7-week series and the Spooktacular FilmFest 5-week series in October. All 12 weeks of movies sold out in minutes!

A special thank you to **AMC Tustin 14** for allowing us to continue the movie series even while they reopened. This AMC location remains among one of the TOP in the nation!

MARKETING OPPORTUNITIES

We need your input! The District offers several FREE marketing programs to include website ads, social postings, email blasts and onsite signage.

Let us know what about your holiday sales and in-store events so we can help promote them! It's easy! Email a professional high-quality photo and a description. We can size your photos. Email to Shannon Campbell at scampbell@vestar.com.

"HOLIDAY TIME" WEEKLY GIVEAWAYS

Enter-to-win \$100 each week on the district's website, promoted and linked from social. Featuring holiday décor retailers, shopping, restaurants, grocery and pampering for the new year. Starts 11/23 and new post each Monday.

HOLIDAY DÉCOR PHOTO CONTEST

Instagram Contest – Take a photo with the new décor and share it on social, plus #TheDistrictTustin to be entered to win a \$50 gift card each week on Instagram. Contest from Thanksgiving through December 31.



FACEBOOK
LIKES

12,665

INSTAGRAM
FOLLOWERS

10,469

WEBSITE HITS

21,823

TOTAL
SUBSCRIBERS

11,848

TOTAL PR
IMPRESSIONS

59.7M



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MARKETING ACTIVATIONS

NEW HOLIDAY DÉCOR

Look for our new sparkly holiday décor installing through mid-November, to include:

- Walk-through Ornament display Union Market Courtyard
- 3D Majestic Pieces in the AMC Fountain Courtyard
- 3D Majestic pieces at Jamboree/Barranca and lighted garland on the entry monument signs around the center.

THE DISTRICT'S FESTIVAL OF TREES

The District is working with several non-profit and local community groups to create vibrantly decorated Christmas tree experience that will be on display for the public and trees raffled off with 100% benefiting the groups.

The Festival of Trees will be held inside the former BubblePOP space on Saturdays, Dec 5, 12 & 19 from 11am – 5pm. It will include holiday music and a fun interactive experience as families wander through.

Tickets will be available on Eventbrite later this month and are required to ensure social-distancing by assigning ticket times. Stay tuned for more info!

THE HOLIDAYS COME A-LIVE!

In partnership with OC Hit Factory (inside Union Market), we will livestream holiday music performances on IGTV on Tuesdays at 7pm December 1-29. We sure to follow our Instagram for more information.

VIRTUAL PHOTOS WITH SANTA!

This has been an unconventional year but who says our kids can't still have their photos with Santa? We have partnered with Picture Me Santa to offer fun 'virtual' Santa photos that families can take in the safety of their home. The District will also offer families a discount code.



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