



December 2020

LEASING UPDATES

- Jasper Plum opened a 2nd store for the Holidays next to Ulta Beauty. Be sure to stop by!
- Dolce Gelato slated to open in the coming months, will be located near AMC Tustin 14, across from Bar Louie.
- Sol de Mexico Coming Soon. Offering a unique dining experience that combines great Mexican cuisine with world class Mariachi performances by 8-time Grammy nominated Mariachi Sol de Mexico de Jose Hernandez.
- Union Market – the OC Hit Factory Academy recently opened offering singing, dance, songwriting and more. Hermosa Taqueria will open next year offering craft cocktails & a simple Mexican menu.
- Leasing is actively showing tours with interested retailers to bring fresh new concepts in 2021.

PROPERTY MANAGEMENT UPDATES

- Fresh Cut Christmas Trees on Sale at Lowe's – shop safe, shop in-store, or shop online and pick-up curbside or request local delivery.
- Despite the roll-back, Marketing has several fun programs in December to help keep The District and tenants top of mind:
 - ✓ The District's Festival of Trees family experience
 - ✓ The Holidays Come A-LIVE, livestream of holiday music on IGTV
 - ✓ Instagram \$50 Contest – 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 – online photos with Santa. Now – Dec 26.
 - ✓ Festive Fav's With Mrs. Clause – Weekly Holiday book readings.

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MARKETING PROGRAMS

NEW HOLIDAY DÉCOR

Check out our new sparkly holiday décor around the center, including:

- Walk-through Ornament display in the Promenade near Union Market.
- 3D Majestic Pieces in the AMC Fountain Courtyard
- 3D Majestic pieces at Jamboree/Barranca.

HOLIDAY DÉCOR PHOTO CONTEST

Instagram Contest – Take a photo with the new décor and share it on social with #TheDistrictTustin to be entered to win a \$50 gift card each week on Instagram. Contest from Thanksgiving through January 1st. 5 lucky winners will be awarded e-gift cards in early January.

“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. Running Thanksgiving week through December.

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 is also offering a discount code.

THE HOLIDAYS COME A-LIVE!

In partnership with OC Hit Factory Academy (recently opened inside Union Market), we are livestreaming LIVE holiday performances on IGTV on Tuesdays at 7pm December 1-29. Be sure to follow our Instagram for more information.



FACEBOOK
LIKES

12,692

INSTAGRAM
FOLLOWERS

10,594

WEBSITE HITS

21,199

TOTAL
SUBSCRIBERS

11,812

TOTAL PR
IMPRESSIONS

102.1M



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MARKETING ACTIVATIONS

FESTIVAL OF TREES

In partnership with Hoag Health, The District is hosting a socially-distanced, family-friendly holiday experience in the former BubblePOP Space (in the Promenade) on Saturdays, December 5, 12 & 19 from 11am-5pm.

The Festival of Trees features vibrantly decorated trees, created in fun themes by several non-profit groups who make a difference in our community, including:

- Boys and Girls Clubs of Tustin
- Komen Orange County
- Santa Ana Zoo
- Tustin Chamber of Commerce
- Tustin Public Schools Foundation

Guests can enjoy a touchless interactive experience with costumed characters and lively holiday music as they wander through the forest of trees.

Additionally, while the event is free to attend, families can support their favorite non-profits through an opportunity drawing that enters them to win the trees!

HOLIDAY CHALK ACTIVITY

The holidays are a time for sharing and we want to know what you love most about the holidays. Families are invited to write what they love most on our chalk cube. Located in the Promenade, near Fashion Camp.

FESTIVE FAVS WITH MRS. CLAUSE

Tune in each Friday in December on The District's IGTV for a fun festive holiday story read by Mrs. Clause. Stories to also be posted afterwards on Instagram.

MARKETING OPPORTUNITIES

We need your input! The District offers FREE marketing programs including website listings, social postings and onsite signage. 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.



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