

LAKE PLEASANT
TOWNE CENTER



November 2022 Tenant Newsletter

Let's sleigh the holidays...

Frozen Fiesta Holiday Celebration

Celebrate the Season with a fun filled holiday celebration! Join us for a fun day of themed games, music, prizes, crafts and more. Event will be located in the food court area between SmashBurger and Chipotle.

EVENT INFORMATION



Holiday Safety Tips

During the holiday season, please remember to use inconspicuous bags when making deposit drops. Your safety is our top priority! If possible, have another employee escort you to your vehicle for additional safety measures.



Thanksgiving Giveaway

This month, we are hosting a social media giveaway featuring a \$100 Sprouts gift card. One lucky winner will be chosen at random for guessing the word correctly.

View Instagram post [here](#).

Employee Parking

As a friendly reminder, please do not allow employees to take up the first several parking spaces in the parking lot rows along your storefront and your neighbor's storefronts. Parking spaces are directly linked to shopping center sales. Each parking space, on average, according to ICSC Shopping Center Resources, is worth \$1,000 per space, per day.

During peak Holiday Season, each parking space is valued between **\$3,500 and \$4,500 per space, per day.**

Complimentary Holiday Direct Mail

Lake Pleasant Towne Center is sending out a Holiday Direct Mail Piece to thousands of homes nearby. This mailer will include special promotions and offers to encourage shopping this holiday season.

Thank you to participating stores for providing an offer to include!

Holiday Hours

Does your brand have special Thanksgiving and Black Friday hours? Please email mgonzalez@vestar.com with your hours to update the website.

Facebook Page Likes

4,731

Instagram Followers

467

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