



JANUARY NEWSLETTER
2024

Anaheim Hills Festival Tenant Newsletter

LEASING UPDATES

NORDSTROM RACK NOW OPEN

Anaheim Hills Festival is happy to announce Nordstrom Rack opened at the shopping center on November 9, 2023. Their grand opening was a huge success, with free gifts, drinks and snacks, prizes, photo ops, and a live DJ! It's time to save up to 70% on brands you love. Nordstrom Rack is located next to Ulta Beauty and Target. For more information, please visit their website at Nordstromrack.com.



ULTA BEAUTY NOW OPEN

Your one-stop-shop for all things beauty has arrived at Anaheim Hills Festival! Ulta Beauty opened at the center on November 17, 2023. Stop into the new location next to the newly-opened Nordstrom Rack. Beauty services, access to the latest trends, and more-it's all here. For more information, please visit their website at www.ultabeauty.com.



MARKETING UPDATES

BACK TO SCHOOL GIVEAWAY RECAP

To get everyone in the spooky spirit, we gave away a FREE costume from Spirit Halloween (\$100 value). Customers could enter to win through Instagram by letting us know their favorite Halloween costume of all time in the comment section. The contest received 146 entries and increased social media following by 1.8 percent.

FALL GIVEAWAY RECAP

To help our customers prepare for the fall season, we gave away a gift card package to their favorite stores and restaurants for fall shopping and dining. The contest ran from September 1st to September 20th. The contest received 220 entries and increased the website email database by 11.3 percent.

THANKFUL FOR YOU GIVEAWAY RECAP

To celebrate Thanksgiving, we wanted to thank all our customers for choosing Anaheim Hills Festival as their favorite center to shop and dine at. To show our appreciation, we gave one lucky shopper a gift card package to share with the people they are thankful for most. To enter to win, customers needed to tag someone they were most thankful for in the comment section.

FACEBOOK PAGE
LIKES

2,817

INSTAGRAM
FOLLOWERS

3,398

MOBILE USERS

65.4%

TOTAL PAGE VIEWS
ON WEBSITE

8,100

TOTAL DATABASE
NUMBER

1,864



ANAHEIM HILLS
FESTIVAL

HALLOWEEN SPOOKTACULAR EVENT RECAP

Anaheim Hills Festival hosted their annual Halloween Spooktacular event on Tuesday, October 31st, from 4 pm to 6 pm. The event featured trick-or-treating center-wide at participating stores and restaurants, live DJ, stilt-walkers, face painting, balloon twisting, photo opportunities, and more. Around **550-650 people** came out to enjoy the event. The event was promoted on the website event listing, homepage banner, social media platforms with boosting, email blasts, local calendar listings, and on-site posters and banner. In addition, the event was advertised through targeted mobile and social media ads.

A huge thank you to our tenants that participated in the event.

CLICK [HERE](#) TO VIEW SHORT VIDEO OF THE EVENT
CLICK [HERE](#) TO VIEW PHOTO GALLERY



SANTA IN THE HILLS

The Anaheim Firefighters Association held their Santa in the Hills this holiday season. The public was invited to come capture the joy of the season with a photo with Santa on select dates from November 25th through December 23rd. The North Pole set up was located near Panera Bread.



ANAHEIM HILLS
FESTIVAL

HOLIDAY SPECTACULAR

Anaheim Hills Festival celebrated the season at our Holiday Spectacular on Saturday, December 16th, from 11 am to 1 pm. We spread the holiday cheer with photo opportunities with Santa, crafts for children, face painting, balloon art, and train rides! Around 300-350 people came out to enjoy the event.



RETAILER SPOTLIGHT: HOBBY LOBBY

Hobby Lobby is an industry leading retailer offering more than 70,000 arts, crafts, hobbies, home decor, Holiday, and seasonal products. Visit [HobbyLobby.com](https://www.hobbylobby.com) for more information.

WEBSITE

To keep the center's website up-to-date, please ensure we have your updated hours of operation, phone number, logo, and website URL. Click [HERE](#) to visit the website directory and email Morgan Wilson at mwilson@vestar.com with any needed updates or changes.

PROPERTY MANAGEMENT UPDATE

Anaheim Hills Festival was visited by a few mounted police officers from Anaheim PD in December! The on-site public was so excited to see the horses.

The property management team hopes you had a happy new year and is excited for 2024!



HOBBY LOBBY



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