

JULY-SEPTEMBER

MARKETING UPDATES



SUMMER CONCERT SERIES

Our Summer Concert Series began on June 20th with a performance from local band East Bay Mudd. We will be having three additional summer concerts on July 18th (The Cheeseballs), August 15th (Andre Thierry) and September 19th (Foreverland). Come by the plaza from 7PM-9PM to enjoy these future concerts.



NATIONAL ICE CREAM MONTH GIVEAWAY

Celebrate National Ice Cream Month with a social media giveaway! From July 1st to July 31st, the center is hosting a giveaway where 3 lucky winners will receive a \$25 gift card.



BACK TO SCHOOL GIVEAWAY

To recognize students, the center is organizing a back to school social media giveaway that will run from July 15th-August 4th. Two lucky winners will receive a backpack filled with school supplies and gift cards.



CHALK FESTIVAL EVENT

The center is inviting the community to stop by the plaza near Jack's on September 29th from 12 PM to 3 PM for our Chalk Festival event. It will feature talented chalk artists creating murals on the pavement, and kids can create their own art at the Kids Chalk Zone. Additional entertainment includes face painters and balloon artists.

FALL SOCIAL MEDIA GIVEAWAY

Downtown Pleasant Hill would like to help the community get into the Autumn mood with a social media giveaway that will run from September 2nd-September 30th. One lucky winner will receive a \$100 gift card.



CONTACTS

MARK BARMAKI

Senior Property Manager
(925)357-2629
mbarmaki@vestar.com

TARA LOPEZ

Assistant Property Manager
(925)332-0345
tlopez@vestar.com

BRANDI HARDY

Marketing Director
(925)332-0346
bhardy@vestar.com

SECURITY

(707)339-3192
(707)299-8167

DIGITAL REACH

INSTAGRAM FOLLOWERS: 7,847

FACEBOOK PAGE LIKES: 12,939

Q2 WEBSITE PAGE VIEWS: 15,829



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FUN IN THE SUN EVENT

On August 3rd, the center is hosting a Fun in The Sun event where kids have the opportunity to color their own flowerpot and pot their own succulent. Additional entertainment includes face painters and a soap bubble artist.

FREE MARKETING OPPORTUNITIES

Don't forget to send us your upcoming specials, events, sales or promotions! We will post them on our website and social media channels to help spread the word about your store's happenings. Please click [HERE](#) to download the 2024 marketing opportunities packet. If you have any issues with downloading the packet, please reach out to Nancy Vega at nvega@vestar.com for a copy.



WEBSITE UPDATES

To keep the website up-to-date, please make sure we have your hours of operation, phone number, logo and website URL. Click [HERE](#) to visit the website directory, email Nancy Vega at nvega@vestar.com with any updates or changes that need to be made.



LEASING UPDATES: CANTINA JACK'S & SPIRIT HALLOWEEN

We are excited to announce that Cantina Jack's opened this month. Find them next to Morgan Territory Brewery. We are also thrilled to announce that Spirit Halloween is joining us for the season from July to November, taking over the former Bed Bath & Beyond space.



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