

HOLIDAY RECAP NEWSLETTER 2024

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LEASING UPDATES

JERSEY MIKE'S SANDWICHES: NOW OPEN

Jersey Mike's Sandwiches opened in September at Plaza Paseo Real! They're all about quality in their ingredients, served Mike's Way. Visit them online at www.jerseymikes.com.

POPPY BANK STARTING CONSTRUCTION

We are excited to announce that Poppy Bank has leased a portion of the former Pharmaca space, and will be beginning construction at Plaza Paseo Real. They are a 5-star rated bank by BauerFinancial and are recognized as one of the strongest financial institutions in the country.

TENANT EXPANSIONS

Gems of La Costa and Beyond Vision Center are both expanding at Plaza Paseo Real. We are so excited to see our tenants at the center doing well!

MARKETING UPDATES

BACK TO SCHOOL GIVEAWAY

Plaza Paseo Real was ready for the new school year with a Back-to-School giveaway. One lucky winner received a backpack with \$200 worth of gift cards to their favorite stores for BTS Shopping. Customers entered to win by commenting on the center's Instagram with their favorite memory from school and tagging a friend. The contest ran from August 1-15. The contest objective was to increase the center's social media following, and it did by 1.3 percent.



MARKETING UPDATES

HELLO FALL GIVEAWAY

Plaza Paseo Real prepared for the season of hayrides and leaf piles with a “Hello, Fall” giveaway. One lucky winner received a \$200 gift card bundle for shopping and dining at Plaza Paseo Real. Customers entered to win on the center website. The contest ran from September 1-18, and was promoted via social media with boosting.

THANKFUL FOR YOU GIVEAWAY

Plaza Paseo Real wanted to show our appreciation to our customers for choosing our center for their shopping and dining needs. One lucky winner received a \$200 gift card bundle to share with those they’re most thankful for. Customers could enter on our Instagram. The contest ran from November 14-28, and was promoted via social media with boosting.

COMMUNITY EVENTS

HALLOWEEN SPOOKTACULAR

Plaza Paseo Real hosted their Halloween event on Saturday, October 28th, from 11:00 am to 1:00 pm. The event featured a DJ, Halloween-themed kids crafts, face painting, balloon twisting, photo opportunities with Wednesday Addams, and more. The event took place in the courtyard next to La Costa Coffee Roasting. Approximately 300 people came out and enjoyed the event.

Please click [HERE](#) to view the video and photography from the event. The event was promoted on the center’s website homepage banner, events listing page, social media platforms, targeted ads, and local event calendar listings. Please click [HERE](#) to view all listings.

HOLIDAY DIRECT MAIL

Plaza Paseo Real’s 2023 direct mail program includes two mailers to 10,000 residences for the Spring and Holiday season. The Holiday direct mailer has 16 tenants participating and reached 10,000 residences the week of November 13th. If you were one of the merchants participating in this direct mail piece, please be sure to track your redemptions.

FACEBOOK
PAGE LIKES

1,007

INSTAGRAM
FOLLOWERS

1,097

MOBILE USERS

59.1%

TOTAL PAGE VIEWS
ON WEBSITE

8,000

TOTAL DATABASE
NUMBER

10,910



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DIRECTORY OF STORES

Audio Charter School II
Bayfield Pet Hospital
Beach Plum Kitchens
Beyond Vision Center
Black Rail Kitchen + Bar
Breathe Degrees
Custom Health
Cinepolis Luxury Cinemas
Club Pilates
Color Nails & Spa
Full Smile Orthodontics
Gemz of La Costa Jewelers
Inglourious Bagels
Jersey Mike's Subs
La Costa Coffee Roasting

La Costa Dental Care
LaserAway
Notorious Burgers
Orangetheory Fitness
OsteoStrong
Pet Nutrition Center
Patisserie Cus & Color Bar
Plaza Real Cleaners
Pure Barre
Restore Hyper Wellness
Salon Helene
The Joint Chiropractic
The UPS Store
Tin Leaf Fresh Kitchen
Tomoyama Sushi

Uptown Cheapskate
VORP
Wells Fargo Bank
Z Ultimate Self Defense Studios

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PASEO REAL



PlazaPaseoReal.com
@PlazaPaseoReal
Located at the corner of El Camino Real and Avocado Parkway

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HOLIDAY SPECTACULAR

Santa stopped at Plaza Paseo Real on Sunday, December 10th, from 11:00 am to 1:00 pm. Join us in celebrating the season with holiday crafts, photos with Santa, face painting, balloon art, and more! The event festivities will take place in the courtyard next to La Costa Roasting Coffee.

Please click [HERE](#) to view the video and photography from the event. The event was promoted on the center's website homepage banner, events listing page, social media platforms, targeted ads, and local event calendar listings.



RETAILER SPOTLIGHT: INGLORIOUS BAGELS

At Inglorious Bagels, it's all about the food. Inspired by Jewish New York bagel bakeries and delis, you'll find bagels baked daily, schmears, sandwiches, and coffee. For more information, please visit their website at www.inglouriousbagels.com/home.

FREE MARKETING OPPORTUNITY

Don't forget to send us your upcoming specials, events, sales, or promotions! We will post them on our website and social media site to help spread the word about your store's happenings. Please click [HERE](#) to download the **2023 Marketing Opportunities packet**, and reach out to Marketing Manager Morgan Wilson at mwilson@vestar.com with any questions or if you have any issues downloading the packet.

WEBSITE

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



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