



# SPRING NEWSLETTER 2024

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## LEASING UPDATES

### POPPY BANK OPENING THIS SPRING

We are excited to announce that Poppy Bank has completed construction and is on track to open later this month 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

### HAPPY NEW YEAR 2024 GIVEAWAY

Plaza Paseo Real welcomed 2024 with an Instagram giveaway from January 17-23, 2024. One lucky winner received a gift card bundle to Jersey Mike's and Beach Plum Kitchen. To enter, customers needed to follow the center's Instagram page and comment the first place they will be shopping or dining at Plaza Paseo Real. It received 121 entries. It was promoted via social media, the center website, and an eblast.



# MARKETING UPDATES

## VALENTINE'S DAY GIVEAWAY

Plaza Paseo Real celebrated Valentine's Day and all things love with a \$200 giveaway to Tin Leaf Kitchen. To enter, customers could visit the center's Instagram page and either tag their loved one or mention them in the comments. It ran from February 7-14, 2024 and received 197 entries. It was promoted via calendar and paid media listings as well as paid ads.

## LUCK OF THE IRISH GIVEAWAY

Plaza Paseo Real celebrated St. Patrick's Day and the luck of the Irish with a \$200 giveaway to Black Rail Kitchen and Bar. To enter, customers could visit the center's Instagram page and tag their lucky charm in the comments. It ran from March 1-14, 2024 and received 263 entries. It was promoted via social media, the center website, and an eblast, as well as calendar and paid media listings and paid ads.

## SPRING REFRESH GIVEAWAY

It's time for a Spring Refresh, and Plaza Paseo Real is giving away one \$200 gift card to Vons for healthy snacks and cleaning supplies. The contest ran on the website from March 28-April 16 and received 123 entries. If you would like to participate in a future giveaway by donating a gift card or service, please email Morgan at [mwilson@vestar.com](mailto:mwilson@vestar.com).

# COMMUNITY EVENTS

## EARTH DAY ACTIVATION AND GIVEAWAY

Plant a Tree for the Future! Our Earth Day forest activation is currently in the courtyard next to La Costa Coffee Roasting through April 29. We are inviting visitors to snap a selfie in our "forest" display located next to La Costa Coffee Roasting for a chance to win a \$100 gift card to the restaurant of their choice at the center, as well as a tree that will be planted at the center in their or someone else's honor.



FACEBOOK  
PAGE LIKES

1,007

INSTAGRAM  
FOLLOWERS

1,150

MOBILE USERS

39.5%

TOTAL PAGE VIEWS  
ON WEBSITE

13,000

TOTAL DATABASE  
NUMBER

10,714



PLAZA  
PASEO REAL

## HOLIDAY DIRECT MAILER RECAP

The Holiday direct mail piece reached a targeted 10,000 homes the week of November 13<sup>th</sup>. There were 16 tenants that participated. 621 coupons were redeemed, which generated \$20,143 in sales. Click [HERE](#) to view the redemption report.

## RETAILER SPOTLIGHT: BANFIELD PET HOSPITAL

Every pet, every heart, every day. Banfield Pet Hospital provides the best veterinary hospital care for your cat, dog, or other pet. With general vet services, exams, surgery services, grooming, and more, they're here for you and your pets. For more information, please visit their website at [www.banfield.com](http://www.banfield.com).

## FREE MARKETING OPPORTUNITY

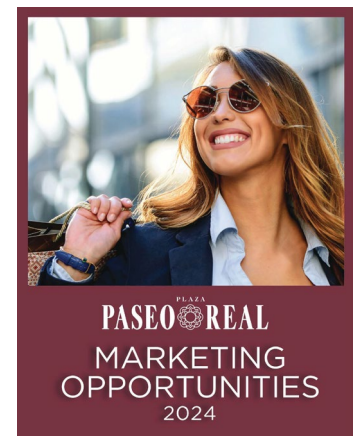
Don't forget to send us your upcoming specials, events, sales, or promotions! We will post them on our website and social media site to help spread the word about your store's happenings. Please click [HERE](#) to download the **2024 Marketing Opportunities packet**, and reach out to Marketing Manager Morgan Wilson at [mwilson@vestar.com](mailto:mwilson@vestar.com) with any questions or if you have any issues downloading the packet.

## Q2 POSTER PROGRAM

Missed the Q1 and Q2 poster program slots? The next interest form reminder will be sent out in June for Q3 display.

## 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](mailto:mwilson@vestar.com) with any updates or changes.



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