



SUMMER NEWSLETTER 2024

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LEASING UPDATES

POPPY BANK AND SMART FIT METHOD OPENINGS

We are excited to welcome Poppy Bank to the center, which had their grand opening on May 7, 2024. We are also excited to welcome Smart Fit Method, which opened at the center on June 15, 2024.

TENANT EXPANSIONS

Pedego will be moving from their temporary space on the lower level to their permanent location at the former Gems of La Costa Space, at 6985 El Camino Real, Suite 107. We are so excited to see our tenants doing well!

MARKETING UPDATES

SPLASH INTO SUMMER GIVEAWAY

Plaza Paseo Real is SPLASHING INTO SUMMER with a giveaway on Instagram! One lucky winner will receive a \$100 gift card package to the center. To enter, they need to follow the center on Instagram, comment with their favorite summer activity, and tag a friend. It runs from July 10-26. If you'd like to contribute to the giveaway or one in the future, please reach out to Morgan at mwilson@vestar.com.



THE SMART FIT
• M E T H O D •



PLAZA
PASEO REAL

RETAILER SPOTLIGHT: UPTOWN CHEAPSKATE

Uptown Cheapskate buys only the most stylish gently used clothes and accessories you loved yesterday—and sells them today, at up to 70% less than mall prices! For more information, please visit their website at www.uptowncheapskate.com.

UPTOWN
CHEAPSKATE

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 with any questions or if you have any issues downloading the packet.



Q2 POSTER PROGRAM

Missed the Q3 program slot? The next interest form reminder will be sent out in September for Q4 display.

HALLOWEEN EVENT INTEREST

Interested in participating in the Halloween event on October 19? Candy will be provided. An interest form will be going out in September—stay tuned.

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.



PROPERTY MANAGEMENT UPDATES

The upper level courtyard area is currently undergoing construction. Renderings of the finished site can be viewed at the center. We appreciate your patience as we continue to improve the center!

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