

## TABLE OF CONTENTS

<b>Introduction</b>	<b>2</b>
<b>About Seacliff Village Shopping Center</b>	<b>3</b>
Management	
Hours of Operation	
Accounting and Billing Information	
<b>Security</b>	<b>7</b>
Security Policies and Procedures	
<b>Fire Sprinklers</b>	<b>10</b>
<b>Emergency Notification</b>	<b>11</b>
<b>General Rules and Regulations</b>	<b>12</b>
<b>Sign and Display Criteria</b>	<b>15</b>
<b>Trash Removal</b>	<b>16</b>
<b>Insurance Requirements</b>	<b>17</b>
<b>Contracted Services</b>	<b>18</b>
<b>Frequently Called Numbers &amp; Utility Services</b>	<b>19</b>
<b>Notices</b>	<b>20</b>
<b>Building</b>	<b>21</b>
<b>Emergency Preparedness Procedures</b>	<b>22</b>
<b>Marketing</b>	<b>26</b>
Marketing Overview	

## **INTRODUCTION**

Welcome to Seacliff Village Shopping Center (Seacliff Village) in Huntington Beach, California. Inside this book are some of the most important facts and information about Seacliff Village that you and your sales team will need to know.

This handbook will define how you can become a more active player in the Center's success through participation and compliance with the Center's operating guidelines and regulations. Together, we will make Seacliff Village the source for outstanding entertainment, shopping, and dining in Southern California.

The Seacliff Village team is looking forward to working with you and your staff.

## **ABOUT SEACLIFF VILLAGE SHOPPING CENTER**

Seacliff Village Shopping Center is a highly visible and easily accessible one-of-a-kind community entertainment center located on the southwest corner of Main Street and Yorktown, in the City of Huntington Beach, California. It is easily accessible, located on the north corner of Yorktown Street & Main Street in Huntington Beach

## MANAGEMENT

**Owner:** Seacliff Village Shopping Center, Inc.

**Management Company:** Vestar Property Management

### ON-SITE MANAGEMENT CONTACTS:

**Property Manager:** Chris Andrews                          On-Site (562) 938-1722  
General Manager

Aundrea Calvillo                          On-Site (562) 938-1722  
Assistant Property Manager

Elizabeth Martinez                          On-Site (562) 938-1722  
Assistant Property Manager

**Mailing Address:** Vestar Property Management  
7575 Carson Boulevard  
Long Beach, CA 90808  
Phone: (562) 938-1722  
Fax: (562) 938-1744

**Security Emergency:** Allied Universal                          On-Site (714) 293-7215

### VESTAR ACCOUNTING:

**Mailing Address:** Vestar Property Management  
2415 East Camelback Road, Suite 100  
Phoenix, AZ 85016  
Attn: Property Accounting

## **HOURS OF OPERATION**

### **REGULAR OPERATING HOURS**

The Center will be accessible 24 hours a day. Regular operating hours are as follows:

Monday – Saturday	10:00a.m. - 9:00p.m.
Sunday	11:00a.m. - 6:00p.m.

*Above hours are subject to change.*

## ACCOUNTING AND BILLING INFORMATION

### RENTAL PAYMENTS

Please make all checks payable to:

Seacliff Village Shopping Center, Inc.  
c/o Vestar Property Management  
2415 East Camelback Road, Suite 100  
Phoenix, AZ 85016  
Attn: Property Accounting

Please be advised that rent is due and **must be received on the first day of each month** (allow five days for receipt when mailing). If you wish to set up EFT payments, please contact [seacliffvillage@vestar.com](mailto:seacliffvillage@vestar.com) for instructions.

Late fees and/or interest penalties will be assessed accordingly.

### REPORTING GROSS SALES

Please submit to Vestar's office at the time specified in your Lease, a statement of gross sales with a check for all Percentage Rent due, if any. Additionally, at the end of each lease year, tenants are required to submit a certified statement showing annual gross sales broken out by calendar month.

As a convenience, a form is attached to each tenant's monthly statement for the reporting of gross sales.

Send all sales reports to: [seacliffvillage@vestar.com](mailto:seacliffvillage@vestar.com)

### CHANGE OF BILLING ADDRESS

Please submit in writing any changes to your tenant notification or billing address.

### QUESTIONS REGARDING YOUR ACCOUNT

Questions regarding your invoices should be directed to:

Elizabeth Martinez, Assistant Property Manager (562) 938-1722

## SECURITY

For the safety and protection of all customers and tenants, Seacliff Village contracts a full force of trained, unarmed security officers. These officers patrol all common areas of Seacliff Village, including service areas, and all parking areas around the Center. These officers are on foot, bicycle patrol, detex stations, and vehicle patrols. Television cameras are placed throughout the Center and are monitored 24 hours per day by close circuit television. Our coverage is daily and is subject to change as needed. Seacliff Village has a marked vehicle and a two-way communication system to ensure easy access in case of any emergency.

### CONTACTING SECURITY

All employees should be trained in the correct procedure to contact Security. There are several ways to get in touch with the security department.

1. Calling the Security line directly 24 hours a day at (714) 293-7215. Please be ready to provide complete information to the officer answering the phone so we can provide the most effective assistance possible.
2. Person-to-person by simply walking up to an officer.

### EMERGENCIES

If you have an incident or emergency in your store, call the police at 911 immediately. Please refer to the attached "Emergency Procedures" guidelines. After calling the police, contact Security as noted above. Whenever you call for assistance from the police or Security, please be ready to provide the following information:

- Your name and the name and address of your store
- The nature of the incident
- Description of persons involved
- A phone number to call you back

If possible, always stay on the line until the police or security arrives.

### Seacliff Village Shopping Center's Security Role

The primary responsibility of Security is to be of assistance to Seacliff Village Shopping Center guests, and to make sure that all common areas of the Center remain in a safe and secure condition. In an emergency, they may be able to assist tenants with problems until police or fire department personnel arrive. However, it is important to note that each Center merchant is responsible for the security of his or her own property and space. The Center security officers are not responsible for any activity inside a tenant space.

Security may be called if you require an escort to your car late at night. However, officers cannot provide escorts to the bank. If you need such assistance, contact the police or a contracted service.

## SECURITY POLICIES AND PROCEDURES

In order to provide a safe and secure environment for all tenants and guests of Seacliff Village Shopping Center, you should read and understand the following policies in effect at the Center.

### AFTER HOURS ACCESS

All tenants of Seacliff Village Shopping Center may access their businesses at any time. All merchants should notify Security if there would be any employees working after closing time. Security will be able to make frequent checks of the store for the safety of those inside.

### INJURIES / ILLNESSES

When a customer is injured or becomes ill at Seacliff Village Shopping Center, you should use the following procedures:

1. If the injury or illness is serious, call 911 immediately. If in doubt, or you are not sure, CALL. Be ready to provide detailed information to the dispatcher, including the age, sex, and specific problems of the victim.
2. Offer assistance or first aid to injured persons only to the extent that you have been trained.
3. Call Security at (714) 293-7215 and inform them of the situation. Make sure you tell them if you have called for paramedics.
4. Never talk to anyone about the situation, except police officers, fire personnel, Center Security, the Center Property Manager, or your store management personnel.

### VEHICLE ACCIDENTS

If a vehicle accident in the parking lot is reported to you, immediately notify Security. An officer will be dispatched to the scene. If the accident is serious or if injuries are involved, call 911 first, then call Security.

### LOST CHILDREN

If a child is reported missing, notify Security immediately. If there is any indication of a crime, call 911. Make sure you have the child's name, age, sex, clothing description, and last known location. Have a parent or other responsible individual remain at the location to meet a security officer or police officer. If you find a lost child, immediately notify Seacliff Village Shopping Center Security. Do not turn the child over to anyone the child does not recognize or does not want to go with. When in doubt, wait for Security to arrive. Though most lost children are located within minutes, missing children are considered to be a top priority of Seacliff Village Shopping Center personnel, and the efforts of all merchants are appreciated.

### SHOPLIFTING / THEFT

Shoplifting is an in-store problem and is to be handled as such. Seacliff Village Shopping Center Security can assist you in an important way by maintaining a high profile at the scene of confrontation to de-escalate any problem that may arise. Security will respond to your calls about shoplifters and remain with you throughout the ordeal, but it is each store's responsibility to handle the situation by filing the complaint directly with the police department. It is helpful to form a policy on shoplifting and communicate that policy to all employees. If you need assistance in developing this policy, our Security Department will be happy to assist you. In the event of a shoplifting emergency, contact Seacliff Village Shopping Towne Center Security.



## **LOST AND FOUND**

If any items are found in the Center, they should be turned in to Security. Please notify customers to call Security to assist in handling lost and found items.

## **DISTURBANCES**

Any disturbances or fights within any bar or restaurant area is the responsibility of the individual tenant. Security cannot remove any customer from any place of business and cannot take responsibility for any intoxicated persons. If you have a disturbance inside your business, call the police department first, and then call Security.

## **EMERGENCY TENANT NOTIFICATION**

The Seacliff Village Shopping Center Management Office maintains a list of store owner/manager home telephone numbers that are used to notify you in case of an emergency after closing hours. Please be sure to notify the Management Office of any changes in telephone numbers.

**Please fill out the “Emergency Phone Listing” sheet enclosed and return it to the Management Office as soon as possible.**

These forms are maintained in a secure area and all information is considered confidential. The information provided is for the exclusive use of Seacliff Village Shopping Center management personnel, and no information is released to any other person for any reason.

## **VEHICLE ASSISTS**

Due to liability considerations, Seacliff Village Shopping Center Security cannot provide jump-starts or other assistance for disabled vehicles. After Center hours, assistance may be provided to stranded persons on a case-by-case basis, subject to approval of the on-duty supervisor. During regular hours, any requests for assistance with a disabled vehicle should be directed to the Auto Club or other such facility.

## **FIRE SPRINKLERS**

All buildings at Seacliff Village Shopping Center are fully sprinklered for fire protection. It is extremely important that these systems are functioning properly at all times. If it is necessary to do any sprinkler work in your restaurant or store that involves shutting off the sprinklers, you are required to use the following procedures:

1. Contact the Management Office or Security during regular business hours at least 24 hours in advance of the scheduled work.
2. You must inform the on-site Security supervisor before draining and refilling the fire system.

Please remember that the fire control system is for the protection of both property and lives, and that the regulations regarding the impairment of the system are very important. Failure to follow these rules can result in penalties and false alarm charges. Contact the Management Office or Security if you have any questions.

## **GENERAL RULES AND REGULATIONS**

Each Seacliff Village Shopping Center store or restaurant should observe the following rules, which are standard in all Seacliff Village Shopping Center leases. If you have any questions, please call the Management Office at:

**(562) 938-1722**

1. No signs, banners, placards, trademark, or other written material may be attached to windows, doors, or exterior walls of your store. No temporary fixtures or merchandise displays are permitted within two (2) feet of any entrance to the store. All freestanding sign displays must be within the lease line. Tenant signs are not allowed in the common area. The Landlord has the right, without giving prior notice and without any liability for damage, to remove any of the same from the store. (See *Sign and Display Criteria* for additional guidelines.)
2. No loudspeakers, televisions, music systems, flashing lights, action signs, or other similar devices may be used in a manner so as to be heard or seen outside of the leased premises. The question of what constitutes noise is determined by the Seacliff Village Shopping Center Property Manager.
3. No awnings or other projections shall be attached to the outside walls of the leased premises or the building of which they form a part.
4. No radio or television aerial may be erected on the roof or exterior walls of the leased premises without prior consent of the Landlord.
5. No roof penetrations of any kind will be allowed without prior Landlord approval. Landlord's roofing contractor must be used for any roof repairs. For roof access, you must sign in at the Security Office during normal business hours. Security personnel will provide access to the roof. When work is complete, security must be notified to re-secure roof access. No exterior ladders will be allowed to access the roof.
6. No auction, fire, bankruptcy, liquidations, emergency sale, or selling-out sales shall be conducted on or about the leased premises.
7. All loading and unloading of goods and merchandise shall be conducted in loading docks and corridors that service merchants' stores before 11:00a.m. Monday through Friday as to not interfere with the operations of the Center. Only stores without back doors will be permitted to receive merchandise through their front doors (before 10:00a.m.). Service/vendor vehicles shall not park in any fire lanes or block traffic at any time. Vehicles parked illegally will be subject to tow at the owner's expense.
8. All display windows must be kept illuminated, and the signs and exterior lights must be lighted each and every day during Center hours. Keep the display windows and signs, if any, well lighted during the hours of sundown to 10:00p.m.

## GENERAL RULES & REGULATIONS (cont'd.)

9. The outside areas immediately adjoining the leased premises are to be kept clear of any obstructions, garbage, refuse, merchandise, and displays.
10. Distributing handbills, samples, or any other soliciting business in the parking lot, in the Center, or any other joint use/common area is *strictly prohibited*.
11. Tenant shall not carry on any trade or occupation nor operate any instrument, apparatus, or equipment that emits odor or causes a noise discernable outside of the leased premises which may be deemed offensive in nature.
12. Tenant's vendors and contractors may not perform any work outside of the demised premises during Center hours. This includes, but is not limited to the following: electricians, plumbers, window washers, and sign and lighting technicians. In addition, work to be performed must be coordinated with Center Management. Proof of insurance, with *additional insureds*, is required for all common area work.
13. The general maintenance and up-keep of each store is the responsibility of that store. Per the lease agreement, each tenant will, at their own expense, keep their Premises in good order and repair. This includes, but is not limited to, plumbing, electrical, kitchen equipment, grease exhaust fans, make-up air, lighting, and store front/window cleaning. Due to implied liability, Seacliff Village Shopping Center Maintenance will not perform any unapproved repairs for tenants or loan any tools/ladders to tenants under any circumstances.
14. Adequately staff the Premises with sufficient employees to handle the maximum business and carry sufficient stock of merchandise of such amount, character, and quality to accomplish this purpose.
15. Keep the Premises and exterior and interior portions of windows, doors, and all other glass or plate glass fixtures in neat, clean, sanitary, and safe conditions.
16. Do not use or suffer or permit to be used the Premises or any part thereof in any manner that will constitute a nuisance or unreasonable annoyance to the public, to other occupants of the Retail Center or to Landlord, or that will injure the reputation of the Retail Center, or for any hazardous purpose in any manner that will impair the structural strength of the building.
17. Tenants' employees and agents shall not loiter in the parking area or landscaped areas or other driveways, or entrances and exits to the Retail Center, and they shall use the same only as passageways to and from their respective work areas.
18. Tenant shall not mark, drive nails, screw or drill into, or use paint that will in any way deface the exterior walls, roof, foundations, bearing walls, or pillars without the prior written consent of Landlord. The expense of repairing any breakage, stoppage, or damage resulting from a violation of this rule shall be borne by Tenant. No boring or cutting of wires shall be allowed, except with the consent of Landlord.

## **GENERAL RULES & REGULATIONS (cont'd.)**

19. Tenant shall not use any machinery within the Premises, even though its installation may have been permitted, which may cause any unreasonable noise or jar or tremor to the floors or walls, or which by its weight might injure the floors of the Premises.
20. Tenants' agents and employees shall not interfere in any way with other tenants or patrons of the Retail Center, nor bring into nor keep within the boundaries of the Retail Center any animal or bird, or any bicycle or other vehicle, except such vehicles as are permitted to park in the parking area, and shall park in the areas designated from time to time for employee parking generally. Tenants' agents and employees shall not throw cigar or cigarette butts or other substances or litter of any kind in or about the Retail Center, except in receptacles placed therein for such purposes by Landlord or governmental authorities.
21. Landlord reserves the right to exclude or expel from the Retail Center any person who, in the judgment of Landlord, is intoxicated or under the influence of liquor or drugs, or who shall in any manner do any act in violation of the rules and regulations of the Retail Center.
22. Landlord reserves the right at any time to change or rescind any one or more of these rules or regulations or to make such other and further reasonable rules and regulations as in Landlord's judgment may from time to time be necessary for the management, safety, care and cleanliness of the Premises and Retail Center, and for the preservation of good order therein, as well as for reasonable efforts to enforce these rules and regulations against all tenants, provided, however, Landlord shall not be responsible to Tenant or to any other person for the non-observance or violation of the rules and regulations against all tenants provided by any other tenant or other person. Tenant shall be deemed to have read these rules and to have agreed to abide by them as a condition to its occupancy of the Premises.
23. Tenant shall abide by any additional rules and regulations that are ordered or requested by any governmental or military authority.

## SIGN AND DISPLAY CRITERIA

Seacliff Village Shopping Center has explicit sign regulations. They are summarized as follows:

1. Advertising matter or decorations of any kind should not be placed on any exterior or interior door, wall, or window.
2. Signs and displays should *not* obstruct the visibility of, or entry into, the store.
3. Signs should be professionally printed (no hand lettering, stencils, or stick-on letters), and must be maintained in good condition and repair at all times.
4. Display windows should be well lighted during Center hours when either Seacliff Village Shopping Center or the leased premises are open. Lights may be turned off after 10:00p.m.
5. Display and temporary fixtures should not be located within six (6) feet of any entrance to the leased premises.
6. “Open”, “Help Wanted,” “No Smoking,” and “No Food or Drink” signs also fall under the guidelines described above. If approved, these negative impact signs should be carefully placed so as not to leave customers with a negative impression.
7. No flashing or animated signs.
8. No permanent advertising devices such as attraction boards, posters, banners, and flags.
9. No sandwich boards or inflatable displays.
10. See Lease for further guidelines.

If you are unsure as to whether your signs meet any of the criteria described above, you should call the Management Office before installation. Failure to do so could result in removal of any unapproved sign.

## TRASH REMOVAL

Trash and compactor bins are available in the enclosed trash areas for discarding of all trash and recyclables such as cardboard, paper, glass, and aluminum. Each tenant is assigned a trash enclosure. It is imperative that all merchants utilize adequate trash containers within the leased premises so as not to be visible to the public or in the service corridors.

Constant attention to adequate trash handling within your store or restaurant and trash enclosure area is essential to reduce fire hazards and to prevent insect and animal infestation. Please adhere to the trash guidelines as described below:

Trash from stores should be bagged and tied. If you are a food store, trash should be double bagged. No trash bags should be dragged to the enclosure - use a cart to avoid spills or dragging trash bags. Any spills should be cleaned up immediately. No hot ashes are to be disposed of in the dumpsters.

No trash should be left in the corridors or loading docks for any reason.

### **COMPACTOR OPERATION PROCEDURE** (if available)

- All trash is to be placed into the hopper part of the compactor
- Close the door
- Push the start button located near or on the compactor

*Do not bypass the safety switch by blocking, taping, or wedging the mechanism.*

If you open the door and the hopper is full, this *does not* necessarily mean the compactor is full. Close the door and turn the compactor key to start the compactor. If it is still full, push the trash down to the bottom of the hopper and try again. If this still does not work, you should call the Management Office.

Do not place any trash on the floor in any common areas. If trash is left in the loading dock or service corridors and Management removes it, you will be charged a fee.

### **CONSTRUCTION DUMPSTERS**

The Center's compactors are not to be used by Center tenants for their construction trash. Please contact the Management Office in order to determine the approved locations for tenant construction dumpsters.

*To make sure Seacliff Village Shopping Center's customers have a clean and enjoyable entertainment experience, make sure that all employees comply with these policies.*

## INSURANCE REQUIREMENTS

Your lease with Seacliff Village Shopping Center specifies insurance requirements. Every tenant must furnish the Management Office with a Certificate of Insurance stating the terms of his or her policy. Please refer to the Insurance section of your Lease for any insurance requirement variations.

### GENERAL REQUIREMENTS ARE:

- General Liability of not less than \$3,000,000.00.
- Worker's Compensation coverage of not less than \$1,000,000.00.
- The following entities are to be listed as Additional Insured:

#### **Seacliff Village Shopping, Inc, Vestar Properties, Inc., and Barings, LLC**

- The Certificate Holder is to be: **Seacliff Village Shopping Center, Inc.  
c/o Vestar Property Management  
7575 Carson Blvd  
Long Beach, CA 90808**
- 30-day Notice of Cancellation.
- Delete wording "endeavor to" and "but failure to mail such notice shall impose no obligation or liability of any kind upon the company" within the Cancellation wording.
- Waiver of Subrogation in favor of Landlord on Worker's Compensation.
- Primary insurance wording "as respects the operations of the insured, such policies are primary and any insurance carried by Seacliff Village Shopping Center, Inc., is excess and non-contributing with such policies."
- Products/Complete Operations Coverage.
- Personal Injury and Advertising Liability.
- Automobile Liability.



## CONTRACTED SERVICES

From time to time you may need the following contractors to perform services at your store. The following is a list of contractors that have done work for the Center. You are not required to use these contractors. This list is only provided for your convenience. *This listing is not a recommendation or endorsement by Vestar Property Management.*

PLUMBING:	Royal Rooter	(310) 483-6583
LOCKSMITH:	Oscar Osornio	(818) 726-5308
SECURITY SERVICES:	Allied Universal Security	(714) 293-7215
TOWING:	Southside Towing	(949) 229-5155
AUTO CLUB:	AAA (Membership required)	(800) 400-4222
TRASH REMOVAL:	Rainbow Disposal	(714) 847-3581
ELECTRICAL:	AAA Electrical	(800) 892-4784
PEST CONTROL:	Pestgon	(877) 724-8100

**FREQUENTLY CALLED NUMBERS  
&  
UTILITY SERVICES**

Southern California Edison:	(800) 990-7788
Southern California Gas Co.:	(800) 427-2200
City of Huntington Beach Municipal Svcs Water, Sewer, & Refuse:	(714) 536-5919
Republic Services:	(714) 847-3581
Huntington Beach Unified School District:	(714) 964-8888
Huntington Beach City Hall:	(714) 536-5511
Business License:	(714) 536-5511
Health Department:	(714) 536-5511
Huntington Beach Chamber of Commerce:	(714) 960-2478
Postal Service:	(800) 275-8777
Library:	(714) 842-4481
Police Emergency:	911
Non-emergency:	(714) 960-8811
Fire Emergency:	911
Non-emergency:	(714) 536-5411

## **NOTICES**

### **MANAGEMENT OFFICE**

Seacliff Village Shopping Center Management Office is located at 7575 Carson Blvd, Long Beach, CA, 90808. Office hours for meetings are available Monday through Friday, 8:00a.m. - 5:00p.m.

### **FORMAL NOTICES**

Any notice or demand which you desire to make upon the Landlord shall be in writing and shall be given to or delivered by U.S. Certified Mail (or as required in your lease) and addressed to:

Seacliff Village Shopping Center, Inc  
2415 East Camelback Rd., Ste. 100  
Phoenix, AZ 85016

### **INFORMAL NOTICES**

It is the intention of Seacliff Village Shopping Center management to keep you and your employees fully advised of all activities planned for the Center and any other matters that may affect your business. Such informal notices or bulletins will be delivered to your store by Security staff. A signature verifying receipt of the document(s) will be requested.

If you wish to have copies of bulletins sent to other representatives of your company, they will be sent upon receipt of your request together with the names and addresses of such representatives.

It is suggested that you display appropriate bulletins and properly communicate the information to your employees so as to keep all of your staff duly informed.

## **BUILDING**

### **ROOF**

For any matters regarding the roof, you must contact the Center's management before any access or work is done. **No work may be done on the roof other than by Landlord's roofer.**

### **BUILDING REPAIRS**

If Vestar constructed your building, we are responsible for the roof and the structural walls only. Except for original warranties, any interior repairs are the responsibility of the individual tenant. We will be happy to suggest contractors for your needed repairs but the cost and scheduling of these repairs is the responsibility of the tenant.

### **HVAC**

Tenants are responsible for their air-cooling and heating system. Each tenant will need to contract with a maintenance company to service their system. The maintenance company must be approved by the Center's management and a contract and proper certificate of insurance showing general liability, automobile liability and workers compensation insurance provided to the Center's management prior to the contractor being allowed to access the roof for service.

If there is a problem with the air cooling/heating system, please contact the Management Office to verify whether or not the HVAC unit is under warranty.

### **COMMON AREA MAINTENANCE**

All repairs or problems regarding the common areas of the center are to be handled by Vestar Property Management. If you are aware or become aware of any problem in the common areas, please call the property manager immediately at (562) 938-1722. Any deficiencies should be reported immediately to prevent and avoid major problems.

## **EMERGENCY PREPAREDNESS PROCEDURES FIRE AND LIFE SAFETY**

All Southern California counties utilize the 911 phone number for emergency situations requiring the Fire Department, Police Department, and Ambulance/Paramedics. If you are interrupted when dialing, your phone number will be displayed to the operator and an emergency response will take place.

### **EVACUATION**

In the event that an evacuation is needed, please assist all customers and employees in exiting the store then secure your store. This should include turning off all electrical equipment and locking the doors as long as the situation allows for you to safely do so. Remember that the safety of your customers and employees is more important than any physical property. Once you are out of the building be prepared to give an account of all customers and employees to security when asked.

### **FIRE**

In the event of a fire, dial 911 and give the location of the fire by stating store name, store address, and the intensity of the fire if known. Remain calm while giving the information and answering the questions. If your location permits, please contact security.

### **POWER FAILURE**

In the event of a major power failure, calmly clear customers out of the store. Station a designated employee at the store entrance for security reasons. Close your doors and stand by until your power is restored or you determine it is appropriate to leave. *DO NOT LIGHT CANDLES*. For emergencies, you may want to keep a flashlight handy and have the emergency exit lights in your store tested once a month. Additionally, a phone that does not require electrical power will continue to work if the power is out. Finally, remember to follow your store/corporation procedures for power failures.

In the event that the Center is to be evacuated, calmly instruct your customers and employees to walk to the nearest exit.

### **INJURIES AND ACCIDENTS**

If a customer is seriously injured and needs medical attention, call the 911 emergency number. Please report the incident to Security.

If possible, try not to move the injured person until professional help arrives. If the person is not breathing and you are trained/certified in first aid/CPR (or if someone close by is trained), you may want to go ahead and administer resuscitation.

### **BOMB THREATS**

Notify the police and security at once. Remain calm. If you answer a phone call from an individual who is phoning in the bomb threat, keep them on the phone for as long as possible and take note of the caller's accent, age, sex and cultural background, background noises, and specifics about the threat, i.e. when, where, and what kind of bomb caller is describing. If you find a suspicious package call the police and security immediately. Do not use any electronic

## EMERGENCY PREPAREDNESS PROCEDURES – Continued

devices (cell phones, pagers etc. around the specific package) and do not touch the package. DO NOT assume that the threat is a hoax. It is up to the authorities and center management whether to initiate an evacuation.

### SHOPLIFTERS

If you wish to prosecute a shoplifter, call the police department and security. Please remember that only the person witnessing a misdemeanor can make an arrest. It is important to note that the shoplifting suspect(s) must be kept under continuous surveillance, from the time they are observed concealing the merchandise on their person, until they exit the store. Therefore, you or your personnel will be required to make a citizen's arrest. While neither the Police nor Security can make the arrest for you, you may contact security. They will remain with you to help calm the situation and look out for the safety of yourself and our customers and merchants.

### EARTHQUAKE

When an earthquake occurs, do your best to KEEP CALM. Do not run or panic, remain where you are and try to calm others.

If you are indoors, stay indoors. Everyone should be encouraged to take shelter under a desk, table, inside door frame, or the stairwell. Stay away from windows, outside doors, bookshelves, and other things that can crack, fall, or otherwise cause injury.

If you are outdoors, stay outdoors. Do not attempt to enter or leave buildings until authorities advise you that it is safe to do so. Stay away from the overhead electrical wires, poles, or anything that could shake loose or fall. Remain in a sheltered area until advised by authorities to do otherwise. After the initial earthquake shock is felt, be prepared for additional aftershocks, remain calm and stay in place. Aftershocks are usually less intensive than the main quake, but can cause structural damage.

### AFTER THE EARTHQUAKE

- A. Use caution entering or leaving buildings or work area.
- B. Do not use lanterns, torches, lighted cigarettes or open flames, since gas leaks could be present.
- C. Stay away from fallen or damaged electrical wire.
- D. Do not use the telephone unless it is absolutely necessary for emergencies. Heavy use of the telephone will tie up the lines and prevent emergency calls from going out.
- E. If you are on a **SIDEWALK NEAR BUILDINGS**, duck into a doorway to protect yourself from falling bricks, glass, plaster, and other debris.
- F. If you are **DRIVING**, pull over to the side of the road and stop. Avoid overpasses, power lines, and other hazards. Stay inside the vehicle until the shaking is over.
- G. If you are in a **CROWDED STORE OR OTHER PUBLIC PLACE**, do not rush for exits. Move away from display shelves containing objects that could fall.
- H. If you are in a **WHEELCHAIR**, stay in it. Move to cover, if possible lock your wheels, and protect your head with your arms.
- I. If you are in a **STADIUM OR THEATRE**, stay in your seat and protect your head with your arms. Do not try to leave until the shaking is over. Then leave in a calm, orderly manner.

AFTER AN EARTHQUAKE, BE PREPARED FOR AFTERSHOCKS, AND PLAN WHERE YOU WILL TAKE COVER WHEN THEY OCCUR.

### **TOXIC SPILL OR CHEMICAL ACCIDENT**

Should someone become aware of an overturned truck, train, or tanker, a broken fuel line or an accident in a nearby area, it may be necessary for the merchants in the Center to conduct emergency procedures. If you can safely call 911, do so, and then notify security.

The following procedures should be followed while waiting further word from security and the authority having jurisdiction:

1. Close all windows and doors downwind of the accident.
2. Discourage or do not allow employees or shoppers to exit on the downwind side of the chemical accident. You should shut down any ventilating equipment in your store if it is downwind of the chemical accident.
3. Prepare to render first aid assistance as necessary.
4. Contact the authority having jurisdiction to determine when it will be safe to:
  - a. Open the doors and windows downwind of the chemical accident.
  - b. Allow shoppers to use exits and entrances downwind of the chemical accident.
  - c. Allow shoppers to use their autos in the parking lot which are downwind of the chemical accident.

### **EXPLOSION**

If someone becomes aware of an explosion by direct observation or the shouts of other of the explosion, notify the fire department immediately. Then call 911 and notify Security as soon as it is safe for you to do from your location.

### **CIVIL UNREST**

In the event of civil unrest or the potential for a civil disturbance, unless so directed by law enforcement personnel, or center management/security, the decision to close and/or evacuate your business is yours to make. However, we offer the following suggestions, which we hope will aid you in your planning and decision-making:

Please consider a few key points as you plan:

1. Consider sending employees home immediately if trouble starts so that they can get off the streets as early as possible. All employees should decide on a route or alternative routes home. Discuss the advisability of car-pooling.
2. Lock office doors, leave lights on, remove sources of fuel and flammables. If appropriate, move vehicles out of sight.
3. Move exterior potted plants and trash cans inside (out of sight) so that they cannot be used to break windows.
4. Back up your computer data and take it offsite if advisable.
5. Have flashlights, batteries, and battery operated radios in the office. Be sure your fire extinguisher is in working order.
6. Be sure a first aid kit is available and fully stocked.
7. Remove any keys that may be kept outside.
8. Keep your car's gas tank half full.

## **GENERAL EMERGENCY PREPAREDNESS:**

1. If you evacuate your store, make sure your answering service knows how to reach you. Set up a “phone tree” so everyone in your store is part of the communication network.
2. Service stations will be required to close in order to remove access to gas from rioters. Plan to keep your car’s gas tank at least half full at all times.
3. Have a disaster preparedness plan. What should you preserve offsite so you can continue business in the event your building is damaged? Wherever possible move things offsite in advance, or make copies of records and store them offsite temporarily. You should pay special attention to computer hardware and software....and then backup data.
4. Keep a first-aid kit on-site and learn how to use it.
5. Evaluate your communications system. If your phone lines are cut or you lose AC power, a portable cellular phone could be very valuable. Keep a phone available that does not require electrical power. Private channel radios can also function with battery backup.
6. Consider purchasing extra plywood for emergency board-up purposes (it may be difficult to immediately obtain the services of a board-up company).
7. Think of emergency lighting inside the building in case AC power is lost. If you are already on a battery-powered emergency system, check your batteries regularly.
8. Think about food and water for the person who may agree to stay behind to protect your facility but find themselves trapped by unsafe streets.
9. Consider removing merchandise from public view during after-hours and limit the cash on hand.
10. Consider giving employees who work late or odd hours a letter of identification to be kept in their vehicles at all times. This should state the employee’s place and hours of business and could be used for identification purposes if stopped by a police officer while traveling to or from work during a curfew.



## **MARKETING OVERVIEW**

The Marketing Department at Seacliff Village Shopping Center focuses on creating experiences and opportunities to drive traffic to the shopping center. The department's responsibilities include the creation of strategic marketing plans, budget administration, public relations, community relations, media buys, market research, digital marketing – website & social media, tenant relations, sales promotions and event marketing. The marketing team hosts multiple events annually offering opportunities for additional exposure year-round. Throughout the year, your store will be contacted for participation in important programs designed to increase your sales and traffic.

The Marketing Department creates ongoing partnerships for gift-with-purchase and enter-to-win promotions aimed at rewarding and engaging shoppers and diners. Additionally, the Marketing Department maintains non-profit partnerships in an effort to increase community involvement at the center. Public relations supplement the Marketing Department's efforts to maximize exposure and drive traffic.

For a more comprehensive outline of the center's marketing strategy, event and promotions calendar and other marketing opportunities, please refer to the marketing opportunities packet provided by the Marketing Department.

Note: If at any time, you wish to use the Seacliff Village Shopping Center logo, you must receive prior approval from Marketing Department.

## **MARKETING OVERVIEW**

### **TENANT EVENTS & PROMOTIONS**

If your store has an event or promotion that you would like featured on our website or social media platforms, please contact the Marketing Department. Additionally, if your store wishes to use any outside common area space for an event, approval is required and a Certificate of Insurance must be provided to the Marketing Department. Please contact the Management Office for Insurance Requirements at **562.938.1722**.

### **EMPLOYMENT & HIRING RESOURCES**

To assist with your on-going hiring efforts at Seacliff Village Shopping Center, the Marketing Department can post your job openings on our website, [www.seacliffvillageshoppingcenter.com](http://www.seacliffvillageshoppingcenter.com), free of charge. The Job Opportunities Section is designed to help our customers browse and see what stores are hiring at the center. To get your job posting on our website, reach out to the Marketing Department at **562.938.1722**.

### **MEDIA INQUIRIES**

All media inquiries are to be directed to Seacliff Village Shopping Center's Management Office. If contacted by the media, Tenants must inform the Management Office immediately at **562.938.1722**. The Marketing Department will ensure that these inquiries are handled appropriately.

If you are hosting a TV segment or other media inside your Premises, please make the Marketing Department aware, so Security can be alerted. Non-approved media will be asked to check in with the Management Office.