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HOLIDAY 2023 RECAP

HOLIDAY DECORATIONS

To get our costumers in the holiday spirit, The Shops at Rossmoor installed a holiday display located between ULTA Beauty and Staples. Customers were encouraged to snap a photo in “Santa’s Sleigh of Holiday Cheer.”

Shoppers were also able to drop off a letter to Santa Claus using the special red mailbox provided just for him. Everyone who included their child's name, and a return address received a personalized letter from Santa in the mail.

HOLIDAY CAROLERS

To spread holiday cheer throughout the shopping center, The Shops at Rossmoor had Holiday Carolers performing for the first three Saturdays of December from noon to 2 pm. They sang everyone’s favorite holiday songs!

BLOOD DRIVE

The Shops at Rossmoor and the American Red Cross hosted a blood drive on Friday, December 1st, from 11:30 am to 6:00 pm. The drive was a success!

We have another upcoming blood drive on Wednesday, March 1st.



THE SHOPS AT
ROSSMOOR
— SEAL BEACH —

HOLIDAY SPECTACULAR

Santa Claus stopped by The Shops at Rossmoor in his sleigh on Saturday, December 9th, from 11 am to 1 pm. We celebrated the season with photos with Santa, holiday crafts for children, face painting, balloon art, photos with an Elf on the Shelf, and much more! About 300 people came out to ring in the season.

OC Song and Dance entertained the event attendees with forty minutes of song and dance routines that captivated the crowd!

Around 400 people came out to enjoy the event festivities. Please click [HERE](#) to view a short video of the event and click [HERE](#) to view the photo gallery.

HOLIDAY GIVEAWAY

The Shops at Rossmoor wanted to celebrate the holiday season with a giveaway! One lucky winner would receive a \$100 gift card to the center. The contest ran from December 1-December 20, and customers could enter by providing their email on the center website. It was intended to increase the email subscribers. It received 563 entries.

The contest was promoted on the website homepage banner, on social media platforms with boosting, via eblasting, and ads.

HOLIDAY DIRECT MAIL

The Holiday direct mailer had 14 tenants participate and reached 10,000 residents the week of November 13th.

MARKETING UPDATES

BACK TO SCHOOL GIVEAWAY RECAP

The Shops at Rossmoor ran a Back-to-School Giveaway, where one lucky winner received \$200 worth of gift cards to the shopping center for back-to-school shopping, as well as an extra \$25 for a backpack. The contest ran from August 1-15 on Instagram, and customers could enter to win by commenting their favorite memory from school and tagging a friend. The contest received 121 entries.

The contest was promoted on the website homepage banner, promotion listing, and social media platforms with boosting.

FACEBOOK PAGE
LIKES

3,402

INSTAGRAM
FOLLOWERS

4,023

MOBILE USERS

65.39%

TOTAL PAGE VIEWS
ON WEBSITE

5,200

TOTAL DATABASE
NUMBER

4,467



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“HELLO, FALL!” GIVEAWAY RECAP

The Shops at Rossmoor 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 The Shops at Rossmoor. Customers entered to win on the center website. The contest ran from September 1-18 and the objective was to increase the center’s email database. The contest received 467 entries.

HALLOWEEN COSTUME CONTEST RECAP

The Shops at Rossmoor celebrated spooky season with a Halloween Costume Contest! One lucky winner won a \$200 gift card package for shopping and dining at the center. The contest ran from October 6-24. Customers entered to win by submitting a photo of their Halloween costumes.

TASTE OF LOS AL RECAP

The 22nd Taste for Los Al returned to The Shops at Rossmoor on Saturday, October 14, from 6 pm to 10 pm. The event featured almost 40 local restaurants that were able to share their food with locals while raising funds to support Los Alamitos High School’s activities. Three restaurants were from The Shops at Rossmoor: Hof’s Hut, California Pizza Kitchen, and Peet’s Coffee. This year’s event sold over 2,700 tickets, and around 2,700 people attended the event.

Over \$250,000 were raised for the high school.

“THANKFUL FOR YOU” GIVEAWAY RECAP

The Shops at Rossmoor wanted to thank our customers for choosing The Shops at Rossmoor for all their shopping and dining needs. One lucky winner won a \$200 gift card package for shopping and dining at the center. The contest ran from November 14-28. Customers entered to win by tagging someone they were thankful for on Instagram. The contest received 649 entries.



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RETAILER SPOTLIGHT: PREP Kitchen Essentials

PREP Kitchen Essentials is a retail store and cooking school located in Seal Beach, California. They carry high-quality kitchenwares and offer a wide range of top-rated hands-on cooking classes for novice and experienced cooks alike. Check out their full schedule for January! For more information, please visit their website at www.prepcookingclasses.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 sites 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 ensure we have your hours of operation, phone number, logo, and website URL. Click [HERE](#) to visit the website directory and email Morgan Wilson at mwilson@vestar.com with any updates or changes that need to be made.



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