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PROPERTY MANAGEMENT UPDATES

CERTIFICATE OF INSURANCE REQUIREMENTS

This is a reminder that the management office must have active COI's on file for any vendor working at the center. This includes HVAC and refrigeration units. Due to liability reasons, no exceptions can be made. Be prepared for an emergency and contact Administrative Assistance, Denise Sanchez, at dsanchez@vestar.com to make sure we have your vendors required COI on file. Click [HERE](#) for The Shops at Rossmoor certificate of insurance requirements.

MARKETING UPDATES

HOLIDAY DIRECT MAILER RECAP

The Holiday direct mail piece reached a targeted 10,000 homes the week of November 13th. There were 15 tenants that participated. 872 coupons were redeemed, which generated \$17,422 in sales. Click [HERE](#) to view redemption report.

If you would like to participate in the 2024 Holiday direct mail piece, please email mwilson@vestar.com



THE SHOPS AT
ROSSMOOR
— SEAL BEACH —

VALENTINE'S DAY GIVEAWAY RECAP

The Shops at Rossmoor celebrated Valentine's Day with a giveaway! Three lucky winners won \$100 gift cards to See's Candies. The contest ran from February 7-14. Customers entered to win by tagging someone who could use a little chocolate in their life on Instagram. The contest received 648 entries and increased the center's social media following.



LUCK OF THE IRISH GIVEAWAY RECAP

St. Patrick's Day was celebrated with a giveaway by The Shops at Rossmoor! One lucky winner won a \$200 gift card to California Pizza Kitchen. The contest ran from March 1-14, and received 392 entries. The goal was to increase the center's social media following.

SPRING DIRECT MAILER

The Spring direct mail piece will reach a targeted 10,000 homes the week of April 20. There are 12 tenants participating, and all offers are valid until May 31. If you missed the Spring Direct Mailer, there is still time to be sure that you are included in the 2024 Holiday Direct Mail Piece by contacting Morgan Wilson at mwilson@vestar.com.

EARTH DAY EVENT

The Shops at Rossmoor will be hosting an Ocean-themed Earth Day event at the center on Saturday, April 20, from 11 am-1 pm. There will be face painting, balloon twisting, photos with everyone's favorite shark character, a tide pool with ocean animals, and more. **If you would like to participate and have a table at the event, please email mwilson@vestar.com by April 17, 2024.**

EARTH DAY ACTIVATION-April 9th TO April 22nd

We are encouraging customers to come and snap a selfie in front of our Ocean-themed Earth Day Display. They can post the photo on social media and tag us @Theshopsatrossmoor and use #thinkblueandgogreenshops for a chance to win a \$100 gift card to Sprouts. The contest ends on April 22nd; must be 18 or older to enter and win. The Earth Day display will be located between ULTA Beauty and Staples.

FACEBOOK PAGE
LIKES

3,402

INSTAGRAM
FOLLOWERS

4,067

MOBILE USERS

37.4%

TOTAL PAGE VIEWS
ON WEBSITE

6,800

TOTAL DATABASE
NUMBER

4,427



THE SHOPS AT
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SPRING REFRESH GIVEAWAY

It's time for a Spring Refresh, and The Shops at Rossmoor wants to get you ready with a \$200 gift card from Home Goods! Get ready to redecorate, reorganize, and shop to your heart's content—for less. It is running from March 28-April 16, 2024. The objective of the contest is to increase the newsletter database.



RETAILER SPOTLIGHT: SEE'S CANDIES

For 100 years, See's Candies has been dedicated to making candy Mary See's way. American made, famous for deliciousness, with the friendliest customer service—since 1921. For more information, or to order some of their delicious candies yourself, visit www.sees.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 **2024 Marketing Opportunities packet**, and reach out to the 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 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 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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