



APRIL 2024

LEASING UPDATES

COMING SOON:



The Baby Shoppe – Opening next to Whole Foods.

Offering an extensive selection of baby items from adorable clothing, toys, baby gear and gifts.

www.babyshoppe.us



Curry Pizza House – Grand Opening this month!

Fast casual eatery offering a variety of curry-based pizzas with fresh and spicy ingredients.

www.currypizzahouse.com

RGB RUN

RGB Run – Opening later this year near AMC.

A new interactive game concept created by BJ Entertainment. More Details to come.



World of Racing - Opening spring near AMC.

Immerse yourself in an interactive racing experience. Great for date night, team building, parties & more!

www.worldofracing.com



Former Union Market Space - Three (3) new restaurants will open next year offering a unique dining and entertainment experience.

These include:

- **Shiki Shima Japanese BBQ** – Japanese steak house
- **V Show Party K** – Karaoke entertainment lounge & bar
- **Pho N Mor** – Popular Vietnamese cafe

THE
DISTRICT

TUSTIN LEGACY

CONTACTS

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@DistrictTustin



@TheDistrictTustin

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PROPERTY MANAGEMENT

NOW OPEN *IN THE PROMENADE:*



FLUFFY FLUFFY – DESSERT CAFÉ - *Open across from Prego Restaurant*

Serving sweet & savory pancake souffles, croffles, waffles, French toast, cheesecake, and specialty coffee, tea, and other beverages.

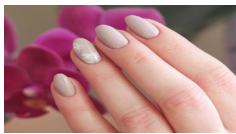
www.fluffyfluffy.com



PRIME HOT POT - *Open across from Prego Restaurant*

Full-service hot pot restaurant serving premium meats and fresh seafood selections in a unique setting. Offering a state-of-the-art dining experience!

www.primehotpot.com



RITZ NAILS – New Location! - *Open near AMC Tustin 14*

Offering a modern luxury nail & spa experience with therapeutic massage chairs and private rooms to host group events such as bridal parties, baby showers, and team building.

2024 MARKETING OPPORTUNITIES GUIDE

- ✓ 22x28" Printed Posters
- ✓ Social Media Posts
- ✓ Store Directory w/ Logo
- ✓ Website Events & Promotions Listings
- ✓ Website Banner Ads
- ✓ Job Postings
- ✓ Additional Center-Wide Programs include:
 - Monthly Contests – we can feature you!
 - Signature Events & Installations (Lunar New Year, Earth Day, etc)
 - Seasonal Cocktail Tours (Jan, April, July & Oct)
 - Collective Holiday Campaigns (ex. Vday, Mother’s Day, etc)
 - Additional Programs & Community Events (non-profits, Farmers market flyer, etc)

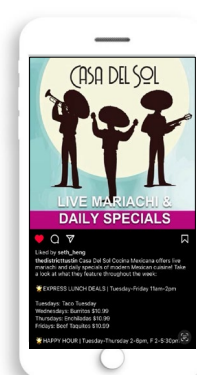
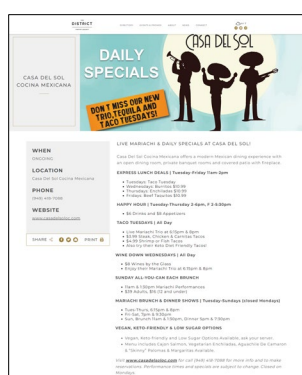


[CLICK HERE](#) to view the 2024 FREE Marketing Programs, or email scampbell@vestar.com to receive a digital copy and participate.

FREE MARKETING:

Are you offering weekly specials?

We can help market your specials through multiple ways. Send what you're promoting to scampbell@vestar.com.



EXAMPLE:

Casa Del Sol's Daily Specials

- Promoted through:
- 22x28 Poster
 - Website Listing
 - Boosted Social Post



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MARKETING UPDATES

SPRING COCKTAIL TOUR

APRIL 1-30 | 10 RESTAURANTS

In partnership with OC Foodies, The District is currently promoting its seasonal cocktail tour, along with pushing food pairing suggestions. The tour is being promoted:


1. Social influencers – including entertainment packages.
2. OC Foodies Video/Photographer – images
3. OC Foodies digital ads and newsletter to 65K.
4. Media partnerships including Greers & Orange Coast.
5. Google click through ads.
6. Boosted social photos and videos
7. Additionally, in-center posters, website, eblasts, etc.

Thank you to all participating restaurants! For center employees, we encourage you to stop by and enjoy the spring flavors at:

- | | |
|-----------------------|--------------------------|
| Bar Louie | RA Sushi |
| Casa Del Sol | RAKKAN Ramen |
| Lucille's Bar-B-Que | The Winery Restaurant |
| Luna Rossa Ristorante | The Yellow Chilli Tustin |
| Prego Restaurant | ZIP Korean BBQ |



View the menus at:
www.SpringCocktailTour.com



Experience the Spring Cocktail Tour with a \$200 Giveaway!
Enter on IG thru 4/18 [@thedistricttustin](https://www.instagram.com/thedistricttustin).

EARTH DAY PHOTO DISPLAY & FAMILY FUN CELEBRATION

SATURDAY APRIL 20 | 12pm-2pm

In The Promenade Area

The District is introducing its first annual family-friendly 'signature event' to celebrate Earth Day. FREE to attend and participate.

Families can enjoy:

- Interactive touch & learn activity by Doodlebugs
- Kid's crafts & activities
- Face painting
- Balloon twisting
- Turtle character meet & greet
- Live DJ & dance party
- Giant "MOTHER EARTH" photo display installed 4/10-4/30.



FACEBOOK FOLLOWERS

13.9K

INSTAGRAM FOLLOWERS

16.3K

WEBSITE VIEWS

28.0K

TOTAL SUBSCRIBERS

14.5K

TOTAL PR IMPRESSIONS

20.5M



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