

JANUARY 2024

LEASING UPDATES

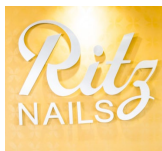
COMING SOON:



Fluffy Fluffy - *Opening February across from Prego*
Serving sweet & savory pancake souffles, croffles, waffles, French toast, baked goods, and specialty coffee, tea, and other beverages. **Grand Opening Feb 10 & 11!**



Prime Hot Pot - *Opening soon across from Prego*
Full-service hot pot restaurant serving premium meats and fresh seafood selections in a unique setting that will offer a state-of-the-art dining experience.



Ritz Nails (Relocation) – *Opening Spring near AMC*
Offering an elevated nail & spa experience with the addition of private rooms to host group events such as bridal parties & baby showers.



World of Racing - *Opening spring near AMC Theaters*
Immerse yourself in an interactive racing experience. Great for date night, team building challenges, parties and more!



Former Union Market Space - *Three (3) new restaurants will open later this 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** – Vietnamese restaurant

THE DISTRICT

TUSTIN LEGACY

CONTACTS

Tom Schriber
Property Manager
tschriber@vestar.com

Shannon Campbell
Marketing Director
scampbell@vestar.com

Morgan Wilson
Marketing Manager
mwilson@vestar.com

Management Office:
(714) 259-9090

Security Dispatch (24/7):
(714) 258-1414



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PROPERTY MANAGEMENT

NOW OPEN:



BARNES & NOBLE BOOKSELLERS

Now Open next to Whole Foods & ULTA Beauty

Offering the latest books, magazines, music, movies, stationary, games & more! Be sure to follow [@bntustin](https://www.instagram.com/bntustin) to find out about their new book releases, author signings, and other in-store events.



THE DART HAUS – A NERF ARENA

Now Open in The Promenade, next to Luna Rossa Ristorante

Grab your blaster and enjoy simple, affordable, and memorable events. The Dart Haus's nerf battle arena offers family-friendly fun for kids, teens, and adults. Visit www.thedarthaus.com for more info.



THEE CANDLE LAB

Now Open in The Promenade, across from Prego Restaurant

Interactive candle making workshops and parties, as well as gifts & retail merchandise. Reserve your next team building event, special occasion, or date night at www.TheeCandleLab.com.

TOP CANVAS

Now Open in The Promenade, next to Vans

The ultimate claw machine experience, featuring toys and collectibles such as Sonny Angel, Smiski, Pop Mart, Disney, and other mini-figures. Visit www.topcanvas.com for more info.



LOOKING FORWARD IN 2024...

The District at Tustin Legacy is proud to serve the community through the variety of shopping & dining selections, marketing programs, and overall customer experiences.

A few things coming in 2024 include:

- Lighting updates throughout the center.
- Experiential marketing program, including colorful installations & free family events.
- Addition of Wi-Fi for guests in The Promenade area.
- New store openings, including 4 restaurants & 3 entertainment options.



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MARKETING UPDATES

WINTER COCKTAILS & MOCKTAILS

In partnership with OC Foodies, The District at Tustin Legacy Launched our first-ever “Cocktails & Mocktails” Tour, in celebration of Dry January.

To further the seasonal tour, we’ve added food and dessert pairings to offer a full flavor experience.

Program Overview:

- Running January 1 – 31 | 8 participating restaurants.
- Visit www.WinterCocktailTour.com to see the winter cocktails &, mocktails, plus food & dessert pairings.
- Promoted through PR, center signage, email blasts, boosted social posts and video reels, digital ads, public relations, media partnerships, and social influencers.
- For participating restaurants, we’ve curated influencer packages to offer a fun experience when they are visiting the many winter cocktail spots.
- Looking Forward – as the Tour continues to grow, we will be in touch to secure participation to plan ahead:
 - **Spring Cocktail Tour** – April
 - **Summer Cocktail Tour** – July
 - **Fall Cocktail Tour** - October

SEASONAL INSTALLATIONS

To enhance the Cocktail Tour experience, The Promenade will be lit up overhead during the Spring, Summer & Fall tours with Instagram-worthy seasonal installations, similar to last year’s Color Rain. More to come.

FACEBOOK FOLLOWERS

13.8K

INSTAGRAM FOLLOWERS

16K

WEBSITE VIEWS

28K

TOTAL SUBSCRIBERS

14.6K

TOTAL PR IMPRESSIONS

19.5M



Limited Time Only!

Winter Cocktail & Mocktail Tour

Celebrate Dry January with a 'TWIST'!
Featuring winter-inspired cocktails & mocktails, plus food & dessert pairings for a limited time only in January!

WinterCocktailTour.com

 Bar Louie
Casa del Sol
Luna Rossa
Prego Restaurant

RAKKAN Ramen
RA Sushi
The Winery Restaurant
The Yellow Chilli

OCfoodies.com THE DISTRICT
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MARKETING UPDATES

LUNAR NEW YEAR FAMILY CELEBRATION

Celebrate the 'Year of the Dragon' at The District, with the ultimate photo pagoda & free family fun event!

YEAR OF THE DRAGON PAGODA

JAN 26 – FEB 18 | OPEN DAILY

Vans Courtyard

Commemorate the 'Year of the Dragon' by taking photos at our lit-up photo display in the Vans Courtyard.

Be sure to tag us #TheDistrictTustin.

LUNAR NEW YEAR FAMILY EVENT

FEBRUARY 10 | 12-2PM

Vans Courtyard

Free family celebration with lion dance performances, martial arts shows, family activities, kid's crafts & the **FIRST 500 people will receive a "LUCKY" Red Envelope with tenant offers and a new \$1 bill.**

VALENTINE'S LOVEGRAM PHOTOS

FEBRUARY 1 – 18 | OPEN DAILY

AMC Courtyard

The LoveGram photo display is BACK! Bring your loved ones to take photos at this fun Valentine's photo backdrop, lit up at night. Also be on the lookout for our Valentine contest.

2024 Marketing Opportunities Guide Distribution:

Be on the look-out for the **NEW 2024 Marketing Opportunities Guide** that will be distributed digitally this month to the email address(es) we have on file for your business.

The Guide will include FREE marketing programs provided per your lease, including:

- 22x28" Printed Posters
- Social Media Posts
- Store Directory w/ Logo
- Website Events & Promotions Listings
- Website Banner Ads
- In-Center Posters
- Monthly Contests
- Center-Wide Email Blasts
- Audio Commercials

If you would like to be added or update the email address(es) we have on file, reach out to Shannon Campbell at scampbell@vestar.com.

GET RECHARGED GIVEAWAY!

JAN 10 – 31 | THEDISTRICTTL.COM

Get the year started off right with The District's 'Get Recharged' Online Giveaway for a \$200 gift card to one of the center's health & fitness businesses. Enter at www.TheDistrictTL.com through Jan 31st.

LUNAR NEW YEAR POSTCARD: FREE PARTICIPATION

To participate, Patti from Centers of America will be in touch in the next week to get your offer. Participation space is limited. Or you can email your offer now to coa@centersmarketing.com to help secure your space. Free to participate.

Disclaimer: Offers valid Feb 10 – 29, 2024



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