



JUNE 2024

LEASING UPDATES

NEWLY OPENED:



Baby Shoppe – Now Open next to Whole Foods.

Selection of baby items from clothing and toys, to cutting-edge baby gear and gifts. www.babyshoppe.us



Curry Pizza House – Now Open next to Target!

Fresh baked pizza, 20 beers on tap & wine, specials, plus vegan & gluten-free options. www.currypizzahouse.com

COMING SOON:



3CAT – Opening later this year near AMC.

Handcrafted fruit and milk tea, with various toppings including mousse, boba, jelly, & more. www.3CATea.com



Prime Hot Pot – Reopening soon across from Prego

Restaurant. All-you-can-eat hot pot serving premium meats and fresh seafood selections.

www.primehotpot.com

RGB Run – Opening later this year near AMC.

A new interactive game concept created by BJ Entertainment.

RGB RUN



Spirit Halloween – Opening later this Summer near

RAKKAN Ramen. A wide range of Halloween costumes, accessories & décor. www.spirithalloween.com

World of Racing - Opening early Summer near AMC.

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

www.worldofracing.com



Shiki Shima Japanese BBQ, V Show Party K (Karaoke Bar & Lounge), and Pho N Mor – Opening next year in The Promenade, adjacent to RAKKAN Ramen.

THE
DISTRICT

TUSTIN LEGACY

CONTACTS

Tom Schriber

Property Manager

tschriber@vestar.com

Raquel Bencivenga

Assistant Property Manager

rbencivenga@vestar.com

Lorena Torres

Administrative Assistant

ltorres@vestar.com

Shannon Campbell

Marketing Director

scampbell@vestar.com

Management Office:

(714) 259-9090

Security Dispatch (24/7):

(714) 258-1414



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Photo Credit: Curry Pizza House is Now Open next to Target.

MARKETING UPDATES

HOMEAID OC's DIAPER DRIVE

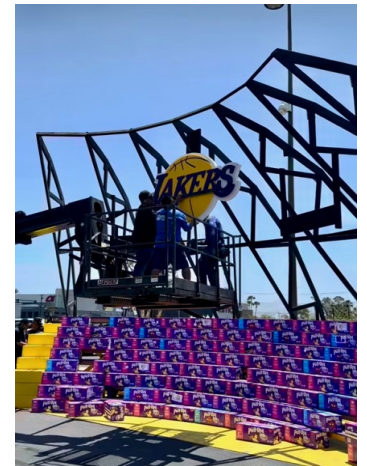
FRIDAY, JUNE 7 | 9AM-1PM

HomeAid Orange County hosted its annual diaper drive at The District including a diaper donation drop-off and community event. The family fun event featured a display of creatively-themed diaper structures built entirely by volunteer teams.

The interactive structures included a mini-Crypto Lakers Arena with the Lakers Girls, a Top Gun-themed aircraft carrier, It's Five O'Clock Somewhere tiki oasis, Taylor Swift Eras Tour stage with bracelet making, OC Sheriffs life-sized helicopter, and baseball concession stand.

Thank you to everyone who came out and donated diapers. **HomeAid OC's goal was 1 million diapers and they exceeded that at 1.1 million!**

*Note: a special thanks to **Baby Shoppe, Nothing Bundt Cakes, and Utopia Caffe** for being collection sites. It takes a village, and your generosity is noticed and appreciated!*



SKY GARDEN

MEMORIAL – LABOR DAY

The District kicked off the summer season with the installation of a sky garden over The Promenade area.

Center Guests can enjoy its colorful beauty and shade - it's the perfect backdrop for photos.

Also look for the addition of our flower garden 'take-over' of the AMC fountain, coming later this month for July.



FACEBOOK FOLLOWERS

13.8K

INSTAGRAM FOLLOWERS

16.8K

WEBSITE VIEWS

26.0K

TOTAL SUBSCRIBERS

14.3K

TOTAL PR IMPRESSIONS

863.6M



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MARKETING UPDATES

SUMMER COCKTAIL TOUR

JULY 1-31 | RESTAURANT CAMPAIGN

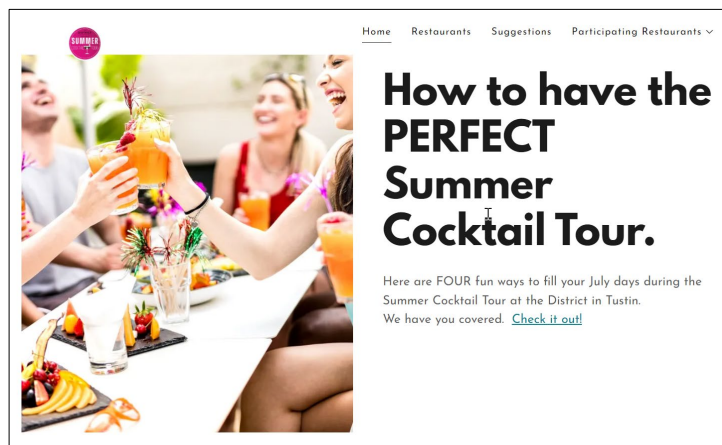
Our next season cocktail campaign is underway and our partners from OC Foodies are currently reaching out to our restaurants for your participation.

To participate, provide the following:

1. Summer-inspired cocktail(s) or mocktail(s).
2. Suggested food pairings, especially seasonal entrees and appetizers.
3. Suggested dessert pairings, especially summer flavors.

Participation is FREE and includes:

1. Photos and videos to capture what you're featuring (by Monet of OC Foodies).
2. Social Influencers hired to visit each restaurant and post about their summer cocktail experience.
3. Web listing on www.summercocktailtour.com
4. Center promotions – posters, email blast, social post, digital ads, website listing, PR, & more.
5. OC Foodies promotions – email blast, banner ads, social postings, and more.



If you haven't participated before and would like to be added for summer, email scampbell@vestar.com.

INDEPENDENCE JAM

SATURDAY, JULY 6 | 11am-4pm

Mark your calendars for Independence Jam, Country Music Festival & Classic Car Show.

Families can enjoy live entertainment, line dancing (lessons included), outdoor bar-be-que & beer*, family activities, classic car show, and featuring special guests: Swing Dolls.

Free to attend. *A portion of proceeds to benefit the Fallen Firefighters Foundation.

Note, if you know of a classic car enthusiast who may want to participate, they can register online at www.independence-jam.com.



LOOKING FORWARD:

Bubble Bash

Saturday, August 3rd | 12-2pm

Free family event including foam zone, bubble stations, family activities, live music, & more.

Learn & Grow Family Fair By Parenting OC

Saturday, Sept 14 | 10- 3pm

Enjoy a free day of family fun and interactive workshops focused on healthy living, education & more.



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