



MAY 2024

## LEASING UPDATES

### NEWLY OPENED:



**Baby Shoppe – Now Open next to Whole Foods.**

Offering an extensive selection of baby items from adorable clothing and toys, to cutting-edge baby gear and thoughtful gifts. [www.babyshoppe.us](http://www.babyshoppe.us)

### COMING SOON:



**Prime Hot Pot – Reopening soon across from Prego**

**Restaurant.** All-you-can-eat hot pot serving premium meats and fresh seafood selections in a unique dining experience. [www.primehotpot.com](http://www.primehotpot.com)



**Curry Pizza House – Opening soon next to Target!**

Offering fresh baked pizza from Indian-fusion to classic flavors, 20 beers on tap, diverse wine selection, lunch & family specials, happy hour, plus vegan & gluten-free options. [www.currypizzahouse.com](http://www.currypizzahouse.com)

RGB RUN

**RGB Run – Opening later this year near AMC.**

A new interactive game concept created by BJ Entertainment.



**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](http://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

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# MARKETING UPDATES

## MOTHER'S DAY CELEBRATIONS

### ENTER-TO-WIN SOCIAL CONTEST | May 1 - 12

The District celebrated the special mothers in our lives with a contest to win a \$300 prize package from the restaurant or retailer of *her* choice. 1,685 entries received.

Be sure to follow us on Instagram [@TheDistrictTustin](https://www.instagram.com/TheDistrictTustin) to see what's happening at the center and enter our contests.

*Next Up for June:* 3 lucky winners will win a \$100 gift card to **Curry Pizza House** in celebration of their opening!

### MOTHER'S DAY DINING CAMPAIGN

The District ran a center-wide campaign to promote our globally-inspired dining specials and entertainment options to celebrate Mother's Day. The campaign was promoted through signage, digital ads, eblast, and social posts.

We will do another campaign for Father's Day so be sure to email what you're doing to [scampbell@vestar.com](mailto:scampbell@vestar.com).

## BUMP TO BABY EXPO

SATURDAY, MAY 18 | 10am-12pm

*In The Promenade Area*

Hosted by Fit4Mom, new and pregnant moms can:

- Explore a wide range of exhibitors
- Sample the latest baby products
- Enter-to-win \$1,000 in prizes
- Plus enjoy prenatal massages, IMPROV mocktails, & more!
- First 75 to receive swag bags
- Tickets available at: <https://irvine.fit4mom.com/expo>  
Use the code MOM for a free ticket



Also be sure to check out **BABY SHOPPE's** booth at the Expo. They recently opened next to Whole Foods.

### LOOKING FORWARD:

#### SKY GARDEN | Memorial Weekend – Labor Day

What better way to kick off the summer, than to install and an upside-down garden over The Promenade area? Center guests will be able to enjoy its beauty and shade, plus it's the perfect backdrop for photos!

#### DIAPER DRIVE | June 7th from 9am-1pm

The District is proud to host **HomeAid OC's Diaper Drive** in the parking lot near Prime Hot Pot. Help them make their goal to collect over 1 million essential items including diapers, wipes, and baby food for families with babies and toddlers in need in our community.

Also be sure to check out the creative structures on display at the event, made from diaper boxes. Learn more at [www.homeaidoc.com](http://www.homeaidoc.com).

#### SUMMER COCKTAIL TOUR | July 1 - 31

Our partners at OC Foodies will be in touch soon to sign up our restaurants for the Summer Cocktail Tour.

This seasonal program has continued to establish the center's brand as a **globally-inspired 'Eater-tainment' destination**. *Thank you to every restaurant who participates!* The Tour is heavily promoted through social influencers, media partnerships, and our center programs - every business benefits by the exposure.

FACEBOOK FOLLOWERS

13.9K

INSTAGRAM FOLLOWERS

16.8K

WEBSITE VIEWS

29.0K

TOTAL SUBSCRIBERS

14.4K

TOTAL PR IMPRESSIONS

24.2M



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# MARKETING UPDATES

## BRANDED MARKETING CAMPAIGN

*Ways your business can benefit through The District's FREE Marketing Programs.*

**What is Branded Marketing?** Today's consumer is looking for experiences but has limited time and a shortened attention span. A branded campaign uses the same imagery and messaging across all media platforms making it memorable. Your message should be quick, informative, and leave an impression.

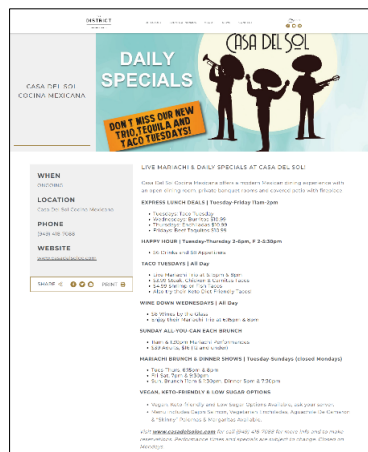
**Getting Started:** List out everything you have going on, such as daily/weekly specials, lunch combos, happy hour, family-meals, kid's meals, pet-friendly, vegan & gluten-free options, etc., then email these to Shannon Campbell at [scampbell@vestar.com](mailto:scampbell@vestar.com). If you would like help generating ideas, email us and we can assist.

**Participation is FREE!** The District's marketing team can help create a branded campaign using your images or photos to promote your business through the in-center posters, social pages, and website – all included per your lease.

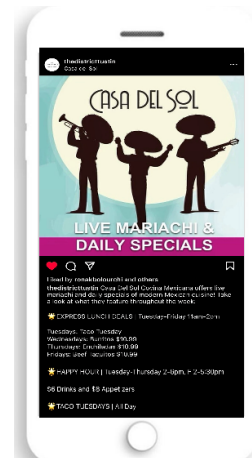
**EXAMPLE: Casa Del Sol Cocina Mexicana's Daily Specials:**



Printed Poster



Website Event Listing



Social Post

## 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](mailto:scampbell@vestar.com) to receive a digital copy and participate.



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