



ORCHARD TOWN CENTER

2024 TENANT MEETING

Agenda

Introductions

Winter Hours

GM Reminders

Property Updates

Security Reminders

Marketing Check In

2024 Holiday Program

Meet the Team

MARK PETERSON

General Manager
mpeterson@vestar.com

ILIMA LUA-LOKAN

Assistant Property
Manager
ilua-lokan@vestar.com

KATE HECKMAN

Marketing Director
kheckman@vestar.com

SERENA SCHULTZ

Marketing Manager
sschultz@vestar.com

KATIE SEITZ

Administrative Assistant
admin-co@vestar.com

ADAM CARPENTER

Director of Operations
adamc@usdservices.com

EDWIN VALENTI

Director of Security
edwin.valenti@garda.com

New Tenants



- Opened in 2024:
 - iCRYO
 - Carson & Co relocation
 - My Best Friend's Closet relocation
 - Rally House
 - Zagg
- In Progress:
 - Snack Shack
 - J Crew Factory
 - Cozy Coffee
 - Activate Games
 - Warby Parker
 - Pandora
 - PF Chang's
 - Postino

Winter Hours

EFFECTIVE LABOR DAY THROUGH MEMORIAL DAY

Monday - Thursday: 10:00a to 8:00p

Friday - Saturday: 10:00a to 9:00p

Sunday: 11:00a to 6:00p

Store Front Reminders

SIGNAGE

- Storefront Signage
 - Illuminated signs need to be in working order, and timers should be adjusted to time changes
- Blade Signage Maintenance
 - Cleaning, lighting, painting, repair or replacement
- Now Hiring Signage
 - Refer to Marketing for Now Hiring Cling and listing on our website. See Serena for more information.

X

Not Permitted (as stated in your Merchant Handbook)

- Hand-written, non-professional signs or newspaper advertisements within (or attached to) the storefront
- Signage that is taped on the surface of the merchant's storefront display windows or doors
- Decals or other signage indicating product lines or credit card acceptability
- Strobes, flashing lights, or video monitors

Unapproved signage is subject to immediate removal at tenant's expense.

WINDOWS, DISPLAYS & ENTRY WAYS

- The interior and exterior of the merchant's storefront, including glass, doors, signs, base molding and any other surface of the storefront, will always be kept clean.
- Merchant display windows will be professionally merchandised. Trimming of windows should be completed during non-operational hours.
- All mannequins will be properly and completely attired, including shoes, and in a good state of repair at all times.
- All props and displays should always be kept clean and in a good state of repair.
- No tables or other obstructions are to be placed at storefront entrances or beyond the store closure line without prior approval.

Important Reminders

EMPLOYEE PARKING

- No employee parking along roadway curbs. This includes all the parallel and angle parking in the Town Center
- No parking in Service Courts
- Overnight parking must be pre-approved
- Please reference the Tenant Handbook for the employee parking map.

Violators are subject to tow at owner's expense

DYN (Did You Notice)

- DYN's are issued by Security as a courtesy reminder of your Lease required terms
- DYN's are recorded by date, tenant, and violation

Uncured violations could result in default

CONTACT INFORMATION

- It is the tenant's responsibility to ensure that we have the most up to date contact information on file. This includes managers and other designated personnel
 - Emergency Contact
 - Accounting
 - Marketing
 - Facility Managers

Please see Katie or Ilima for contact forms to include OTC management team contact information.

Security Contact Information

Security Director: Edwin Valenti

Email: edwin.valenti@garda.com

Emergency Phone: 303.450.8635

Non-Emergency Phone: 720.926.5062

Theft Reminders

THEFTS RISE DURING THE HOLIDAYS

It is expected that shoplifting rates will increase during the holiday season. Please take appropriate precautions to ensure safety for your staff and your store.

VEHICLE THEFTS/BREAK-INS

- Remind your employees not to leave anything valuable in the vehicle, lock the doors, and take their keys with them.
- If there is a vehicle break-in or vehicle theft, please call law enforcement first then alert security.
- Reminder regarding any incident that occurs at your store please remind employees to inform the security team.

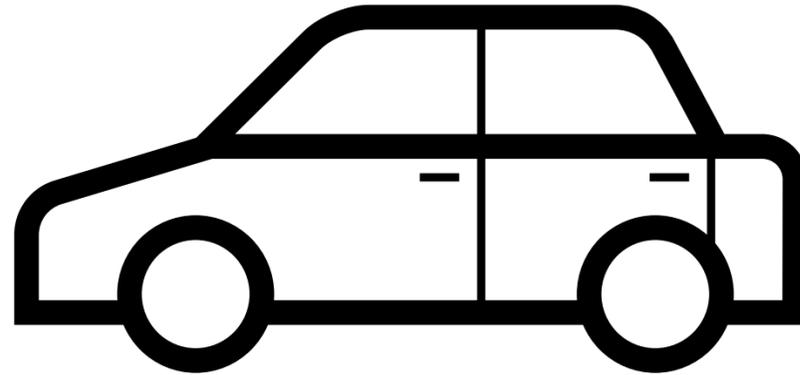
REPORT AND GATHER INFORMATION

When an incident occurs, please remember is to get an accurate description of the person or people involved including which direction they headed after leaving your store. Shoplifters tend to leave property very quickly but could return another day.

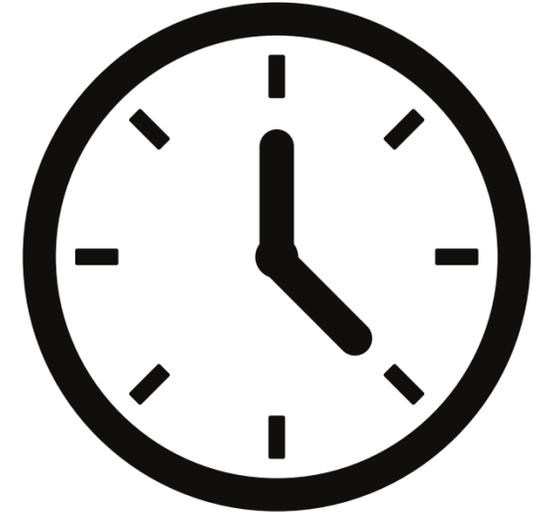
Security Support



STORE WALKTHROUGHS



**ESCORTS TO YOUR VEHICLE
AT ANYTIME**



AVAILABLE 24/7

General Safety Reminders

DELIVERIES

Deliveries should be completed in the service court associated with your store. If a delivery needs to be done in front of your store, it should be completed outside of center hours.

INCLEMENT WEATHER + HAZARDS

With winter weather approaching, please be mindful of icy conditions or slippery situations created by melted snow. Be aware of any hazards that could cause injury inside your store. For any hazards located outside of your store, please report them to security immediately.

AFTER HOURS

Please ensure mall management has updated contact information in case of an emergency. Remind your employees to properly lock up before leaving.

YTD Marketing Highlights

+2.1% Facebook Likes

+50% Instagram Followers

2.2M Social Impressions

+553% Media Hits

55% Email Open Rate

55K Event Attendees

+5% Customer Visits

18 Farmers Markets

180 Average ETW Participants

53 Events Hosted

+26.2% Website Engagement

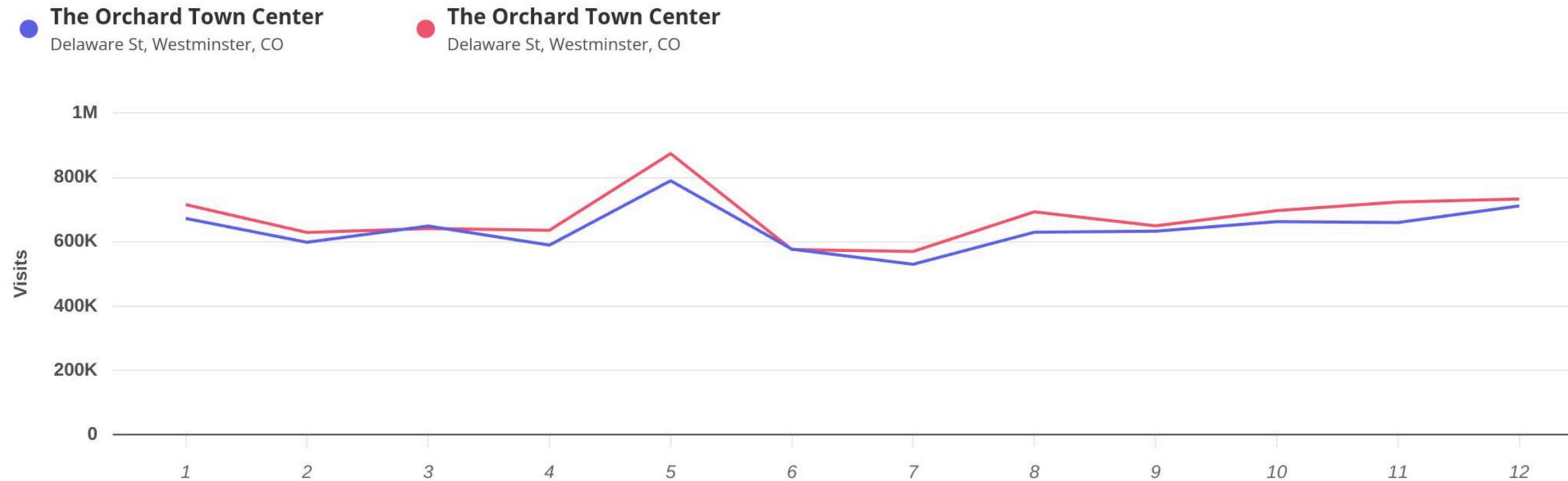
13 Sip & Stroll Events

New Website Launched - July 2024



Site Visits

Visits Trend



Monthly | Visits

[The Orchard Town Center](#) - Aug 1st, 2022 - Jul 31st, 2023

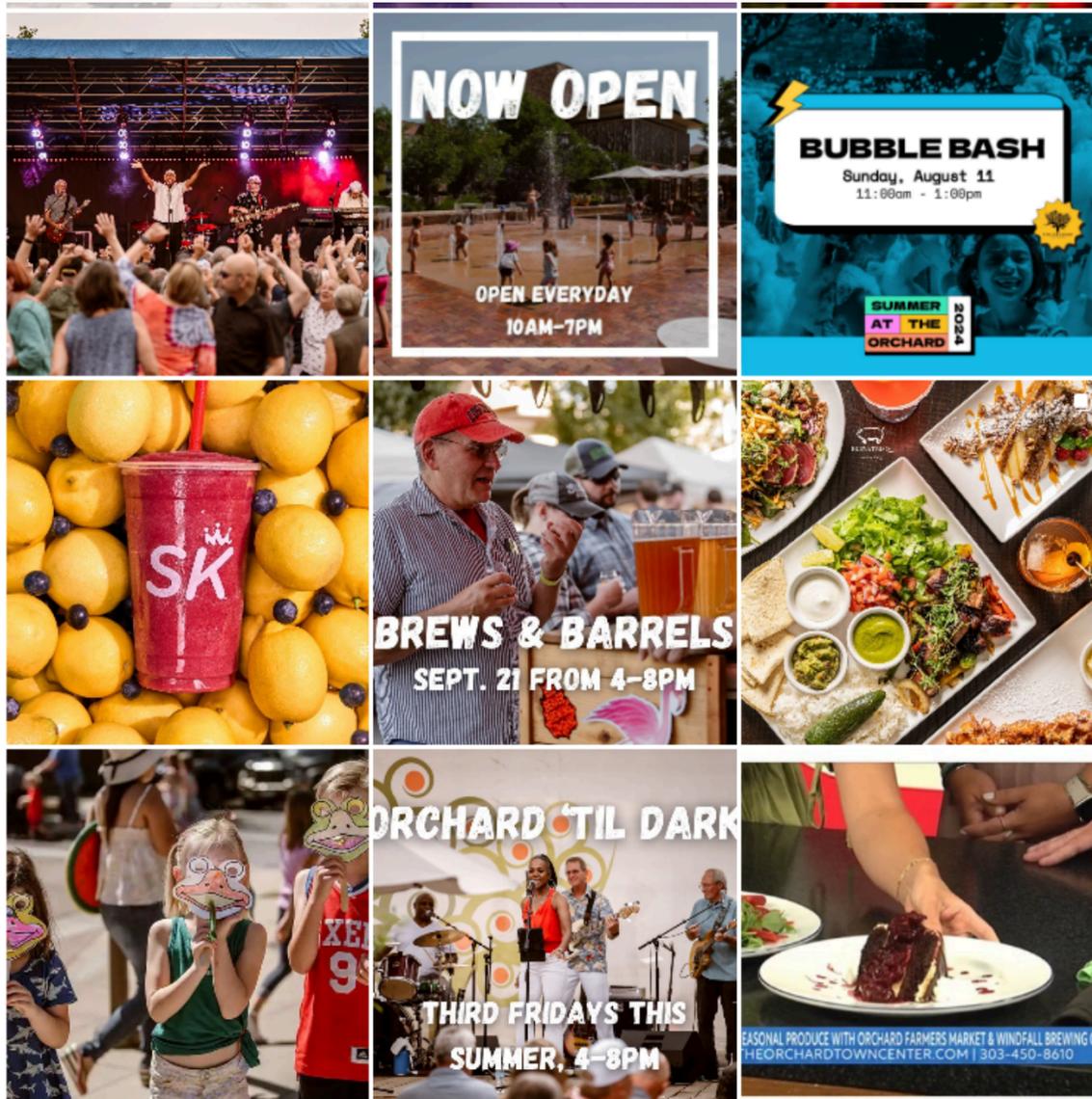
[The Orchard Town Center](#) - Aug 1st, 2023 - Jul 31st, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



#1 Center in Trade Area | 4.7M visits YTD

Digital Highlights



332K
Website Events

+7.5%
Social Audience

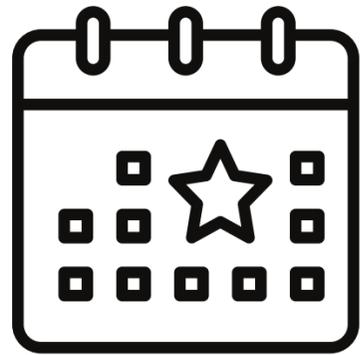
+46.5%
Instagram
Engagements

126.3K
Paid Media
Impressions

+188.7%
Site User
Engagement

55%
Email Open
Rate

Tenant Support



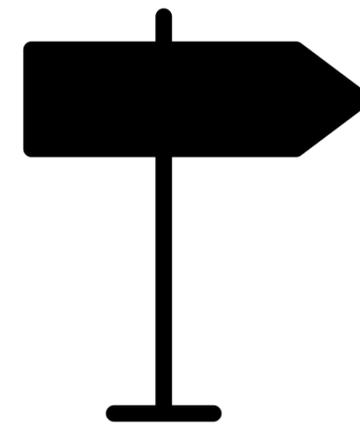
EVENTS

Tables, coupons, promotional materials, direct participation, CCA, sales



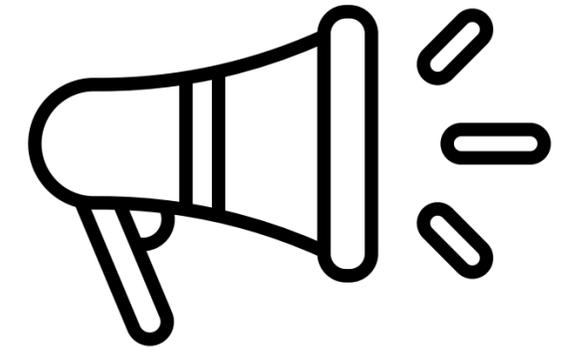
DIGITAL

Giveaways, social features, website SEO, digital advertising, promotion exposure, email



SIGNAGE

Directories, event signage, center signage



PR

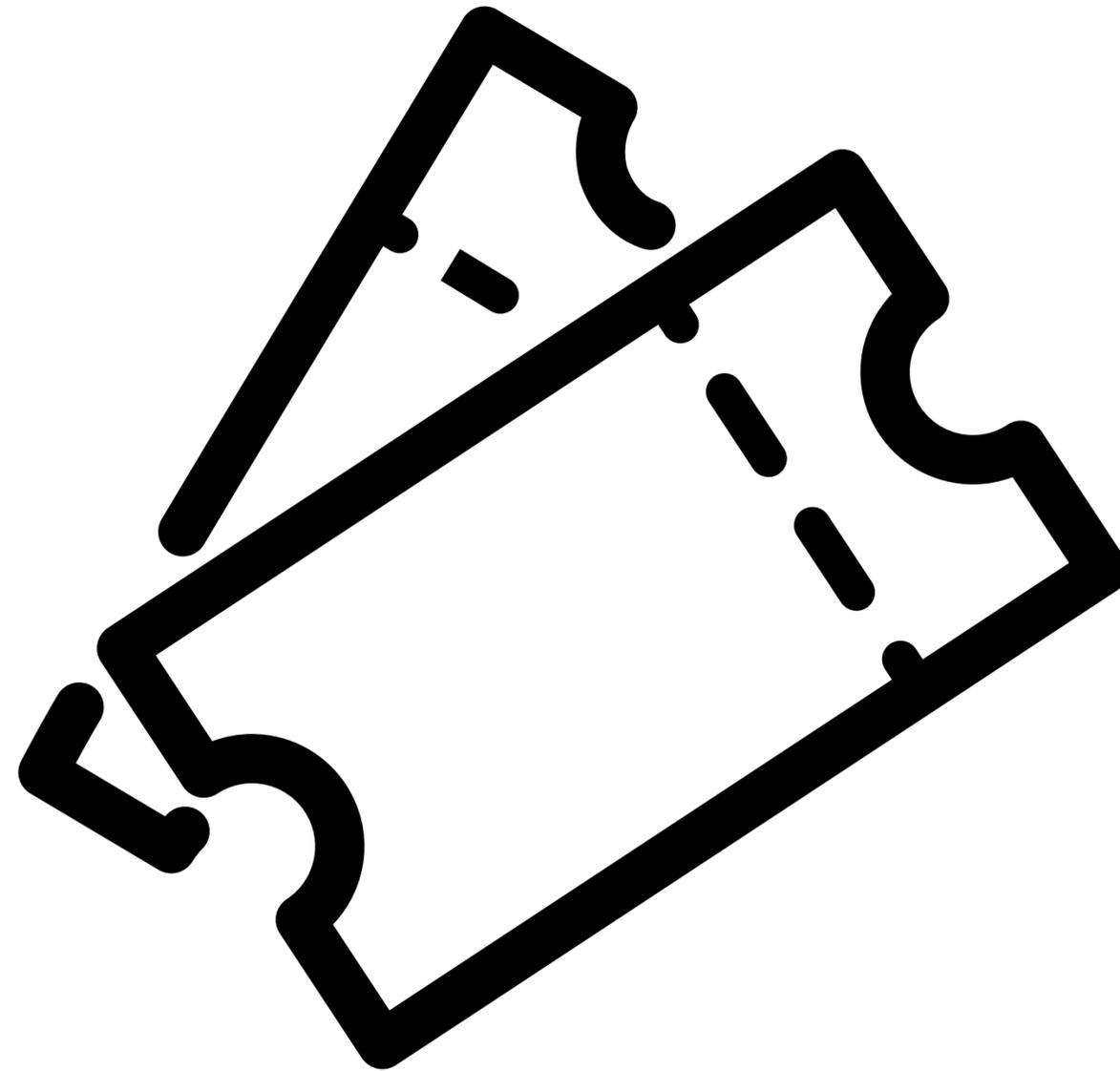
Grand openings, special events, sales, new offerings

Holiday 2024



- Winterfest
- 13 visits from Santa
- Santa Paws
- Elf Goat Yoga
- Breakfast with Santa
- Inclusive Santa
- Carriage Rides
- Precious Child Giving Tree
- Chanukah

Drawing



Thank You