

# OCTOBER-DECEMBER

## MARKETING UPDATES



### NEW TEAM MEMBER: CATHERINE KURTZ

We are thrilled to have Catherine Kurtz as the new Assistant Property Manager for Downtown Pleasant Hill. Please feel free to reach out to her via email at [ckurtz@vestar.com](mailto:ckurtz@vestar.com)

### MAMMOGRAM EVENT

In partnership with Alinea Medical Imaging, Downtown Pleasant Hill hosted a mobile digital mammogram event on Saturday, October 12, 2024. The event promoted accessible screenings to our community. Participants received a \$25 gift card and were entered into a drawing for a \$250 gift card bundle.



### HALLOWEEN SPOOKTACULAR EVENT

The center will be hosting a free Halloween Spooktacular event on October 31st from 4pm-6pm near Jack's Restaurant & Bar. The community is welcome to dress up in their costumes and enjoy entertainment from face painters and balloon makers. Attendees will receive a free goodie bag while supplies last



### THANKSGIVING GIVEAWAY

In recognition of Thanksgiving, the center is hosting a social media giveaway. Two lucky winners will receive a gift card bundle valued at \$50 ideal for holiday shopping or a special treat.

### HOLIDAY CELEBRATION

We're thrilled to be collaborating with The City of Pleasant Hill to host a holiday celebration event on November 23rd from 5pm to 8pm on Crescent Drive. Shoppers will have the opportunity to take free pictures with Santa and the Grinch. Additional activities include crafts, train rides, dancing, and much more!



### HOLIDAY GIVEAWAY

Celebrate the season with Downtown Pleasant Hill! The center is spreading the holiday cheer with three weekly giveaways and a grand prize. Follow us on social media for details on how you can win exciting prizes!



## CONTACTS

### MARK BARMAKI

Senior Property Manager  
(925)357-2629  
[mbarmaki@vestar.com](mailto:mbarmaki@vestar.com)

### CATHERINE KURTZ

Assistant Property Manager  
(925)332-0345  
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### BRANDI HARDY

Marketing Director  
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### SECURITY

(707)339-3192  
(707)299-8167

## DIGITAL REACH

INSTAGRAM FOLLOWERS: 8,703

FACEBOOK PAGE LIKES: 13,177

Q3 WEBSITE PAGE VIEWS: 24,226

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### HOLIDAY CRAFT EVENT

'Tis the season to be creative! The center is hosting a Holiday Craft Event on December 1st from 1pm to 3pm, where kids can decorate their own holiday painting kits, enjoy face painting and balloon art from festive elves, and take photos with The Grinch.

### NOON YEAR'S EVE EVENT

On December 31st, Downtown Pleasant Hill is hosting a fun-filled New Year's Eve celebration event. From 11am-1pm, families can enjoy an exciting countdown to noon with a festive balloon drop! There will be face painting, balloon artists, and entertainment for everyone.

### FREE MARKETING OPPORTUNITIES

Don't forget to send us your upcoming specials, events, sales or promotions! We will post them on our website and social media channels to help spread the word about your store's happenings. Please click [HERE](#) to download the 2024 marketing opportunities packet. If you have any issues with downloading the packet, please reach out to Nancy Vega at [nvega@vestar.com](mailto:nvega@vestar.com) for a copy.

### WEBSITE UPDATES

To keep the website up-to-date, please make sure we have your hours of operation, phone number, logo and website URL. Click [HERE](#) to visit the website directory, email Nancy Vega at [nvega@vestar.com](mailto:nvega@vestar.com) with any updates or changes that need to be made.



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## LEASING UPDATES



### STARLIGHT DANCE STUDIOS & THEATER

We are happy to announce that Starlight Dance Studios & Theater will be joining the center. They are scheduled to open in January 2025 and can be located next to Century Theaters.

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