



JANUARY 2025 TENANT NEWSLETTER

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PROPERTY MANAGEMENT UPDATE

Friendly Reminder -Storefront, Signs, and Display Windows

No signs, flags, or advertising collateral of any nature may be taped or displayed on the surface of the Tenant's storefront, display windows, or doors.

- Advertising larger than 3x5 must be approved by Lake Pleasant Towne Center Management.
- At no time will hand-lettered, non-professional signs or newspaper advertisements be displayed.

Merchandise, signage, or displays outside of the store closure line must have prior written consent of Management. The store closure line is defined as your doorframe.

- Banners, A-Frames, Stanchions, or Easels are not permitted in common areas without prior written consent of Management.
- Decals and signage indicating product lines or credit card acceptability are not permitted on storefront glazing.

*Any illuminated, neon, or mechanical signs or displays within view of the public must have the prior written consent of Management. The Tenant will, at its sole cost and expense, maintain, repair and replace any broken, damaged, cracked or vandalized signs or display windows within a reasonable period of time. Work must be completed no later than seven (7) days after notification by Management.



We hope everyone is recovering from the busy holiday season. The Lake Pleasant Towne Center Property Management Team wishes everyone a Happy and Prosperous New Year!

MARKETING UPDATES

THANKFUL FOR YOU GIVEAWAY

To share our appreciation this holiday season, shoppers were encouraged to share what they were thankful for in the comments on Instagram and tag a friend to win a \$200 gift card bundle. One winner was selected.

THE KING'S CAROLERS

The King's Carolers performed a variety of holiday songs at the center on Saturday, November 30, and Saturday, December 7. They entertained shoppers and diners by the Food Court.

12 DAYS OF CHRISTMAS GIVEAWAY

From December 9-December 20, Lake Pleasant Towne Center gave away a \$100 gift card to a lucky winner on Instagram. To enter, customers were invited to tag a friend in the comments on that day's post—but they only had until we said "Freeze!" The last commenter was the winner. There were 12 winners total and 6,680 entries over the 12-day period.



HAPPY NEW YEAR 2025 GIVEAWAY

Lake Pleasant Towne Center is welcoming 2025 with a \$200 giveaway on Instagram. It will run from January 20 - January 30, and participants can enter by following the center on Instagram and commenting what they're looking forward to in the coming year.

DATE NIGHT INSTAGRAM GIVEAWAY

The center will be running a date-night-themed giveaway on Instagram in February. If you would be interested in participating by donating a gift card, please email Morgan.

POSTER PROGRAM – Q1

The Q1 tenant posters were installed in January. This is a great way to promote your business and sales. If you missed the slot, the next poster emails will go out in March for April 2025.

MARKETING OPPORTUNITIES PACKET

Please send us any upcoming specials or promotions you have! We will post them on our website [HERE](#) and social media sites to help spread the word. Please click [HERE](#) to download the Marketing Opportunities packet and reach out to Morgan Wilson at mwilson@vestar.com with any questions or if you have any issues downloading the packet.

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VESTAR TENANT WEBSITE

We're happy to announce that Vestar has created a tenant services website making it your one-stop resource for everything you need to open and operate your location in our shopping center. The website provides information and forms regarding Construction, Property Management, Accounting and Marketing. As you will notice the shopping center's page also features a link to the center's website and contact information for each department. The website can be found at <https://vestartenantervices.com/homepage/lake-pleasant-towne-center/>



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