



OCTOBER 2024 TENANT NEWSLETTER

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PROPERTY MANAGEMENT UPDATE

New Management Team

Matt Rhorer and Chris Moffitt are the new Property Manager and Assistant Property Manager for Lake Pleasant Towne Center! They can be reached via email at mrhorer@vestar.com and cmoffitt@vestar.com.

Flower Refresh

Those spring flowers are tired from the heat and new fall flowers will be installed this month and tree pruning will occur now through the end of November.

MARKETING UPDATES

BACK TO SCHOOL WEBSITE GIVEAWAY

Shoppers were encouraged to provide their email address on the Lake Pleasant Towne Center website to win a \$200 gift card bundle to celebrate the back-to-school season. One winner was selected.

HAUNTING HALLOWEEN INSTAGRAM GIVEAWAY

Lake Pleasant Towne Center is helping shoppers celebrate spooky season with a \$200 gift card giveaway on Instagram. To enter, Instagram users are encouraged to follow the center and comment their favorite candy.



LAKE PLEASANT
TOWNE CENTER

PEEKING PUMPKINS SCAVENGER HUNT

There is currently a center-wide pumpkin scavenger hunt that is running through October 26. Thank you to all our tenants that are participating!

HOLIDAY DIRECT MAILERS

Lake Pleasant Towne Center has finalized the Holiday Direct Mailer. The mailer will be sent out the week of November 21st, and coupons will expire December 31st.

12 DAYS OF CHRISTMAS GIVEAWAY

Lake Pleasant Towne Center will be having a "12 days of Christmas" giveaway on Instagram in December. If you would like to donate a gift card, please email Morgan at mwilson@vestar.com.

POSTER PROGRAM – Q4

The Q4 tenant posters were installed in early October around the center. This is a great way to promote your business and sales. If you missed the slot, the next poster emails will go out in December for January 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.

PROPERTY MANAGEMENT UPDATES

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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