



TENANT NEWSLETTER

JANUARY 2025

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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.



SURPRISE
TOWNE CENTER & MARKETPLACE

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

MARKETING UPDATES

HOLIDAY GIVEAWAY RECAP

To celebrate the holiday spirit, Surprise Towne Center and Marketplace ran a giveaway for a \$200 gift card on Instagram from December 3-December 20. To enter, participants were invited to follow the center, comment with their favorite holiday movie, and tag a friend.

STROLLING SANTAS AND MRS. CLAUSES RECAP

Santa and Mrs. Claus stopped by Surprise Towne Center and Marketplace before heading to the North Pole to finish getting ready for Christmas! On weekends between November 30th and December 15th, they strolled around the center to take photos, help kids with their Christmas lists and families with their shopping, and spread holiday cheer. They were given candy canes to pass out to visitors at the center.

HAPPY NEW YEAR 2025 GIVEAWAY

Surprise Towne Center and Marketplace is welcoming 2025 with a \$200 giveaway on Instagram! It will run from January 20-January 30. To enter, participants are invited to follow the center Instagram and comment what they are most looking forward to in 2025.

DISNEY ON ICE TICKET FACEBOOK GIVEAWAY

Surprise Towne Center and Marketplace is giving away a family 4-pack of tickets to the Descendants/Zombies: Worlds Collide Tour show on July 25, 2025! The contest will run on Facebook from January 17 -January 31.

DATE NIGHT INSTAGRAM GIVEAWAY

Surprise Towne Center and Marketplace will be running a date-night-themed giveaway on Instagram for February. If you would be interested in participating by donating a gift card, please reach out to Morgan at mwilson@vestar.com



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.

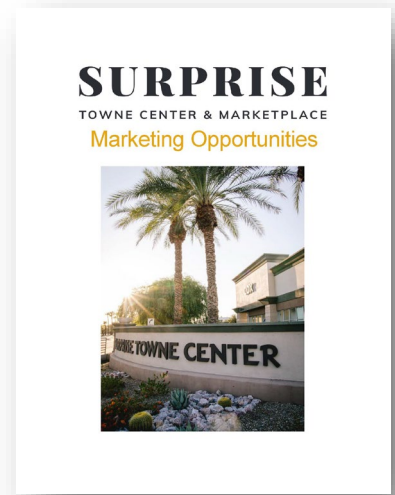
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VESTAR TENANT WEBSITE

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/surprise-towne-center-marketplace/>

LA MICHOCANA -COMING SOON

Surprise Towne Center and Marketplace is pleased to that La Michoacana will be opening next to Hot Bagels and Deli soon! We can't wait to welcome them to the center!



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