

JANUARY 2026

THE MONTHLY UPDATE

A monthly newsletter from
the Orchard Town Center



LEASING UPDATES

Coming Soon



Opening Soon!



facialaesthetics

CHICHA
San Chen

NEWS AND UPDATES

Upcoming Events

Orchard Town
Center Updates

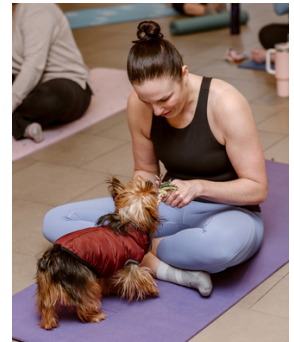
Management
Updates

UPCOMING EVENTS

Rescue Puppy Yoga

2nd Saturdays January - April
10am and 12pm

Rescue Puppy Yoga finds, fosters, funds and forever homes animals in need. We're so excited to give puppy poses and downward dog a whole new meaning! Get some puppy love or adopt one after class. [Buy tickets here.](#)



Looking Ahead to 2026

We're excited to share that even more new and exciting events are coming to the Center in 2026! Stay tuned and keep an eye out for our 2026 Event Calendar, launching soon. Tenant participation in events is a great way to increase visibility, drive foot traffic, engage new customers, strengthen brand awareness, and build meaningful connections within the community. When our businesses participate and offer something special, it makes each event more impactful and memorable for our guests. Together, we continue to grow the Center as more than just a shopping destination, but a true community hub.



[VIEW ALL EVENTS](#)



@orchardtowncenter
7,233 Followers



/orchardtc
25,632 Likes

37,140 December Website Views
theorchardtowncenter.com

ORCHARD TOWN CENTER UPDATES



The Westminster Chamber of Commerce offers a variety of advertising and event participation opportunities for local businesses, including sponsorships, networking events, and promotional exposure within the Westminster community. This is a great way to increase visibility, connect with other businesses, and engage with local customers. Interested tenants are encouraged to explore these opportunities directly with the Chamber for additional details and availability. [Learn more here.](#)

Tenants looking for additional on-site advertising opportunities can work with Blue Outdoor, who manages the hardscape directory placements and pedestrian flag banners along Town Center Drive. These placements offer great visibility to Center traffic and visitors. For pricing, availability, and details, please contact Laura Walden at laura.walden@blueoutdoor.com.



Gift Card Donations & Merchandising Opportunity

We are currently accepting gift card donations from tenants to support our Guest Relations efforts. These gift cards are used to enhance the guest experience and assist with customer service initiatives throughout the Center. Any participation is greatly appreciated.

In addition, merchandising space is available in the “Critter” display windows along Town Center Drive. A great opportunity for added visibility and exposure to Center visitors. If you’re interested in participating in either opportunity, please reach out to Jessica Cowden for more details.

2025

MARKETING RECAP

We're grateful for a fantastic year with our Orchard Town Center community!

2.3

MILLION

SOCIAL VIEWS

2.5

THOUSAND

NEW SOCIAL
FOLLOWERS

25

THOUSAND

SOCIAL
INTERACTIONS

7.6

MILLION

CENTER
VISITS

78

CENTER
ACTIVATIONS

8

NEW
TENANTS

335

THOUSAND

WEBSITE
HITS

620

MEDIA
HITS

5

THOUSAND

NEW EMAIL
SUBSCRIBERS

BUSINESS SPOTLIGHT



Aloft Hotel offers a clean, modern stay with a fun, welcoming vibe and exceptionally friendly staff. The hotel is also dog-friendly, making it a great option for both business and leisure travel. As a perk for OTC tenants and businesses, Aloft offers 15% off Marriott Retail Rates. In addition, Aloft features a conference room and meeting space available for rent, perfect for meetings, trainings, or small events. It's a convenient, comfortable option right here at the Center.



MANAGEMENT UPDATES

General Info:

- The management office will be closed on New Year's Day.
- The holiday set removal will take place from January 4 - January 6. Town Center Drive will be closed during this time.
- Friendly reminder that Girl Scout Cookie booths are not permitted on OTC property without management approval.
- As days get shorter, please update signage timers to ensure exterior lights/signs are on from dusk until dawn.
- Please keep curbside spots available for shopper convenience.
- Winter hours resume on January 2:
 - M-Th: 10a to 8p
 - F-Sa: 10a to 9p
 - Su: 11a to 6p
- We're looking to highlight businesses with any Super Bowl or Valentine's Day offerings whether that's activations, promotions, events, or lunch/dinner specials. We'd love to feature your business across our marketing channels and in upcoming PR outreach. If you have anything planned, please send over your offerings to Serena Schultz by January 15.

MANAGEMENT CONTACTS

Kate Heckman	Ilima Lua-Lokan	Jessica Cowden	Serena Schultz	Katie Seitz
General Manager	Asst. Property Manager	Marketing Director	Marketing Manager	Admin. Assistant
303.450.8608	303.450.8616	303.450.8630	303.450.8604	303.450.8610
kheckman@vestar.com	ilua-lokan@vestar.com	jcowden@vestar.com	sschultz@vestar.com	admin-co@vestar.com