



ORCHARD TOWN CENTER

2026 TENANT MEETING

Agenda

Introductions

Winter Hours

GM Reminders

Property Updates

Security Reminders

Marketing Check-In

2026 Holiday Program

Meet the Team

KATE HECKMAN

General Manager
kheckman@vestar.com

ILIMA LUA-LOKAN

Assistant Property Manager
ilua-lokan@vestar.com

JESSICA COWDEN

Marketing Director
jcowden@vestar.com

SERENA SCHULTZ

Marketing Manager
sschultz@vestar.com

KATIE SEITZ

Administrative Assistant
admin-co@vestar.com

ADAM CARPENTER

Director of Operations
adamc@usdservices.com

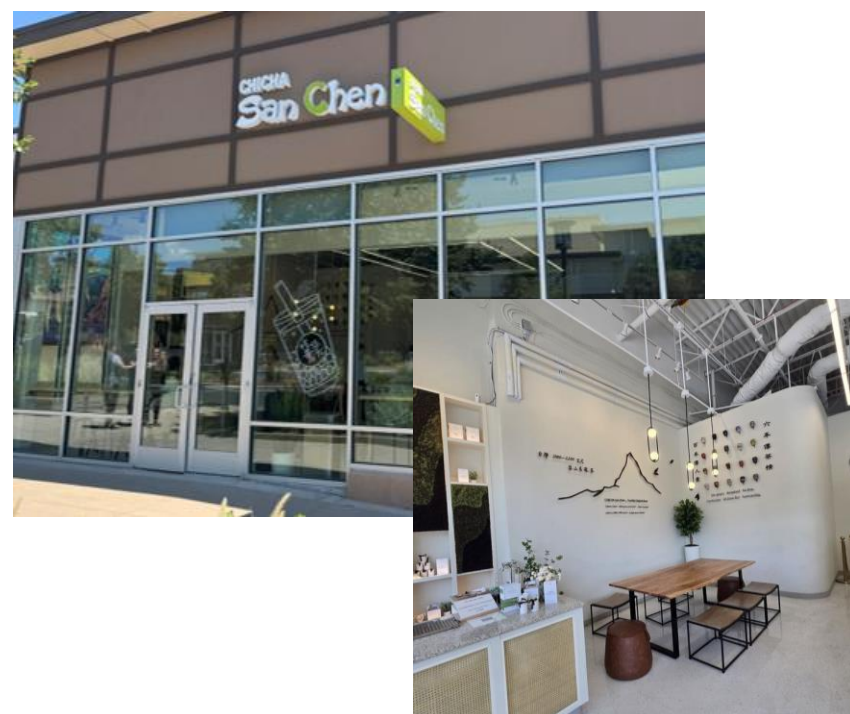
EDWIN VALENTI

Director of Security
edwin.valenti@garda.com

New Tenants



- Opened in previous 12 months:
 - Facial Aesthetics
 - goGLOW
 - Perspire
 - CHICHA San Chen
 - Spirit Halloween (temp)
 - Texas de Brazil



- In Progress:
 - Milkshake Factory
 - Dakota London
 - Grandrabbits
 - Cardinal Chiropractic
 - Donutsville

Winter Hours

EFFECTIVE OCTOBER 1ST THROUGH MEMORIAL DAY

Monday - Thursday: 10:00 am to 8:00 pm

Friday - Saturday: 10:00 am to 9:00 pm

Sunday: 11:00 am to 6:00 pm

Store Front Reminders

SIGNAGE

- Storefront Signage
 - Illuminated signs need to be in working order, and timers should be adjusted to time changes.
- Blade Signage Maintenance
 - Cleaning, lighting, painting, repair or replacement.
- Now Hiring Signage
 - Refer to Marketing for Now Hiring Cling and listing on our website. See Serena for more information.



Not Permitted (As stated in the Tenant Handbook)

- Hand-written, non-professional signs or newspaper advertisements within (or attached to) the storefront.
- Signage that is taped on the surface of the merchant's storefront display windows or doors.
- Decals or other signage indicating product lines or credit card acceptability.
- Strobes, flashing lights, or video monitors.

Unapproved signage is subject to immediate removal at tenant's expense.

WINDOWS, DISPLAYS & ENTRY WAYS

- The interior and exterior of the merchant's storefront, including glass, doors, signs, base molding and any other surface of the storefront, will always be kept clean.
- Merchant display windows will be professionally merchandised. Trimming of windows should be completed during non-operational hours.
- All mannequins will be properly and completely attired, including shoes, and in a good state of repair at all times.
- All props and displays should always be kept clean and in a good state of repair.
- No tables or other obstructions are to be placed at storefront entrances or beyond the store closure line without prior approval.

Important Reminders

EMPLOYEE PARKING

- No employee parking along roadway curbs. This includes all the parallel and angle parking in the Town Center.
- No parking in service courts.
- Overnight parking must be pre-approved.
- Please reference the Tenant Handbook for the employee parking map.

Violators are subject to tow at owner's expense

DYN (Did You Notice)

- DYNs are issued by Security as a courtesy reminder of your lease required terms.
- DYNs are recorded by date, tenant, and violation.

Uncured violations could result in default

CONTACT INFORMATION

- It is the tenant's responsibility to ensure that we have the most up-to-date contact information on file. This includes managers and other designated personnel.
- Emergency Contact
- Accounting
- Marketing
- Facility Managers
- Please see Katie or Ilima for contact forms to include OTC Management team contact information.

Security Contact Information

Security Director: Edwin Valenti

Email: edwin.valenti@garda.com

Emergency Phone: 303.450.8635

Non-Emergency Phone: 720.926.5062

Theft Reminders

THEFTS RISE DURING THE HOLIDAYS

It is expected that shoplifting rates will increase during the holiday season. Please take appropriate precautions to ensure safety for your staff and your store.

VEHICLE THEFTS/ BREAK-INS

- Remind your employees not to leave anything valuable in the vehicle, lock the doors, and take their keys with them.
- If there is a vehicle break-in or vehicle theft, please call law enforcement first then alert Security.
- Reminder regarding any incident that occurs at your store: please remind employees to inform the Security team.

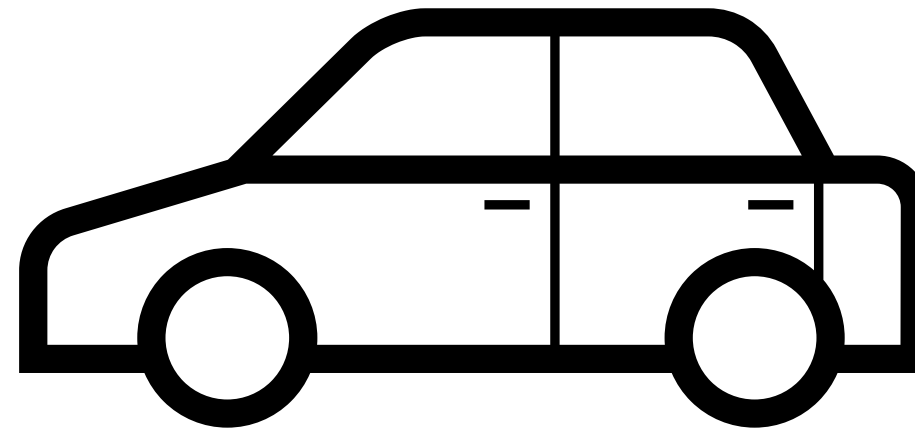
REPORT AND GATHER INFORMATION

When an incident occurs, please remember to get an accurate description of the person or people involved including which direction they headed after leaving your store. Shoplifters tend to leave property very quickly but could return another day.

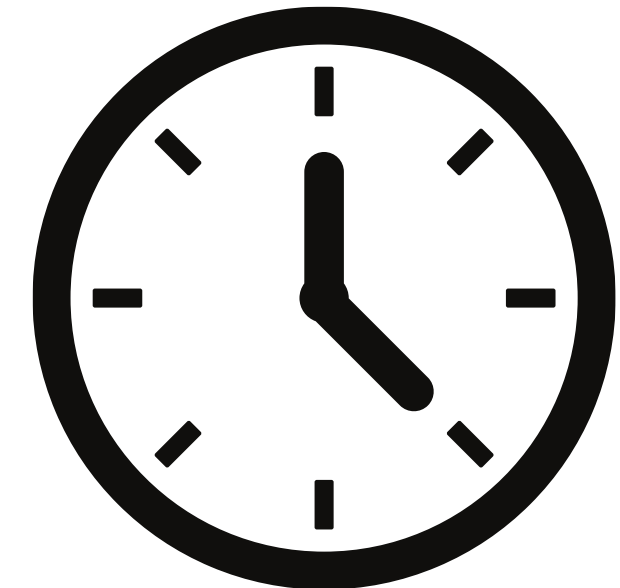
Security Support



STORE WALKTHROUGHS



**ESCORTS TO YOUR VEHICLE
AT ANYTIME**



AVAILABLE 24/7

General Safety Reminders

DELIVERIES

Deliveries should be completed in the service court associated with your store. If a delivery needs to be done in front of your store, it should be completed outside of Center hours.

INCLEMENT WEATHER + HAZARDS

With winter weather approaching, please be mindful of icy conditions or slippery situations created by melted snow. Be aware of any hazards that could cause injury inside your store. For any hazards located outside of your store, please report them to Security immediately.

AFTER HOURS

Please ensure Center Management has updated contact information in case of an emergency. Remind your employees to properly lock up before leaving.

YTD Marketing Highlights

9 Grand Openings Since LY
+17% Instagram Followers
64K Social Engagements
354M Media Hits

47% Email Open Rate

32K Event Attendees

+13% Website Page Views

+12% Customer Visits

179 Avg ETW Participants

64 Events Hosted

17 Farmers Markets

11 Sip & Stroll Events



Site Visits

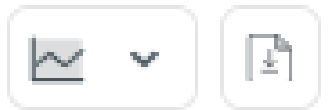
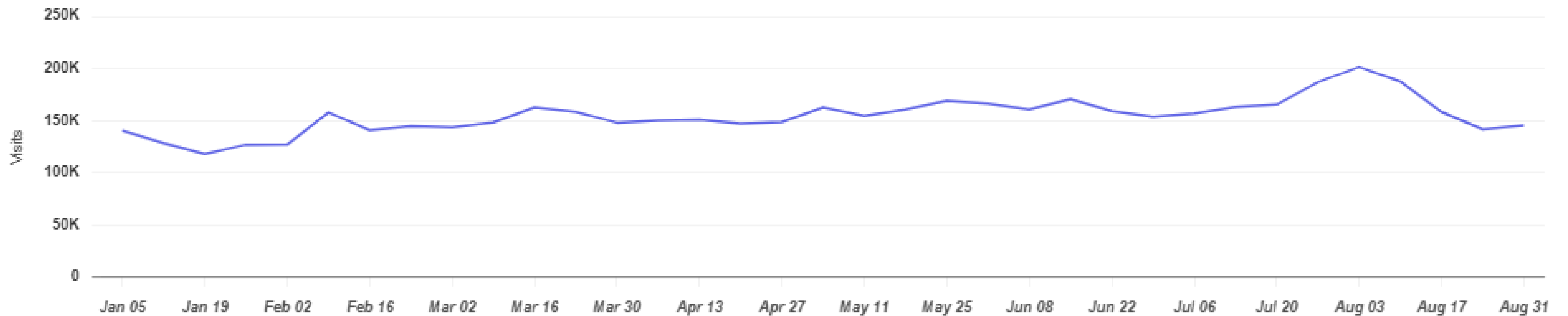
Visits Trend ?

The Orchard Town Center
Delaware St, Westminster, CO

Metric:
Visits ▾

Aggregation:
Weekly ▾

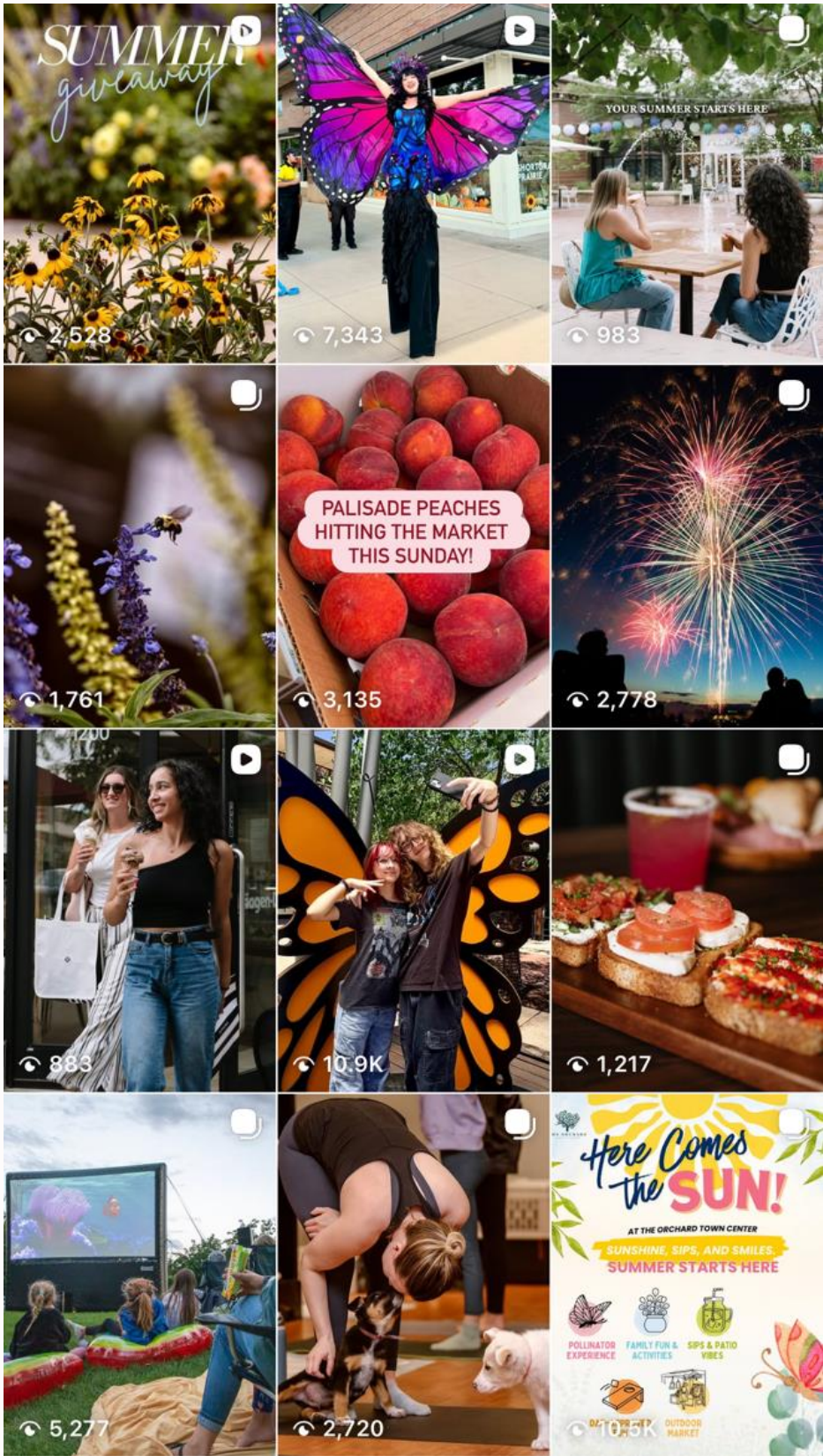
Annual Summary
☐



#1 Center in Trade Area

6M visits YTD

Digital Highlights



+13%

Website
Interactions

1.8M

Total YTD
Social Views

+11%

Social
Engagements

+44%

Facebook
Engagements

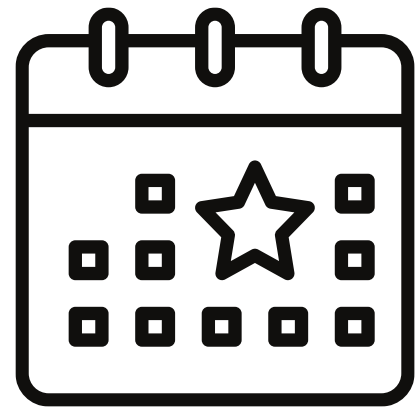
+17.2%

Instagram
Followers

+33%

Instagram
Views Per Day

Tenant Support



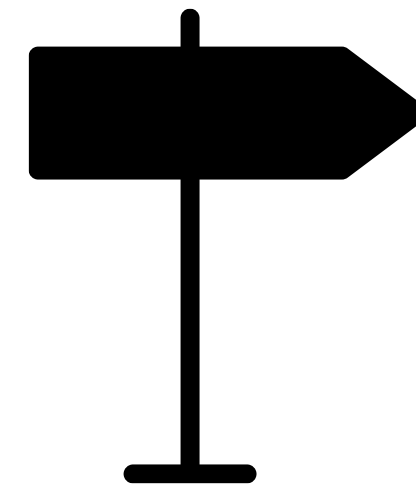
EVENTS

Tables, coupons,
promotional materials,
direct participation, CCA,
sales



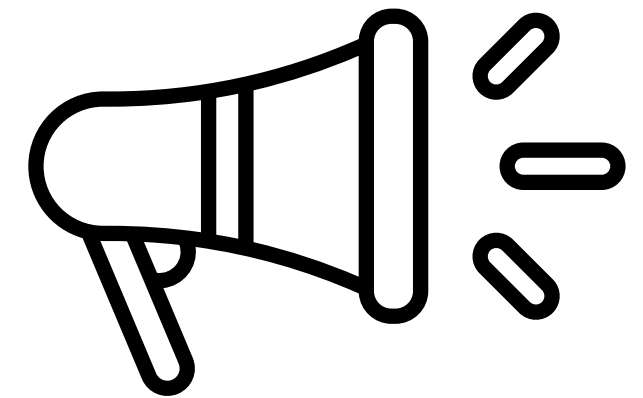
DIGITAL

Giveaways, social features,
website SEO, digital
advertising, promotion
exposure, email



SIGNAGE

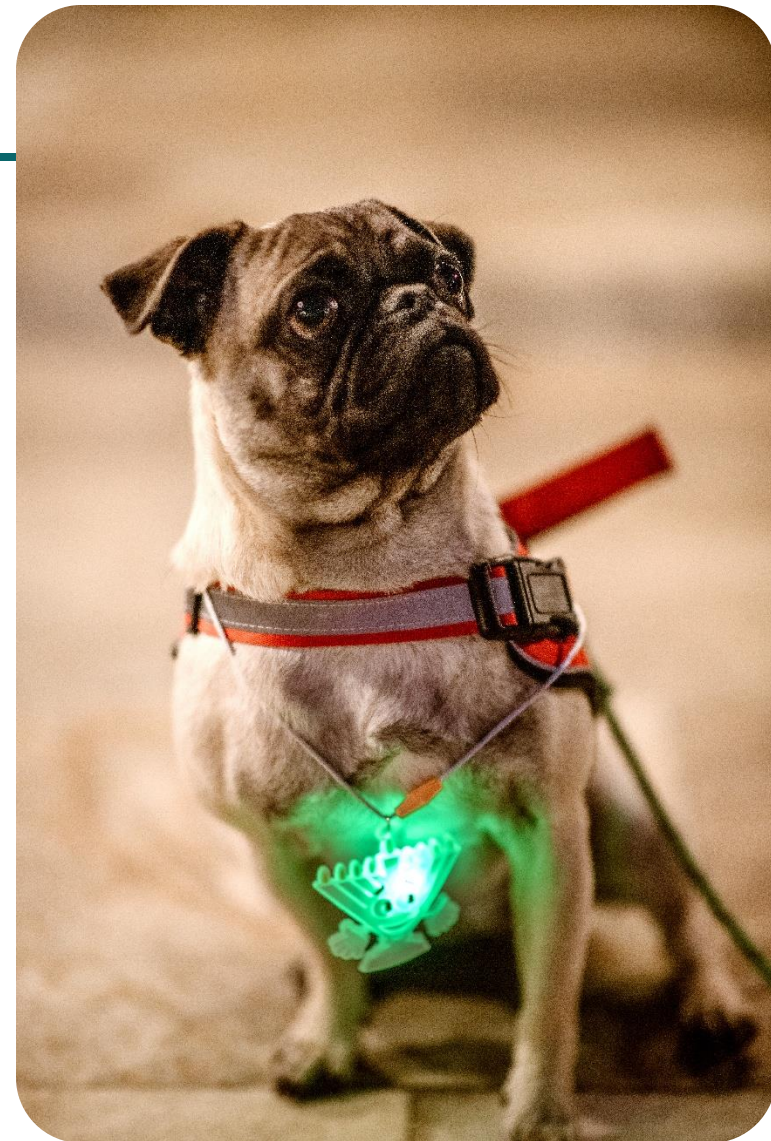
Directories, event signage,
center signage



PR

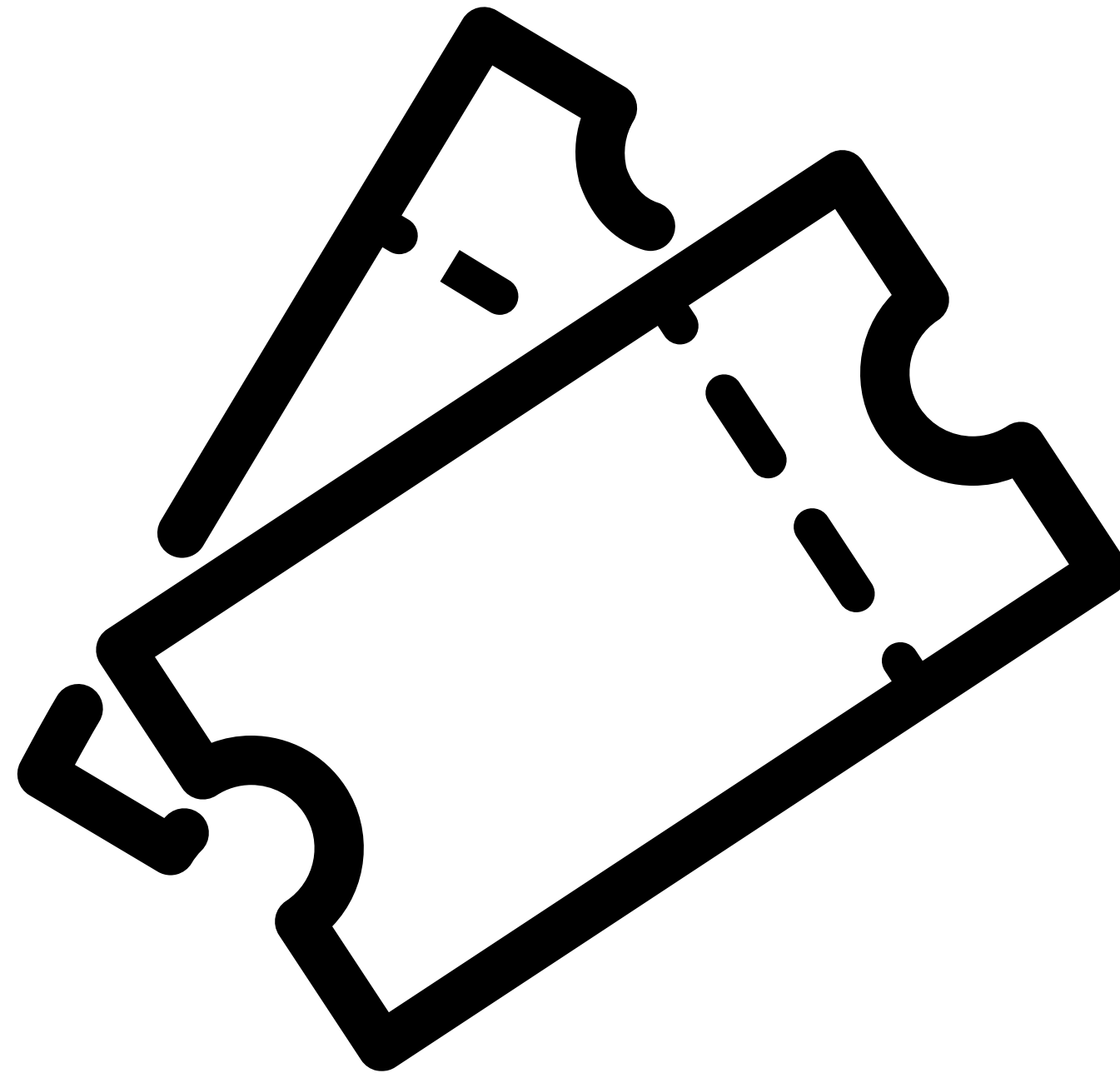
Grand openings, special
events, sales, new
offerings

Holidays 2026



- New winter wonderland set
- 11 visits from Santa
- 5 visits from the Grinch
- 3 Paws & Claus (CCA events)
- Breakfast with Santa
- Grunch and Grinchmas
- 2 Sensory Santa Visits
- Santa Send-Off Party
- Chanukah

Drawing



Thank You