

LAKE PLEASANT TOWNE CENTER

Vestor

May 2020

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CENTER TEAM

NEW MARKETING TEAM

Please welcome Lake Pleasant Towne Center's new marketing team, Marketing Director, Anne Schultheis and Marketing Coordinator, Jade Frazier. Anne and Jade are also overseeing marketing at Tempe Marketplace. They are both looking forward to bringing their high-energy and knowledge to Lake Pleasant Towne Center.



Anne Schultheis

COVID-19 UPDATES

CARES ACT

As we hope you are aware, a new CARES Act stimulus package was recently approved and has been funded over the last week or so. It includes \$320 billion for the Payment Protection Program (PPP) **with revised requirements that favor small businesses** and \$10 billion for the Economic Injury Disaster Loan program. If for some reason you do not receive funding this round, we will continue to work to provide you additional resources. If you have not yet applied, you can do so through the following links:

[Paycheck Protection Program \(PPP\)](#)

[Economic Injury Disaster Loan program \(EIDL\)](#)

[Eligible PPP Lenders](#)



Jade Frazier

RE-OPENING LOCATIONS

As we continue to guess about the future with regard to COVID-19, we must remain diligent in our efforts to slow the spread of the virus. As stores/restaurants start to open soon, please continue to practice social distancing within your establishment. Wipe down fixtures, cash registers, door handles, etc., frequently. Continue to sanitize according to protocol and wash your hands as frequently as possible. We will continue to do our part as management by sanitizing common area fixtures/furniture, maintaining adequate social distance spacing with our common area seating, placing customer awareness signage and keeping you updated along the way. Thank you for your cooperation during this stressful time and please feel free to contact us should you have questions about moving forward and re-opening the center.



LAKE PLEASANT
TOWNE CENTER

CENTERS FOR DISEASE CONTROL RECOMMENDATIONS

CDC recommends [wearing cloth face coverings](#) in public settings where other social distancing measures are difficult to maintain, especially in areas of significant community-based transmission. Cloth face coverings may prevent people who don't know they have the virus from transmitting it to others. These face coverings are not surgical masks or respirators and are not appropriate substitutes for them in workplaces where masks or respirators are recommended or required.

CENTER UPDATES

NEW SAFETY SIGNAGE

We're excited to welcome more shoppers and diners back to the center as places begin to re-open. To remind guests to remain safe, we are placing 22x28 signs, floor graphics and windows clings throughout the center. Please contact Anne Schultheis at aschultheis@vestar.com with questions.

ONSITE SIGNAGE REMINDER

With the current situation, we are allowing signage to be posted outside of your storefront. Please be sure that this signage is professionally printed and approved by management before posting. All handwritten or computer-typed signage will be asked to be removed. Marketing can assist with design and printing if needed. Please contact Anne Schultheis at aschultheis@vestar.com for signage approval or with questions regarding current signage.

2020 MARKETING OPPORTUNITIES

2020 MARKETING PACKET

Click [HERE](#) to view all the opportunities available to you in 2020.

LEASE REQUIRED ADVERTISING REMINDER

If you haven't sent in your 2020 LRA form, please complete the following form, attached [HERE](#) to make your 2020 Lease Required Advertising selections. Unsure if your brand qualifies? Refer to Article 29c of your lease agreement or under the Advertising and Promotion sections. **Send your completed form to Jade Frazier at JFrazier@vestar.com**

WEBSITE PROMOTIONS

With the current climate, we are updating our website daily with takeout/delivery offers, online gift card links and adjusted hours. Please check your location's listing [HERE](#) to make sure your hours and any offers listed are correct. If you would like any information to be added to the Center Updates page, **please email Jade Frazier at JFrazier@vestar.com with the details .**

FACEBOOK
PAGE LIKES

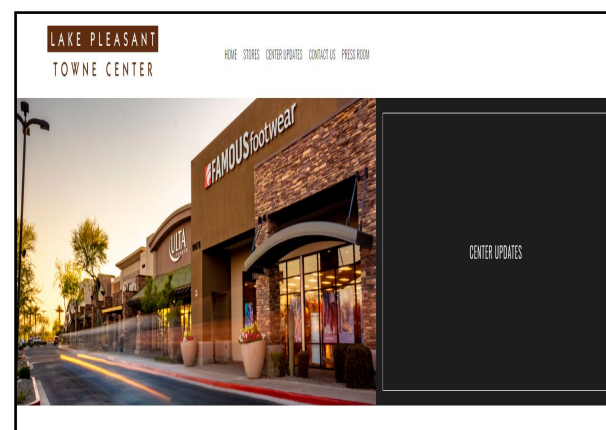
4,632

INSTAGRAM
FOLLOWERS

358

TOTAL
DATABASE
NUMBER

931



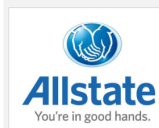
CENTER UPDATES

Stay up-to-date with the latest in online ordering, take-out, delivery, deals and more!

TAKEOUT + DELIVERY DEALS

GIFT CARDS

ADJUSTED HOURS



Allstate
Monday - Friday: 8:00am - 5:00pm
Saturday & Sunday: Closed



Arizona Blinds, Shutters & Drapery
Monday - Friday: 9:00am - 5:00pm
Saturday: 10:00am - 4:00pm
Sunday: Closed

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TENANT SPECIALS & PROMOTIONS CONT.

SOCIAL MEDIA

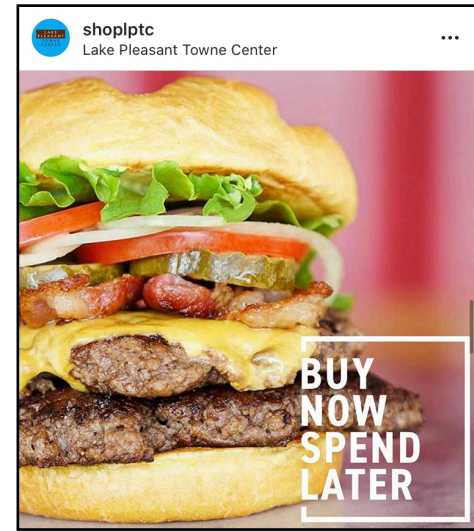
We are posting every-other-day on [Facebook](#) and [Instagram](#) to highlight all that our stores, restaurants and services at Lake Pleasant Towne Center have to offer. If you have any professional lifestyle images you'd like to include in our lineup, or any promotions you would like us to share on our social media outlets, please send the images and promotion details to Jade Frazier at JFrazier@vestar.com

PUBLIC RELATIONS

We are constantly gathering offers from our tenants to send to our public relations firm and pitch to local news outlets. If your store or restaurant is running any promotions for the following upcoming holidays: Cinco De Mayo, Mother's Day and Father's Day, as well as current offers for healthcare workers and first responders, please email those offers to Jade Frazier at JFrazier@vestar.com.

FREE COX MEDIA ADS FOR EATERIES

Cox Media is providing free advertisements for locally-owned restaurants that are providing takeout, curbside or delivery services. If you are a locally-owned restaurant that would like to participate, please email Anne Schultheis at aschultheis@vestar.com.



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