

THE MONTHLY MEETUP

A MONTHLY NEWSLETTER FROM THE ORCHARD TOWN CENTER



THIS MONTH'S NEWS
AND UPDATES:

**Marketing During
COVID-19**

Event Updates

COVID-19 Resources

Marketing Update

LOYAL TO LOCAL

Marketing Tailored to You

The Orchard launched its #LoyaltoLocal campaign at the end of March to promote shopping locally and shopping at The Orchard. The marketing department is utilizing this promotion to drive awareness about all the tenants and remind our customers to be loyal to their local shopping center. In doing this the marketing department will be highlighting sales (online and in-store), store accomplishments and what makes your store unique at The Orchard! Please send along any information you would like to be highlighted in this campaign to pjeschke@vestar.com and the marketing department will do its best to incorporate it.

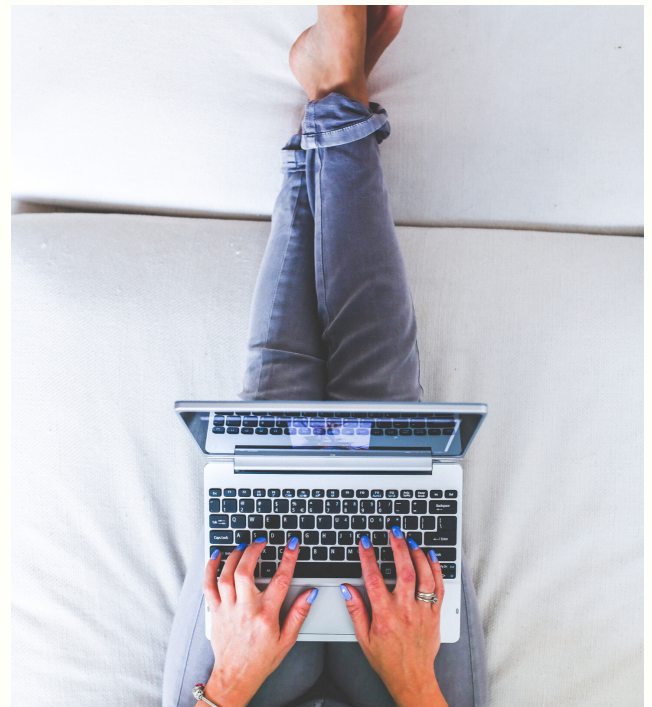




COVID-19

Marketing Opportunities

Now, more than ever, it is imperative to keep communications open with the management team. Paige, The Orchard's marketing coordinator, is here for you during your time of need. She is updating the website with your promotions and blasting them out on social media and via emails to our customers. Please send her an email with any current promotions you have running or to help you with any marketing questions you may have. Her email is pjeschke@vestar.com



Resources

Links and Assets

World Health Organization

[COVID-19 Updates](#)

Forbes

[What The CareAct Means for Everyday People](#)

State of Colorado

[COVID-19 Resources](#)

Colorado Small Business Development Center

[Small Business Resources](#)

Westminster Chamber of Commerce

[How Can We Help You Survey](#)

MANAGEMENT CONTACTS

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EVENTS

Stay in the Know



Goat Yoga

Goat Yoga is postponed until further notice. It will resume once the shelter in place requirements have been lifted.

Skate the Orchard

Disco Skate has been cancelled, but it will be rescheduled once the shelter in place requirements have been lifted.

Summer Concert Series

The Orchard is still getting excited and gearing up for the summer concert series. Here are the new concert dates* and performers:

- 7/11 That 80's Band
- 7/18 Thumpin'
- 7/25 Phat Daddy
- 8/1 Homeslice
- 8/8 Paizley Park
- 8/15 Buckstein

*Dates are subject to change.

UPCOMING EVENTS

ALL UPCOMING EVENTS HAVE BEEN CANCELLED THROUGH APRIL 30. I KNOW, WE'RE BUMMED TOO.

THE ORCHARD IS WORKING ON CONTINUING THE SMALLER SUMMER EVENTS IN JUNE CONTINGENT ON THE SAFETY LAWS AND LEGISLATION PUT FORTH BY OUR LOCAL AND STATE OFFICIALS.

Retailer Spotlight

Orchard Restaurants

The Orchard would like to thank its restaurants for their hard work and perseverance during this time. We appreciate you serving the community and keeping the family's of Westminster bellies full!



MANAGEMENT UPDATES

March Marketing Recap

Events

-March 7 Goat Yoga event sold out at 90 participants

Website

-COVID-19 updates on Orchard website
-Updated all restaurants open for takeout/delivery
-Promoting tenant sales and deals

Social Media

-Grew Facebook likes by 184
-Grew Instagram followers by 36
-Supporting tenants through social media
-Increased social posting frequency
-started Loyal to Local campaign to promote The Orchard



Miscellaneous

-Take out and curbside banners put up for all restaurant tenants

LEASING UPDATES

Coming Soon - Club Champion

Located next to DXL, Club Champion is the #1 premium golf fitter nationwide.



CLUB CHAMPION
Better fit...Lower scores



@orchardtc
719 Followers



/orchardtc
19,028 Likes



@orchardtowntcenter
1,232 Followers

14,522 March Website Views

www.theorchardtowntcenter.com