

# THE MONTHLY MEETUP

A MONTHLY NEWSLETTER FROM THE ORCHARD TOWN CENTER



THIS MONTH'S NEWS  
AND UPDATES:

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**Marketing  
Opportunity**

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**COVID-19  
Resources**

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**Event Updates**

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**Management  
Updates**

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## LEASING UPDATES

**Coming Soon**



Aloft Hotel is opening at the end of August. Located on the north end of the property, Aloft offers a unique guest experience with their swanky hotel decor and unparalleled customer service.



# Coupon Books

## Marketing Opportunities

With Aloft Hotel and Curate Apartments coming soon, The Orchard would like to put together coupon books for apartment residents and hotel guests as well as a digital version for shoppers. If you have any coupons or deals that you would like to include that will last through December 31, 2020 please email Paige Jeschke at [pjeschke@vestar.com](mailto:pjeschke@vestar.com) by August 31.

## Resources

### Tailored for Your Needs

The city of Westminster has great resources and programs related to COVID-19. Their current grant program is called WestyRISE and Dine. Please continue to check their website for updates to city guidelines and small business programs as they are continually releasing grants. Check out the link to their COVID-19 business support below.

[COVID-19 Business Resources and Support](#)



# MANAGEMENT CONTACTS

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# EVENTS

## The Orchard Town Center's August Events



## Flower Power Art Series

### August-September

The Flower Power Art Walk @ The Orchard launched on Saturday, August 1. The mile-long art walk has attracted quite a bit of media attention. We are expecting to see a rise in traffic this month because of it. Start at the guest services kiosk to grab a map and download the audio tour!

The Flower Power Planter Boxes kicked off August 1 as well. Painted flower boxes were placed around the splash pad as part of a silent auction to raise money for the Colorado Homebuilding Academy. They are on display until August 28.

## Summer Concert Series

**August 1, 8 and 15**  
**6:00pm-8:00pm**

The Orchard held its first drive-in concert on August 1. 70 cars turned out to dance and jive at a safe distance. Two more concerts will take place throughout the month of August.

## UPCOMING EVENTS

[FLOWER POWER ART WALK @ THE ORCHARD](#)

[FLOWER POWER PLANTER BOXES](#)

[SUMMER CONCERT SERIES](#)

[FULL EVENT SCHEDULE LEARN MORE >](#)

# Retailer Spotlight

## BISHOPS

BISHOPS is offering 20% off all services for all Orchard employees now through the end of September. Call today to make an appointment.



CUTS / COLOR



# MANAGEMENT UPDATES

## Marketing - July Recap

- Drive-In Movies
  - 5 Events in June and July
  - 325 Cars, approx. 1,300 people
  - \$4,500 raised for Food for Hope
- lululemon social media giveaway
- Art Walk kickoff and splash pad light installations
- 8 live TV mentions for the Art Walk
- Weekly store hour updates on the website

## Signage

As a reminder, please do not post any hand written signage on your storefront. If you need anything printed please contact Paige at [pjeschke@vestar.com](mailto:pjeschke@vestar.com)



**@orchardtc**  
707 Followers



**/orchardtc**  
19,496 Likes



**@orchardtowncenter**  
19,606 Followers

26,314 July Website Views

[www.theorchardtowntcenter.com](http://www.theorchardtowntcenter.com)