

# THE MONTHLY MEETUP

A MONTHLY NEWSLETTER FROM THE ORCHARD TOWN CENTER

holiday edition



THIS MONTH'S NEWS  
AND UPDATES:

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**Marketing  
Opportunity**

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**December Digital  
Advertising**

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**Event Updates**

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**Management  
Updates**

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## LEASING UPDATES

Coming Soon



Opening in Q1 of 2021, Sephora will be a new anchor tenant located in building K on the corner of W. 146th Ave and Orchard Parkway.



# We Want Your Offers!

## Digital Coupon Book

In 2021, we want to make sure EVERY tenant is represented in our digital coupon book. Right now it is available via QR code in every hotel room at the Aloft and in 2021 we will be promoting it on signage throughout the center, social media and with the new apartments. Guest services will be contacting each store in January asking for a 2021 promotion. The best thing about the digital coupon book is that you can have multiple offers and change them at any time!

# We're Here to Help

## December Digital Media

The Orchard Town Center management team is here to help as much as we can! In November and December, The Orchard has run a huge digital ad campaign in the Denver metro area. In combination with social media and a geo-fencing campaign, we are running ads to remind the Denver metro that The Orchard is a great place to shop, enjoy holiday activities, and get curbside or takeout from one of our many restaurants. Maybe you have seen one of our ads come across your feed!



# MANAGEMENT CONTACTS

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# EVENTS

The Orchard Town Center's December Events



## December Events

**Fun All Month Long!**

### **On-Site Activities**

The Orchard is having a variety of safe distance activities on property to encourage traffic through the holiday shopping season. Our full event schedule and descriptions can be found on the website, but here is a list of what we're offering:

- **Live Music, Dec 13 & 20**      4:45-5:45 pm
- **Carriage Rides, Dec 13 & 20**    2:00-6:00 pm
- **Carriage Rides, Dec 11 & 18**    5:00-9:00 pm
- **Free Cocoa, Dec 11 & 18**        6:00-8:00 pm
- **Letters to Santa, Now - Dec 24**
- **Free Gift Wrapping, Now - Dec 24**
- **Giving Tree, Now - Dec 20**

### **Digital Activities**

Check out The Orchard's social media for our digital activities!

- **Ornament Scavenger Hunt**
- **Festive Fav's with Mrs. Claus**
- **Digital Santa Photos**
- **This or That**
- **Shopping Spree Giveaway**

## UPCOMING EVENTS

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### **STREET SERENADE**

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### **CARRIAGE RIDES**

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### **DIGITAL SANTA PHOTOS**

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## **FULL EVENT SCHEDULE**

**[LEARN MORE >](#)**

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# Retailer Spotlight

## Orchard Restaurants

From heated patios to curbside pick-up, we are amazed by all the creativity that has come from these unprecedented times. The Orchard is doing our best to support you by promoting your businesses and purchasing gift cards from you to use in our social media giveaways.

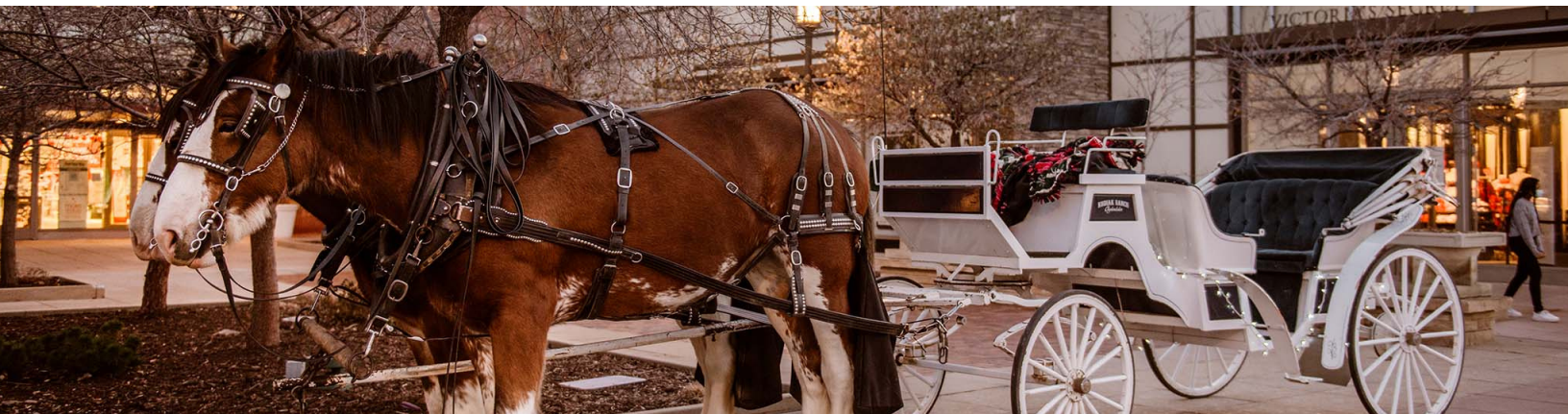


# MANAGEMENT UPDATES

## New General Manager

### Mark Peterson

Mark is recently new to Colorado after managing retail property in the Arizona market for over 20 years. He spent 10 years with both the Mills Corporation and Macerich, managing regional shopping centers and upscale lifestyle centers. Mark lives in Boulder County with his wife and two sons, where he enjoys exploring Colorado and fishing.



**@orchardtc**  
719 Followers



**/orchardtc**  
20,937 Likes



**@orchardtowncenter**  
1,663 Followers

25,891 November Website Views

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