

THE MONTHLY MEETUP

A MONTHLY NEWSLETTER FROM THE ORCHARD TOWN CENTER



THIS MONTH'S NEWS
AND UPDATES:

Marketing Booklet

Promotions

Event Participation

Marketing Update

LEASING UPDATES

Grand Openings in January!



My Kid's Closet - Jan 11

My Kid's Closet, a division of My Best Friend's Closet, opened next to Bath and Body Works. As a clothing resale store, they are currently working on building up their inventory!



Send Us Your Promotions!

Marketing Opportunity

We love to hear what's happening at your stores! Send us any sales or promotions to put on our website, send out in an e-blast or promote on Instagram. This is a great, free supplemental marketing opportunity for your store. Please fill out the promotions form and email it to pjeschke@vestar.com

2020 Marketing

Marketing Opportunities Booklet

The 2020 Marketing Opportunities Booklet is being distributed along with this month's newsletter. Please take the time to read it. It details all the ongoing marketing initiatives that are available to you free of charge along with paid marketing opportunities The Orchard offers. The forms for each opportunity can be found in the digital newsletter and attached along with the print copy. If you have any questions or would like to set up a meeting to discuss marketing opportunities [please email](#) or [call Paige Jeschke](#), Marketing Coordinator, for more details.



MANAGEMENT CONTACTS

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EVENTS

The Orchard Town Center's Jan.- Mar. Events



Goat Yoga

**Last Saturday of the Month
9am, 10:30am and 12pm**

The Orchard is beginning an indoor Goat Yoga series January - March on the last Saturday of the month. The series will feature trained yogi goats at 3, one-hour yoga lessons. We are accepting up to three tenants per Goat Yoga event, first come first serve, to promote their business. [Please email Paige at pjeschke@vestar.com](mailto:pjeschke@vestar.com) for more information.

Skate the Orchard

Feb 22 and Mar 14

The Orchard is going to feature a pop up indoor roller rink in February and March in the old H&M space. This is a fun, family-friendly event and we would love to have tenant involvement! Restaurants, we would love for you to sell food and drinks. Shops come on out and promote your business!

[Skate the Orchard Sign Up Sheet Attached to Back](#)

UPCOMING EVENTS

GOAT YOGA

SKATE THE ORCHARD

FULL EVENT SCHEDULE ONLINE

Retailer Spotlight

Which Wich

Did you know that Which Wich is under new ownership? Stop in and say hello! Which Wich has a great selection of DIY sandwiches that can be served how you like it. Don't forget to try their fries because "fry not"?



MANAGEMENT UPDATES

January Marketing Recap

Events

- Began a new event series, Goat Yoga
- Goat Yoga sold out at 90 participants

Public Relations

- FOX 31 Denver live news coverage
- Community calendar listings

Social Media

- Grew Facebook likes by 243
- Grew Instagram followers by 70
- New social media geofencing campaign

Miscellaneous

- Attended a company-wide marketing summit to brainstorm new ideas for the center
- Q1 directories were printed and installed

Happy Valentine's Day



@orchardtc
719 Followers



/orchardtc
18,602 Likes



@orchardtowncenter
1,171 Followers

21,828 January Website Views

www.theorchardtowntowncenter.com



TENANT SIGN-UP

Superhero Skate Saturday, February 22nd 12-4pm

Be a part of The Orchard's newest event! Come set up a table and promote your business at our indoor pop-up roller rink. The event is geared towards kids and families so, a game, sample or demonstration is required. Restaurants are welcome to **sell** plates of food. The Orchard will provide a table, table cloth and two chairs.

Name

Store

Description of Your Promotion

Email

Phone

Please return sign-up form to the management office or email to pjschke@vestar.com. Additional information will be provided upon sign up. Limited to 15 tenants on a first come, first serve basis.

Submission Deadline February 12th