

# THE MONTHLY MEETUP

A MONTHLY NEWSLETTER FROM THE ORCHARD TOWN CENTER



THIS MONTH'S NEWS  
AND UPDATES:

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**2020 Marketing**

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**Event Recap**

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**Event Participation**

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**Marketing Update**

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## LEASING UPDATES

**Grand Openings in March!**



### **Jersey Mike's - March 25**

Located next to Bishops Jersey Mike's believes in creating a sub above - one that's measured in more than inches and second until its served. With quality ingredients, it's a sub you can't resist trying.



## Let's Chat

### Marketing Opportunities

We love to hear what's happening at your stores! Send us any sales or promotions to put on our website and we want you to be involved in our monthly Instagram giveaway! These are great, free supplemental marketing opportunities for your store. Read over the 2020 Marketing Booklet to see all the opportunities The Orchard offers you. Set up a meeting with Paige, the marketing coordinator, to see how you can better market your store.

## Event Recap

### Goat Yoga and Skate the Orchard

The two new event series at The Orchard have been wildly successful and gained great media attention for the center. These small events are great ways to get involved at The Orchard. Check out the next page to see how you can be a part of these neat events!

- February 15 - Goat Yoga      90/90 Participants
- February 22 - Family Skate      150 Attendees
- February 29 - Goat Yoga      90/90 Participants



# MANAGEMENT CONTACTS

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# EVENTS

## The Orchard Town Center's March Events



### Goat Yoga

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

The Orchard is continuing Goat Yoga 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

**Disco Skate 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](#)

#### UPCOMING EVENTS

**GOAT YOGA**  
**LEARN MORE >**

**SKATE THE ORCHARD**  
**LEARN MORE >**

**FULL EVENT SCHEDULE**  
**LEARN MORE >**

# Retailer Spotlight

## Women-Owned Businesses

International Women's Day is March 8th and The Orchard would like to recognize all it's women-owned businesses! We see you out there working hard and we appreciate you for what you do! Way to be great role models for the next generation.



# MANAGEMENT UPDATES

## March Marketing Recap

### Events

- Both Goat Yoga events sold out at 90 participants each
- Began new event series, Skate the Orchard
- Sold out Skate The Orchard at 150 participants

### Public Relations

- [Denver Post news article](#)
- Community calendar listings

### Social Media

- Grew Facebook likes by 242
- Grew Instagram followers by 25
- Continued social media geofencing campaign

### Miscellaneous

- Met with local print and digital ad companies to explore additional advertising opportunities
- Building A directories updated

# HAPPY

# St. Patrick's Day



**@orchardtc**  
719 Followers



**/orchardtc**  
18,844 Likes



**@orchardtowntcenter**  
1,196 Followers

20,264 February Website Views

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