

THE MONTHLY MEETUP

A MONTHLY NEWSLETTER FROM THE ORCHARD TOWN CENTER



THIS MONTH'S NEWS
AND UPDATES:

Reopening Updates

Event Updates

COVID-19 Resources

Marketing Update

NOW OPEN

Club Champion

Located on the south side of the mall next to Macy's, Club Champion opened its doors to the public this month. The store master fits and hand crafts every club to each person's unique needs to optimize playing potential .



**CLUB
CHAMPION**
Better fit...Lower scores



Welcome Back

Reopening? Let us know!

Keep the management team up to date with your adjusted store hours and reopening procedures so we can keep our customers informed. We are excited to have many of our businesses reopening. Please reach out to the management team if you need any assistance during this transition period.

As a reminder, please comply with local guidelines for retail stores and employees.

Resources

Links and Assets

Tri-County Health Department

[COVID-19 Updates](#)

Vestar

[Post COVID-19 Reopening Guidelines](#)

State of Colorado

[COVID-19 Resources](#)

Colorado Small Business Development Center

[Small Business Resources](#)

Smart Commute North

[Uber Free Ride Program](#)



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 small gathering requirements have been lifted.

Summer Concert Series

The Orchard made the tough decision to cancel the July concert dates to assure compliance with government restrictions. The August dates below are still on the schedule for this summer:

- 8/1 Homeslice
- 8/8 Paizley Park
- 8/15 Buckstein

*Dates are subject to change.

UPCOMING EVENTS

ALL UPCOMING EVENTS HAVE BEEN CANCELLED THROUGH MAY 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

RE/MAX Momentum

RE/MAX Momentum would like to offer up their team's social channels for any store that could use a marketing bump. If you are interested in cross marketing with them please email Judy Pfeifer at judy.pfeifer@remax.net.



MANAGEMENT UPDATES

April Marketing Recap

Website

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

Consumer Email

- Increased email promotions
- Grew email database through new chair giveaway

Social Media

- Grew Facebook likes by 76
- Grew Instagram followers by 27
- Supporting tenants through social media
- Increased social posting frequency
- started Loyal to Local campaign to promote The Orchard



@orchardtc
708 Followers



/orchardtc
19,167 Likes



@orchardtowntcenter
1,286 Followers

5,502 April Website Views

www.theorchardtowntcenter.com