



AUGUST 2020

LEASING UPDATES

- **Spice-C Chicken Tenders** opened next to AMC offering patio dining and takeout. Try their fresh hot chicken tenders and sliders in 6 heat levels with 'Comeback' dipping sauce – including the Reaper level – *beware, you have to sign a waiver!*
- **Dolce Gelato** will open later this year next to The Yellow Chili, near AMC Tustin 14.

PROPERTY MANAGEMENT UPDATES

- We continue to monitor and focus on safety messaging throughout the center implementing increased cleaning protocols using CDC approved cleaning agents. Hand sanitizing stations have been installed center-wide.
- With the government closures, we have worked closely with the restaurants to expand patios and maximize outdoor dining. These include **The Winery, Lucille's, Bar Louie, Prego Mediterranean, Thai Bamboo, the Yellow Chili, Union Market, Stowaway Tiki** and **Red Robin**.
- **Pinot's Palette** is also hosting classes in The Promenade and **Ritz Nails** has moved their nail service outside to the excitement of the media who featured them on ABC 7 & Fox 11's Good Day LA. Customers are driving from Los Angeles and San Diego!

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MARKETING UPDATES

UPDATED WEBSITE

If you haven't visited the new website yet, we sure to check it out at www.TheDistrictTL.com. The new site offers several new features, plus a more user-friendly experience for both desktop and mobile users, along with beautiful imagery.

Features:

- Interactive Map
- Store Listings to include:
 - ~ Logo, website & phone
 - ~ Hours & blurb "Happy Hour Daily 5-7pm"
 - ~ Location (in the center)
 - ~ Where to park
 - ~ Store Description
- Dedicated Union Market Directory Page
- Events & Promotions Pages
- News Page
- About Us w/ center amenities
- Connect
- Jobs page

Please review your store directory page and email any needed changes to Shannon at scampbell@vestar.com.

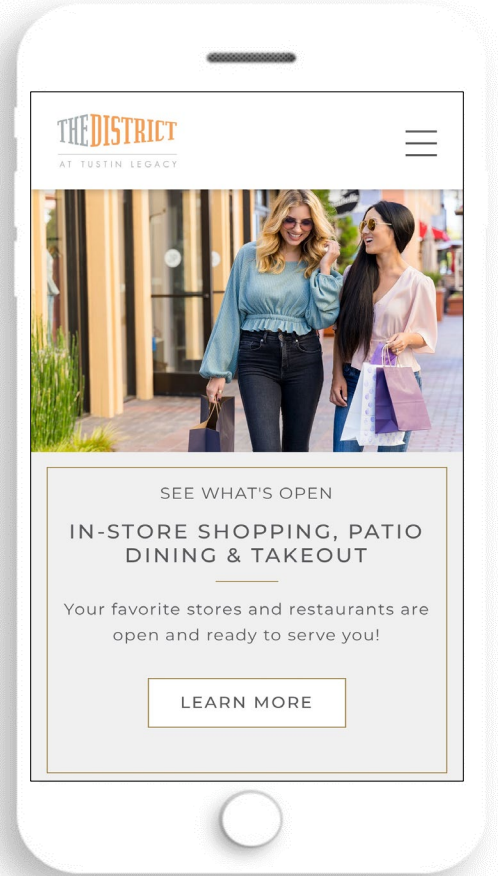
WE'RE OPEN CAMPAIGN

With the hot summer weather, we continue to promote that the center is open and highlight our many restaurants who have expanded their patio dining.

This include banners at the center entrances, audio commercials, eblast, social posts and digital ads running through our media partners including OC Foodies, Orange Coast & Locale.

MARKETING OPPORTUNITY:

We are always looking for content for our social posts and website so email what you are promoting to Shannon at scampbell@vestar.com. It's FREE to you!



FACEBOOK
LIKES

12,617

INSTAGRAM
FOLLOWERS

9,890

WEBSITE HITS

21,036

TOTAL
SUBSCRIBERS

11,781

TOTAL PR
IMPRESSIONS

63.98M



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MARKETING UPDATES

CENTER-WIDE PHOTOSHOOT

Marketing just finished a center photoshoot to capture new lifestyle images that we will start using in our onsite campaigns and marketing collateral.

The images represent:

- ✓ Shopping
- ✓ Patio Dining
- ✓ Food & Cocktails
- ✓ Happy Hour
- ✓ Fitness
- ✓ Girl's Day Out
- ✓ Out with Friends
- ✓ Dog Friendly
- ✓ Families
- ✓ Kids
- ✓ Date Night

A special thank you to Jasper Plum who provided many of the outfits for the models. Also a HUGE Thank you to everyone who was a part of the photoshoot, provided food dishes, and made it possible!

BACK-TO-SCHOOL EMAIL CONTEST

As the kids go back to school (at home), the center is encouraging shopping through an enter-to-win contest on www.TheDistrictTL.com to help build the email database.

Now through August 31st, enter for a chance to win \$100 gift card to Target. Winner to be randomly selected the week of September 1st.

POLITICAL BOOTHS ON PARK AVE.

Many customers have inquired about the political booths on Park Ave. This is a city street and the City and Tustin PD have been notified.

The District DOES NOT ENDORSE these booths and encourages calls to be directed to Tustin's Code Enforcement at (714) 573-3134 or email at tustincodeenforcement@tustinca.org.



Photoshoot on The Winery's newly expanded patio

TENANT SPOTLIGHT:

Ritz Nails

On July 13 when government mandates required many businesses to close or move outside, Ritz Nails moved into action setting up services on the sidewalk outside their salon.

To the excitement of the community, people are driving from as far away as Los Angeles and San Diego.

Ritz Nails has been featured on ABC7 and Fox 11's Good Day LA, among many other media outlets!

KTTV FOX 11 Los Angeles/Good Day LA (142,727 estimated total viewers)



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