

Retail Shopping Centers - Welcome Back Plan

May 6, 2020

OVERVIEW

Peterson Companies Shopping Centers are an integral part of the communities we serve and look forward to welcoming back our merchants and customers as soon as local government regulations permit us to do so safely. The health and wellness of our merchants, employees and customers are very important to us and our plan outlines the steps we are taking to create a welcoming and comfortable environment when they return.

GENERAL

- Given the open-air nature of our retail centers, many of our merchants have been able to continue to operate with expanded offerings, such as Pantry and Alcohol for Curbside Pick-Up, Carry-Out, and Delivery. We will continue to actively support their efforts.
- A [COVID Business Information](#) page has been created to help merchants access various federal, state and local financial assistance programs.
- A [Welcome Back Resources](#) page has been created to share best practices for retailers and restaurants including links from the National Restaurant Association, National Retail Federation and other federal, state and local guidelines and resources.
- Our property management teams will continue to rely on their long-standing relationships with public officials, police, fire and other first responders to stay informed about their local initiatives, support their efforts and keep them informed of our plans.
- Our property management teams remain available to answer any questions or concerns as merchants begin to plan for their reopening.

OPERATIONS

- **Open-Air Lifestyle Centers and others where applicable**
 - ✓ **Operating Hours** will vary by merchant and center and we will encourage customers to call ahead to insure their destination is open.
 - ✓ **Hand Sanitizing Stations** will be located near high traffic, high touch areas such as elevator lobbies, breezeways, restrooms, outdoor plazas and gathering spaces.
 - ✓ **Social Distancing** signage will be installed throughout the properties reminding customers to stay six feet apart and assist with queuing outside shops and restaurants.
 - ✓ **Curbside Pickup Areas** have been identified throughout the properties and will be clearly marked to make it easy for merchants and customers and will be publicized on our website and social media.
 - ✓ Peterson employees and 3rd party contractors will wear **face coverings and gloves** while on property and all property employees will be asked to personally monitor their health and temperature daily.
 - ✓ **Temporary Storage** in select vacant spaces will be made available to merchants to store fixtures and furnishings in accordance with new social distancing guidelines. Note: Spaces cannot be used to store merchandise nor will we use any spaces that may be income generating in 2020.
 - ✓ Our **Code of Conduct** has been updated to reflect the new safety protocols and our security teams will be trained to diplomatically approach customers who are not complying with updated codes of conduct.
 - ✓ Intensified, **thorough cleaning procedures** will continue with a focus on high touch areas including elevators, restrooms, tables, chairs and benches
 - ✓ We will appropriately space all **outdoor common area seating** and expand outdoor dining capacity where possible.
 - ✓ If necessary, **temporary street closures** might be used to accommodate queuing and crowds.

MARKETING

- **Website & Social Media**
 - ✓ Dedicated website pages will continue to highlight merchants that are open and/or offering Curbside Pick-Up and Carry Out.
 - ✓ Social Media channels will continue to amplify merchant messaging and specials.
 - ✓ Paid Social Media advertising will target customers with welcome back messaging and direct them to our website for more information.
 - ✓ Regular email and text communication to our customers will highlight merchant specials and promotions.
- **Programming & Events**
 - ✓ To stay engaged with customers who may not be quite ready to return to our shopping centers, we have launched several Virtual Programming initiatives (Little Tots, Wine Tastings, Fitness Classes, etc.) and will continue them for the foreseeable future.
 - ✓ We have launched a customer survey to identify the types of programming and activities customers will be most comfortable participating in and how soon.
 - ✓ To create a welcoming environment for their return, we will feature ambient entertainment like strolling musicians and other buskers to surprise and delight our customers while maintaining social distance.
 - ✓ Instagrammable moments and well-spaced interactive whimsical experiences will offer customers an opportunity to take selfies and share their experiences.
- **Digital Marketing & Advertising**
 - ✓ A dedicated Welcome Back marketing campaign will remind customers that when they're ready to return, we're ready to welcome them and direct them to our website for updated information. Key elements include:
 - Increased paid Social Media advertising
 - Targeted digital ads in local online publications
 - Onsite and roadway signage
 - Regular email and text communications to our customer databases
 - ✓ Beginning June 1, we will launch an 8-week series of exclusive and highly-desirable offers from our merchants to help drive sales for our merchants.
 - ✓ Gift Card Giveaways and Gifts with Purchase are also planned to thank our shoppers for returning.
- **Other**
 - ✓ We will continue to build on our great relationships with local media and influencers to spotlight our merchants and share positive news.

WE'RE READY WHEN YOU'RE READY

We will continue to follow CDC guidelines and state regulations and work closely with our merchants to keep them informed during every step of the re-opening process. We encourage merchants to reach out to their local property management and marketing teams with any question or concerns.