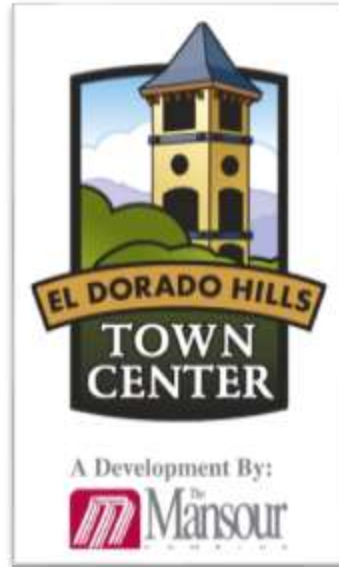


El Dorado Hills Town Center Marketing Meeting



October 18, 2018

Natalie Buerki - Marketing Director

Holidays are almost here!!

Please introduce yourself

- Name
- Business
- Promotions or Events
- Co Marketing that you have done or would like to do
- Please sign in

Thank you for coming to
the meeting today!



Recent Events

Live on the Blvd

2200-3500 per concert –115 Surveys per concert

- Outside El Dorado Hills: **61%**
- First Time to Town Center: **5%**
- Bring or Buy own food: **61% Buy 39% Bring**

H4H Fall Festival

- Two Days September 29th & 30th
- 1500-2000 attended
- Fun Family Event!

Outdoor Movie Night

- Family Fun 500-600 attendees
- Sponsorship Opportunity
- **2019 dates:**
- **May 3rd – Sept. 6th – Oct. 4th**

EL DORADO HILLS TOWN CENTER PRESENTS

LIVE ON THE BOULEVARD
THURSDAY EVENING
Concerts

June 14th - September 13th • 7:00pm - 9:00pm
Steven Young Amphitheater

June 14th Petty Theft – San Francisco Tribute to Tom Petty & the Heartbreakers
June 21st Peace Frog – The Doors Tribute
June 28th Kalamba 10 Piece Band – The Spirit of Earth Wind & Fire
July 5th No Concert – Enjoy the 4th of July Week!
July 12th Life in the Fastlane – Eagles Tribute
July 19th Zeppelin Live – Tribute
July 26th Cripple Creek Band – Rock/Country
August 2nd Dept of Rock – Get Ready to Rock!
August 9th Super Huey – The Ultimate Huey Lewis Experience
August 16th Forefour – Tribute to Foreigner & Journey
August 23rd Kenny Metcalf as Elton John
August 30th Joy & Madness – 9 Piece Soul & Funk Explosion
September 6th Folsom Lake Symphony – Steppin' Lively
September 13th Skynny Lynnrd – Tribute

BROUGHT TO YOU BY
VAN HULZEN ARSET MANAGEMENT

A SPECIAL THANK YOU TO OUR PLATINUM SPONSORS

MARSHALL Digby Health Henry Medical Group
FOLDSOM LAKE SYMPHONY THE MERCEDES-BENZ

EDHTownCenter.com



LOTB Survey Results 2018

Total Number Survey's → 1169

What City Do You Live In?

El Dorado Hills → 39%

Other → 61%

First Time to Town Center?

Yes, first time → 5%

No → 95%

Did You Visit a Town Center Business Today?

Yes, we bought food at Town Center → 62%

No → 38%



Upcoming Events

HALLOWEEN SPOOKTACULAR

- 1200 Trick or Treaters
 - And their families (3600 or more)
- We give you candy but you will need more!!
- Super Fun Family event at Town Center
- Use this to treat the parents too!!
- Window Decorating Contest for TC Businesses!
- Costume Contest – Fun Prizes!
- Photo Contest – Charm Photography

'Tis the Season!

- ❖ Santa Photo's at CWC –11/24 – 12/24
- ❖ Christmas Tree Lighting 12/1
 - Stuff your Stocking game - CSD
 - Merchant Open House 4-8pm
 - Christmas Caroling Contest 6pm
 - Santa Arrival & Tree Lighting 6:30pm
- ❖ Caroling Contest 10/15-11/16
- ❖ Toy for Tots Giveaway! 11/12-12/10
- ❖ EDH Fire Dept. Santa Run Finale 12/15
with Fireworks!
- ❖ Evening Carriage Rides
Fridays & Saturdays 12/1 – 12/21
- ❖ Community Performances 12/8 & 12/15

EL DORADO HILLS TOWN CENTER PRESENTS

Believe in the Magic of the Holidays

EL DORADO HILLS TOWN CENTER
A Member of the
Misco

SANTA PHOTO SCHEDULE						
Sat	Sun	Mon	Tue	Wed	Thurs	Fri
24	25			29	30	
NOV 1	2			6	7	
DEC 8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	Photos with Santa taken at the	CALIFORNIA WELCOME CENTER		Passages Starting at Just \$14.00

December Events

Evening Carriage Rides
FRIDAYS, 6PM TO 9PM
SATURDAYS, 5PM TO 9PM
Benefitting Hands4Hope & Young Life

Community Performances
SATURDAYS, DEC. 8TH & 15TH

EDHFD Santa Run Finale with Fireworks
SATURDAY, DEC. 15TH
6PM TO 7:30PM

**Toys for Tots
Town Center Give-a-way**

Christmas Tree Lighting

SATURDAY, DECEMBER 1ST

- **Stuff Your Stocking Game** - 4PM (first 200 kids)
- **Merchant Open House** - 4PM TO 8PM
- **Performance by Holiday Caroling Contest Winners** - 6PM
- **Santa Arrival & Tree Lighting** - 6:30PM

Visit our website for event details and promotions
EDHTownCenter.com

EL DORADO HILLS TOWN CENTER
A Member of the
Misco

Advertising Opportunities

1. Village Life (Weekly) – Town Center Page

1. Village Life Group Price: \$49.00
2. Color Ad inside Town Center's Page/No Commitment
3. Chris Jones 916-417-2528

2. Style Folsom – Holiday Shopping Guide

1. As low as: \$80
2. Distribution: Mailed to 40,000 EDH, Folsom, Granite Bay
3. Joanne Kilmartin 916-607-9360

3. Town Center Directory Advertising Signs

1. Opening up 2019 Ad Schedule
2. Four Spaces (2) Steven Young Amphitheater (2) Regal Theater
3. Three month periods – Next Available starts February 2019
4. \$900/Quarter

Social Media Be Connected!



1. Monthly Website Promotion Page
2. Weekly eBlast
 - Over 6700 on our email distribution list and growing
3. Facebook posts Specials and Events
 - 9832 Fans only 168 away for 10,000!
 - Posting 1-2 times a day
4. Twitter and Instagram
 - Posting 1st a day – Growing Every Day!

Business2Business Discount Card Program

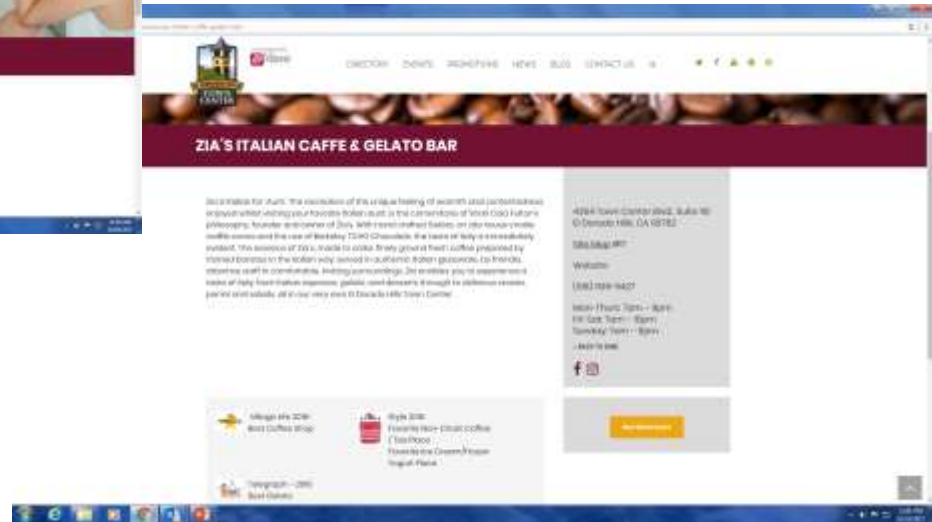
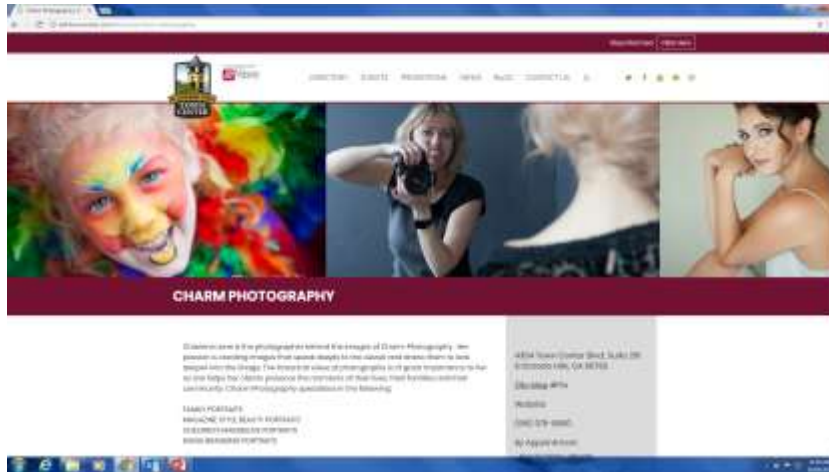
1. New Cards will be issued in April 2019
2. New Employees?
 1. Still have some cards if you need them
3. Shop...Dine...Stay...Play here at Town Center
 - a. Support our Town Center family
 - b. Benefit being an owner or employee
 - c. List of participating business and discount list now on-line. EDHTownCenter.com/Leasing pull-down TC Business Only **Password: Edhtc2018**



Website

Have you looked at your Page?

- ❖ Business Page
- ❖ Monthly Promotions/Events
- ❖ Jobs
- ❖ Event photos and videos
- ❖ And more...



El Dorado Hills Growth Report

JOHN HIDAHL
DISTRICT 1 SUPERVISOR
EL DORADO COUNTY

Now Open...



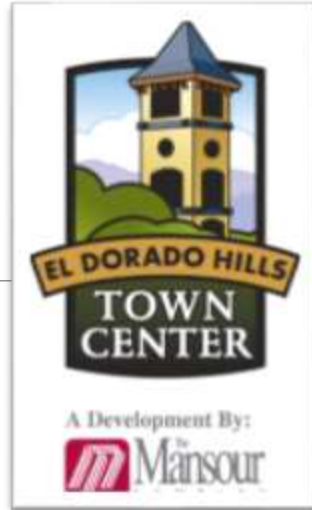
Coming Soon...



Please mark so we may follow up with you regarding...

- ❖ Halloween Spooktacular Candy (2 bags YOU WILL NEED 6-8 MORE)
- ❖ Holiday Open House
- ❖ Stuff Your Stocking Game
- ❖ Toys For Tots box
- ❖ Style Holiday Gift Guide
- ❖ Village Life Town Center Page Ad
- ❖ Town Center Directory Sign
- ❖ 2019 Summer Entertainment Platform or Movie Night Sponsorship

**Next Meeting:
Thursday, March 21st
2019!!**



*Thank you for your time...
Have a Magical & Prosperous
Holiday Season!*