

MERCHANT NEWSLETTER

UPCOMING CONVENTIONS AND EVENTS

Rocky Mountain Apparel Gift Show 2025

January 23 – January 24

Attendance: 5,000

43rd Colorado Indian Market & Southwest Art Fest

January 25 – January 26

Attendance: 8,500

American Academy of Hospice and Palliative Medicine Annual Assembly

February 5 – February 8

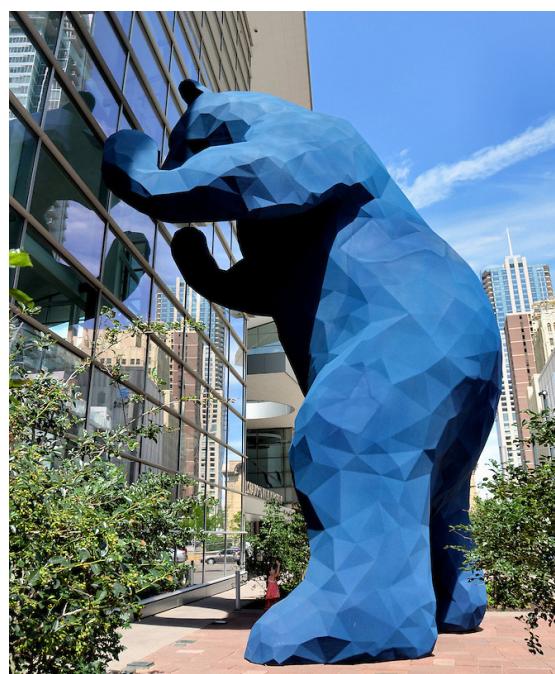
Attendance: 2,000

Society for Personality and Social Psychology Annual Convention

February 20 – February 22

Attendance: 3,500

For all events at the CCC, visit
www.denver.org/meetings/convention-center/



A MESSAGE FROM MIKE WILSON

Well, we did it—we survived another Holiday Season! As we head into the New Year, I would like to thank everyone at the Center - collectively, we are what makes this Center a unique and wildly successful place for the public to enjoy.

Given this is the New Year's edition, it only seems fitting to articulate a few objectives for the Center as we journey into 2025. The first is to build on the already substantial success of the Center; this will be accomplished by ensuring we remain the premier shopping destination within the Mountain West Region. Second, while I have had the privilege of meeting many of you, I also know there are several retailers I have not yet spent time with. To aid in this objective, we will announce our 2025 merchant meetings in January, and I hope you are able to join us for these important meetings. Lastly, I look forward to soliciting regular feedback from you. The purpose of this feedback serves two key objectives: it allows us to find innovative ways to keep the Center vibrant, and it helps us identify and resolve issues before they grow into significant problems.

Wishing you only the best for a successful 2025!



MARKETING UPDATES

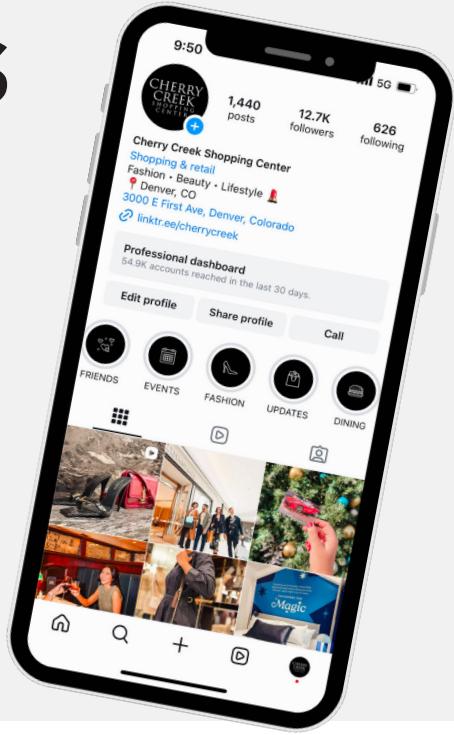
SOCIAL MEDIA GIVEAWAYS

Last month's 12 Days of Giveaways was a huge success!

Throughout the 12 days, on average, our Instagram account reached 55.42k people and captured 75.42k impressions!

Thank you to LUSH, Bylt Basics, Kizik, Gorjana, Haven Well Within, Sephora, Banana Republic, Casper, Tory Burch, 801 Chophouse, and Shine Spot Auto Spa for participating in this initiative.

If you'd like to participate in an upcoming giveaway, please reach out to Mason at mgllick@taubman.com.



CHERRY CREEK SHOPPING CENTER SPONSORSHIP PROGRAM

MASON GLICK, MARKETING AND SPONSORSHIP DIRECTOR

The Shopping Center features a multitude of marketing and advertising opportunities for retailers and local businesses to take advantage of throughout year. And since June of 2023, the sponsorship program has seen a 462.5% increase in local paid partnerships who activate or advertise inside the Shopping Center including our retailers. I wanted to share a recent testimonial from a current retail partner and highlight their success after partnering with the Mall Management team to advertise inside the Shopping Center.

“I purchased some advertising inside the Shopping Center and then Mason and I focused on how I could grow my in-store events by utilizing the space in the common areas. This partnership has been the primary factor in the store's success in '24 driving new and additional business to our boutique. **”**



As we are transitioning to the start of another year, please don't hesitate to reach out to discuss advertising and activation offerings that can help boost foot traffic to your storefront. I'm here to be a resource to all our tenants and want to help you reach your goals in 2025.

SECURITY AND FACILITIES REMINDERS

ONSOLVE EMERGENCY NOTIFICATION SYSTEM

CAMILA CUNHA, SECURITY DIRECTOR

Cherry Creek Shopping Center utilizes a state-of-the-art notification system to alert tenants in the event of an emergency. The OnSolve emergency notification system is able to rapidly contact every store at Cherry Creek Shopping Center simultaneously to ensure all tenants are notified of important information immediately.

In the event of an emergency, the OnSolve system will call your store to communicate emergency procedure information. Listen to the entire OnSolve message to ensure you and your staff follow the correct emergency procedures. In an emergency situation, Cherry Creek Security will use the OnSolve system to provide follow-up information to tenants. There is no need to call the security office to follow up.

Please make sure you update your OnSolve emergency contact numbers for your staff and managers regularly. This action includes updating which members of your store's management team should be contacted in the event of an emergency.

Forms to update the OnSolve contact list are available in the Cherry Creek Security Office.

TRASH REMOVAL

MINGGE LU, FACILITIES DIRECTOR

Tenant is required to keep the premises, including the service areas behind and adjacent to the premises, clean and free from rubbish and dirt at all times. Tenant shall store all trash and garbage neatly within the premises during business hours. Merchants are responsible for transporting trash to their assigned compactors. Compactors are located in each service area. Single Stream Recycling compactors are also available at the following locations:

- Service Area "A" — South side of the Center under the West Parking Deck
- Service Area "B/E" — North side of the Center off 1st Avenue near Detroit Street
- Service Area "C" — East side of the Center between Neiman Marcus and Macy's

It is essential that trash is NOT placed at your rear door or in the service/exit corridors during business hours. These corridors are emergency exits and must remain free and clear of all obstructions during business hours.

CONTACT US

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CENTER OPERATING HOURS

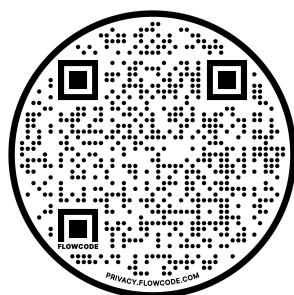
Monday to Thursday:
10:00am to 8:00pm

Friday and Saturday:
10:00am to 9:00pm

Sunday:
11:00am to 6:00pm

shopcherrycreek.com

 @cherrycreekshoppingcenter



TENANT RESOURCES

Scan the QR code to check out our Tenant Resource page and be sure to bookmark the link for future reference.

PARTNER SPOTLIGHT

Organic Squeeze is now open across the street, next to Cherry Creek Grill. Mall employees receive 10% off, anytime! They offer smoothies packed with organic fruits, veggies and protein, perfect for a healthy option on-the-go.

