

THE SUMMIT[®]

Retailer Newsletter

AUGUST 2018

OPENING SOON

The New York City based restaurant called Shake Shack is opening its first Alabama location at The Summit in late August! **Shake Shack** is an American fast casual restaurant chain known for its 100% all-natural Angus beef burgers, chicken sandwiches and flat-top Vienna beef dogs, spun-fresh frozen custard and crinkle cut fries!



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NEW FACES

MARKETING MANAGER

Natalie Gravois



We are pleased to announce Natalie Gravois is the new Marketing Manager at The Summit. Natalie has over ten years of experience in marketing, social media management, event planning, and sales. Most recently, Natalie has managed Guac My Life, her personal lifestyle and food blog dedicated to connecting the Birmingham community with up and

coming developments, restaurants, stores, and events. Guac My Life has an Instagram following of over 24,000 and was featured in Birmingham Magazine in a 10 page spread for popular food trend recipes. In addition to Guac My Life, Natalie was also a freelance food stylist for Time Inc. Food Studios where she worked with Southern Living, Martha Stewart, Food and Wine, and Whole Foods. Contact Natalie [here](#).

GUEST SERVICES ASSOCIATE

Arema Granger

Arema Granger has joined us as the front desk Guest Services Associate! Arema has over ten year of experience in event planning, marketing communications, and customer service. She has served as Circulation Clerk for the Gadsden Public Library in Gadsden and as Marketing Assistant at Gadsden Mall. Arema received her Bachelor of Science in Marketing from Alabama A&M University in Huntsville.



HAPPENINGS @ THE SUMMIT

iStroll Workout

August 3 | 9:00-10:00 AM

The Summit has partnered with **iStroll** to host the ultimate 60-minute stroller workout on the first Friday of the month (August-October) in front of the former Toys R Us! iStroll incorporates running, body weight, dumbbells, resistance bands and of course, a jogging stroller! It gives both moms and dads a full body workout while keeping babies moving and happy!



SWEAT Fitness Series

August 6, 13, 20, 27 | 6:00-7:00 PM

Every Monday night we host a one-hour free **fitness class** led by a local instructor. August classes include: Yoga, Pure Barre, and Pilates! Visit The Summit's website to reserve your spot. Space and equipment for each class is limited.



Red Cross Blood Drive

August 8 | 11:00 AM-4:00 PM

We are working together with Brownell Travel and the Red Cross to give back to the community in a truly life changing way since each donation collected can save up to three lives! The American Red Cross blood drive will be located on the 2nd floor of the office building at Brownell Travel. All donors will receive a free appetizer to The Cowfish! Sign up **here**.

HAPPENINGS @ THE SUMMIT

Buti Glow Yoga

August 16 | 6:00-8:00 PM

DJ Mark After Dark will be spinning beats as Buti Yoga instructor, Leslie Jackson guides you through a power yoga workout!



Be sure to come early to enjoy the Aveda @ Belk Braid Bar, samples from Frutta Bowls and our glow paint station. Learn more [here](#).

Maker Workshop: City Coordinates Pallet

August 23 | 6:00-8:00 PM

Charmingly Chic will guide you through creating a city coordinates wooden sign at our next DIY Workshop! You will have the opportunity to customize your sign with your own level of distressing and your choice of paint colors. The workshop is located inside the vacant space next to Trader Joe's.

Become a “sips and treats” sponsor where your store or restaurant provides light snacks for the attendees before a workshop. Contact the Marketing Team [here](#).



THE SUMMIT

EMPLOYEE DISCOUNTS

Employees must show proper ID to redeem.

- ♦ **10% Discount:** Fab'rik, The Fitting Touch, Halcyon Days Salon & Spa, L'Occitane, Lily Rain, Macaroni Grill, Pieology Pizzeria, Seasons 52, Taco Mama, Village Tavern
- ♦ **15% Discount:** Soma Intimates and Frutta Bowls
- ♦ **20% Discount:** Aveda, Belk Salon & Spa, California Pizza Kitchen and Flip Burger Boutique

EVENT SPOTLIGHT

***Taco Mama's 2 Year Celebration
Thursday, August 2nd***

Come celebrate 2 years at The Summit for Taco Mama with 1/2 OFF the Mi Casa Margarita all day! Gracias for your support!



OPERATIONAL REMINDER

When using the compactors and grease traps, please close all doors after each use in an effort to contain trash and odors. Please make sure all trash bags are tied securely and that all boxes have been broken down, prior to placing into any dumpster/compactor.

EMPLOYEE PARKING

Employee parking is monitored daily and enforced by Security. Non-office Building employees are not permitted to park in the Office Building Parking Deck at any time. Employees that park in another phase's employee parking will be subject to tow. A \$25 ticket will be issued by Security per violation to the employee parking policy. Overnight parking is prohibited in all areas of The Summit and may result in the vehicle being towed, at vehicle owner's expense.

If store managers need additional information in regards to The Summit's employee parking rules and regulations, please contact the Guest Services Office at (205) 967-0111.

SHAKE SHACK OPENING

The popular burger joint will open late August *(more details to come). The Summit will run a customer shuttle during the first week of this highly anticipated opening from August 21-26. The customer shuttle is separate from the Phase 4 and 6 employee shuttle. This customer shuttle pick up will be located in the parking lot across from Wells Fargo. It is extremely important for all drivers to be cautious in these areas as we will have an increase in foot traffic and shuttle stops outside the restaurant during this time. Please also notify your delivery drivers of the high foot traffic in this area.



The Summit - Birmingham, AL

Monday at 6:26 PM · 🌐

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Monday's and Margs go hand-in-hand for a reason

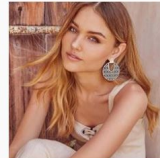
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POSTS

TAGGED

2018 EVENT CALENDAR

- Aug. 3 iStroll Workout
- Aug. 3 Food Truck Friday
- Aug. 3 Acoustic Sessions
- Aug. 6 SWEAT Fitness Class featuring Pure Barre
- Aug. 8 Red Cross Blood Drive
- Aug. 10-19 Birmingham Restaurant Week
- Aug. 13 SWEAT Fitness Class featuring Pilates
- Aug. 18 Discovery Day at Hannah Andersson
- Aug. 20 SWEAT Fitness Class featuring Pure Barre
- Aug. 23 Maker Workshop: City Coordinates Pallet
- Aug. 27 SWEAT Fitness Class featuring Yoga
- Sept. 3 Labor Day, center hours 10 AM - 6 PM
- Sept. 29 Summit Up To Health

Submit Promotions

The Summit offers multiple avenues to promote your store and boost new product awareness.

These include signage opportunities, Social Media {Facebook & Instagram} as well as the Retailer Newsletter, which will go out on a monthly basis.

Signage is based on availability. For rates and space availability, contact Natalie Gravois The Summit's Marketing Manager [here](#).



To post Sales or Career Opportunities:

- ◇ Visit our website at thesummitbirmingham.com
- ◇ Scroll to the bottom of the page and click on the box that says "Store Log In"
- ◇ Enter the password **sales4u**

