

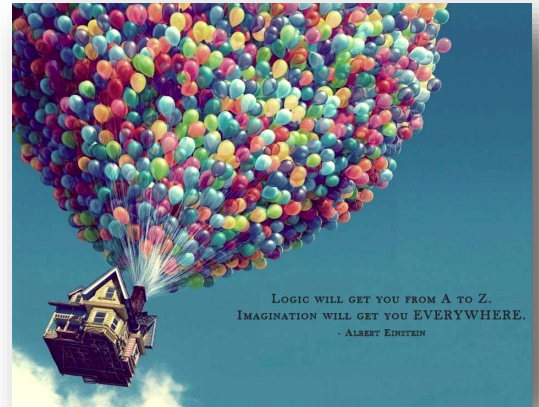
THE SUMMIT®

Retailer Newsletter

October 2018

The Summit is Birmingham's Choice

The Summit is proud to announce we have won Best Shopping District for the *Best of Birmingham* 2018 awards in the Birmingham Magazine!



Shop Save & Share

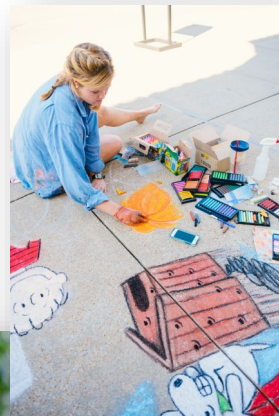
The Summit will host the Junior League of Birmingham's Shop Save & Share kick-off party on Wednesday, October 17th from 6-8 PM, on the terrace outside Kendra Scott. Cardholders will enjoy 20% off participating stores and restaurants for the next 12 days.

Chalktober Fest

Join us Saturday, October 27th, for the second annual Chalktober Fest, a sidewalk chalk art festival!

11 AM-3 PM

Artists will be competing for a grand prize of a \$500 Summit Gift Card! Chalktober Fest headquarters, will be located on the terrace near Kendra Scott + Frutta Bowls. Visitors will enjoy live art, free face painting and balloon twisting for the kids! Join the fun!



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MARK YOUR CALENDAR

SWEAT Fitness Series

October 1, 8, 15, 22, 29 | 6:00-7:00 PM

October is our last month of the free **fitness series** this year. Participants are offered a complimentary workout every Monday night. Located next to Trader Joes. Thank you to Belk Aveda Salon, Frutta Bowls, and Lilly Pulitzer for being involved in our community program.

Lights Up

Friday, November 16 | 5:00 – 9:00 PM

Lights Up at The Summit is our annual kick-off to the holiday season! Our festive parade will begin at 6:00 PM. Throughout the night, visitors will enjoy entertainment before the parade, an incredible firework show and a live concert from a local artist. If your store or restaurant is interesting in participating in the parade (ex: handing out candy or riding on your own float), please contact the Marketing Team **here** by October 29th.



MAKER & ARTIST WORKSHOPS



The Summit hosts monthly DIY workshops, where attendees purchase a ticket to attend and discover a fun, new skill. A great way for you to get involved is being a “sips and treats” sponsor at one or more of the classes on property. You can provide light snacks (tray of veggies with dip/macarons/lemonade)! Plus, set up a display table with your products, offer goodie bags or bounce backs to the attendees, etc. Class sizes vary from 10-45 people.

October 18 | Halloween Cookie Decorating Workshop with Flying Squirrel Cookies

October 25 | Plant Hanging Macramé Workshop with Bonnybee Designs

November 1 | House Peace for the Holidays

November 8 | Fall Cookie Decorating Workshop with Flying Squirrel Cookies

TBA | Wall Hanging Macramé Workshop with Bonnybee Designs

December 6 | Holiday Cookie Decorating Workshop with Flying Squirrel Cookies



Bonnybee Designs

OPERATIONAL REMINDER

If you have experienced a roof leak, please notify the Guest Services Office immediately and your corporate. HVAC unit leaks from condensation and/ or overflowing drip pans will be handled through your individual store vendor. Therefore, we do not need to be alerted of those issues.

EMPLOYEE PARKING REMINDER

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. A \$25 ticket will be issued by Security per violation to the employee parking policy. On 3rd violations, vehicle may be towed. Overnight parking is prohibited in all areas of The Summit and may also result in the vehicle being towed, at vehicle owner's expense.

THE SUMMIT GIFT CARD

Helpful tips when processing a Summit Gift Card:

1. Know the card balance before processing
2. Return the card to the customer even when funds have been depleted and balance is zero
3. If your store's Point of Sale system (POS) has changed or it has had a complete software update this will affect your ability to accept The Summit gift cards. Please contact The Summit Guest Services Office at (205) 967-0111 to have your store reactivated in the gift card system
4. Refunds can take up to 7 days to appear on the customers card balance
5. For all other gift card inquiries, please call EML Payments at 800-755-5001

THE SUMMIT

EMPLOYEE DISCOUNTS

Employees must show proper ID to redeem.

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

EVENT SPOTLIGHT

Brahmin's Giveback

Month of October

It's October which means it is that time of year when we are reminded that together we can make a difference in helping to find a cure. At Brahmin, customers can donate \$5 to the National Breast Cancer Foundation and receive a discount on a regular price item.

BRAHMIN



The Summit - Birmingham, AL
Published by Natalie Gravois 171 · September 25 at 3:58 PM · 🌐

Cheers to making it Tuesday! Anyone else feel like it is much later on in the week? 🍷 @atlardstate @treepeople @madewell #thesummit #thesummitbham #lovethesummit #inbirmingham #instagrabham #shopbham #birminghamal #birminghamalabama #fall2018 #picoftheday #instagood #falltrends2018 #footballseason #sweaterweather #fallfashion #shoppingspre

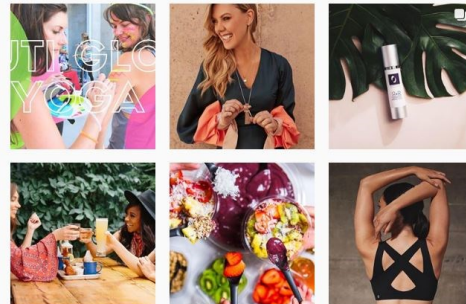
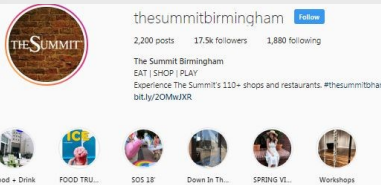


FACEBOOK

TAG US @THESUMMITBHAM

13,527 LIKES

15,188 FOLLOWERS



INSTAGRAM

USE #THESUMMITBHAM

17.5K FOLLOWERS

2,200 POSTS



2018 EVENT CALENDAR

Oct. 4	Luxe's Happy Hour Event, 4-7 PM
Oct. 5	iStroll Workout, 9:30-10:30 AM
Oct. 5	Food Truck Friday, 5-8 PM
Oct. 11	Buti Glow Yoga, 6-8 PM
Oct. 17	Shop Save & Share Kick-Off Party, 6-8 PM
Oct. 18	Halloween Cookie Decorating Workshop, 6-8 PM
Oct. 20	Bluemercury's Grand Opening
Oct. 25	Macramé Workshop with Bonnybee Designs
Oct. 27	Chalktober Fest, 11 AM-3 PM
Nov. 16	Lights Up, 5-9 PM
Nov. 22	Thanksgiving— Center Closed
Nov. 23	Center opens early, 9 AM– 9 PM
Nov. 23	Santa Arrives

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**

