

# THE SUMMIT<sup>®</sup>

## Retailer Newsletter

SEPTEMBER 2018

### COMING SOON

#### *Anthony Vince Nail Spa*

Venetian Nail in Phase 4 is relocating to Saks Plaza as the new Anthony Vince Nail Spa. This upscale spa will offer a variety of services including manicures, pedicures, waxing, facials, and serve alcohol.



#### *Bluemercury*

Bluemercury is a leading luxury beauty retailer offering some of the best cosmetics, skin care, makeup, perfume, hair, and bath and body products. This new retailer will be located next to Altar'd State.



### In This Issue

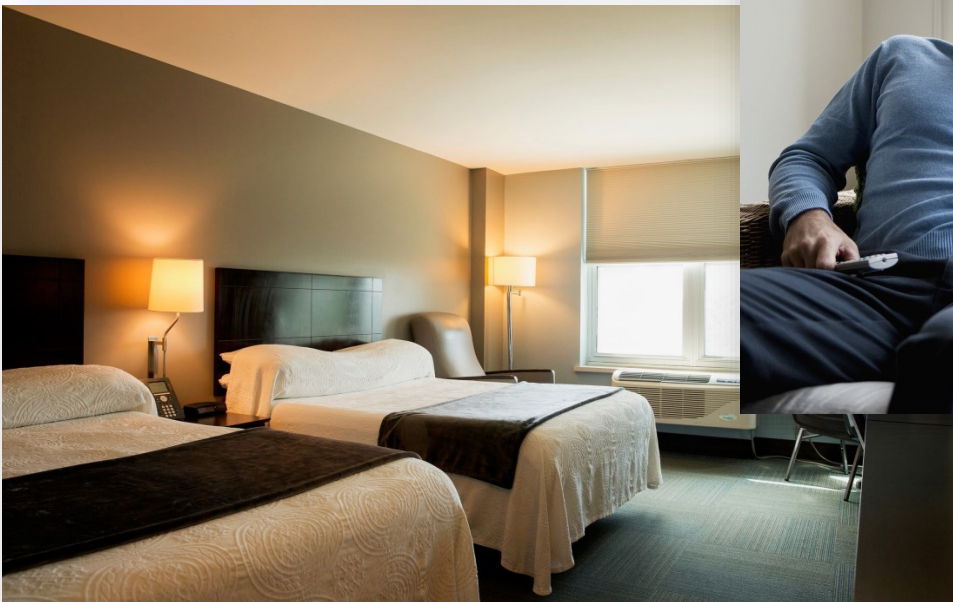
- COMING SOON
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# HOPE LODGE

The American Cancer Society **Joe Lee Griffin Hope Lodge** in Birmingham provides cancer patients a free place to stay while receiving treatment nearby. The lodge has 33 rooms, which helps save families \$1.6 million annually in hotel expenses. The Summit is sponsoring one of the rooms this year so we wanted to share some ways with you on how your store can get involved and help make the guests stay even more comfortable in this home away from home.

- Provide a seasonal wreath or decorative item to hang on the door
- Donate a guest book to leave in the room
- Leave cards or letters of encouragement for the guests
- Serve a meal at the lodge
- Donate a take away blanket for a guest

Any items or cards you would like to donate, please drop off to the Guest Services Office to be deliver to the Hope Lodge at any time. We appreciate your support!





# HAPPENINGS @ THE SUMMIT

## ***iStroll Workout***

**September 7 | 9:30-10:30 AM**

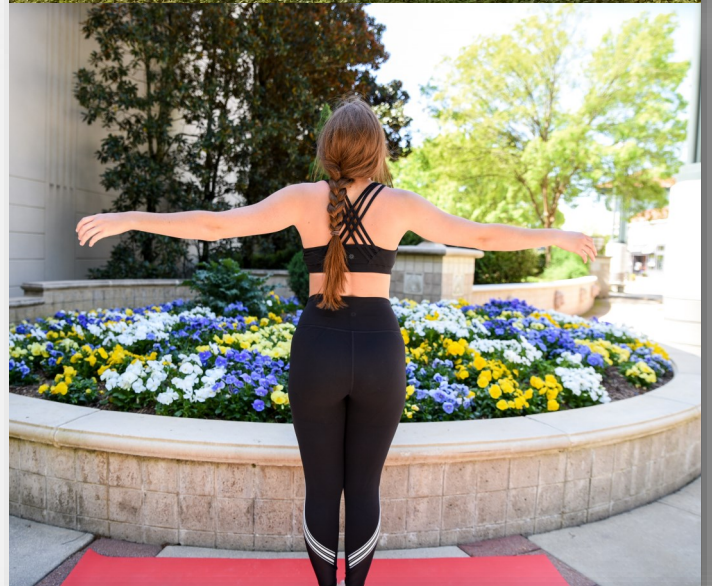
**iStroll** is the ultimate 60-minute stroller workout which will be located near Johnny Rockets on the 1st Friday of the month. iStroll incorporates running, body weight, dumbbells, resistance bands and of course, a jogging stroller! It gives both moms and dads a full body workout while keeping babies moving and happy!



## ***SWEAT Fitness Series***

**September 10, 17, 24 | 6:00-7:00 PM**

Monday nights is when you can enjoy a one-hour free **fitness class** led by a local instructor. September classes include: Yoga, POUND, and Pilates!



## ***Maker Workshop***

**September 20 | 6:00-8:00 PM**

Charmingly Chic will guide you through creating a city coordinates wooden sign to adorn your home and represent your city! The workshop is located inside the vacant space next to Trader Joe's. Become a "sips and treats" sponsor by providing light snacks for the attendees at the workshop. Contact the Marketing Team **here**.



# SUMM-IT UP TO HEALTH

**WHAT?** A health and fitness day at The Summit including free fitness classes and an event area filled with health advocates

**WHEN?** Saturday, September 29th, 11:00 AM - 3:00 PM

**WHERE?** Swoozie's + Orvis parking lot, fitness classes vary by location

## HOW TO GET INVOLVED?

- Feature a health-conscious product or menu item on this day by offering a special discount
- Hold a fitness class in your store
- Healthy cooking tutorials
- Pop up at the event site
- Pull outside the front of your store (must receive approval for the interactive setup geared towards health/fitness + complete event agreement)

Please **share** with us how you'd like to be involved in this property event!



Plus, enjoy the Buti Glow Yoga class that night from 6:00-8:00 PM!

Learn more **here**.



## OTHER UPCOMING EVENTS

### Shop Save & Share Kick-Off Party

**Wed. October 17 | 6:00-8:00 PM | Terrace outside Frutta Bowls**

**WHAT?** Members of **The Junior League** of Birmingham celebrate the start of their fundraiser and all their hard work with drinks, light bites, and music at The Summit. Cardholders will enjoy 20% off at many of The Summit's exclusive retailers.

#### HOW TO GET INVOLVED?

- Provide food or drink at the kick-off party (200 attend)
- Offer an instore giveaway or host a styling event on this day/during the time of the kick-off party

### Chalktober Fest

**Sat. October 27 | 11:00 AM-4:00 PM | Entire Property**

**WHAT?** 2nd annual juried chalk art exhibit, featuring local Birmingham artists and their sidewalk chalk creations



#### HOW TO GET INVOLVED?

- Encourage staff to **apply** for the competition so they can compete with their chalk art location directly outside your store or restaurant to draw traffic (winner receives a \$500 Summit Gift Card)
- Offer sips and snacks with a raffle drawing at your store to encourage attendees to venture inside

Be sure to share with the **Marketing team** with how you want to participate.

## **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**

***Charmed by Charity Event to benefit The Bell Center***

***Thursday, September 13***

***5:00-8:00 PM***

ALEX AND ANI has created a unique way to support the community by bringing people together to shop, socialize, and give back. They are donating 15% of total sales back to The Bell Center for Early Intervention Programs. Let's make a positive impact together.

**ALEX AND ANI**  
  
**CHARITY BY DESIGN**

## **OPERATIONAL REMINDER**

As a pet-friendly destination for our guests and their four-legged friends, it's your responsibility to keep your store's water bowl clean and filled with fresh drinking water at all times. Check your water bowl throughout the day. If you cannot keep your water bowl filled, please take it inside.

## **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.

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.

## **INCLEMENT WEATHER**

In the event of severe weather, center management's decision to close or alter operating hours will be communicated through the MallCast alert system [text, email and/or voice messages]. If you are not currently enrolled in MallCast or receiving alerts, please contact the Guest Services Office by emailing [agranger@bayerproperties.com](mailto:agranger@bayerproperties.com) or calling 205-967-0111. Each store may have up to four contacts, in addition to the store number that will receive a recorded phone call alert. It is your responsibility to keep the office informed of any changes or updates to contacts.



## FACEBOOK

TAG US @THESUMMITBHAM

13,457 LIKES

15,123 FOLLOWERS



## INSTAGRAM

USE #THESUMMITBHAM

17.5K FOLLOWERS

# 2018 EVENT CALENDAR

Sept. 3	Labor Day, center hours 10 AM - 6 PM
Sept. 6	Happy Hour @ LUXE by Tonya Jones
Sept. 7	iStroll Workout
Sept. 7	Food Truck Friday
Sept. 10	SWEAT Fitness Class featuring Yoga
Sept. 17	SWEAT Fitness Class featuring POUND
Sept. 20	Maker Workshop: City Coordinates Pallet
Sept. 24	SWEAT Fitness Class featuring Mat Pilates
Sept. 29	Summit Up To Health
Oct. 5	iStroll Workout
Oct. 5	Food Truck Friday
Oct. 11	Buti Glow Yoga
Oct. 17	Shop Save & Share Kick-Off Party
Oct. 27	Chalktober Fest

## 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](http://thesummitbirmingham.com)
- ◇ Scroll to the bottom of the page and click on the box that says "Store Log In"
- ◇ Enter the password **sales4u**

