



Attract attention with unique events, and provide Tenant support to increase sales. Create an unforgettable signature series to drive traffic to Tenants, increase per person purchase, and frequency of visits. Events will show off the new brand and property improvements, and include Tenant incentives for participation and promotion. Attendees will have calls of action to check in, post pictures, expanding our visibility on their personal pages. Promotion partnerships with the City of CM, I Heart CM, Chamber of Commerce, and Travel CM will widen our reach, and target locals, travelers and tourists.

2019 CALENDAR DASHBOARD:

DATE	EVENT
Jul 3, 2019, 5 - 11pm	Community Outreach: Independence Day Celebration
Jul 24, 11am - 2pm	Tenant Support: Design and Strategy Reveal
Aug 19 - 23, 10am - 2pm	Community Outreach: Triangle and Travel Costa Mesa mural
Sept 4, 5pm - 6pm	Concierge Tour: Travel Costa Mesa at Black Knight
Sept 6, 5pm - 9pm & Sept 7, 10am - 3pm	Community Outreach: ARTventure at Segerstrom
Sept 18, 11am - 2pm	Tenant Support: Design and Strategy Follow Up
Sept 28, 11am - 3pm	Community Outreach: Costa Makers Block Party
Oct 2, 10am - 11am	Community Outreach: Mural Dedication
Oct 26, 2pm - 6pm	Community Outreach: Cheers to 20 Years
Nov 25, 10am - 12pm	Community Outreach: Community Meeting
Dec 1, 5pm - 7:30pm	Community Outreach: 2nd annual Bell Tower Lighting
Dec 2, 5pm - 7pm	Community Outreach: Community Meeting





EVENT RECAP:

Community Outreach: Independence Day Celebration

Wednesday, July 3, 2019, 5 - 9pm

Costa Mesa Fairgrounds

Tenant participation: Cafe Seville promotions

GOAL:

Outreach & Community Engagement

OVERVIEW:

The Triangle Square street team asked residents for a "play" business and "stop" business suggestions. This exercise allowed the person to grasp the play and stop concept. The attendees were enthusiastic, understood the new logo mark, and understood the concept of the play and stop.

TEAM: (4 INDIVIDUALS)

- Greeted and worked with the city and community leaders
- Worked behind the table, educating visitors of the revitalization, vision and brand mark
- Worked the crowd guerrilla style, gathering emails, and dispersing our new logo pins

STATS:

- Spoke with over 300 people
- Distribution of 125 pins
- Acquiring over 60 emails for future notifications.

OTHER:

Opening of the Sevilla restaurant and the up and coming Costa Mesa Block Party generated excitement.

ATTENDEES:

Team attended: A.T. Connections, Jovenville street team





EVENT DETAILS:

Tenant Support: Design and Strategy Reveal

Wednesday, July 24, 2019, 11am - 2pm

Venue: Triangle Square; Keys on Main

Tenant participation: Yard House lunch, Miss Mini Donuts dessert, Keys on Main beverages

GOAL:

Outreach & Tenant Support

OVERVIEW:

Meet and greet of Tenants and revitalization Team, unveiling the new Triangle Square strategy and design.

The Triangle Square name and brand will be announced. Design renderings, paint palettes, flooring, potential sign placements and mural renderings will be displayed.

A tenant support system, resources and event calendar will be shared, inviting tenants to participate and promote.

Become acquainted with fellow tenants and Triangle Square Revitalizing Team that are working on a downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to drive traffic and sales.

TEAM: (4 INDIVIDUALS)

- Greeted and worked with Tenants and Team
- Worked behind the table, educating visitors of the revitalization, vision and brand mark
- Worked the crowd guerrilla style, gathering emails, and dispersing our new logo pins

STATS:

- Spoke with 20 Tenants and Team
- Distribution of 20 pins
- Confirmed 10 emails for future notifications.

OTHER:

Gave Tenants Triangle Square pins, 1 <3 Costa Mesa sunglasses, and branded USB's with Events Calendar, Tenant Support, Social Media reports. Hosted lunch with Yard House at Keys on Main.

ATTENDEES:

Team attended: Asset Manager, A.T. Connections, Perkins Eastman, Selbert Perkins, Jovenville, Newmark

Tenants attended: Yard House, Keys on Main, Cafe Seville, Black Knight Lounge, Halloween Bootique





EVENT DETAILS:

Community Outreach: Travel CM and Triangle art activation

Monday - Friday, August 19th - 23rd, 10am - 2pm

Venue: Triangle Square

Benefactor and Artist: Travel Costa Mesa, Aaron Glasson

GOAL:

Outreach & Tenant Support

OVERVIEW:

Meet and greet Tenants and curious Costa Mesa to talk through the Aaron Glasson mural design.

The Triangle Square name and brand will be shared. Event promotions will be displayed, Cafe Sevilla promotions distributed, email sign up sheet displayed.

Become acquainted with new tenants, and follow Triangle Square's efforts to revitalize downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to drive traffic and sales.

TEAM: (1 INDIVIDUAL)

- Greet and work with Artist, assisting to answer questions, so he's undisturbed
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing available merch

STATS:

- Spoke with over 50 people
- Acquire over 30 emails for future notifications

ATTENDEES:

Team attended: A.T. Connections: Sam Swanson, Travel Costa Mesa: Videographer, Artist: Aaron Glasson





EVENT DETAILS:

Community Outreach: Tenant Support & neighbor meet & greet

Wednesday, September 4th, 5PM - 7PM

Venue: Black Knight, Yard House

Status: Private Event

GOAL:

Community outreach and event promotions

OVERVIEW:

- Meet and greet of CM hotel concierge, to unveil the new Triangle Square brand to local hotels
- The new Triangle Square name and brand will be shared, with Event and community outreach calendar, inviting concierge to opt in to email newsletter to get monthly updates.
- Become acquainted with Tenants and Triangle Square Team for easy reservations and requests.
- Visit entertainment destinations, and hear ways to drive travelers, tourists, and locals.

ATTENDEES:

(10) expected

TEAM: (4 INDIVIDUALS)

- Greet and work with Travel Costa Mesa and local hotel concierge
- Tour Triangle Square educating concierge of the revitalization, vision and brand mark
- Black Knight appetizer tasting, with tour and talk of Triangle Tenants
- Check in and picture at Travel Costa Mesa commissioned mural, by Artist Aaron Glasson
- (1) Shuttle stop with welcome table at Valet drop off
- (10) TS gift bags, with I Heart CM sunglasses and stickers for the hotel front desk Teams
- (10) TS USB's uploaded with events to share with locals, travelers, and tourists

GOALS:

- Work with Travel Costa Mesa to confirm event, and tour front desk hotel Concierge
- Talk and tour 10 hotel Concierge, to guide travelers and tourist to Triangle Square
- Acquire 10 contacts for community engagement notifications.

ATTENDEES:

Team attended: A.T. Connections

Tenants attended: Black Knight Lounge





EVENT DETAILS:

Community Outreach: Tenant Support & neighbor meet & greet

Friday, September 6th, 5PM - 9PM

Saturday, September 7th, 10AM - 3PM

Venue: Segerstrom Center for the Arts

Status: Public event, [Eventbrite created:](#)

GOAL:

Community outreach and event promotions

OVERVIEW:

Meet and greet of street team to unveil the new Triangle Square brand.

The Triangle Square name and brand will be shared. Event and community outreach calendar will be shown, inviting attendees to enjoy the new commercial community.

Become acquainted with fellow tenants and neighbors Triangle Square Revitalizing Team that are working on a downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to cater to the community.

TEAM: (4 INDIVIDUALS)

- Greet and work with the city and community leaders, Cultural Arts Committee, City Council
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing our new logo pins

GOALS:

- Speak with over 100 people
- Distribute 40 pins
- Acquire over 20 emails for community engagement notifications.

ATTENDEES:

(800) attended

Team attended: A.T. Connections, Jovenville street Team, Artist Aaron Glasson





EVENT DETAILS:

Community Outreach: Tenant & neighbor meet & greet

Wednesday, September 18th, 2019, 11am - 2pm

Venue: Triangle Square; Yard House

Status: Private Event

GOAL:

Outreach & Tenant Support

OVERVIEW:

Meet and greet of Tenants and Revitalization Team, to give an update on Triangle Square efforts and revitalization plans.

The Triangle Square Tenant data dashboard will be shown, with marketing reports. Design renderings shared, with paint palettes, along with City submitted signage strategy.

A tenant support system, community outreach and event calendar will be shared, inviting tenants and neighbors to participate and promote at events: Costa Makers Block Party, Mural Dedication, Cheers to 20 Years, I Heart Holidays

Become acquainted with fellow Tenants, connect Triangle Square Revitalizing Team working on a downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to drive traffic and sales.

ATTENDEES:

(20) attended

Tenant attended: Yard House, La Vida Cantina, Starlight Cinemas, H2O Sushi and Izakaya, Halloween Boutique

Team attended: A.T. Connections, Perkins Eastman, Selbert Perkins, Jovenville, Facilities Manager





EVENT DETAILS:

Community Outreach: Costa Makers Block Party

Saturday, September 28, 2019, 11am - 3pm

Venue: Triangle Square; United Methodist Church

Status: Public, [Eventbrite created:](#)

GOAL:

Outreach & Tenant Support

OVERVIEW:

Pop-up art show and modern craft fair featuring a curated collection of artists and makers in our area.

Meet and greet community with welcome station. With an event map will take you from an artist and makers market, to live mural paintings and hands-on art areas, beverage and dessert stations.

The Triangle Square name and brand will be strategically placed, with mural features on display. An event calendar will be featured, inviting community to participate and promote.

Community can become acquainted with tenants and Triangle Square Revitalizing Team that are working on creating a community driven downtown Costa Mesa.

100% of food sales and 10% of art and maker sales will benefit the art program at Rea Elementary School located in west Costa Mesa. More Info: www.costamakersoc.com

TEAM: (4 INDIVIDUALS)

- Greet and work with the city and community leaders
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing our new logo pins

GOALS:

- Speak with over 500 people
- Distribute 200 pins
- Acquire over 300 emails for future notifications.

ATTENDEES:

(700- 800) attending

Tenants participating: Yard House, Keys on Main, Cafe Seville, Black Knight

Team attending: A.T. Connections, Jovenville, Asset Manager





EVENT DETAILS:

Community Outreach: Costa Mesa Mural Dedication

Wednesday, October 2nd, 2019, 10am - 11am

Venue: Keys on Main

Status: Private, [Eventbrite created](#)

GOAL:

Outreach & Tenant Support

OVERVIEW:

Invite and excite the City of the Arts, to dedicate this mural to Costa Mesa, and a revitalized Triangle Square. Mural dedication featuring Travel Costa Mesa and Triangle Square, with artist Aaron Glasson. Inviting City, Chamber, Cultural Arts Committee, Tenants, and Neighbors. Meet and greet community with welcome station. Media and photographers to capture dedication.

The Triangle Square name and brand will be strategically placed, with mural story on display. An event calendar will be featured, inviting community to participate and promote. Community can become acquainted with tenants and Triangle Square Revitalizing Team that are working on creating a community driven downtown Costa Mesa.

ATTENDEES:

(42) attended, 113 invited

TEAM: (4 INDIVIDUALS)

- Greet and work with the city and community leaders
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing our new logo pins

GOALS:

- Speak with over 40 people
- Distribute 40 pins
- Acquire over 113 emails for future notifications.

ATTENDEES:

(42) attended

Tenants/Vendors participating: Keys on Main, Wonderland Bakery, Old Town Roasting

Team attending: Owner, A.T. Connections, Facilities Manager





EVENT DETAILS:

Tenant Support: Cheers for 20 Years

Saturday, October 26th, 2019, 2pm - 6pm

Venue: Triangle Square

Status: Public

GOAL:

Outreach & Tenant Support

OVERVIEW:

CHEERS TO 20 YEARS celebrates Yard House's opening 20 years ago, at Triangle Square, and celebrates this community contributor with a day filled with Halloween themed fun. The event is free, but you must RSVP for event attendance, and to get your event map:

- Find your perfect costume at Halloween Boutique, to wear to win, and bring receipt to #CHEERSTO20YEARS to get a free gift with purchase
- Check in at welcome station, with a walk up the Newport Blvd. staircase runway, for your red carpet photo booth. Become a star, after taking a picture. Post with #CHEERSTO20YEARS, and be entered to win up to \$500 in prizes.
- Visit Yard House to treat all day, eat up and enjoy a \$10 off card when you check in at the welcome station. Be sure to congratulate their hard working crew on 20 years well done.
- Enjoy face painting, animal balloons, and family friendly activities. With a kid play station and candy stand for our littlest costumed fans.
- End the celebration with a costume competition, with lively Cafe Sevilla entertainment with the Gypsy Kings. Then make a wish on a candle filled cake, worthy of Yard House's 20 years at Triangle Square.

ATTENDEES:

(200) attended

Tenants participating: Yard House, Cafe Seville

Team attending: A.T. Connections





EVENT DETAILS:

Community Outreach: Tenant & neighbor meet & greet

Monday, November 25th, 2019, 10am - 12pm

Venue: Triangle Square; Yard House

Status: Private Event

GOAL:

Outreach & Tenant Support

OVERVIEW:

Community meeting of Neighbors, Tenants and Revitalization Team, to give an update on Triangle Square efforts and Digital Display designs and details.

Lighting and Signage experts will be in attendance, to walk neighbors through the detailed Light Study. The Triangle Square Digital Design renderings will be shared, along with City submitted signage package. Press Kit will be shown, with the community outreach and event calendar featured, inviting tenants and neighbors to participate and promote the next event: Shine Bright Viewing Party.

Ask us questions, look at designs, and hear strategies to minimize resident impacts, curate community content, and feature local Artists.

ATTENDEES:

(516) invited

Tenant attended: Keys on Main, Tavern and Bowl

Team attended: A.T. Connections, StandardVision, Selbert Perkins,





EVENT DETAILS:

Community Outreach: Lighthouse Lighting

December 1st, 2019, 5pm - 7:30pm

Venue: Triangle Square; First United Methodist Church

Status: Public, <http://shinebrightcm.com/>

GOAL:

Outreach & Tenant Support

OVERVIEW:

Join us for a FREE festive, family-friendly community event on the [Triangle Square](#) rooftop in the heart of Costa Mesa!

- Photos with Santa
- Hot apple cider and cocoa, with Yard House
- Cookie-decorating (and eating), with Wonderland Bakery
- Holiday art panels, with free festive frames for kids and adults, with Best Framing
- Christmas carol sing-along with the First United band
- 2nd Annual Bell Tower Lighting of First United at 7:15pm with Viewing Party from the Triangle Square rooftop.

ATTENDEES:

(300) expected

Tenants participating: Yard House, Baker and Frost

Team attending: A.T. Connections





EVENT DETAILS:

Community Outreach: Tenant & neighbor meet & greet

Monday, December 2nd, 2019, 5pm - 7pm

Venue: Triangle Square; Keys on Main

Status: Private Event

GOAL:

Outreach & Tenant Support

OVERVIEW:

Community meeting of Neighbors, Tenants, and Revitalization Team, to give an update on Triangle Square efforts and Digital Display designs and details.

Lighting and Signage experts will be in attendance, to walk neighbors through the detailed Light Study. The Triangle Square Digital Design renderings will be shared, along with City submitted signage package. Press Kit will be shown, with the community invited to follow us on social media.

Ask us questions, look at designs, and hear strategies to minimize resident impacts, curate community content, and feature local Artists.

ATTENDEES:

(516) residents invited

Tenants Hosting: Keys on Main, Tavern + Bowl

Team attended: A.T. Connections, StandardVision, Lighting Design Alliance, Selbert Perkins

