



MARKETING AT UPTOWN STATION

The success of your store is as important to us as it is to you.
We want to make sure that we work with you to ensure that success.

We have many ways to help get your message out, most of these are at no cost to you. We've listed below just a few of the ways we can work together. Please talk to us at any time to discuss these or other ideas.

Ways to get in touch are below. Please tell us about your promotions, sales, events and general news. Let us know who we should talk to so we can make sure we can help you.

- **STORE DIRECTORY** - We produce regular editions of a directory and map available to all visitors to Uptown Station. The directory is available from dispensers around the center, from 'take-one' displays in stores and as a download from our website. We also periodically distribute copies to accommodations on Okaloosa Island and as inserts to local publications.



- **UPTOWN STATION WEBSITE** - We have a regularly updated website at uptownstation.com. This features our tenants and highlights events and promotions. We also provide links to your website.

- **SOCIAL NETWORKING** - We regularly post updates to Facebook, Myspace, Twitter and other social networks. Let us know of your promotions, sales and events and we can make sure we shout about you.

- **NEWSPAPER ADVERTISING** - Uptown Station regularly places ads in local and regional publications to attract visitors to the whole center. We are very happy to discuss joint promotions at any time.

- **MUZAK AT UPTOWN** - You will have heard the music that is played around Uptown station. This is personalized for Uptown Station and we have the ability to include ads for any of our tenants. These can be existing radio commercials that you have, or we can have ads created at very low cost.

- **MOVIE NIGHT AT UPTOWN STATION** - Our movie nights are held every two weeks during the summer months and once a month between October and December. We feature recent movies in a 'Drive In' style. These attract a large, loyal audience who either bring their lawn chairs or blankets and sit out in Central Park, or park in their cars and listen to the soundtrack on FM radio, while watching the movie on the Emerald Coast's only 30' inflatable movie screen. Prior to the feature movie we run a movie highlighting events at Uptown and we can include ads provided by tenants. We also have the ability to have ads produced for you at very low cost.

- **THE UPTOWN EXPRESS** - The kiddies train runs on marked tracks around the center and provides ride for children at events, and at weekend and during out of school hours. We offer sponsorship of the train, arranging for pick up and set down outside your store or other ways to use this amenity to enhance your business.

- **READER BOARD ON MONUMENT SIGN** - As part of your lease we feature you on the moving reader board at the entrance to Uptown Station. However we can work with you to provide additional or enhanced messages on this board.

- **EVENTS AND CEREMONIES** - We hold various events at holiday times through out the year, ranging from Christmas, Spring/Easter, July 4th, Halloween etc. We would be delighted to involve you in these events if you think there is a way to promote your business. This could be as wide as "The Easter Bunny brought to you by XXX store" to actually having a kiosk or stand at an event. Let's discuss how we could include you.

We hold regular Flag Raising Ceremonies throughout the year in conjunction with the Police and Fire Departments. Of course we have no wish to commercialize these ceremonies, but we would be happy to discuss how we could promote your business during the ceremony in a tasteful and fitting way.

- **SIGNAGE THROUGHOUT THE CENTER** - As part of the Phase 2 development, we will be revising the signage around the Center, and introducing common branding in all areas. There will be opportunities to have enhanced features on this signage, from the addition of logos, to special features on monument signs at entrances. We will be introducing Store Directory Maps at strategic locations around the center, providing the chance for you to highlight your listing.

Also planned are kiosks with space for advertising posters, both for events and individual stores and businesses.



UPTOWN STATION

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