



NewMark Merrill

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March 20, 2020

Dear Tenant,

“May You Live in Interesting Times” – over time, this saying has been interpreted as a blessing, a curse or a challenge. Suffice it to say, I don’t think any of us wanted times to be this interesting. I believe, however, that there is a blessing out there, and I’m sure we are all collectively looking for it now.

These are certainly unprecedented times. In my more than 30 year career in the shopping center business, I have seen recessions, 9/11, the financial meltdown of 2007/08 and Amazon, but I have never seen a time when the entire world is “sheltered in place” and whole categories of tenants are prohibited from operating.

As President of NewMark Merrill Companies, the manager of your shopping center, we are committed to your long term success. We will continue to be a major asset to the communities we reside in. We will engage the customer, provide an environment where they can shop, be entertained and intertwine with their daily routine and lifetime of memories. We believe that a relationship is built over time, and we are committed to do our part to continue to be a positive influence in the neighborhoods we serve. If we all commit to do this well, our tenants benefit, our centers benefit, and our customers benefit.

So, what are we doing to give all of us the best chance of success once this crisis is over?

First, even though many of our centers have tenants who have been forced to close, and many have limited operations, we are keeping our lighting, our landscaping, and our common areas secured and open to the public. We still want people to engage with our environments, be able to purchase what they need, and enjoy some fresh air, all while following the guidelines in place by local, state and federal governments.

Second, we have engaged with community leaders to assure them that they can use our common areas for necessary public purposes – whether it be schooling or other key uses.

Third, we have adjusted our janitorial services to reflect lower traffic in some areas but to dedicate more time to cleaning the common areas and, to the best of our ability, make sure they are safe harbors from the coronavirus.

Fourth, we will continue to reach out to our local neighbors – remind them of our place in their community, and encourage them to use the modified resources you are providing to them. We will use our social channels, websites, and other marketing to make sure our shoppers know the status of your shopping center.

Finally, our team is available to talk to you – hear your comments, suggestions and concerns. We are trying to communicate the best we can with a large number of tenants, customers, and communities, and we will work hard to support you. We have identified resources like the SBA who have low interest loans, marketing resources who can help you promote your business or use social media to reach your customer in different ways, or even talk about how your insurance may assist you. The SBA has provided a simplified form to request up to \$3mm for small businesses. The site is

https://disasterloan.sba.gov/ela?utm_medium=email&utm_source=govdelivery

This difficult period will pass. There will be some scars, people will need time to recover, but with the connections we have built in the community, and the special place we hold in our neighbors’ hearts, we will come back stronger than ever.

America is the story of people of all different backgrounds overcoming incredible obstacles by working together, meeting challenges and turning them into opportunities.

I am not sure where that opportunity will come from just now, but together we will get through this period and look back at what we achieved and what we learned. Please feel free to reach out to us through my e-mail address at ssigal@newmarkmerrill.com or your property manager and we can connect you with the right person.

Be healthy, stay safe and thank you for all you do to serve the community, and make our centers special.

Sincerely,

Sanford D. Sigal
President and Chief Executive Officer