WS welcomes you back.
Today, more than ever, we are poised to understand the true value of human connection. Smiles, simple greetings, and small gestures of thoughtfulness and gratitude can all be experienced at a safe distance and that is the reality to which we are excited to return.

Our relationships are the basis of our business and we are committed to supporting you, our partners, as you re-emerge from this time and set new strategies for the future. We’ve taken the last several weeks to rethink, retool and refocus on what we believe will well position our places to succeed.

Communicating safety, building confidence and engaging the consumer in new and transformational ways is at the center of our plan. As vital partners, we appreciate the challenges you have faced. We hope the following pages provide assurance in our efforts as well as a commitment to being responsive to your feedback and needs along the way. Please note, these strategies may vary by property. We are in this together. Thank you for all that you do.

For feedback and questions, please contact:
WelcomeBack@wsdevelopment.com
PHASE I
Ready.

PREPARING FOR OUR RETURN

COMMUNICATION 4
OPERATING HOURS 4
SAFETY & CLEANLINESS 5
CURBSIDE PICKUP 6
GUEST QUEUING 6
REAYING YOUR RETAIL & RESTAURANT EXPERIENCE 7
“GETTING READY” GUIDELINES 8

PHASE II
Return.

STRATEGIES FOR REOPENING

MARKETING 9
OPERATIONS 10

PHASE III
Reimagine.

NEW ROUTINES. NEW OPPORTUNITIES

LEARNING & EVOLUTION 11
PREPARING FOR OUR RETURN

COMMUNICATION

• We are currently in touch with many of you to understand your reopening operating and marketing plans so as to be responsive to your needs and questions, and support those needs in ways that we can.

• Upon local government ordinance, your property team will reach out to you with information regarding opening expectations, operating hours, and safety protocols.

OPERATING HOURS

• As open-air, community hubs with many essential operators, we have remained open throughout this period; as such, the property will continue operating in accordance with its Standard Hours.

• In an effort to support your transition to reopening, we are extending the option of operating within Minimum Reduced Hours for a set period from the date of reopening.

• The Minimum Reduced Schedule will be 10 AM – 6 PM Monday through Saturday and 12 PM – 6 PM on Sundays. Some exceptions may apply.

• The start and end date of these hours will vary based on government legislation and will be confirmed by your property team.
SAFETY & CLEANLINESS

• Increased Sanitization Practices
  • All janitorial staff will be equipped with personal protection equipment, including
    facial coverings and gloves, as recommended by the CDC.
  • Our staff will lean on CDC-approved disinfectants that effectively address the COVID
    virus and deploy efforts in accordance with or exceeding sanitation guidelines.
  • Increased focused and frequency of cleaning will address high-touch areas such as
    doors, trash receptacles, common areas, etc.
  • Cleaning procedures will be purposefully visible to inspire consumer confidence and
    ensure all those on property feel safe.

• Personal Protection Equipment (PPE)
  • Customers will be encouraged (or required) to wear facial coverings as recommended
    by the CDC and in keeping with local government guidance.
  • Free, CDC-approved masks will be available to shoppers upon request.
  • Sanitization stations will be deployed throughout the property; until these are in
    place, disinfectant gel will be available upon request from the management offices, as
    supplies last.

• Social Distancing
  • Customers will be encouraged and reminded to remain 6 feet apart by way of on-
    property signage, including added signage to common areas, entrances, high-traffic
    areas, etc.
  • Social distancing signage – such as window decals, cash wrap communications,
    window signs, etc. – will also be made available for use by you
  • Property staff, including security, will actively encourage compliance to local regulation.

• Staff and Vendors
  • Our staff, vendors and contractors will be required to pre-screen themselves at home
    prior to coming to our property. Should they exhibit a fever and/or flu-like symptoms,
    they will be required to stay home.
CURBSIDE PICKUP

- We will be implementing a Curbside Pick-up Program, “Pick Up Quick”, across properties where there is demand.
- Designated parking areas labeled by color will be distributed throughout the properties, supporting convenient, quick-service pick-up for transactions that have been completed over the phone, digitally or via a third-party service (GrubHub, Caviar, DoorDash, etc).
- Parking spaces within these nodes will be individually labeled so as to be easily identified between merchant and guest (i.e. “green, space 2”) 
- Property maps identifying these areas will be available online and posted at the property level for ease.
- Upon arrival, guests should be instructed to call the store to let them know of their whereabouts (i.e. “green, space 2”); store employees will then be responsible to deliver the goods to that designated space.

GUEST QUEUING

- We ask that you remain focused on maintaining an acceptable and compliant number of guests in your spaces, based on government ordinance and your customers’ ability to maintain a safe distance from others.
- Should your spaces exceed these limits, please invite new guests to wait outside or consider a “queuing” text/SMS platform so as to allow your guests to sign-up and come back when space allows.
- We will also be experimenting with private shopping and group shopping opportunities at the property level. If you are interested in participating in these programs, please contact your property team.
READYING YOUR RETAIL & RESTAURANT EXPERIENCE

We believe transitioning both your spaces and omni-channel practices is paramount to win in this environment. The below list provides some high-level considerations for both. Our Retail Incubation team is deeply knowledgeable and happy to assist in translating these ideas to your business. Should you be interested in a personal consultation, please reach out directly to: retailincubation@wsdevelopment.com.

- Build a customer experience that focuses on safety, ease of experience, and added convenience.
- Consider new services:
  - Contactless checkout.
  - Your ability to facilitate “Pick up Quick” via staffing and appropriate signage.
  - Consider home delivery options.
- Position product for ease of shopping and new consumer expectations around personal space – consider how much product should be on the floor and how product should be stored in back of house.
- Space fixtures and furniture to support social distancing.
- Think through audio, lighting, and scents to reduce customer anxiety.
- Map out customer pathways to purchase (both physical and digital) – consider your return policy, both how to protect your business as well as remove friction from the customer experience.
- Survey loyal customers to understand what is important to them now – focus on value, not just discounts.
- Develop customized offerings to entice conversion.
- Develop fitting room guidelines and product interaction guidelines (i.e. demo/display product); communicate these practices to your customer base via increased signage.
- Leverage digital channels to engage customers, drive intent and support conversion; lean on your property team to assist with these efforts.
  - Consider live streaming via Instagram and Facebook as well as other ways to meet your guests where they are.
“Getting ready” guidelines

We have developed a robust set of guides in hopes of assisting in your reopening from rethinking your experience, to providing adequate safety guidance to your employees and vendors to extending your digital footprint. We invite you to explore these resources at the links below:

SOCIAL DISTANCING GUIDELINES

- PREPARING YOUR STORE
- REOPENING YOUR STORE
- REOPENING YOUR RESTAURANT
- REOPENING YOUR OFFICE
- FOR YOUR EMPLOYEES
- FOR YOUR VENDORS
- REOPENING GRAPHICS PACKAGE

SOCIAL PLATFORM TOOLS

- SOCIAL MEDIA LIVESTREAMING
STRATEGIES FOR REOPENING

MARKETING

• Safety first.
  • We believe – above all else – guests, staff, and the general public will be looking for guidance and a sense of safety as they resume their day-to-day lives. Therefore, you will see much of our reopening communications put this sentiment at the forefront.
  • We will educate the guest on measures that we are taking to protect them, outlining options available to them with regards to PPE and new services. Signage and visual communication across our properties will be designed to help our guests acclimate to our new normal, practice social distancing and enjoy a clear, seamless experience.

• Fully Embracing our Omni-Channel Opportunity
  • Digital and social channels will provide meaningful ways for guests to engage with both property- and retailer-experiences as well as celebrating our collective community engagement efforts.
  • As leaders in digital content, we are eager to partner with you to bring your experience outside of your walls. Our digital communities are 5x greater than our strongest competitors in any given market. Our teams are well-equip to serve you – whether that means highlighting new products, going behind the scenes with one of your staff or a third-party partner, unpacking recipes live with your chefs, how-to’s, etc.
  • We believe the collaboration opportunities are endless and that together we have the power to rally our local neighborhoods and communities around supporting the relaunch of their favorite establishments.
• #Openforbusiness
  • There is nothing that makes us happier than seeing doors reopen – we intend to shout these moments from the rooftops.
  • Upon reopening, we will deploy an omni-channel “we’re open” message across email, website, social channels as well as earned and select paid media.
  • Our goal is to also shine a light on individual businesses – whether that be important operational notes or simply a reminder that you’re back.
  • For local businesses in particular, we believe there are tactful ways to ask for business by imparting a sense of community obligation. We will be actively pushing campaigns that do this and encourage you to do the same.

• Extending the Property Experience
  • Over the next handful of months, we will be shifting our event strategy to focus on smaller, serial events and conversion-oriented activation. We will also extend the reach of these programs by broadcasting them and inviting participation via our social platforms (IGLive, IGTV, Facebook Live, etc.) We have seen great participation in these events during our time away and know they will be that much more powerful as an extension of real-time activation on site.
  • Expect to see added surprise and delight moments throughout the property.

• Community Strong.
  • Lastly, the COVID pandemic has put in focus our ability to create a platform for and contribute to those in need within our communities. We have spent the last several weeks focused on assisting front-line workers in the communities in which we serve and will continue to do so.

OPERATIONS
  • Expect to see increased signage throughout the property designating safety requirements as well as new amenities, i.e. Pick Up Quick.
  • Adjusted communal spaces and furniture configuration to allow for social distancing.
  • After this time apart, we have a renewed appreciation for the building infrastructure, and we’re committed to up to date record keeping and providing you with best in class resources for vendors. Please contact your property team if you need a service provider recommendation.
  • Wherever possible, we intend to increase outdoor dining capacity; property teams will be actively reaching out to discuss options where they exist.
NEW ROUTINES, NEW OPPORTUNITIES

LEARNING AND EVOLUTION

• Experimentation is a central theme for us over the coming months.

• We are focusing on listening and learning from our customers, through a variety of research efforts, to unearth new and different means of engaging with them. If you have specific questions, do not hesitate to ask your property team and we would love to work together to identify solutions.

• We will support a series of webinars aimed to shine a light on the challenges and opportunities that we collectively face in the post-COVID world. We hope you’ll participate as well as provide feedback on content areas for the future.

• We will test new and different platforms – with your (hopeful) participation – from unlocking new ways for the customer to shop and experience our properties to bringing the experience into their homes.
EVERY DAY OUR SUCCESS IS MEASURED BY THE STRENGTH OF OUR MERCHANTS AND THE HAPPINESS OF OUR GUESTS.
With challenge comes **opportunity**. And with a long-standing belief in our open-air formats, emphasis on experience, design, and shared common spaces, we believe we are well positioned to **help you as well as our customer communities find solace and success in this new environment**. As always, please let us know how we are doing and **thank you for your partnership**.

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**WSDEVELOPMENT**

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