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Fondren - DRAFT tenant marketing plan

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Please find below a draft plan for marketing for Fondren. Please provide your comments directly to Michael Chang who will lead finalizing this document. We will need a zoom call for midweek next week, to discuss budgets and finalize plans.

Marketing for Fondren Tenants:

1. Digital Brochure – for *Vintage and Design* Center Completed (attachment 1)
 - a. Intake form online completed
 - b. Pricing Completed
 - c. Agreement to manage tenants – Conveyance – competed
 - d. Create process and scheduling for touring location

2. Digital Brochure – for *Total project*, including Warehouse Scheduled completion – October 17th
 - a. Print Brochure about project – will need 2,000 copies

3. Will need to get some renderings done for the center – Will need 2 weeks to finalize finishes and colors

4. Outreach strategy:
 - a. Complete Target Lists
 - i. Designers
 - ii. DEC Center – Woodway Tenants
 - iii. All Home related retail locations on Fondren
 - iv. Exhibitors to Round Top – Can exhibit at Fondren between shows
 - v. Purse, with Paper city – Design Week 2025 hosting
 - vi. List of contacts provided by partners, with customized emails.
 1. Amir List designers
 2. David Post and email out
 3. Al list
 - vii. Co Broker Strategy
 - viii. PR Firm Engagement
 - ix. Posters for Fence – coming Soon (Attachment 2)
 - x. Outreach to Art Studio potentials for South Mezzanine
 - xi. Create of list of potential National tenants – such Sherwin Williams – research who their broker is and contact directly
 - xii. Come up with plan – broker outreach for potential restaurant partnership

5. Digital Foot print

- a. Band / website Updates
- b. Create Social Media
- c. SEO strategy – pay per click

6. Budgets

- a. Will put the budget together by Tuesday the 8th to review with team

7. Timeline

- a. Vintage center soft opening November 15th ish

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