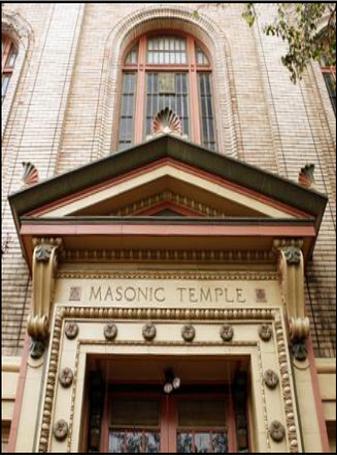


## Temple Art Lofts – Opening March 2013



With the Historic City Hall and Masonic Temple in downtown Vallejo currently under construction and reopening as the Temple Art Lofts in March of 2013, many residents and business owners in the area are gearing up with excitement over the revitalization that Temple Art Lofts will bring to the downtown area. In the beginning stages of construction, our marketing efforts for the 29 residential units at Temple Art Lofts consisted of sending local businesses and organizations letters and flyers describing the amenities, basic facts and who to contact for an application. Then we shifted our focus from getting information out to local businesses from the surrounding streets of the construction site to getting the information to the art community in Vallejo.

We targeted the Vallejo Open Studios art event by sending an emailed postcard to each artist showing their work and by running a full page advertisement in the calendar that was handed out to each attendee at the event on November 10-11, 2012. We also sent each artist a flyer in the mail. We had 2 representatives attend and market the Temple Art Lofts at the Vallejo Open Studios art event. They passed out postcards, applications, and key chains while discussing with attendees and artist's showing their work what the Temple Art Lofts will bring to the Vallejo community. After speaking with many working artists at the event, they returned with a list of new businesses, studios, organizations and other places of interest to market to for current, practicing artists. We promptly sent each of these places flyers and postcards the week following the event.



Approximately 1000 flyers to different businesses and art organizations from Vallejo, Benicia, Martinez, Concord, American Canyon, Santa Rosa, Berkeley, Davis, San Francisco and more were mailed out over the past few months. The targeted businesses include art colleges, clubs, organizations, studios, supply stores, classes, and many more. Our team decided with construction nearing the final stages, we wanted to walk to downtown Vallejo streets and answer questions in person. We traveled a 5 block radius on foot surrounding the Temple Art Lofts building, entering

each open business, passing out flyers in person while answering questions and describing the positive results Temple Art Lofts will bring; the revitalization to the City of Vallejo and surrounding communities, the Historic renovation, amenities, units, income limits, rent amounts, and the application process.

We are currently mailing out applications to interested parties and have already begun receiving completed packets back. Our goal is to have all 29 units filled with qualified applicants before we open in March of 2013.

# Temple Art Lofts

707 Marin Street  
Vallejo, CA

*An art focused community located in the historic 1917 Vallejo Masonic Temple & 1864 Vallejo City Hall*



- \*Century-old Historic Landmark
- \*Studios, 1 & 2 Bedrooms
- \*On-site Art Studio Space
- \*Street-Front Galleries
- \*Grand Performance Hall
- \*Music School
- \*Grand Staircase Entrance
- \*Unique & Distinctive Floor Plans
- \*High Ceilings & Raised Lofts
- \*Stately Windows
- \*Modern Kitchens & Bathrooms
- \*Overlooking Downtown
- \*Affordable Rents Starting at \$680/Month
- \*Working Artists Given Preference
- \*Reserved off-street Parking Available
- \*Near Dining, Museums, Cultural Amenities, the Bustling Waterfront & Ferry Terminal to SF

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COMPANY