



SOUTHGATE
P L A Z A

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April 13, 2020

Dear Neighbor,

I hope your Easter and Passover celebrations were meaningful and reminded all of us of the value of community and tradition. While this virus may temporarily disrupt our lives, the holidays remind us that great things arise from great challenges.

It is hard to believe but it has only been 3 weeks since the Stay at Home restrictions were first put in place in California. Since then I have seen the strength in our communities, the resilience of our shoppers, and commitment of our tenants to serve you. I am writing you to share what we are doing to ensure that the tenants who are still open at Southgate Plaza remain successful, those that are temporarily closed have the best chance to re-open and make sure that Southgate Plaza remains a vital part of your community during this crisis and as life returns to normal.

One good thing that has come from this period has been the appreciation for things we used to take for granted. I toured our centers last week and despite the restrictions placed on our tenants, despite the rain, I observed the vibrancy, creativity and value of our shopping centers to those who frequent them. From the carefully ordered lines outside our grocery stores, discount stores and superstores, to the lines of people waiting to pick up food to go, and the drive-through lines for food and coffee, the desire to visit and support our local merchants was strong. The power of connection even separated by 6 feet and masks. And there were our security guards, our landscapers, those who maintain the premises walking through making eye connect with a grin and a wave. Everybody doing their part to make better what they could control, while making the best of what they could not.

We share this with you, to ask your support of each of our merchants – open, partially open, or closed. To shop with them when you can, to visit them, safely, and encourage them to continue, and to remember they are fighting more than ever to serve you, the community, grow, preserve and add jobs, and continue to be the backbone of the neighborhood. We will continue to invest in our centers – keeping them lit, well landscaped, clean and well operated. We will have virtual events, contests and other ways to help connect us with you. We will also continue to support the less fortunate through a variety of efforts including investments in food banks, survival bags to the homeless, and partnering with our tenants on their outreach to those who are having a difficult time.

Please keep up with our activities and the status of our tenants on our center website www.Southgate-Plaza.com and if there is something we can do better or if you have a suggestion please write me direct at ssigal@newmarkmerrill.com.

Sincerely,

Sanford D. Sigal
President and Chief Executive Officer