



# **Q4 2026 Retail Tenant Meeting**

September 10, 2026

# Today's Agenda

- Welcome & Introductions
- Why Q4 is Important
- Q4 Events & Opportunities
  - Ornaments Aglow & Tree Lighting
  - Holidays in the Village
- Shop. Sip. Stroll. 2027
- Property Management / Operations



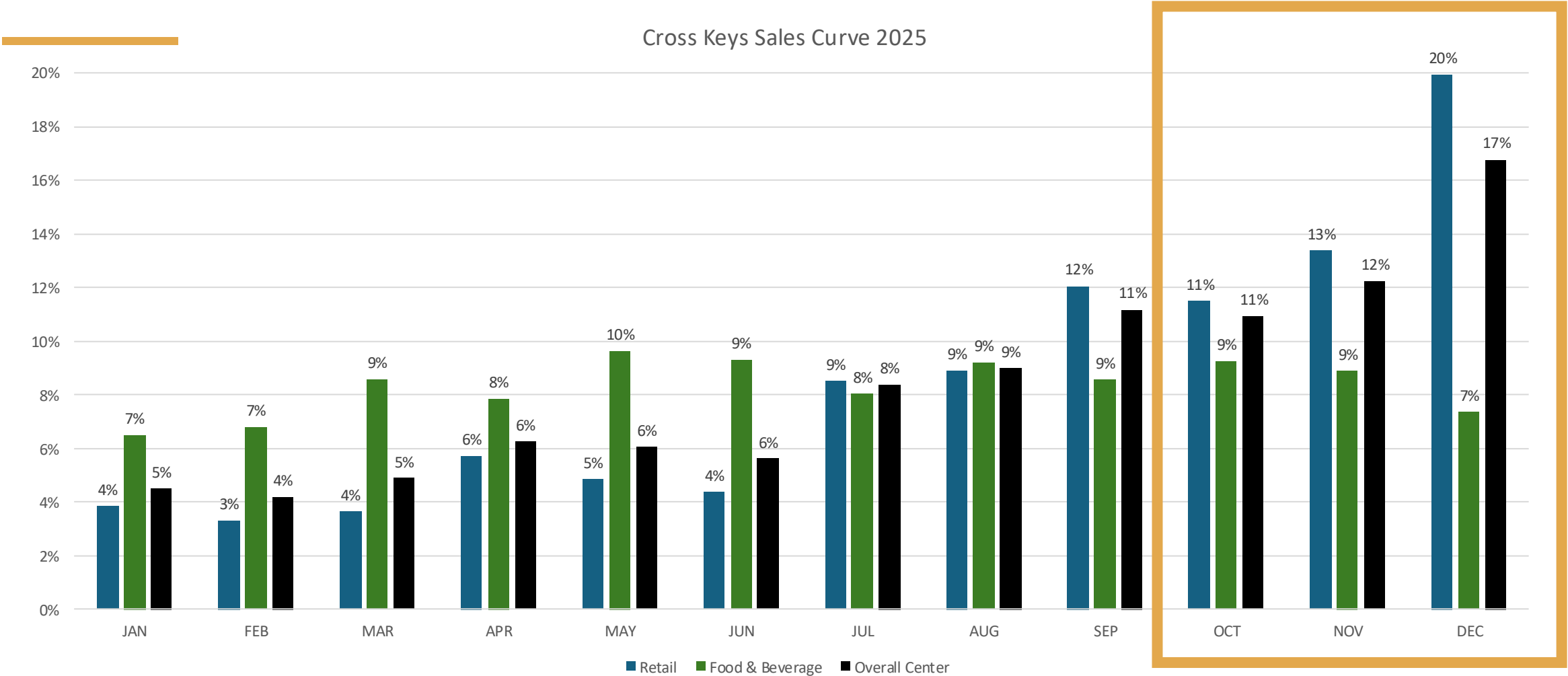
Welcome



# Q4

40% of Overall Sales  
45% of Retail Sales (excl. F&B)

Cross Keys Sales Curve 2025





# **Q4 Events & Opportunities**

# Q4 at-a-Glance

- **Ornaments Aglow – Where Baltimore's Best Light Up The Season**
- **Thursday, November 12** Holiday Décor Installation
- **Wednesday, November 18** Ornaments Aglow Kick-Off & Holiday Tree Lighting
- **Saturday, December 5** Holidays in the Village



14 Schools. One Glowing Celebration.  
Community. Connection. Creativity.

# Giant & Tree-Sized Ornaments



14 Schools. One Glowing Celebration.  
Community. Connection. Creativity.

# Participating Schools

|                            |
|----------------------------|
| Baltimore Polytechnic      |
| Beth Tfiloh <b>NEW</b>     |
| Bryn Mawr                  |
| Calvert School             |
| Friends                    |
| Garrison Forest            |
| Gilman                     |
| Jemicy <b>NEW</b>          |
| Odyssey                    |
| Park                       |
| Roland Park Country School |
| School of the Cathedral    |
| St. Paul's Schools         |
| Waldorf                    |



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# Over \$20,000 to be Donated to Nonprofits

|                       |                 |
|-----------------------|-----------------|
| 1 <sup>st</sup> Place | \$10,000        |
| 2 <sup>nd</sup> Place | \$3,500         |
| 3 <sup>rd</sup> Place | \$2,000         |
| Others                | \$500 each      |
| <b>TOTAL</b>          | <b>\$21,000</b> |



14 Schools. One Glowing Celebration.  
Community. Connection. Creativity.



# Kick-Off & Tree Lighting

## Wednesday, November 18

# Schedule

|        |                                                                                                                                                                                                                                                      |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5pm    | <ul style="list-style-type: none"><li>• F&amp;B and Retailer Activations</li><li>• Strolling Entertainment</li><li>• Live Entertainment at Stage</li><li>• Customer Discount Card Distribution</li><li>• Poe &amp; Oriole Bird (tentative)</li></ul> |
| 6pm    | <ul style="list-style-type: none"><li>• Tree Lighting &amp; Ornaments Aglow Kick-Off Ceremony Begins</li></ul>                                                                                                                                       |
| 6:30pm | <ul style="list-style-type: none"><li>• Tree is Lit</li></ul>                                                                                                                                                                                        |
| 7pm    | <ul style="list-style-type: none"><li>• Activations Conclude</li></ul>                                                                                                                                                                               |

# Kick-Off & Tree Lighting ACTIVATION OPPORTUNITIES!

RETAILERS ARE **REQUIRED** TO STAY OPEN UNTIL AT LEAST **7PM – PLAN NOW**

## OFFER A DISCOUNT TO ATTENDEES

- Attendees come to Cross Keys table to receive a discount card
- Email addresses & mobile numbers are collected
- Emails/numbers will be shared with all participating Cross Keys businesses

## CREATE AN ENGAGING & MEMORABLE GUEST EXPERIENCE

Cross Keys will help you bring it to life!

- S'mores bar
- Hot chocolate/Mexican hot chocolate bar
- Holiday ice cream bar
- Mocha/coffee bar
- Mulled wine
- Holiday cocktail
- Champagne Cocktail/Kir Royale

WE ARE OPEN TO YOUR IDEAS!



# Holidays in the Village

## Saturday, December 5

### Schedule

|             |                                                                                                                                                  |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 8am         | <ul style="list-style-type: none"><li>• Vendor Set Up Begins</li><li>• Quad Transportation for Vendor/Tenant Parking Begins</li></ul>            |
| 10am – 4pm  | <ul style="list-style-type: none"><li>• Makers Market with ~50 vendors</li><li>• Strolling Entertainment</li></ul>                               |
| 10am – 12pm | <ul style="list-style-type: none"><li>• Santa Experience in the West Courtyard (Young Family Focused)</li></ul>                                  |
| 12pm – 2pm  | <ul style="list-style-type: none"><li>• Retailer Activation Experience (Family Focused)</li><li>• Live Entertainment in West Courtyard</li></ul> |
| 2pm – 4pm   | <ul style="list-style-type: none"><li>• Strolling Holiday Toast (Adult Focused)</li><li>• Live Entertainment in West Courtyard</li></ul>         |
| 5pm         | <ul style="list-style-type: none"><li>• Quad Transportation for Vendor/Tenant Parking Ends</li></ul>                                             |

# Holidays in the Village

## ACTIVATION OPPORTUNITIES

### CREATE AN ENGAGING & MEMORABLE GUEST EXPERIENCE

Cross Keys will help you bring it to life!

- S'mores bar – Williams Sonoma
- Bow making – California Closets
- Face painting - Bluemercury
- Gingerbread decorating – Kneads
- Tiny Easel artwork – Framebridge
- Bracelet making – Rebecca Myers
- Gingerbread person (wooden/cardboard) decorating – Pied Piper
- Animal craft – Everhart
- Holiday-themed sunglasses – Warby Parker
- Etc.

WE ARE OPEN TO YOUR IDEAS!



# Tree Lighting & Holidays in the Village

## MORE ACTIVATION IDEAS



Cross Keys and Media Star Productions will work with you to bring your ideas to life. We can help with:

- Ideation
- Setup
- Staffing
- Materials
- Presentation

Have an idea of your own? Talk to us, and we'll see if we can make it happen!



Cross Keys' Signature Spring Lifestyle Event  
Thursday, May 20, 2027

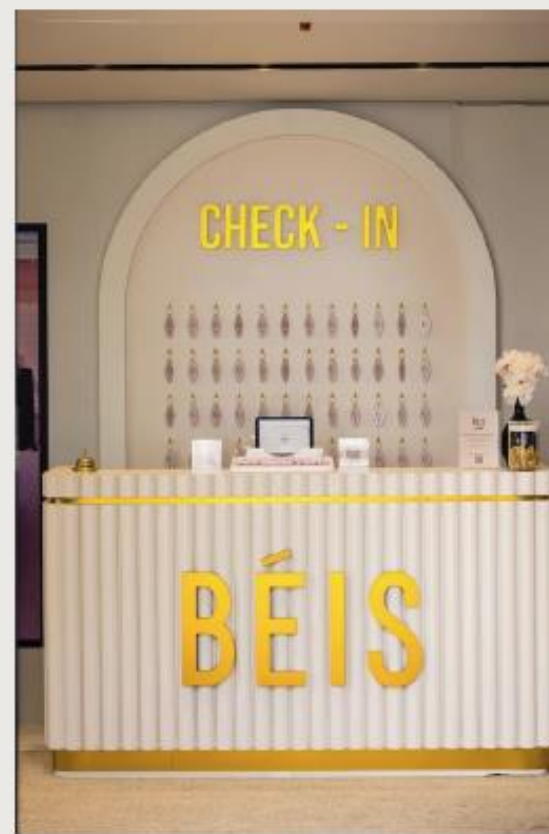
## The Vision

- Create a signature Cross Keys event experience
- Create meaningful community impact
- Drive sales & repeat business
  - Immediately
  - Return visits
- 150-300 guests Year 1
- Build an event that grows annually

# GUEST ARRIVAL

## REGISTRATION

- 10' Black Slat Bar
- 8' x 8' Wall with shelving to display retail and/or F&B tenant items OR
- Hooks for Key Ring "Passport"



# GUEST ARRIVAL

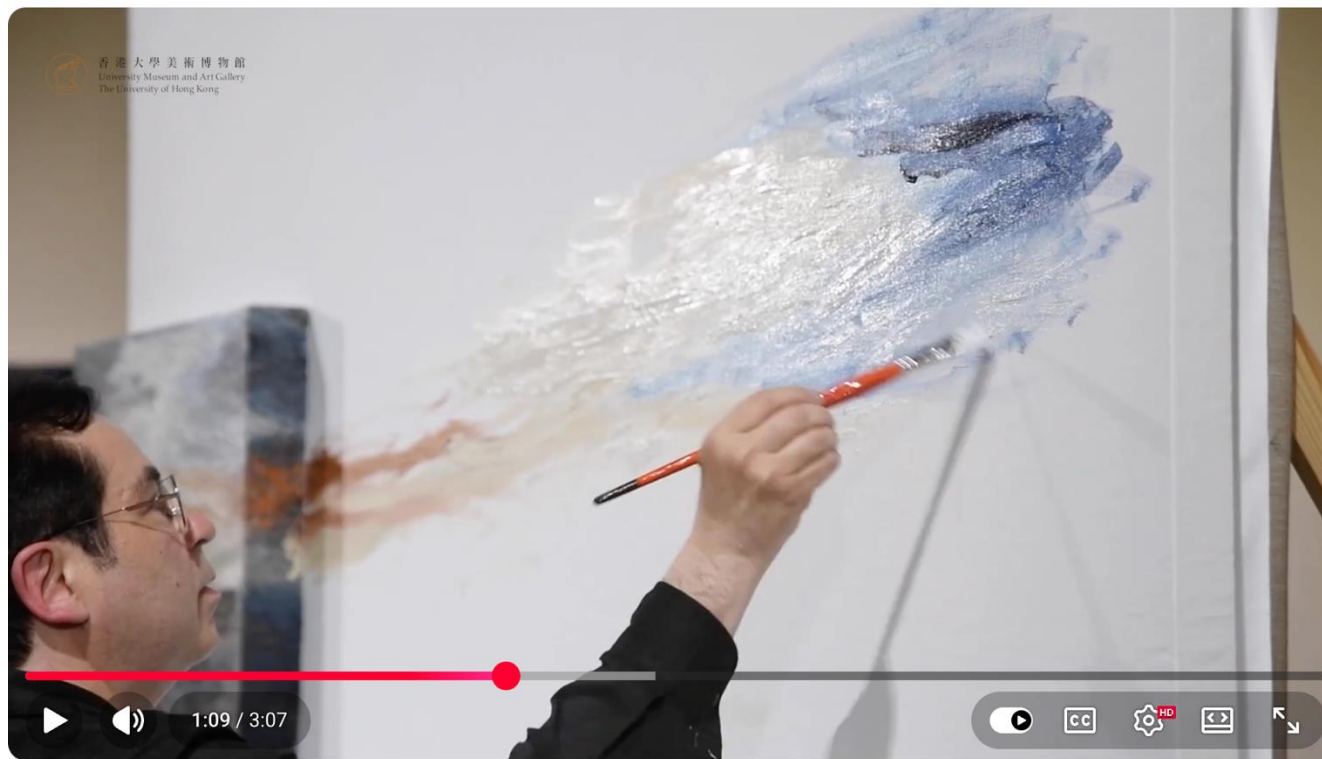
FURNITURE

- White Scrimmed High Tops (Optional Light)
- Lighter "Boutique Hotel" feel OR
- Darker lounge feel





KAT V



[Performance] Paintasia: A Pictorial Performance by Alberto Reguera at the University of Hong Kong

# Participation Opportunities



Cross Keys' Signature Spring Lifestyle Event  
Thursday, May 20, 2027

- Join the committee
- Provide fashions for informal modeling
- Contribute to the swag bag
- Create an engaging in-store experience



Cross Keys' Signature Spring Lifestyle Event  
Thursday, May 20, 2027

## WHAT'S NEXT?

- **Concept Presentation to the Cross Keys Community** based on strong commitment from F&B partners
  - Priority: Strong participation from retail & service businesses
- **Define Meaningful Retailer Participation**
  - Create an experience such as styling, demonstrations, trunk shows, mini services, special offers
  - Drive guest traffic & engagement

# Shop Sip & Stroll



Cross Keys' Signature Spring Lifestyle Event  
Thursday, May 20, 2027

## WHAT'S NEXT?

- **Establish a Planning Committee** that will include Cross Keys, nonprofit, F&B tenants, food/retail service tenants, & key partners
  - Shape programming, promotion, sponsorship & execution
- **Build a Coordinated & Compelling Bounce-back Strategy**
  - Every participating tenant must create & provide a compelling meaningful reason for a guest to return post-event



- Send us your lunch and catering menus
- We will promote them via:
  - Email blasts
    - Consumer
    - Behind the Gates
  - Social media
  - Website
  - On-site signage
  - Village Insider





## NEW

- Resident expansion underway
- Included in Sanctuary new resident welcome package



# CELEBRATE SOURDOUGH MONTH WITH A SPECIAL TASTING

Thursday, September 17  
11am – 1pm  
Rooftop Terrace



# **Property Management**

# Customer Experience Operating Rules

Areas to note:

## 1. Regular Retail Hours

- 10am – 5pm Monday – Saturday
- Noon – 4pm Sunday

## 2. Storefront Window Signage

- **ALL** signage adhered to the storefront **must be approved in advance** - this includes promotional signage and graphics
- All signage must be professionally prepared & installed on the inside of the glass. **Absolutely no handwritten or typed signage is allowed.**

## 3. Interior Storefronts

- **Storefronts must be clean at all times** (including windows and mullions)
- Must be illuminated from **8am – midnight** every day.



### VILLAGE SHOPS CUSTOMER EXPERIENCE OPERATING RULES

The Village of Cross Keys and its tenants will maintain a first-class environment for the mutual benefit of guests and other tenants. Therefore, the Landlord has set forth the following rules which must be maintained by all tenants of the Village Shops:

#### I. Tenant Operations

Signage, merchandise, or any other items may not be placed on the sidewalks or in the common areas except during landlord-organized events or with advance, written permission. Otherwise, all tenant activity must be within the premises.

#### II. Window Signage, Banners & Window Clings

All signage attached or adhered to the storefront **must be approved in advance** and be **professionally prepared & installed** on the inside surface of the storefront glass. This includes store name, hours of operation, promotional signage, etc.

Absolutely no hand-written or typed storefront signage is allowed.

Signage may not be attached by any visible means including wiring, suction cups, etc.

#### III. Operating Hours & Continuous Operations

|           |              |
|-----------|--------------|
| Monday    | 10am – 5pm   |
| Tuesday   | 10am – 5pm   |
| Wednesday | 10am – 5pm   |
| Thursday  | 10am – 5pm   |
| Friday    | 10am – 5pm   |
| Saturday  | 10am – 5pm   |
| Sunday    | 12noon – 4pm |

All tenants in Village Shops must operate during these hours. Center management will determine and communicate holiday hours.

Tenants must operate continuously and uninterrupted keep its business open and operating during the operating hours.

**Stores may not be closed for bathroom or meal breaks.**

#### IV. Maintenance of Premises & Storefronts

Tenants are responsible for the maintenance and cleaning of the store premises and storefront. This includes the regular cleaning of storefront glass and mullions. The premises must be well-maintained and always operated in a first-class manner.

**Interior storefronts must be illuminated from 8am – midnight every day.**

#### V. No Smoking

The Village of Cross Keys is a non-smoking property. Smoking, including aerosolizing, vaping, etc. is prohibited in all areas.

#### VI. Employee Parking

All employees must park in designated parking areas. Employee vehicles parked outside of designated areas are subject to fines and/or towing without notice.

#### VII. No Firearms

The Village of Cross Keys prohibits firearms in all areas of the property.

- In addition to these rules, tenants are also required to comply with all other rules, regulations, and aspects of lease / license agreements.
- The only exceptions to these rules are those specified in a tenant's Lease or agreement.
- Tenants are responsible for compliance by all tenant employees.

# Parking Policy - Reminder

- As a mixed-use property, our top priority is delivering the best possible customer experience.
- Over 60 businesses in Village Square
- A key part of that is making sure there is ample parking available for our guests.
- Make sure your Google Map has your business pinned correctly.

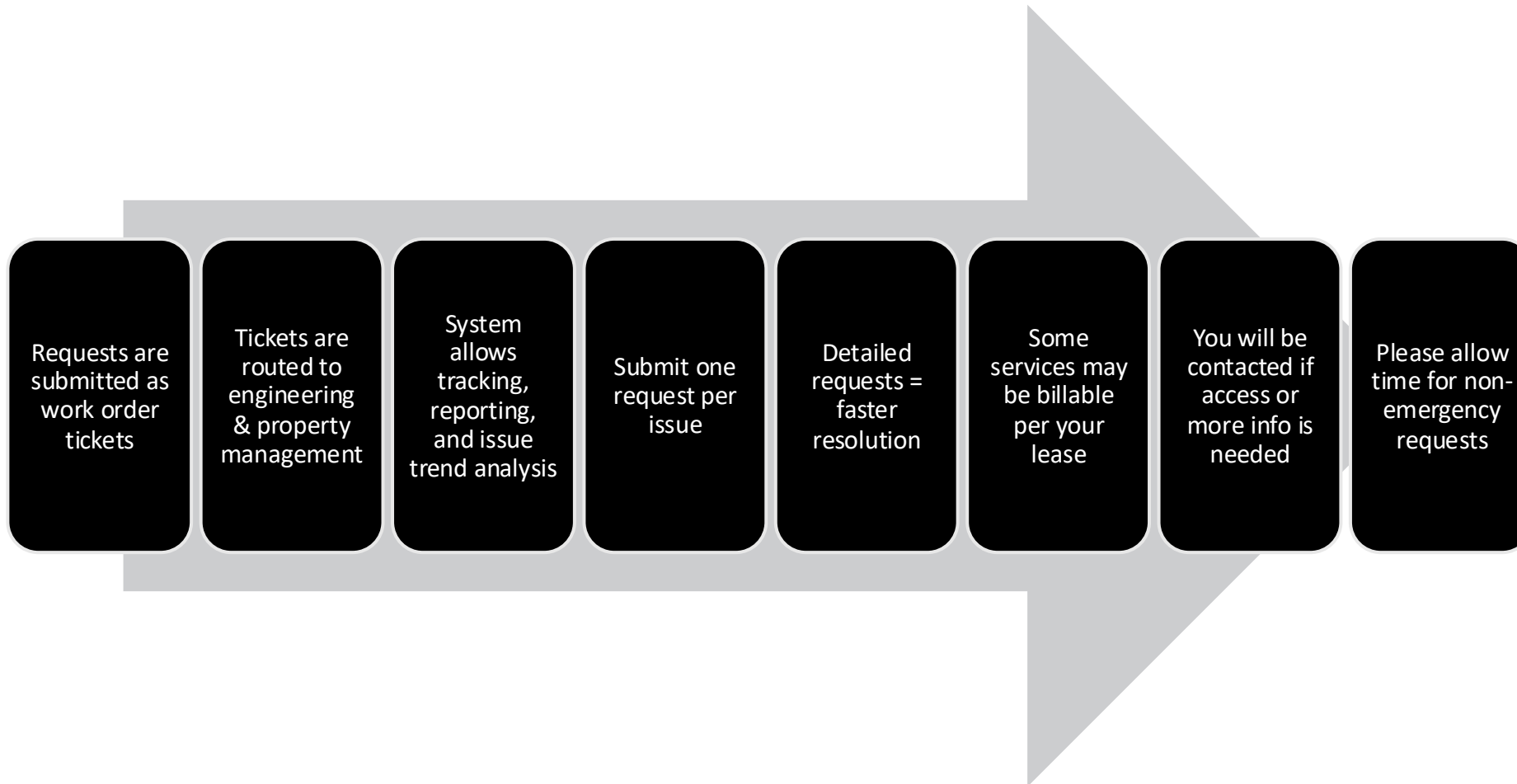


# Parking – Supporting the Goal



- Open surface lots and the upper-level parking deck are reserved for Cross Keys customers only
- Employees, contractors, and members are not permitted to park in these areas
- Review your employee list often
- Submit updates via email to Heather, Ethan, or via Customer Service

# Customer Service Workflow

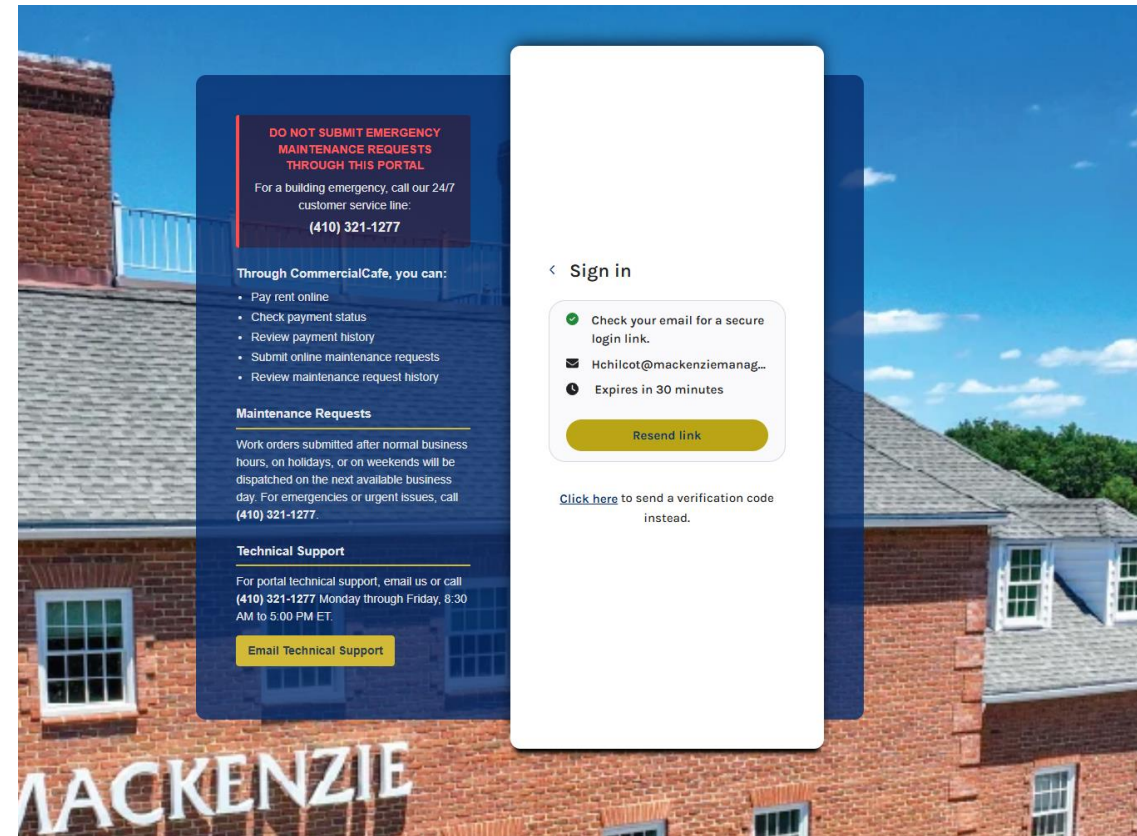


# Tenant Portal

- Check your account balance
- Make rent payments
- Access your lease & other important documents

Our goal is to continue enhancing your experience at Cross Keys through thoughtful tools and responsive service. If you have any questions or need assistance during setup, our team is here for you.

[portalregistration@mackenziemanagement.com](mailto:portalregistration@mackenziemanagement.com)



## FRIENDLY REMINDER!

Rent is due **on or before the 1<sup>st</sup>** of each month.

# Security

- Feedback?
- Observations?
- Security Escort Service
- Phone Tree



# Holiday Hours 2026

| Holiday          | Date                         | Hours         |
|------------------|------------------------------|---------------|
| Columbus Day     | Monday, October 12, 2026     | Regular Hours |
| Veterans Day     | Wednesday, November 11, 2026 | Regular Hours |
| Holiday Kick-Off | Wednesday, November 18, 2026 | 10am - 7pm    |
| Thanksgiving Day | Thursday, November 26, 2026  | Closed        |
| Christmas Eve    | Thursday, December 24, 2026  | 10am – 4pm    |
| Christmas Day    | Friday, December 25, 2026    | Closed        |
| New Year's Eve   | Thursday, December 31, 2026  | Regular Hours |
| New Year's Day   | Friday, January 1, 2027      | Closed        |

# Coming Soon

- Updated Tenant Handbook
- New Communication Card
- Phone Tree
- A-frame Guidelines
- Share your feedback...complete the [Tenant Satisfaction Survey](#)



## Village of Cross Keys

Village Square Retail Tenant Handbook

5100 Falls Road, Baltimore, MD 21210



**RULES & REGULATIONS**

**THANK YOU!**

