



# Neighbor Toolkit for Re-Opening

---

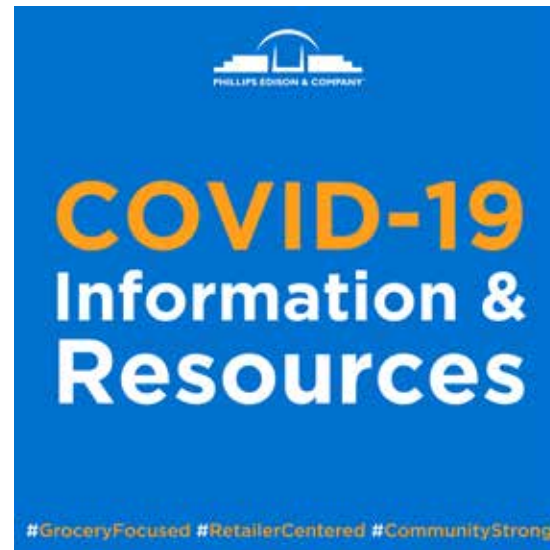
Connecting our Neighbors with resources to re-open.

# Overview

## The Situation

The PECO Connect® program was created by Phillips Edison & Company to connect our neighbors with the resources and information needed to navigate the COVID-19 situation.

We are pleased to provide this toolkit to help businesses as they prepare to re-open. The toolkit includes downloadable social media graphics, printable signage, customizable flyers and coupons, and useful industry guides and blueprints.



# Social Media

## Downloadable Graphics

PECO has created a collection of downloadable social media graphics sized for Facebook and Instagram. Each graphic may be customized as needed with a logo or additional text.

Neighbors are able to download the graphics individually or all at once in a zipped folder.



# Signage

## Printed Materials

PECO is providing neighbors with floor stickers, window signage, social distancing flyers, and welcome banners. These materials are available for download on PECO's website.

In addition, Front Row to Go® curbside pickup program has been implemented at select shopping centers. Neighbors who would like to learn more about this program should contact the PECO Property Management team at [PropertyManagement@phillipsedison.com](mailto:PropertyManagement@phillipsedison.com).





# Webinars

## PECO Connect® Webinar Series

The PECO Connect® webinar series was launched to connect our neighbors with additional support during COVID-19 from a variety of industry experts.

Topics have included: navigating The CARES Act, social media tips for business owners, and creative strategies to engage customers. Each webinar includes a Q&A session.

After each presentation, the webinars are available to stream from PECO's website.

**PECO CONNECT®**  
BUSINESS WEBINAR SERIES

**Social Media Tips During COVID-19**

**Moderator**

**Speakers**

**Colleen Johnson**  
Senior Vice President  
Phillips Edison & Company

**Sarah Malcolm**  
Co-President  
ATYPICAL

**Skye Revell**  
Chief Operating Officer  
ATYPICAL

**PECO CONNECT®**  
BUSINESS WEBINAR SERIES

**Creative Ideas to Engage Your Customers While Getting Ready to Reopen**

**Moderator:**  
**Colleen Johnson**  
Senior Vice President  
Phillips Edison & Company

**Speaker:**  
**Beth Azor**  
"The Conquering Queen"  
CRE Coaching Coach, Developer,  
Investor, Author/Speaker  
Azor Advisory Services, Inc.

[COVID-19-resources](#)

# Industry Resources

## Guides/Blueprints/Articles

PECO's 'Preparing to Re-Open' page is continually updated with industry articles, guides, and blueprints to assist a variety of business owners.

The page includes a separate section for restaurant owners with downloadable guides, marketing offers, and information to help owners re-open safely.





# Download the toolkit at:

<https://www.phillipsedison.com/neighbors/covid-19-resources/re-opening-resources>

---

Questions, comments, feedback? Email [PECOConnect@phillipsedison.com](mailto:PECOConnect@phillipsedison.com)



PHILLIPS EDISON & COMPANY®