



HILL
PARTNERS

MEDIA CONTACT:

For Hill Partners, Inc.

Paulette Caputo

704.551.2202

pcaputo@hillpartnersinc.com

Promenade at Coconut Creek Recognized with a MAXI Award by the International Council of Shopping Centers

Coconut Creek, FL. July 24, 2020 – Hill Partners, Inc. announced that its Promenade at Coconut Creek shopping center was recognized by the International Council of Shopping Centers (ICSC) with a Silver MAXI award for excellence in shopping center marketing for the *A Community Mural Painting Day* event held at the shopping center last October.

The MAXI Awards Program is an international marketing competition that was established in 1972, celebrating those shopping centers that have designed and implemented the most successful marketing programs during the previous year.

In early 2019, Hill Partners began discussions for a custom-designed, large-scale mural that would grace the walls of Promenade at Coconut Creek's north parking garage. Since Promenade is considered by many to be the downtown of Coconut Creek, it was important to the Hill Partners team that the community be involved in bringing the mural to life.

"As part of the design process, we reached out to residents of Coconut Creek via a survey in the City's CocoGram newsletter and asked them what their community means to them," said Karen E. Matroni, CSM, General Manager of Promenade at Coconut Creek. "The feedback was very inspirational and really provided creative insight for the design of Promenade's large-scale murals."

Promenade held A Community Mural Painting Day at the shopping center on October 19, 2019. The one-day event brought more than 200 people together to connect with neighbors, have fun, and create a beautiful piece of home-grown artwork.

The final artwork consisted of two murals: a smaller mural 19' high and 36' long and a larger mural 19' high and 72' long. The murals were installed over two weeks in November and December and officially presented to the Coconut Creek community on December 7, 2019.

About Promenade at Coconut Creek

Promenade at Coconut Creek is a unique, open-air mixed-use lifestyle center located in the heart of Coconut Creek, FL. Anchored by a state-of-the-art, 11-screen Silverspot Cinema and Guitar Center, it is also home to more than 50 retailers, specialty stores, restaurants, and offices. Situated on 22.94 acres and located in close proximity to some of the area's most affluent neighborhoods, Promenade at Coconut Creek is the destination for families and fashionistas alike. Promenade at Coconut Creek is managed and leased by Hill

Partners, Inc., one of the nation's premier commercial real estate firms specializing in mixed-use and lifestyle center development, management, and leasing. Located at 4443 Lyons Road, Coconut Creek, FL, 33073. Hours of operation are 10 a.m. to 9 p.m., Monday through Saturday and noon to 6 p.m. on Sunday. T: 954.376.6976. Website: www.promenadeatcoconutcreek.com.

About Hill Partners, Inc.

Founded in 1983, Hill Partners, Inc. has built its national reputation "one success at a time." For more than three decades, the company has focused on crafting a vision and strategic plan that is not only achievable but through skillful execution creates asset value, reshapes communities and connects world-class merchants, restaurants and other uses to the lifestyle needs of the trade area demographics. The Hill Partners' difference is about long-term success. The company concentrates on three basic divisions: Project Conceptualization, which includes feasibility studies, strategic planning, investment analysis, merchandising and market research; Project Implementation, which includes acquisitions, design management, development / construction management and merchant recruitment; and Property / Asset Management, which includes operations, tenant relations, consumer marketing and accounting; For more information, please visit www.hillpartnersinc.com.