



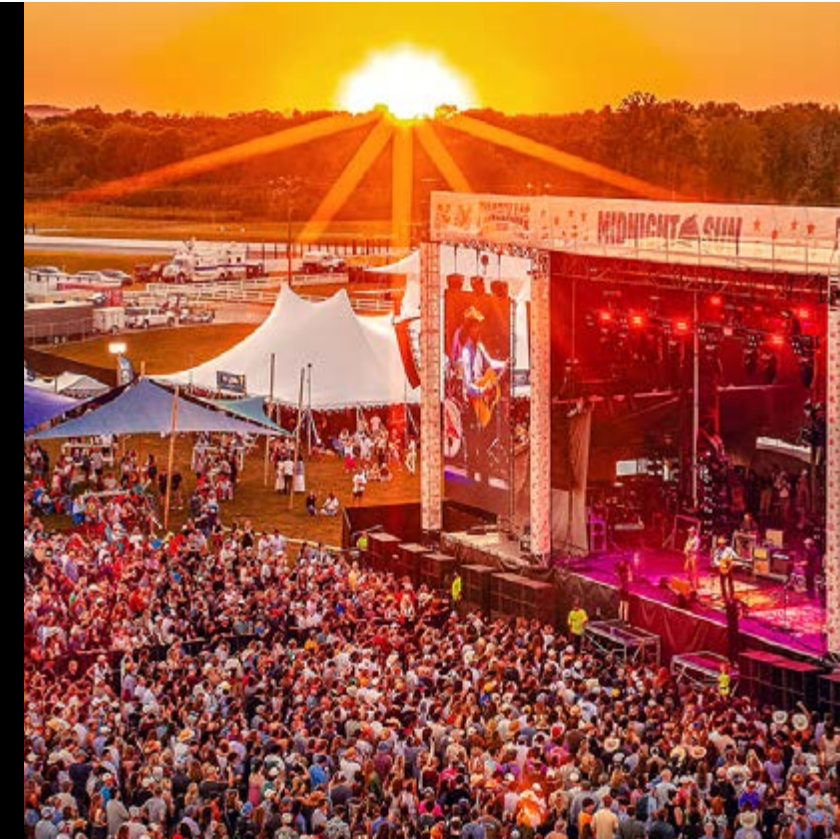
PROGRAMMING

The Haggard Farm calendar will feature a steady variety of programming including opening events, concerts, markets, festivals, activations, and holiday happenings. To support pedestrian friendly outdoor events Haggard Farm will feature three event lawns, shade structures, walking paths, a fishing pond and numerous patios and rooftop decks.



ENTERTAINMENT

Haggard Farm will also be an entertainment destination with regular concert programming in Haggard Hall and on the event lawns. WoodHouse has produced festivals, large-scale concerts and owned music venues for decades, giving a sense of how to develop and leverage a music calendar to drive traffic to restaurants and retail and the district at large.



PARTNERSHIPS

Haggard Farm will develop, in conjunction with tenants and strategic partner brands, robust vertical partnerships that will serve to elevate opportunities for visibility, revenues and customer growth in the development and the market at large. We have already begun presenting the development to key brands and will open with active partnerships across the property that offer scaling and collaborations within the Haggard tenant family.



FARMSTEAD

Haggard Farm will stay true to its roots by investing heavily in landscaping, gardens and farming elements that will be first-of-its-kind in a mixed-use development. Throughout, there will be raised bed gardens, grapevines, blackberry brambles, citrus orchards, greenhouses, hen houses and a bee apiary, to name some of the flora and fauna. Professional gardeners will be on staff tending to the gardens and offering classes, plus a retail garden store to take your plants and supplies home after a day on the farm.

