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Dear Crenshaw Imperial Plaza Shopper,

It is hard to believe we are in our fifth month since the economy started to shut down after COVID-19 became part of our everyday lexicon.

Since then we have been barraged with new terms – quarantines, antibody tests, social distance, the daily count of new cases, new hospitalizations and unfortunately far too many deaths. We have learned a lot in those five months – how the human spirit is stronger than any of our adversaries, the ingenuity of our citizens, our neighbors, our merchants, and ourselves. We have learned the power of community, how special human interaction is, how we are all more alike than we are different and what we all mean to each other.

While we have not yet defeated this foe, we now know the tools we need to win this war – social distancing, masks when we cannot properly distance or are indoors with others, washing our hands and avoiding large gatherings. We have vaccines in the works and as Winston Churchill once said, “We are not at the beginning of the end, but we are certainly at the end of the beginning.” Hopefully, by the end of this year, we will return to more of a normal life, where we do not have to worry about putting ourselves, our families, or loved ones at risk every time we go somewhere.

It is up to us to ensure that this normal life includes the things that make our neighborhoods special. That is our merchants, retailers, restaurants, gyms, and offices that cater to our community, provide local jobs, and help us create memories that last a lifetime. Until things return to normal, they are working twice as hard with more restrictions and taking special measures to keep all of us safe. Please frequent them, let them know you appreciate what they do, and let us know if they do not live up to your expectations.

We are all in this together, we want to make it to victory over this pandemic together and emerge stronger together. Let us know if there is anything we can do to make our centers and our small businesses better and we will do our best. Feel free to reach out to me at www.newmarkmerrill.com and I look forward to seeing you, your family and your friends finding ways to make the most of this difficult time.

With appreciation,

Sandy Sigal
President and Chief Executive Officer