



## Letter from Landlord Reviewing 2017 and Preparing for 2018

Dearest Tenants:

2017 has been a colorful year for Houston: hosting Superbowl LI, braving a one-in-a-500 year Hurricane Harvey, celebrating Astro's first world series champion and blessed with pretty snow falls.

It has been a busy year for DiHo Square, completing many big projects including:

- i) renovated all hallways for better aesthetics and cleanliness;
- ii) installed LED lights to reduce CAM electricity cost;
- iii) installed a street sign to promote our businesses to the 40,000+ passing vehicles each day;
- iv) revamped security operations with a guard house, golf cart, and K9 vehicle patrol;
- v) improved looks and feels of shopping center with a red structural rim, new signage faces;
- vi) repaired potholes and coat-sealed front and back parking lots.

Throughout this period, we thank you for your cooperation and patience.

Real estate, like many industries, has a cyclical pattern. A neighborhood that was once great could become dull (e.g. Sharpstown); what was once unsound could become trendy (e.g. Montrose, Downtown). Places would go up or down every decade.

We are investing a lot to transform our shopping center for the future. To become the best shopping center in Chinatown Houston once again, we need your help and cooperation:

- First impression matters. Please work with us to keep your storefront clean and tidy.
- Be a good neighbor. Mindful of your impact on fellow tenants.
- Make DiHo Square the safest place to be. Any suspicious people or vehicle, please direct SEAL officer there.
- Great tenant mix attracts. Refer great businesses, help us build on tenant offering.
- Support our marketing programs. We are unique in able to do center-wide events.

In 2017, our focus in on asset renovation. In 2018, our focus will be on marketing and brand building. We look forward to working closely with you to build a better community and business environment.

As always, we welcome your thoughts and suggestions. Please do not hesitate to reach out and let me have the privilege to invite you to lunch or tea, indulging at one of our restaurants and cafés here.

Here wishing you early Merry Christmas and a warm holidays,  
Beatrice on behalf of DiHo Square.

