



SEPTEMBER 2020

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CENTER UPDATES

FACE MASK REQUIREMENT

For the safety of our community, we are still requiring that masks be worn by all guests and employees on property, including throughout the outdoor common areas of the center and within your locations. We are adhering to CDC guidelines and the [Maricopa County mask requirement](#) as part of the State of Arizona's Declaration of Public Health Emergency. We ask that you also comply with these government mandates.

Signage informing shoppers that masks are required has been posted throughout the center, and we have provided each tenant with a new door/window cling as an additional reminder for guests that masks are necessary. Security has also been passing out handouts and offering complimentary masks for patrons who are not wearing a face covering.



NEW TENANT

TWIN PEAKS - 2021

Let the construction begin! Twin Peaks has officially broken ground and has started building in the southeast corner of the center near US Bank and Johnson Fitness. Come early 2021, guests can enjoy icy, cold beer, yummy eats and more than 80 flat screen TVs. Stay tuned for more updates.



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MARKETING UPDATES

GET HOPPY ENTER-TO-WIN SEPTEMBER 1 - 30

This month, we have a gift card enter-to-win opportunity. Shoppers can enter for a chance to win \$500 in gift cards to shops and restaurants at Tempe Marketplace including Total Wine, The Keg, Thirsty Lion and more. Enter-to-wins, like these, help grow our email database and increase engagement. Encourage shoppers to enter by visiting <https://tempemarketplace.com/sip>.

A BUZZ & A BLOOM ON VIEW NOW – SEPTEMBER 30

Things at Tempe Marketplace are starting to buzz again! A Buzz & A Bloom is our latest art installation that has replaced Umbrella Pop. Walk through hanging flowers and bees to get your summertime feel on. This Instagram-able attraction will be sure to grab plenty of attention for the center.

ARTSCAPES ON VIEW NOW

Our newest art window display is up and running! Check out the window wonderland displayed at former Charming Charlie, Coffee Bean and Justice spaces. Shoppers can safely stroll the center and participate in an immersive experience that has already gotten lots of media attention. Please encourage customers to stop by and see it for themselves. We are hopeful this installation will continue to drive increased traffic to your location.

SPIRIT HALLOWEEN COMING SOON

BOO! Halloween is near, and Tempe Marketplace is getting spooky. Spirit will once again join the mix as a temporary tenant. Their location will be located next to Ross and Lane Bryant and will open for business this weekend.

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FACEBOOK
PAGE LIKES

52,859

TOTAL PAGE VIEWS
ON WEBSITE

59,157

TWITTER
FOLLOWERS

4,866

NEW VISITORS TO
WEBSITE

82.3%

INSTAGRAM
FOLLOWERS

18.2K

TOTAL DATABASE
NUMBER

31,278



MARKETING UPDATES

LIVE MUSIC

Weekend live music will resume this month every Friday and Saturday night. Shoppers are encouraged to safely stroll along The District Stage for outdoor ambiance. We will have limited audiences with acoustic and pared-down band setups, safe spacing for guests and musicians, and free reusable masks for the first 25 listeners for each performance.



MANAGEMENT UPDATES

NEW MARKETING TEAM

Tempe Marketplace is excited to introduce their new marketing team! Jade Frazier remains as Marketing Coordinator and has been joined by Alexa Mayer as our second Marketing Coordinator. Alexa is a recent ASU graduate and served as the center's intern for over a year. She knows the ropes and is excited for this new opportunity! Feel free to shoot her a welcome email at amayer@vestar.com.



PR RECAP

- 21 media hits in August 2020
- Total of **6,607,212** readers/viewers were reached



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