



July
2022

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Property Update

As a reminder, window conditions at Tempe Marketplace should be meeting the highest of standards. This means that all windows must be cleaned daily, and any signage displayed in the window must receive approval from property management prior to being installed. As a rule of thumb, all window signage must be professionally designed, printed, and installed. Handmade signage that is installed by tape or other adhesives are strictly prohibited. If you are unsure or would like our assistance with your signage, please feel free to reach out to anybody on our property management team.

MARKETING UPDATE

UMBRELLA POP | June-August

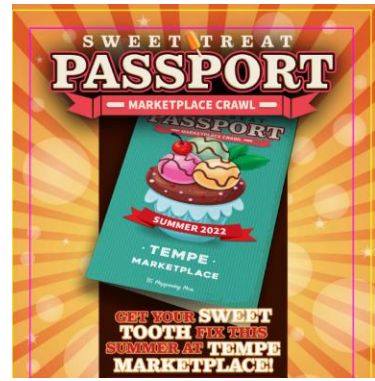
Our Umbrella Pop display is up and ready to be enjoyed by our guests. Throughout the summer our vibrant umbrellas will be displayed along The District street and Splash Pad area.

SWEET TREAT PASSPORT | June 4-August 6

Tempe Marketplace is the sweetest place to be this summer! When guests purchase a sweet treat from 5 shops on our Sweet Treat Passport, they will be able to enter to win a year of Sweet Treats at Tempe Marketplace! Guests can turn in their passports by emailing the completed passport to hedge@vestar.com or by dropping it off at The District Stage in the designated area. Guests have all summer to fill up their passport.

SUMMER SPLASH PARTY | July 17 12pm-2pm

It wouldn't be summer without a Splash Party! On July 17 we estimate to have over 1,500 people come out to enjoy fire truck hoses, water games, ice cream, music, giveaways and a special photo op! If you would like to participate in this event, please email hedge@vestar.com or menrico@vestar.com at your earliest convenience.



· TEMPE ·
MARKETPLACE

It's Happening Here

THOMAS RHETT ENTER TO WIN | July 1-29

We're building our customer database and offering a great enter to win this month. Guests can enter to win tickets to see Thomas Rhett August 4. Guests can enter here → <https://tempemarketplace.com/thomasrhett>

STUFF THE BUS

AZ 7 & Tempe Marketplace are teaming up with Stuff the Bus, to help students and teachers of title one schools acquire the school supplies and resources needed to kick off the school year. In 2021, thousands of volunteers helped sort supplies and distribute over 7,0000 children with over 60,0000 school supplies across Arizona. They will stuff backpacks with school supplies from 8am-1pm on Monday, July 25th. Volunteers will be at Tempe Marketplace on Monday, July 25th from 8am-1pm stuffing backpacks. Join us as we increase our impact across Arizona. If you would like more information how to get involved email Heather Edge at hedge@vestar.com.

MARKETING RECAP

RAINBOW BUBBLE BASH | JUNE 4

On June 4, we held our annual Bubble Bash! This year we had over 2,300 people in attendance. During the event, guests were able to enjoy a large foam pit, bubble games, dance, play water games, and win prizes. Thank you to all the tenants that participated and helped make the day extra special.

FATHER'S DAY ENTER TO WIN

This year, our Father's Day Enter to Win included an "Ultimate Man Cave Experience" at Dave and Busters with a private room for themselves and up to 10 guests along with food, drinks, and games. We had 777 entries for this promotion.

SHAWN MENDES ENTER TO WIN

Our Shawn Mendes Enter to Win promotion had 848 entries. One lucky winner was able to go away with a set of tickets for his September 7 show.

PR RECAP

- 42 media hits in June 2022
- Total of 25,866,070 impressions reached
- Total PR Value: \$284,230

NEW TENANTS

UTOPIA | NOW OPEN

LOU MALNATI'S | OPENING FALL

With More Tenants Soon To Be Announced!

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FACEBOOK
PAGE LIKES 59,350

TOTAL PAGE VIEWS
ON WEBSITE 97,328

TWITTER
FOLLOWERS 4,718

NEW VISITORS TO
WEBSITE 82.3%

INSTAGRAM
FOLLOWERS 21,773

TOTAL DATABASE
NUMBER 78,888



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It's Happening Here



@TEMPEMARKETPLACE



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