

January

TENANT NEWSLETTER

-2023-



Happy New Year!

DESERT RIDGE MARKETPLACE

(480) 513-7586

DRMReception@vestar.com

Located next to LensCrafters

SIP & STROLL PROGRAM

▼ COMMON AREA CONSUMPTION

Cheers! A newly passed Arizona law will allow select restaurants and bars to serve alcoholic beverages to-go at Desert Ridge Marketplace. Starting on Thursday, January 12th, shoppers will be able to enjoy beer, wine and cocktails while strolling through The District. Shoppers are not permitted to leave The District area with drinks.

Participating restaurants: Artichoke Basille's Pizza, Copper Blues Live, Dave & Buster's, Sid's Garage, Spitz Mediterranean Street Food (coming soon) and The Whining Pig.

▼ SIP & STROLL SIGNAGE

Signage will be provided for all tenants located in The District who are not a participating Sip & Stroll vendor. Signage will read, "no outside food or alcohol permitted." These signs will be placed by the Desert Ridge Marketplace Operations team on your store front.

▼ SECURITY PLAN

Desert Ridge Marketplace and Vestar have worked closely with the City of Phoenix and the Arizona Department of Liquor to approve a Security plan. The plan includes trained security personnel, common area signage, wristbands, approved containers and more. For all guidelines, please visit [HERE](#).

▼ SIP & STROLL KICK-OFF WEEKEND

From Thursday, January 12th – Sunday, January 15th, we are excited to implement fun activities at Desert Ridge Marketplace for guests to enjoy while strolling through The District with a beverage in hand. Events and happenings can be found on page 2.

▼ OFFICIAL MEMO ATTACHED

Please view the [attached memo](#) for hours of operations, guidelines and designated Sip & Stroll area map. Feel free to reach out to Tim Ray at tray@vestar.com for any additional information.

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PROPERTY MANAGEMENT UPDATES

▼ STOREFRONT GUIDELINES

Please routinely inspect and address the following:

- Storefront signage to ensure that window graphics, menus, open/closed signs are in good condition. As a reminder we do not allow any handwritten signs or posters of any kind.
- Entranceways to ensure proper cleanliness, doorway conditions, door stops, etc.
- Patio areas to ensure furniture and all fixtures match and are in good condition. We do not allow mismatched and damaged furniture, umbrellas, and chairs. These items should be removed and replaced.

EVENTS & HAPPENINGS

▼ SIP & STROLL KICK-OFF WEEKEND

Thursday, January 12 – Sunday, January 15

Enjoy special entertainment for the kick-off weekend of Sip & Stroll. Entertainment includes additional live music times and dates, outdoor illuminating cocktail tables, illuminating corn hole, an interactive swing seat, seesaw and more! Kick-off weekend details can be found on [our website](#).

▼ LIT MINI GOLF WEEKENDS

Friday & Saturday | January 12 – February 4 | 5pm – 9pm

Starting Thursday, January 12th, guests can enjoy a fun, free and lit-up mini golf experience in The District near AMC Theatres. You can find more details and information on [our website](#).

▼ LUNAR NEW YEAR FESTIVAL

Saturday, January 21 | 10am – 12pm

The 6th annual Lunar New Year Festival returns to The District Stage in celebration of the Year of the Rabbit. Desert Ridge Marketplace continues its partnership with 9 Dragons Kung Fu to host an incredible morning filled with cultural performances, dramatic lion dances, tai chi demonstrations, art and more. More details and information can be found on [our website](#).

▼ YAPPY HOUR TAILGATE

Sunday, January 22 | 1pm – 2:30pm

Your brand is invited to tailgate with us! We will have fun giveaways, adoptable pooches, a custom bone bar and more. If your brand is interested in participating, please let us know. We are happy to supply a table with linen for you to join the fun. This is a great way for shoppers and their pets to learn more about your brand in a fun and interactive setting. All event details can be found on [our website](#).

▼ GAME DAY WATCH ZONE

Sunday, February 12 | Kick-Off at 4:30pm

The District is transforming into the ultimate Game Day Watch Zone on Sunday, February 12! Fans can cheer on their team and catch the game on our massive outdoor LED screens. There will also be fun giveaways, games, Sip & Stroll and more. Please reach out if you are interested in participating!

▼ WEEKLY LIVE MUSIC

Every Friday and Saturday | 6pm-9pm

Desert Ridge Marketplace features local bands at The District Stage every Friday and Saturday evening, year-round.



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PR UPDATE



102,000
Web Page Views



52,749
Social Media
Followers

133

Total Media Hits
in November 2022



32.8

Million
Impressions



@DesertRidge



@DesertRidgeMarketplace

*Social media followers is the sum of
Instagram, Facebook and TikTok followers.*

NOW OPEN

▼ CARTEL ROASTING CO.

There's a new place to grab your morning coffee at Desert Ridge Marketplace! Located near the Splash Pad and Slices.

Cartel Roasting Co. will be hosting their Grand Opening Celebration on Saturday, January 21. They will be giving away fun goodies, swag and the opportunity to win free coffee for one year and an office bulk subscription.



COMING SOON

▼ DIRTY DOUGH COOKIES

Life gets messy, it's better with super-stuffed cookies. Opening near AMC Theatres.

▼ KONA GRILL

Get ready for the ultimate dining experience at America's favorite grill. Opening near Thirsty Lion and The Keg Steakhouse.



▼ SPITZ MEDITERRANEAN

Foodie-favorite, Greek style street food coming to The District near AMC Theatres.

▼ FAT TUESDAY

Delicious, fun, frozen cocktails coming to The District near Dave & Buster's.



To: Desert Ridge Marketplace Tenants
From: Tim Ray, General Manager
Date: January 9, 2022
RE: Notice of Sip & Stroll Program

Desert Ridge Marketplace has received approval from the City of Phoenix and the Arizona Department of Liquor Licenses and Control, pursuant to Arizona Revised Statute § 4-215, to activate a common area open container program that Vestar termed, Sip & Stroll. Starting Thursday, January 12, guests aged 21+ can visit a participating restaurant, order an alcoholic beverage, and enjoy it in designated outdoor areas in The District. Desert Ridge Marketplace has partnered with the select tenants to participate:

Artichoke Basille's Pizza, Copper Blues Live, Dave & Buster's, Sid's Garage and The Whining Pig.

Hours of Operation:

Monday - Thursday: 12pm - 9pm | Last call 8:30pm

Friday - Saturday: 12pm - 10pm | Last call 9:30pm

Sunday: 12pm-8pm | Last call 7:30pm

Guidelines:

1. Only participating locations are approved to provide alcohol for common area consumption.
2. Guests must show proof of ID stating they are 21 years or older to participate.
3. Guests will receive an approved wristband that must be worn at all times.
4. Beverages from approved retailers will come in clear plastic containers with the retailer logo.
5. Beverages must stay within approved outdoor consumption area shown below.
6. No outside food or alcohol is permitted in any retailers. Desert Ridge Marketplace Operations will be installing the below window cling on each tenants storefront in The District.

Designated Sip & Stroll Area:

(Shown in gold)



Tenant Window Cling:

(Clear 8"x8" decal with white text)

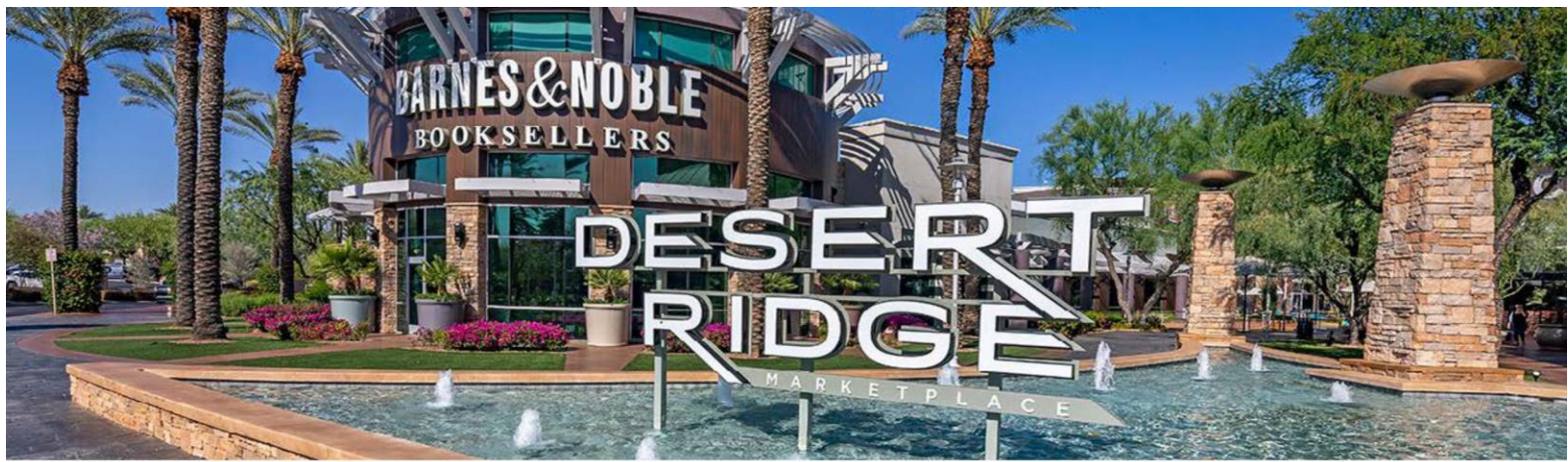


Sincerely,



General Manager
Desert Ridge Marketplace

Management Office
21001 N Tatum Blvd. #46-1515
Phoenix, Arizona 85050
Phone: 480.513.7586



2023 Employee Discounts

See store for more information, restrictions and exclusions.

Artichoke Basille's Pizza

15% off
food only

Creations Boutique

10% off
regular price items

Fly Bye To Go

20% off

Hand & Stone Massage and Facial

New Client Special
of \$75.95
(value of \$119.95)

Radi8 Hot Yoga

\$15 Yoga drop in
or \$108 unlimited
Yoga membership

Soap Des Jour

10% off

Offers valid at Desert Ridge Marketplace locations only. Must present coupon at time of purchase.
Not valid with any other coupons, discounts, offers or prior purchases. Expires 12/31/2023.

Have a special offer to include?

Email Melissa Gonzalez at mgonzalez@vestar.com with offer details to be included.

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