

# February

## TENANT NEWSLETTER -2023-



DESERT RIDGE MARKETPLACE  
(480) 513-7586  
DRMReception@vestar.com  
Located next to LensCrafters

### SIP & STROLL PROGRAM

#### ▼ COMMON AREA CONSUMPTION

Sip, sip hooray! A newly passed Arizona law allows select restaurants and bars to serve alcoholic beverages to-go at Desert Ridge Marketplace. Shoppers 21+ can 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, & The Whining Pig. **NEW:** Islands and Yard House **COMING SOON:** Spitz Mediterranean

### NOW OPEN

#### ▼ DIRTY DOUGH COOKIES

You won't find a thicker, softer, more gooey or flavorful cookie than the ones from Dirty Dough. Enjoy delicious, exciting, new flavors each Friday! Join Dirty Dough on Saturday, February 18<sup>th</sup> for their Grand Opening Celebration and enjoy sweet surprises in store. Located in The District near AMC Theatres and the Splash Pad.



### COMING SOON

▼ JIN JIA  
▼ KONA GRILL

▼ YONUTZ DONUTS & ICE CREAM  
▼ SPITZ MEDITERRANEAN

▼ FAT TUESDAY

[SHOPDESERTRIDGE.COM](http://SHOPDESERTRIDGE.COM)

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# NOW HIRING MARKETING INTERN

## ▼ KICK-START YOUR CAREER

We make work FUN! Currently seeking a motivated individual actively enrolled in College or University with a focus in Marketing, Business Administration, Retail Management, Tourism or similar. Help bring events to life and work on exciting projects with us! This is a paid, part-time internship that will assist in the marketing efforts of Desert Ridge Marketplace and Tempe Marketplace. If you are interested in this role, please apply on [shopdesertridge.com/job](https://shopdesertridge.com/job).

# EVENTS & HAPPENINGS

## ▼ 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 outdoor LED screens. There will also be fun giveaways, games, Sip & Stroll and more. Please reach out if you are interested in participating!

## ▼ GAME DAY GUESS

NOW - February 12

Shoppers are invited to take their best guess at how many footballs are inside our Game Day box, located between H&M and Journey's, for a chance to win \$350 to Nike Unite. For more details, visit: [shopdesertridge.com/football](https://shopdesertridge.com/football)

## ▼ BEARY SWEET GIVEAWAY AND PHOTO OP

NOW – February 19

Our rose valentine bear is wishing you a Beary Sweet Valentine's Day! We want to make shopping at Desert Ridge Marketplace extra special and sweet this month by offering a memorable photo op and exclusive giveaway to Desert Ridge Marketplace brands. More information can be found at [shopdesertridge.com/promotion/vday](https://shopdesertridge.com/promotion/vday).

## ▼ EXCLUSIVE GIVEAWAY: ANNIE, The Best-Loved Musical of all Time

NOW – February 24

We have partnered with our friends at ASU Gammage to give away 2 free tickets to see Annie, The Best-Loved Musical of All Time! More information can be found at [shopdesertridge.com/Annie](https://shopdesertridge.com/Annie).

## ▼ GIFT WITH PURCHASE: ARIZONA RENAISSANCE FESTIVAL

NOW – February 28

HUZZAH! Shoppers who spend \$250 or more at Desert Ridge Marketplace can redeem their same day receipts for 2 free tickets to the Arizona Renaissance Festival. Receipts can be redeemed Monday – Friday at the Management Office. More details: [shopdesertridge.com/festival](https://shopdesertridge.com/festival)

## ▼ 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.



[SHOPDESERTRIDGE.COM](https://shopdesertridge.com)

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# PR UPDATE



**93,000**  
Web Page Views



**53,345**  
Social Media Followers

**144**

Total Media Hits  
in January 2023



**78.6**

Million  
Impressions



@DesertRidge



@DesertRidgeMarketplace

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

## MEDIA MENTIONS

### DESERT RIDGE MARKETPLACE IN THE NEWS

Enjoy highlights from January's media mentions. If you are reading a print version of the newsletter and would like to receive a digital copy please email Melissa Gonzalez at [mgonzalez@vestar.com](mailto:mgonzalez@vestar.com) to be included in the digital monthly distribution of the tenant newsletter.



#### WM Phoenix Open Dining & Deals

Written by Fabulous Arizona - Published on January 27, 2023 - in Food & Drink, Restaurant News

Whether your priorities are good eats, fun times or both, check out the best WM Phoenix Open dining and deals, ranging from sudsy beer specials to free tournament tickets.

#### Here are metro Phoenix's best Super Bowl 2023 watch parties and the deals they're offering



Endia Fontanez  
Arizona Republic

Published 6:00 a.m. MT Jan. 30, 2023 | Updated 1:12 p.m. MT Jan. 31, 2023

View Comments



ARIZONA BUSINESS

#### Cartel Roasting Co. hosting grand opening for new Desert Ridge Marketplace location

UPDATED: JANUARY 15, 2023 AT 4:08 PM



(Cartel Roasting Co. Photo)

BY KTAR.COM

01/04/2023

#### 'Sip and Stroll' law takes effect at Arizona shopping centers



Al Urbanski  
Real Estate Editor & Manager

Arizona is out to make shopping an inebriating experience thanks to a new law that goes into effect next week.

Beginning January 12, shopping centers with at least 400,000 sq. ft. of gross leasing area will be able to obtain licenses that allow customers to leave bars and restaurants and explore the properties with pints and Pina Colodas in hand.

A bill passed by the Arizona legislature and signed by Gov. Doug Ducey in 2019 created a



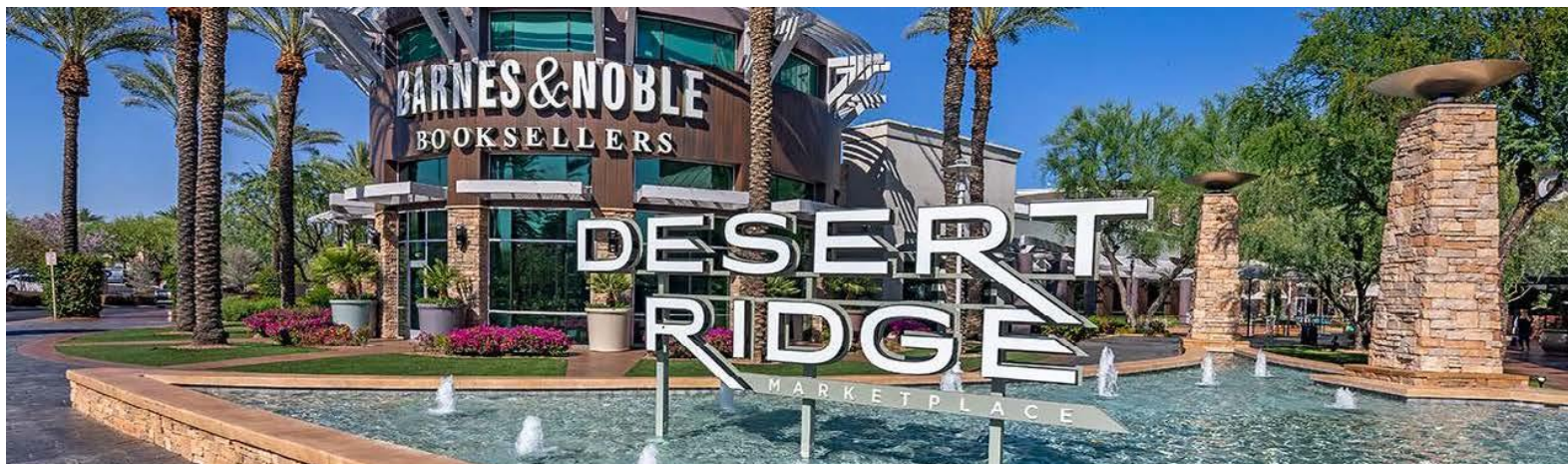
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## 2023 Employee Discounts

See store for more information, restrictions and exclusions.

<p><b>Artichoke Basille's Pizza</b></p>	<p><b>Cartel Roasting Co.</b></p>
<p>15% off food only</p>	<p>10% off</p>
<p><b>Creations Boutique</b></p>	<p><b>Cupbop</b></p>
<p>10% off regular price items</p>	<p>10% off</p>
<p><b>Fly Bye To Go</b></p>	<p><b>Hand &amp; Stone Massage and Facial</b></p>
<p>20% off</p>	<p>New Client Special of \$75.95 (value of \$119.95)</p>
<p><b>Radi8 Hot Yoga</b></p>	<p><b>Soap Des Jour</b></p>
<p>\$15 Yoga drop in or \$108 unlimited Yoga membership</p>	<p>10% off</p>

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.

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**Have a special offer to include?**

Email Melissa Gonzalez at [mgonzalez@vestar.com](mailto:mgonzalez@vestar.com)  
with offer details to be included.