

# April



## TENANT NEWSLETTER -2023-

DESERT RIDGE MARKETPLACE

(480) 513-7586 

DRMReception@vestar.com 

Located next to LensCrafters 

### SPRING CLEANING STOREFRONTS

#### ▼ ENHANCE WINDOW DISPLAYS TO BOOST TRAFFIC

Freshen up your storefront to create a welcoming atmosphere for your shoppers by updating window displays to reflect the season. Create a visually appealing display to attract the attention of potential shoppers and entice them to enter your space. A touch of seasonal flair can create a cheerful and inviting atmosphere for shoppers, this could include new arrivals, spring-themed products, latest trends or special promotions relevant to the season. Please remember all storefront changes need to be approved by Management prior to placing.

### DESERT RIDGE COMMUNITY OPPORTUNITIES

#### ▼ INCREASE BRAND AWARENESS AND CUSTOMER LOYALTY

We want to make sure that the Desert Ridge community is aware of all the great shopping and dining opportunities available at the shopping center. There has been a lot of changes within the community and an influx of new residents that may be interested in experiencing your brand.

#### **Opportunities:**

- Gift cards for giveaways in various Desert Ridge communities
  - Giveaways hosted through private neighborhood social channels and email blasts
  - Opportunities for a "Brand Highlight" in addition to the giveaway
- Group discount rates - % Discount if XYZ number of people reserve in advance
- Invites to special events, grand openings, VIP opportunities
- Neighborhood discount - % off for guests who live in 85050 zip code

Please email our Marketing Director, Katie Hauptman at [khauptman@vestar.com](mailto:khauptman@vestar.com) for additional information.



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

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# EVENTS & HAPPENINGS

## ▼ SPRING EARTH DAY CELEBRATION

Saturday, April 22 | 11:30am – 1pm

Get ready to celebrate Earth Day near the Splash Pad! Join us for a fun-filled event where attendees can support H&M's sustainability initiative by donating old clothing and receive a 15% off coupon, get creative with a free planter painting provided by As You Wish Pottery, sip on fresh spring lemonade from Flower Child and grab an Earth Day goodie bag filled with fun sustainable surprises.

Does your brand have an Earth Day initiative you would like to promote? Let us know! Email [khauptman@vestar.com](mailto:khauptman@vestar.com) if your brand is interested in participating.

## ▼ BLOOMING INTO SPRING ART INSTALLATION

Now - April 23 | AMC Lawn

Shoppers are invited to capture the moment at our festive spring backdrop this season. Located near AMC Theatres, the backdrop features a vibrant and lush explosion of flowers and color! The backdrop is designed to capture the ultimate spring-themed moments for our shoppers this season.

## ▼ BUBBLE BASH

Saturday, May 13 | 11am – 1pm

We will be hosting the ultimate summer bubble adventure throughout The District. Kiddos are invited to discover a wide-range of bubble-themed activities including bubble stations, bubble art and an overflowing foam zone at The Splash Pad. Ways your brand can get involved: provide branded beach balls, toys, summer activities, fun inflatables, promotional offers etc. Please email Katie Hauptman at [khauptman@vestar.com](mailto:khauptman@vestar.com) if your brand is interested in participating.

## ▼ UMBRELLA POP ART INSTALLATION

This Spring | The District

Umbrella Pop will soon return with a stunning canopy of floral-stamped umbrellas near H&M and the Splash Pad. Bursting with fun florals and exciting colors, the umbrellas will create shady relief during the summer months for our shoppers.

## ▼ WEEKLY LIVE MUSIC

Every Friday and Saturday | 6pm-9pm

Desert Ridge Marketplace features live local bands at The District Stage every Friday and Saturday evening from 6pm-9pm. View this month's lineup here - <https://shopdesertridge.com/events/category/live-music/>



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

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# PR UPDATE



**101,000**  
Web Page Views



**53,959**  
Social Media  
Followers

**73**

Total Media Hits  
in March 2023



**20**

Million  
Impressions



@DesertRidge



@DesertRidgeMarketplace

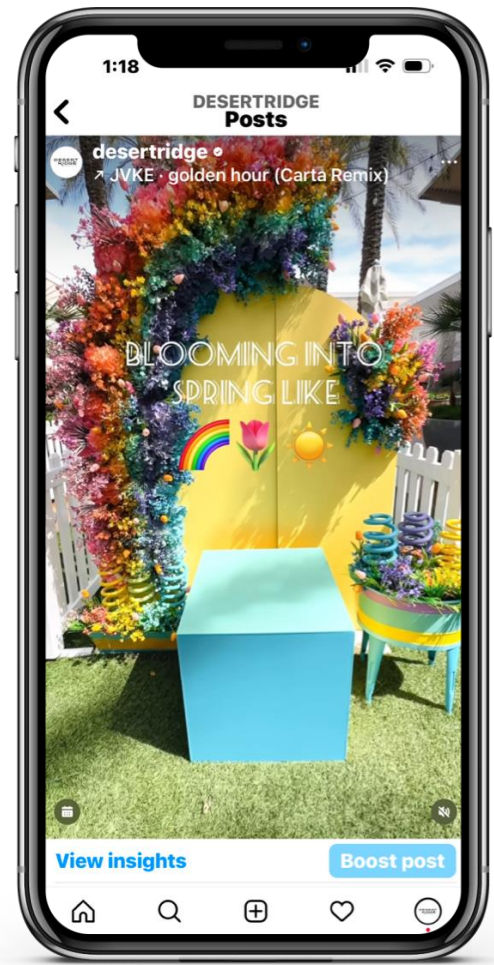
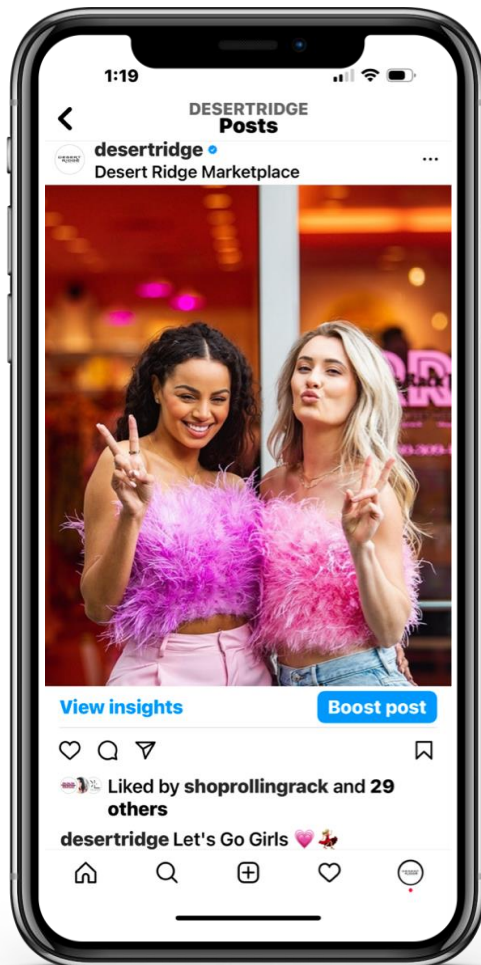
Social media followers is the sum of Instagram, Facebook and TikTok followers.

## TAP INTO OUR SOCIAL VIBE

### CONNECT AND ENGAGE WITH PERSONALIZED CONTENT

Our social media channels are buzzing with exciting deals, promotions and fun content. If you have something exciting to include in our content calendar, please send the details to Melissa Gonzalez at [mgonzalez@vestar.com](mailto:mgonzalez@vestar.com) for the chance to be featured on our social media channels.

Tap in



**Tim Ray**  
General Manager  
602.553.2703  
[tray@vestar.com](mailto:tray@vestar.com)

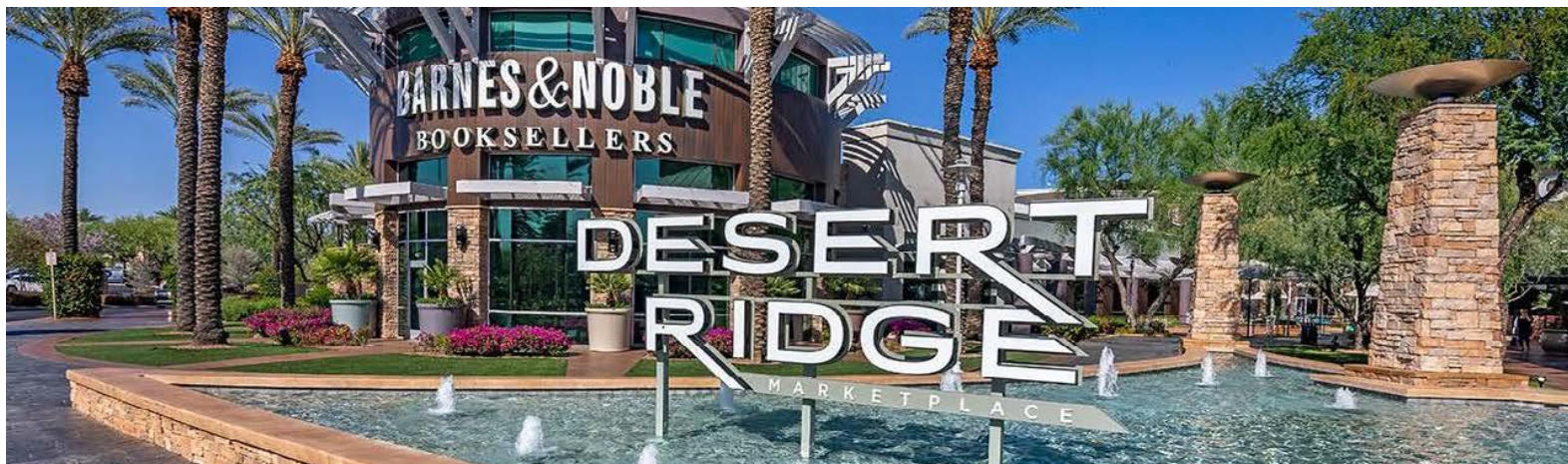
**Shannon Zubert**  
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**Katie Hauptman**  
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**Security Dispatch**  
24/7 Hotline  
480.419.8101





## 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.