

# June

## TENANT NEWSLETTER -2023-



DESERT RIDGE MARKETPLACE

(480) 513-7586 

DRMReception@vestar.com 

Located next to LensCrafters 

### STUFF YOU SHOULD KNOW

#### ▼ PARKING LOT REFRESH AND MAINTENANCE

Please note that parking lot repair work will commence in June throughout the parking lot areas. A schedule and outline of the work areas will be sent out to all tenants prior to the start of the work. We thank you in advance for your cooperation and understanding while we improve the parking lot areas.

#### ▼ BEAT THE HEAT WITH MISTERS

Get ready for a refreshing summer! As soon as the temperatures consistently hit 95 degrees plus, common area misters will run from 11AM – 9PM daily.

#### ▼ **NEW!** CORNHOLE LOUNGE AREA

Desert Ridge Marketplace is always looking for new ways to enhance the atmosphere around the shopping center. We have recently revitalized the area near Barnes & Noble to encourage guests to stay a little longer and enjoy a fun new amenity. Cornhole Corner offers an unforgettable lit-up experience for guests of all ages to enjoy. There are sponsorship opportunities available if your brand is interested in learning more.

Please email [khauptman@vestar.com](mailto:khauptman@vestar.com) for sponsorship opportunities.

#### ▼ **FAT TUESDAY – OPENING THIS MONTH!**

Fat Tuesday is the leading brand of frozen cocktails. Straight from Bourbon Street in New Orleans, Fat Tuesday is home to the famous 190 Octane®, Cat 5 Hurricane®, and other customer favorites. Mix and match flavors, choose from curated combinations, or make your own.

Fat Tuesday is the first stop, the meeting point, the “where the fun begins” kind of place. And then some. Get the party started with Fat Tuesday! Located near Dave & Buster’s and Nike Unite.

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

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# EVENTS & HAPPENINGS

## ▼ SEASIDE SOIREE: SUMMER SERIES

Thursdays: June 15, June 29, July 13 | Splash Pad

We will be hosting the ultimate summer series on select Thursdays at the Splash Pad. Kiddos are invited to discover an overflowing foam zone, fun music, free summer surprises, a special giveaway and more. Ways your brand can get involved: provide branded beach balls, toys, summer activities, fun inflatables, lemonade, ice pops, samples, promotional offers etc. Find more info at [shopdesertridge.com/summer](https://shopdesertridge.com/summer)



Please email Katie Hauptman at [khauptman@vestar.com](mailto:khauptman@vestar.com) if your brand is interested in participating.

## ▼ SUMMER SWEAT WITH RADI8 HOT YOGA

Wednesdays, July 19 & August 9 | 6pm – 7pm

Radi8 Hot Yoga will be taking over The Courtyard this summer for two Summer Sweat fitness classes. Guests are invited to sweat like never before and be guided by a talented and experienced instructor. Benefits of Hot Yoga: heat allows your body to go deeper into your poses, detoxify your body and increase your flexibility.



## ▼ CAUSE FOR PAWS

Saturdays, June 17 & August 26 | 10am – 12pm

KSLX and Fulton Homes partner to host Cause for Paws at Desert Ridge Marketplace. Pet Owners are invited to grab a pair of protective booties for their furry friends near PetSmart. *While supplies last.*



## ▼ ART INSTALL COLOR RAIN

Mid June | Splash Pad & H&M

A new art installation is taking over The District in June.

## ▼ NEW HOURS! SIP & STROLL

Sip & Stroll new operating hours are Sunday – Thursday: 10am-9pm, Friday & Saturday: 10am-10pm. More info at [shopdesertridge.com/sip](https://shopdesertridge.com/sip)

## ▼ 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/> *Due to anticipated weather conditions, Live music will be temporarily paused in July and August. The beats will return in September!*



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

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# PR UPDATE



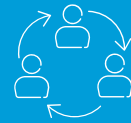
**94,000**  
Web Page Views



**54,616**  
Social Media  
Followers

**39**

Total Media Hits  
in May 2023



**38**  
Million  
Impressions



[@DesertRidge](https://www.instagram.com/DesertRidge)



[@DesertRidgeMarketplace](https://www.facebook.com/DesertRidgeMarketplace)

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

## RUNWAY READY FASHION WEEK 4 KIDS

### ▼ YOUR BRAND IS INVITED TO JOIN THE FUN!

Fashion Week 4 Kids has taken place at Desert Ridge Marketplace for the past five years, giving kids their very own fashion week, complete with awesome fashion shows, amazing entertainment, and tons of interactive activities!

FW4Kids will run from November 5th to 11th, with the grand finale fashion show taking place at Desert Ridge Marketplace on Saturday, November 11th. Last year, we had over 4,000 kids and families join us, and this year we're expecting an even bigger turnout!

FW4Kids would LOVE to showcase your brand on the runway this year! In exchange for your support, your company will be featured on FW4Kids' and Desert Ridge Marketplace's marketing collateral, website, and social media pages. Make sure to check out the attached flyer to discover more exciting ways to get involved!

Please reach out to [Mara@slentertainment.com](mailto:Mara@slentertainment.com) with any additional questions or participation interest.



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## 2023 Employee Discounts

See store for more information, restrictions and exclusions.

### Dave & Buster's – Desert Ridge Industry Night Every Wednesday and Thursday, 9pm-1am

Free 60-minute Game Card (non-ticketed)  
\$10 bowling, 1/2 price billiards, 1/2 price cocktails, \$1 off beer 10pm-1am  
Must pick-up promo card at Dave & Buster's. Valid only at Desert Ridge DNB. Must show card for deal.

#### Artichoke Basille's Pizza

15% off food only

#### Cartel Roasting Co.

10% off

#### Creations Boutique

10% off  
regular price items

#### Cupbop

10% off

#### 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

#### Yard House

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.

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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.