

# March



## TENANT NEWSLETTER -2023-

DESERT RIDGE MARKETPLACE

(480) 513-7586 

DRMReception@vestar.com 

Located next to LensCrafters 

### YOUR BRAND IS INVITED!

#### ▼ CONNECT WITH NEW AND EXISTING CUSTOMERS FOR FREE

We are excited to announce our upcoming spring events and remind you that your brand is invited to participate for **FREE!** Our events are a great opportunity for you to increase brand awareness, connect with customers and showcase your products and services. Our spring events draw a diverse crowd and by participating, you'll have the chance to create lasting relationships with both new and returning customers. There are so many fun and unique ways to get involved, see below for some popular ways to build your brand awareness at our events:

- ▼ **Offer product demonstrations:** showcase your products in action to help customers understand their unique features and benefits.
- ▼ **Host a giveaway:** capture new social media followers by encouraging a follow for a chance to win an exciting prize.
- ▼ **Provide an experiential activation:** create an experience that allows attendees to engage with your brand in a meaningful way.

Please email our Marketing Director, Katie Hauptman at [khauptman@vestar.com](mailto:khauptman@vestar.com) if you are interested in participating or have any questions about participating. Event lineup is on page 2.

### BIRTHDAY CLUB

#### ▼ BOOST TRAFFIC AND BRAND AWARENESS

Following a surge in customer interest, we've decided to bring back our birthday program! Shoppers subscribed to our email database can redeem their birthday gift during their birthday month in our Management Office. This is a unique opportunity for your brand to showcase special offerings and stand out. By participating with exclusive offers and free gifts, your brand will gain increased exposure and foot traffic. If your brand is interested in creating a positive and memorable experience please email our Marketing Director, Katie Hauptman at [khauptman@vestar.com](mailto:khauptman@vestar.com)

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

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# EVENTS & HAPPENINGS

## ▼ MUSIC + MURALS ART FESTIVAL

Friday, March 17 | 5pm – 9pm

We are partnering with SAACA to host the 3<sup>rd</sup> annual Music + Murals Art Festival in The District. Guests will be immersed into a world of creativity, music and celebration. Your brand is invited to join the event for an unforgettable evening of art and entertainment.

- Provide an interactive art activity, craft or coloring pages – easy way to get guests to interact with you!
- Sip & Stroll participants are highly encouraged to offer green drinks for Saint Patrick's Day

Email [khauptman@vestar.com](mailto:khauptman@vestar.com) if your brand is interested in participating.

## ▼ DOG FUN FESTIVAL

Saturday, March 25 | 10am 1pm

We are partnering with local Dog Fun Festival to host a paw-some morning filled with various activities and games to keep the pups and their humans entertained. Furry friends can enjoy complimentary pup cups, goodie bags, caricature portraits, dog races and more! Provide coupons or freebies for inclusion in event goodie bags. Email [khauptman@vestar.com](mailto:khauptman@vestar.com) if your brand is interested in providing.

## ▼ BUNNY BASH

Friday, April 7 | 4:30pm – 6:30pm

Guests are invited to snap a free photo with somebunny special and enjoy an egg hunt, live entertainment by Funergy, crafts, giveaways and more throughout The District!

**STORE TO STORE EGG HUNT:** Participate by passing out eggs from your door or setting up a table in The District. Just have a staff member available and we'll supply the eggs. If you confirm participation by Friday, March 24, we will also print out custom coupons for you to distribute during the event to help drive guests back!

## ▼ SPRING EARTH DAY CELEBRATION

Saturday, April 22 | 11:30am – 1pm

We invite you to celebrate our beautiful planet and embrace the magic of spring with a fun-filled Earth Day event. Shoppers can enjoy spring activities, giveaways, a photo-op and more, all while supporting H&M's initiative to collect garments and paint a free planter with As You Wish Pottery. Does your brand have an Earth Day initiative you would like to promote? Let us know!

## ▼ WEEKLY LIVE MUSIC

Every Friday and Saturday | 6pm-9pm

Desert Ridge Marketplace features 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



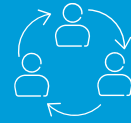
**90,000**  
Web Page Views



**53,503**  
Social Media  
Followers

**72**

Total Media Hits  
in February 2023



**30.5**

Million  
Impressions



@DesertRidge



@DesertRidgeMarketplace

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

## MEDIA MENTIONS

### DESERT RIDGE MARKETPLACE IN THE NEWS

| SPORTS |  
**Where to Watch the Game: 19 Super Bowl Metro Phoenix**  
BENJAMIN LEATHERMAN | FEBRUARY 7, 2023 | 10:55AM



The biggest football game of the year will take place at State Farm Stadium in Glendale on Sunday, February 12. RODPAF Productions/Pexels

### Kona Grill plans new north Phoenix restaurant

Email Share LinkedIn Share Tweet Share Article Print Order Reprints



Desert Ridge Marketplace is 98% leased and continues to add retailers. PROVIDED BY VESTAR/TAC COLLOID

## COMING SOON

**KONA GRILL**  
America's Favorite Grill

**Yonutz!**

**SPITZ**  
MEDITERRANEAN STREET FOOD  
CRAFT BEER + SANGRIA

JIN JIA

**FAT TUESDAY**



### THE DISTRICT

FEBRUARY 27, 2023 ExperienceAZ

#### Desert Ridge Marketplace will add 5 new restaurants in 2023

Desert Ridge Marketplace has announced five new restaurants will join the lifestyle and entertainment center's dynamic roster of tenants in 2023. The growing lineup includes three first-to-market concepts and two well-known brands, providing something for everyone. The addition of these new tenants also brings the occupancy of Desert Ridge Marketplace to nearly 98% and reinforces the property's dominance as a regional draw.

**Tim Ray**  
General Manager  
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tray@vestar.com

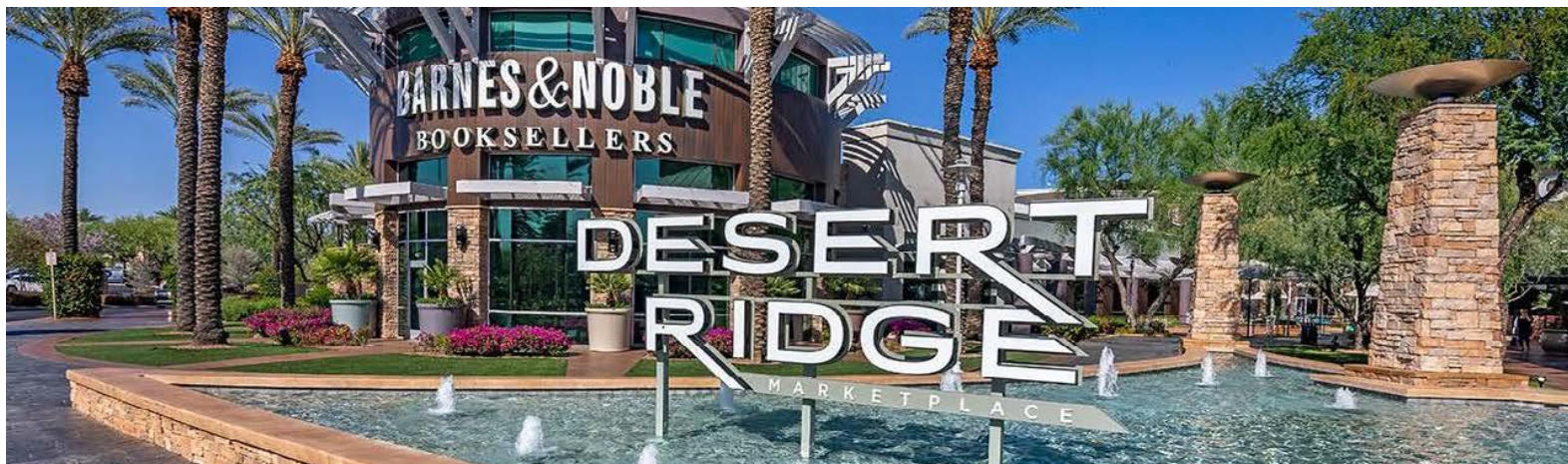
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Marketing Manager  
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**Security Dispatch**  
24/7 Hotline  
480.419.8101





## 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.