

# DESERT RIDGE

MARKETPLACE



# TENANT HANDBOOK

AND REFERENCE GUIDE

## EMERGENCY NUMBERS

TIME-SENSITIVE EMERGENCY \_\_\_\_\_ 911  
NON-EMERGENCY POLICE \_\_\_\_\_ 602.262.6151  
FIRE DISPATCH \_\_\_\_\_ 602.262.6297  
POISON CONTROL CENTER \_\_\_\_\_ 800.222.1222

## MANAGEMENT STAFF

Tim Ray \_\_\_\_\_ General Manager  
Shannon Zubert \_\_\_\_\_ Assistant General Manager  
Katie Hauptman \_\_\_\_\_ Marketing Director  
Melissa Gonzalez \_\_\_\_\_ Marketing Manager  
Jay Stark \_\_\_\_\_ Operations/Maintenance Manager  
Jason Payne \_\_\_\_\_ Director of Security  
Yusef Robinson \_\_\_\_\_ Assistant Director of Security

## CONTACT INFORMATION

Management Office \_\_\_\_\_ 480.513.7586  
Guest Services \_\_\_\_\_ 480.513.7586  
Security \_\_\_\_\_ 480.419.8101  
Operations \_\_\_\_\_ 480.538.8603  
Tenant Website \_\_\_\_\_ VESTARTENANTSERVICES.COM  
Center Website \_\_\_\_\_ SHOPDESERTDRIDGE.COM

# WELCOME

This Tenant Handbook has been prepared for the Tenants of Desert Ridge Marketplace. This book should serve as a quick and easy reference for general rules governing the operation of your store at Desert Ridge Marketplace and is considered part of your store's lease.

Please read the handbook carefully and ask your employees to do the same. A thorough knowledge of the points covered will eliminate confusion and will assist in the successful operation of your location. Future additions to the handbook will be posted to the Tenant Services Website. Please ensure you have the most up-to-date copy on hand at all times.

In the event that a situation arises not covered by the Tenant Handbook, or if you have any questions, please contact the Management Office at **480.513.7586**. We will be happy to assist by answering your questions, finding solutions to potential problems and offering guidance.

[VESTARTENANTSERVICES.COM](http://VESTARTENANTSERVICES.COM), is your one-stop resource for everything you need to open and operate your location in a Vestar managed shopping center. You'll find everything from Construction resources to important reminders from Property Management and Marketing.



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# OPERATIONAL GUIDELINES

## 01 » GENERAL INFORMATION

Desert Ridge Marketplace Management Office is located on the north side of the property between Dave & Buster's and LensCrafters. See Appendix A-1 for the Management Office location.

Office hours are Monday through Friday from 8:00 am to 5:00 pm. The contact number for the Management Office is **480.513.7586**.

The Marketing Department and Guest Services for Desert Ridge Marketplace are also located in the Management Office.



## 02 » STORE HOURS

Tenants must maintain the following (minimum) business hours:

Monday – Saturday	11:00 am – 9:00 pm
Sunday	11:00 am – 6:00 pm

Tenants must maintain the following (minimum) holiday hours:

New Year's Day	11:00 am – 5:00 pm
Easter	Closed
Memorial Day	11:00 am – 5:00 pm
July 4th	11:00 am – 5:00 pm
Labor Day	11:00 am – 5:00 pm
Thanksgiving	Closed
Black Friday	11:00 am – 9:00 pm
Christmas Eve	11:00 am – 5:00 pm
Christmas	Closed
New Year's Eve	11:00 am – 5:00 pm

Any changes in the hours of operation during holidays will be distributed to Tenants from the Management Office at least two (2) weeks prior to the holiday. Department Stores and Restaurant hours may vary.

Each store's operation shall open for business no later and close for business no earlier than the published center hours of operation, unless provided for in your lease agreement or approved by the Management Office. »

Stores planning to open additional hours should contact the Management Office in writing at least one (1) week in advance to avoid conflict with Maintenance or Security schedules.

It is the responsibility of each Tenant to inform Desert Ridge Marketplace Management of any employee(s) working after normal closing hours. This includes the employees of the business, as well as any contractors or others doing work for the business. Anyone found in a business after hours without notification to Management may be asked to leave the center. Anyone attempting to enter the center after hours without having obtained a permit may be denied access.

If, for any reason, it is necessary to close your store during normal business hours, the Security Office must be notified prior to closing. Inventory will only be taken before or after regular store business hours, and you must notify the Management Office at least 48 hours in advance.

## 03 » GUEST SERVICES

Guest Services is located in the Desert Ridge Marketplace Management Office. The office is open from 8:00 am to 5:00 pm Monday through Friday. Guest Services can be reached at **480.513.7586**.

The following are available in the Management Office:

1. General Center and Tenant Information
2. Desert Ridge Marketplace Directories

## 04 » STOREFRONTS, SIGNS & DISPLAY WINDOWS

No signs or advertising collateral of any nature may be taped on the surface of the Tenant's storefront display windows or doors.

The interior and exterior of the Tenant's storefront, including glass, doors, signs, base molding and any other surface of the storefront, must be kept clean by tenant at all times.

Additional signs or advertising larger than 3" x 5" may be displayed within the storefront only if approved in writing by Desert Ridge Marketplace Management. At no time will hand-lettered, non-professional signs or newspaper advertisements be displayed within (or attached to) the storefront. »

Merchandise, signage or displays placed forward of the store closure line at any time must have prior written consent of Management. The store closure line is defined as your door frame.

Banners, A-Frames, Stanchions or Easels are not permitted in the common areas of the center without prior consent from the Management Office.

No tables, merchandise displays or other obstructions are to be placed at storefront entrances or beyond the store closure line without prior written consent of Desert Ridge Marketplace Management.

Decals or other signage indicating product lines or credit card acceptability are not permitted on the storefront glazing.

Tenant display windows must be professionally merchandised. Merchandising of windows should be completed during non-operational hours.

All mannequins must be properly and completely attired, including shoes, and in a good state of repair at all times. Also, all props and displays should be kept clean and in a good state of repair at all times.

Desert Ridge Marketplace Management requires that no strobes, flashing lights or video monitors be placed in storefront display windows. Video monitors may be used if approved by Management. Any illuminated or mechanical signing or displays within view of the public must have the prior written consent of Desert Ridge Marketplace Management. »

All exterior signage and storefront windows must remain illuminated dusk-to-dawn. Please adjust timers seasonally. The Tenant will, at its sole cost and expense, maintain, repair and replace any broken, damaged, cracked or vandalized materials of the signs or display windows within a reasonable period of time. Work must be completed no later than seven (7) days after notification by Desert Ridge Marketplace Management. Please contact operations at **480.538.8603** for assistance in finding a qualified contractor to perform such work if needed.

## 05 » STORE INTERIORS

The Tenant will maintain the Premises, at its sole cost and expense, in a clean, orderly and sanitary condition and free of insects and vermin.

Any illuminated or mechanical signing or displays within view of the public must have the prior written consent of Desert Ridge Marketplace Management.

Pennants, banners or any other advertising shall not be suspended from the ceiling or interior walls within four (4) feet of the store closure line. The store closure line is defined by your door frame.

The use of helium balloons as a promotional aid is permitted only with the prior written consent of Desert Ridge Marketplace Management and will be permitted for a limited time only. »

Any damage to storefront and interior will be the sole responsibility of the Tenant and will be repaired within a reasonable time, but not later than seven (7) days after notification.

Management reserves the right to inspect the Premises without prior notification.

Tenants shall not maintain within the Premises any vending machines or video games of any nature except those permitted by the Tenant's lease.

Pertaining to the Tenant's initial or future construction or installations with the Premises and the Tenant's use and occupancy of the Premises, Tenant will, at its sole cost and expense, comply with all laws and ordinances, applicable rules, regulations and requirements. These requirements are set forth by the city, county, municipal, state, federal and other governmental authorities now in force or which may be hereafter.

The Tenant will, at its sole cost, install and maintain fire extinguishing and smoke detecting apparatuses as required by local regulations or the insurance underwriters. Tenants agree to inspect such equipment monthly and have all fire extinguishers professionally tested annually. Tenants shall not place any items in front of fire extinguishers and smoke detectors that would otherwise impede or block access.

## 06 » TRASH REMOVAL

Trash should not be visible during business hours. Do not use receptacles in the common areas within Desert Ridge Marketplace. Dispose of trash only in designated compactor locations. Trash must remain in the store until it is ready to be disposed of in the compactor.

Tenant is responsible to run the compactor after depositing trash. Once trash is loaded, slide the door closed, turn the key to lock the door and push the start button. The trash compactor will automatically turn off once the cycle is complete.

See Appendix A-3 to locate the closest trash compactor to your store.

Tenant trash may not be placed outside of the Tenant's Premises at any time. The common areas and service hallways are to be kept clear of all materials at all times. The City of Phoenix will impose citations, and all fines are the responsibility of the Tenant.

Note: Please direct questions and/or problems regarding the operation of the trash compactors to the Maintenance Office at **480.538.8603**. Tenants will be charged \$50 per hour for maintenance staff time and materials used in cleaning trash compactors and service units caused by Tenants' employees.

## 07 » MAIL SERVICE

Mailboxes are situated in clusters throughout the property. See Appendix A-3 for a map of mailbox locations.

There is no door-to-door delivery of mail. Mail will be delivered to the centrally located mailboxes and will not be delivered to individual locations. Tenants are solely responsible for the collection of their own mail. There are parcel boxes for packages that are too large to fit in the mailboxes. A key to a parcel box will be left in your mailbox for large packages.

All boxes are assigned by the U.S. Post Office, which may be contacted at **800.275.8777**. The address to the local post office is 2550 E Rose Garden Ln, Phoenix, AZ 85050.

If you lose your mailbox key, please contact the Desert Ridge Marketplace Management Office at **480.513.7586** to confirm box assignment.



## 08 » TENANT DELIVERIES

Deliveries of any kind must be made to the rear door, if applicable, of the Tenant's space.

Service areas are to be used only for the active loading and unloading of merchandise or other materials. Service areas are not to be used for parking. Violators will be subject to towing at vehicle owner's expense.

Deliveries requiring access through any plaza area must use a dolly with rubber tires to avoid damage to the hardscape. Steel-wheeled dollies are never permitted. All deliveries must be started and completed before or after shopping center operating hours. Deliveries must be completed between the hours of 5:00 am and 10:00 am or 9:00 pm to midnight.

It is the responsibility of the store manager to inform all delivery drivers of the proper procedures.

## 09 » ROOF HATCH ACCESS

If at any time, as a Tenant, a contractor for your store needs access to the roof of any building, please have the contractor follow these procedures:

1. Prior to receiving access, liability insurance naming Desert Ridge Marketplace as certificate holder will be required and must be provided at sign in by all contractors doing work at Desert Ridge Marketplace. Please contact the Management Office for the insurance requirements at **480.513.7586**.
2. Person(s) needing access must first go to Security and produce an ID. See Appendix A-1 for a map of the Security Office Location.
3. The contractor/technician will complete the sign-in form at the Security Office, leaving a Driver's License as a security deposit. The form in the Security Office requires the name of the contractor, the name of the company, the name of the Tenant, the building address and suite number, phone number and approximate time.
4. Once all work is finished, the contractor/technician on the roof must return to Security to inform them that the roof work is complete.
5. Once it is confirmed that everything is closed and locked, Security will return the ID.

If you have any questions about the process to get roof hatch access, please contact Security at **480.419.8101**.

## 10 » EMERGENCY PHONE LISTING

Desert Ridge Marketplace requires a listing of the Store Manager and the Assistant Store Manager complete with home and cell phone numbers as well as email addresses. This list will be used for emergencies only and will not be released to any outsider. Any changes of management personnel and/or contact information should be given to Desert Ridge Marketplace Management Office.

## 11 » EMPLOYEE CONDUCT

Store employees shall conduct themselves in a professional and business-like manner at all times while on the Premises of Desert Ridge Marketplace. Tenants shall not be permitted to execute nor shall Tenants permit outside organizations to execute solicitations, demonstrations, vending, distribution of handbills or any other material to customers within the common areas of Desert Ridge Marketplace. Additionally, Tenants will never place materials or allow outside organizations to place any materials on or in vehicles within the parking areas of Desert Ridge Marketplace. Employees are also required to follow the center's Code of Conduct while working or visiting Desert Ridge Marketplace. See Appendix A-4 for a copy of the Code of Conduct. Employees in violation of Desert Ridge Marketplace's Code of Conduct can and will be trespassed from the center.

## 12 » PARKING

Please do not allow employees to take up the first parking spaces in front of your storefront. Customers of Desert Ridge Marketplace should enjoy the best parking spaces available. Shoppers cannot shop your store if they are unable to quickly locate a parking space. Parking spaces are directly linked to shopping center sales. **Each parking space**, on average, according to ICSC Shopping Center Resources, **is worth \$1,000 per space, per day**. During the peak Holiday Season, this increases to between \$3,500 and \$4,500 per space, per day. Parking spaces are estimated to turn over 10 to 15 times per day. Spaces that are employee-occupied for long periods of time contribute to a direct loss of revenue. Please keep in mind the regulations for employee parking on a daily basis.

Employee parking is designated as those spaces located on the outskirts or middle of the parking areas. Employee parking will be enforced by Security. Your cooperation and consideration in this matter is expected and appreciated. Employees who do not follow the guidelines established by Desert Ridge Marketplace will have their vehicles towed at owner's expense. If there are any changes to the designated employee parking location, Management will notify each Tenant accordingly. »

Remember to always exercise caution when driving in the parking lots. Abide by posted signage within the property to maintain a safe environment for all drivers and pedestrians.

EV Charging stations are located on the North side of The District between LensCrafters and Xi Clothing. These parking spaces are to be used only during active charging times. Vehicles must be moved when the charging time expires or the vehicle owner may be subject to towing at their own expense.

## 13 » LOST AND FOUND

All items found on the Premises will be taken directly to the Security Office and retained for 30 days. The Security Office is located in the District next to the public restrooms. See Appendix A-1 for the Security Office location.

Security is available 24/7 and can be reached at **480.419.8101**.



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# SECURITY PROCEDURES

## 01 » SECURITY STAFF RESPONSIBILITIES

Responsibilities of the Desert Ridge Marketplace Security Staff:

1. To patrol all common areas, enforce center regulations, maintain a visible presence and keep a constant watch for persons committing or preparing to commit a crime.
2. To assist all customers and visitors at Desert Ridge Marketplace with directions and information.
3. To administer minor first aid. Incidents requiring Emergency Medical Aid will be handled by the City of Phoenix Fire Department (911).
4. To conduct evening checks of all front doors. Managers will be notified of unsecured doors.
5. To report all occurrences of maintenance operational failures, hazards or vandalism to Desert Ridge Marketplace Management Office.
6. To provide escorts to employees and customers upon request.

Security Officers responding to calls regarding shoplifters inside a store will inform the Store Manager to call the City of Phoenix Police Department if an arrest is to be made. Remember that 911 is for emergency use only; dial the City of Phoenix Police Department at **602.262.6151** for non-emergency matters. Desert Ridge Marketplace Security Officers will remain in the store as an observer and keep the peace until the police arrive, leaving the investigation to the police officers and store personnel.

Items lost or left in your store should be delivered to the Security Office. Anyone looking for lost items should be referred to the Security Office.



## 02 » SECURITY OFFICE LOCATION

The Security Office is located in The District next to the public restrooms. See Appendix A-1 for a map of the Security Office location. Security is available 24/7. Security can be reached at **480.419.8101**.

## 03 » TENANT RESPONSIBILITIES

Each Tenant agrees that it will not keep anything in, upon or about the Premises which will violate Landlord's policies. Tenants are responsible for their own interior security, including shoplifting. Desert Ridge Marketplace Security is provided to maintain peace and order in the common areas of the center. Security personnel will assist stores in emergencies involving potential bodily injury, store damage, etc. Problems arising within the store which require security assistance should be handled by calling Security at **480.419.8101**. An on-site Security Officer will respond. If a crime is being committed, your first call should be to the Phoenix Police Department at **602.262.6151**. However, if the incident is a time-sensitive emergency contact **911** immediately.

It is also the responsibility of each Tenant to determine if any Security or additional Security Officers are needed to provide security or escorts for employees from their store to their vehicles. If additional security is needed, the Tenant should contract with Desert Ridge Marketplace Security or with an outside agency for this service. Seven-day advance notice is necessary to provide extra Desert Ridge Marketplace

Security Officer(s). All costs involved in extra security will be the Tenant's responsibility. Contact the Director of Security at **480.419.8101** for information related to obtaining additional Security Officers.

## 04 » EMERGENCY PROCEDURES

If you need the Police Department, Fire Department or paramedic assistance, call **911** immediately.

If you need assistance from Desert Ridge Marketplace Security Officers, use the following procedure:

1. Call **480.419.8101** for assistance.
2. Give Security: Your Name, Store Name and Phone Number, Type of Incident, Brief Explanation
3. When explaining the problem, be sure to determine the urgency of the situation and inform the Officer (i.e. "This is an emergency.") or ask an Officer to stop by the store at his/her convenience.

If at any time you have an emergency or need immediate assistance and need to be discreet about it, call Security at **480.419.8101**, state your store or restaurant location and ask for "**NORA**" or state "can you send Nora over to (store or restaurant name)." **NORA stands for Need Officer Right Away.** The Security Officer will ask you if the police need to be called and will immediately send a Security Officer to your location. »

In addition, Desert Ridge Marketplace utilizes a communication tool, One Call Now, which allows our team to quickly send emergency and informational messages to Tenants. The One Call Now notification service is a tool that can deliver messages via phone, SMS text and/or e-mail. By using this service, we are able to send you urgent messages such as emergency evacuation notifications, weather closures, project watch advisories and operational updates.

Security keeps a master list of “Emergency Contacts,” so please contact Security at 480.419.8101 to notify them of any Store Management personnel updates. Each Tenant can have up to six phone numbers and five email addresses assigned to their account.

## 05 » BOMB THREATS

Unfortunately, bomb threat pranks have become increasingly common. The seriousness of an actual bomb threat may not be recognized due to the numerous pranks made by people who joke with our safety and security. If you are aware of anyone who has made a bomb threat, report him or her to the police. Because of the possibility of a prank, we ask that bomb threats be handled in a “low key” manner until authorities determine that a substantial threat exists. »

A bomb threat is generally defined as a threat, usually verbal or written, to detonate an explosive or incendiary device to cause property damage, death or injuries, whether or not such a device actually exists. Typically delivered by telephone, or other telecommunication means, the great majority of such threats are intended to cause disruption, revenge or play practical jokes, rather than warning of real devices.

Bomb threats received by telephone or other means should be immediately reported to the Management Office and the Security Office. Every effort should be made not to alarm customers or employees unnecessarily. The Security Office and/or the City of Phoenix Fire Department will issue instructions for the proper procedure to follow.

In the event your store receives a bomb threat by telephone, remain calm and make every effort to obtain as much information from the call as possible, such as:

1. Exact location of the bomb
2. Time set for detonation
3. Description of explosive or container
4. Type of explosive
5. Reason for call or threat »

The person receiving the call should also note such details as:

1. Date and time of call
2. Exact language used
3. Peculiar or identifiable accent
4. Estimated age of caller
5. Background noise such as vehicles, conversation, music, etc.

Every effort should be made to keep the caller on the telephone for as long as possible to obtain maximum information.

If Desert Ridge Marketplace notifies you of a bomb threat:

1. Follow the instructions of the police, Desert Ridge Marketplace's staff and your store's policies.
2. Depending on the circumstances, a detailed search of the store may be requested. Since you and your staff know your store better than the police, you may be asked to assist in the search.
3. If any suspicious items are found, do not touch them. Notify the police and Security immediately.
4. Be ready to evacuate if necessary.

## 06 » ACTIVE SHOOTER POLICY

We hope to never deal with an Active Shooter situation, but please familiarize yourself with these safety procedures in case of this highly unlikely emergency.

An Active Shooter is an individual actively engaged in an attempt to kill people in a confined area. Active Shooter situations are often over within 10 to 15 minutes, before law enforcement arrives on the scene, so it is important to be prepared. Always be aware of your environment and nearest exits.

How to respond to an Active Shooter situation:

1. Evacuate
2. Hide out
3. Once you are safe, call **911**

If you are in an enclosed area during an Active Shooter situation, and it is not safe to escape, get into a room and secure the door. If you are in a walkway, and it is not safe to escape, get into a building and secure the door. When you have reached a safe location, call **911**.

Once in a safe hiding place, silence your cell phone and turn off any source of noise. Remain quiet and hide behind large items, if possible.

Do not attempt to move wounded people. »

When Law Enforcement arrives:

1. Remain calm
2. Put down any items in your hands and keep your hands visible
3. Follow Law Enforcement instructions

## 07 » ACCIDENTS, INJURIES & ILLNESSES

Incidents occurring within the store's Premises should be handled in accordance with the procedures established by the store. Incidents occurring within the common areas (including service areas and parking areas) should be reported to the Security Office immediately at **480.419.8101**. Appropriate action will be taken. As a rule, do not attempt to move an injured person.

## 08 » LOST PERSONS

If a person is reported to you as being lost, notify the Security Office immediately at **480.419.8101**. Please be prepared to share a detailed physical description of the lost person, including approximate height, weight, age, hair and skin color, along with the clothing the person was last seen wearing.







**MAINTENANCE**

## 01 » TENANT MAINTENANCE & REPAIRS

Each Tenant, at its company's expense, must repair and maintain every part of its Premises. This includes storefronts, utility meter, pipes and conduits, plumbing fixtures, lighting fixtures, light bulbs, interior air duct system and HVAC systems (including monthly filter changes), storefront signs, locks, window frames, doors, floor coverings and any other fixtures or items within the store. You must submit, at minimum, monthly HVAC inspection reports/work orders to the Management Office.

Should the center's electrical, air conditioning or fire protection staff be called in to troubleshoot a problem, the Tenant must sign a work order to pay for labor and expenses if the repair or non-functioning item(s) are the Tenant's responsibility.

Note: Unless otherwise specified, Tenants will be charged for maintenance staff time and materials used in correcting or attempting to correct a problem that is the Tenant's responsibility. Current rates are \$125 per hour or any fraction thereof.

## 02 » DESERT RIDGE MARKETPLACE EQUIPMENT

Due to insurance restrictions, only Desert Ridge Marketplace maintenance staff is permitted to use center maintenance equipment to cover the scope of any work at the center. Equipment will not be lent out to Tenants at any time.

## 03 » USE AND CARE OF PREMISES

Each Tenant will conduct its business on the Premises in a dignified manner and in accordance with the high standards of center operations.

Tenants shall not use, nor permit the Premises to be used, for any purpose other than as specified within the Tenant's lease. Also, Tenants shall not use nor permit the Premises to be used in any way that will injure the reputation of Desert Ridge Marketplace. Nor shall the Tenant permit the Premises to be occupied in whole or in part by any other person, except as permitted under the Tenant's lease.

## 04 » FIRE PROTECTION & PRECAUTIONS

Fire protection and precautions are a joint responsibility of Tenant and Landlord. General rules regarding fire protection and some of the precautions to follow are:

1. Tenants will install and maintain any fire extinguishers, apparatus and signs required by local, state, and federal regulations and/or the requirements of the insurance underwriter.
2. Each Tenant must have at least one fire extinguisher that is accessible and on the Premises at all times. It is to be tested and recharged annually.
3. Sprinkler systems are required by NFP (National Fire Protection) 25 - 5.2.1 to be inspected annually. Alarm devices are to be inspected quarterly per 5.2.6. Please forward a copy of the test results to the Management Office.
4. Tenant will comply with all recommendations of any public or private agency having authority over insurance rates with respect to the use or occupancy of the Premises.
5. Building displays and stocking of merchandise will be done in a manner that will allow at least 18" of clearance from the sprinkler heads, 3' from all electrical panels and nothing stacked on top of the electrical transformer within the Premises according to Fire Codes.
6. Housekeeping will be performed in such a way as to promote maximum fire protection.
7. Many doors are controlled electronically and may not be blocked or held open. »

General Rules to follow in case of fire or smoke:

1. Call **911**.
2. Call Security at **480.419.8101**.
3. Taking the proper safety precautions, utilize all available firefighting equipment to extinguish the blaze.
4. Direct all customers to immediately leave the Premises.
5. If possible, Tenants should close their doors before leaving, to prevent smoke or fire from spreading into the center.

## 05 » SOUNDS & ODORS

Sounds and/or odor shall not emanate from the Tenant's Premises at any time.

## 06 » MOLD REMEDIATION

If mold is identified within the Tenant's Premises, the Tenant must take immediate action to remove mold. Tenant must notify Management at **480.513.7586** and Operations at **480.538.8603** of mold issues immediately for inspection.

## 07 » PEST CONTROL & INSPECTION

Tenants must take immediate action to remove any infestation as soon as it is identified within the Tenant's Premises. It is the Tenant's responsibility to perform pest control maintenance within its Premises. Desert Ridge Marketplace's Management will contract for pest control in the common areas. You are required to submit monthly pest elimination reports/work orders to the Management Office.









MARKETING

## 01 » MARKETING OVERVIEW

The Marketing Department at Desert Ridge Marketplace focuses on creating experiences and opportunities to drive traffic to the shopping center. The department's responsibilities include the creation of strategic marketing plans, budget administration, public relations, community relations, media buys, market research, digital marketing – website & social, Tenant relations, sales promotions and event marketing. The marketing team hosts over 300 events annually offering opportunities for additional exposure year-round. Throughout the year, your store will be contacted for participation in important programs designed to increase your sales and traffic, many of which are completely free.

Desert Ridge Marketplace's advertising buy is comprised of a strategic, multi-medium mix of traditional and digital. Special events and sales promotions are conducted to maximize traffic, sales and buyer conversion. The Marketing Department creates ongoing partnerships for gift-with-purchase and enter-to-win promotions aimed at rewarding and engaging shoppers and diners. Additionally, the Marketing Department maintains non-profit partnerships in an effort to increase community involvement at the center. Public relations supplement the Marketing Department's efforts to maximize exposure and drive traffic. »

For a more comprehensive outline of the center's marketing strategy, event and promotions calendar and other marketing opportunities, please refer to the marketing packet provided to your store at the Annual Marketing Meeting. Additionally, tenants are invited to schedule a meeting with the Marketing Department to learn about opportunities to get involved in the center's marketing efforts. The Marketing Department can be reached through the Management Office at 480.513.7586.

Note: If at any time, you wish to use the Desert Ridge Marketplace logo, you must receive prior approval from Marketing Department.

## 02 » TENANT EVENTS & PROMOTIONS

If your store has an event or promotion that you would like featured on our website or social media platforms, please contact the Marketing Department. Additionally, if your store wishes to use any outside or common area space for an event, approval is required and a Certificate of Insurance must be provided to the Marketing Department. Please contact the Management Office for Insurance Requirements at **480.513.7586**.

## 03 » LEASE REQUIRED ADVERTISING

Many Tenants have LRA (Lease Required Advertising) clauses within their lease. LRA Tenants pay automatic, additional monthly marketing fees and receive signage and digital exposure opportunities within the center as a result. If you are an LRA Tenant, you can select four options per year by submitting an LRA Form. Please refer to Article 29C of your lease agreement to determine if you are an LRA Tenant. If you are not an LRA Tenant, you may purchase advertising options through the Marketing Department. Contact the Marketing Department at **480.513.7586** for additional details.

## 04 » EMPLOYMENT & HIRING RESOURCES

To assist with your on-going hiring efforts at Desert Ridge Marketplace, the Marketing Department can post your job openings on our website, [www.shopdesertridge.com](http://www.shopdesertridge.com), free of charge. The Job Opportunities Section is designed to help our customers browse and see what stores are hiring at the center. To get your job posting on our website, reach out to the Marketing Department at **480.513.7586**.

## 05 » MEDIA INQUIRIES

All media inquiries are to be directed to Desert Ridge Marketplace Management Office. If contacted by the media, Tenants must inform the Management Office immediately at **480.513.7586**. The Marketing Department will ensure that these inquiries are handled appropriately.

If you are hosting a TV segment or other media inside your Premises, please make the Marketing Department aware, so Security can be alerted. Non-approved media will be asked to check in with the Management Office.

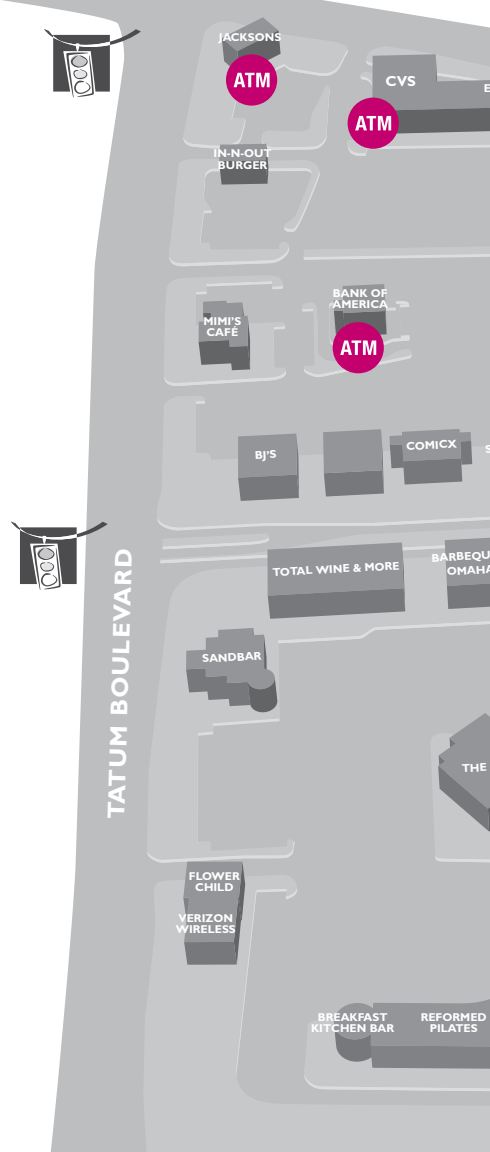




# APPENDIX

## A-1 » ATMS, MANAGEMENT OFFICE, SECURITY, EV CHARGING & RESTROOM LOCATIONS

-  ATM LOCATIONS
-  MANAGEMENT OFFICE
-  SECURITY OFFICE
-  EV CHARGING PARKING
-  PUBLIC RESTROOMS
-  PEPSI VENDING





INSTEINS  
BAGELS

DEER VALLEY ROAD

ATM

ALBERTSONS

ULTA

OLD NAVY

ROSS  
DRESS  
FOR LESS

FIVE  
BELOW

MARSHALLS  
HOMEGOODS

SKI PRO

JO-ANN ETC.

MAJERLE'S  
SPORTS GRILL

BARRIO  
QUEEN

BARNES &  
NOBLE



DAVE &  
BUSTER'S



WHINING  
PIG



ES GALORE  
STEAKS

THIRSTY  
LION

CPK

COPPER  
BLUES



NIKE  
UNITE

DISTRICT  
STAGE

H&M

VS  
PINK



YARD  
HOUSE

AMC 18  
THEATRES  
IMAX®

KEG

CHIPOTLE

ATM

AMAZING  
LASH

TARGET

PETSMART

BOB'S  
DISCOUNT  
FURNITURE

DSW

MESSAGE ENVY

KOHL'S

THE BEAUTY  
DISTRICT

OHM  
FITNESS

## A-2 » THE DISTRICT OPEN CONTAINER PROGRAM GUIDELINES AND MAP

Sip Sip Hooray! Guests aged 21+ can now pop into any participating restaurant, order a cocktail, beer or wine, and enjoy it in designated outdoor areas in The District.

### **GUIDELINES**

1. In effect daily during the following hours:  
Sunday – Thursday: 10AM-9PM  
Friday – Saturday: 10AM-10PM
2. Visit one of the Sip & Stroll Stops listed below. If a restaurant is not listed, they are not approved to sell alcohol for common area consumption.
3. Beverages must stay within approved outdoor consumption area shown below.
4. Beverages must come in an approved clear plastic container.
5. You must have an approved wristband stating you are 21 years or older to participate.
6. No outside food or beverage is permitted in stores.

### **PLEASE DRINK RESPONSIBLY**

## SIP & STROLL STOPS



### Sip & Stroll Path

- 1 Marino's Italian Kitchen & Bar
- 2 Copper Blues Desert Ridge
- 3 Fat Tuesday
- 4 Dave & Buster's
- 5 Whining Pig Beer & Wine Bar
- 6 Yard House
- 7 Spitz Mediterranean
- 8 Islands Restaurant

SCAN FOR A FULL LIST OF RULES AND REGULATIONS  
OR VISIT OUR WEBSITE AT [SHOPDESERTRIDGE.COM/SIP](http://SHOPDESERTRIDGE.COM/SIP)



## A-3 » TRASH DUMPSTERS/ COMPACTORS & MAILBOX LOCATIONS



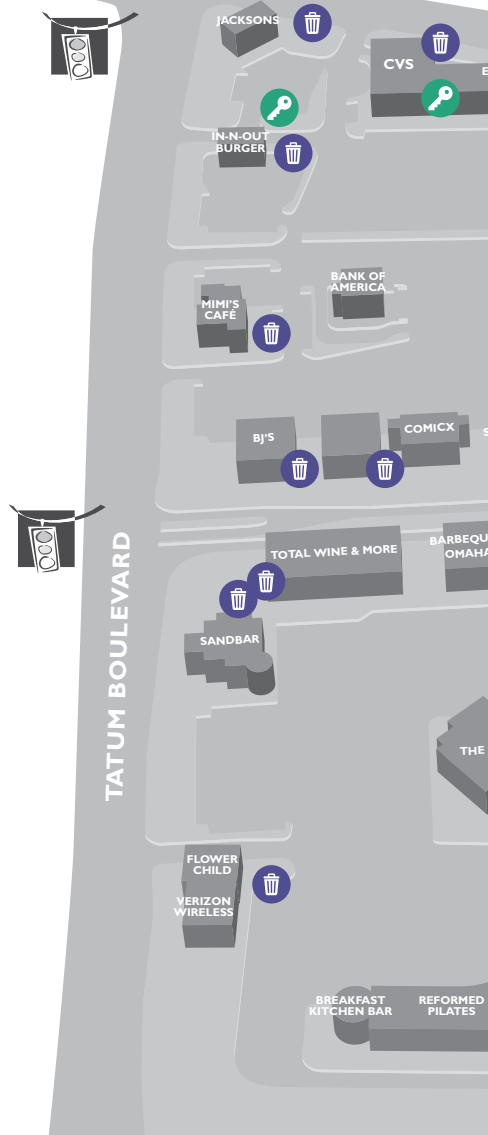
TRASH DUMPSTERS



TRASH COMPACTORS



MAILBOX LOCATIONS



INSTEINS  
BAGELS

# DEER VALLEY ROAD

ALBERTSONS

ULTA

OLD NAVY

ROSS  
DRESS  
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FIVE BELOW

MARSHALLS  
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MAJERLE'S  
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BOB'S  
DISCOUNT  
FURNITURE

DSW

MESSAGE ENVY

KOHL'S

## A-4 » CODE OF CONDUCT

Desert Ridge Marketplace, including its parking lots, is private property. Please keep all firearms and weapons locked within your vehicle. The following Code of Conduct is set forth for the purpose of protecting the shopping center's legitimate business interests and any violation of the code interferes with the commercial nature and function of the shopping center. Many of the issues covered within the Code of Conduct are also issues covered in the Arizona Criminal Code and may be enforced as such. If you fail or refuse to follow this Code of Conduct, you will be asked to leave the property. If you fail or refuse to leave property, you will be arrested and prosecuted for criminal trespassing per A.R.S. § 13-1502. As a visitor on this property, you are prohibited from engaging in any of the following activities while on this property:

1. Using physical force, obscene language, obscene gestures, or racial, religious or ethnic slurs, which are likely to create a disturbance or impinge on the hearing or peace of other patrons of the shopping center or other disorderly conduct, loitering or disturbing the peace.
2. Physically or verbally threatening any persons, fighting, or annoying others through noisy or boisterous activities. Also, by following another person through the shopping center or by using sexually explicit or conduct in any other way creating a disturbance which interferes or is disruptive or dangerous to the shopping center patrons or its commercial function. »

3. Running, skating, rollerblading, skateboarding, bicycling, hoverboarding, obstructing or interfering with the free flow of pedestrian traffic or with patrons view of windows and other Tenants displays, or assembling for the purpose of disturbing the public peace or committing any unlawful act. Groups of 5 or more will be asked to separate into smaller groups.
4. Creating litter, or throwing, discarding or depositing any paper, glass, or other matter of any kind in the shopping center, except in designated trash receptacles, or rummaging through or removing items from the trash receptacles or ashtrays.
5. Defacing, damaging, or destroying any real or personal property constituting part of, or located in or on, the shopping center and belonging to the shopping center, its patrons or its Tenants, including writing, spraying, scratching, etching, or otherwise affixing graffiti on such property.
6. Engaging in non-commercial expressive activity without prior written permission from shopping center management and in accordance with the shopping center's rules for such activity.
7. Dogs are allowed within the plazas at Desert Ridge Marketplace (stores and restaurants are subject to their own policies). Dogs must remain on a leash (6 feet or less) at all times or contained in a carrier. Dogs (with the exception of service animals) are prohibited from being on the fountain decks. Desert Ridge Marketplace reserves the right to remove any pet for improper behavior. »

8. Yelling, screaming, singing, playing musical instruments, radios, tape or compact disc players, or otherwise communicating in a manner which creates noise of sufficient volume to impinge on the hearing or peace of the general public without prior written permission from shopping center Management.
9. Soliciting money or other contributions or donations or distributing commercial advertising or promotional material of any kind, or offering samples or items which are sold, available for sale or available in exchange for a donation or contribution, except with the prior written agreement of the Management of the shopping center.
10. The presence of any apparel or accessory or display, which by virtue of its color, arrangement, trademark, symbol, or other attribute, indicates or implies affiliation or support of a group identified by law enforcement as having suspected connection to criminal activity. Weapons of any type, including but not limited to, firearms and knives. Property Management and Security reserves the right to deny entry or continued presence on property for any reason, including but not limited to, with regard to prohibited items described above.
11. Sitting on floors, planters, handrails, stairs, trash receptacles, and other areas not specifically designed for seating. As well as loitering, delaying, lingering, or remaining idle about the property without any useful business for being present. »



12. Being publicly intoxicated and/or possessing any open can, bottle, or other receptacle containing any alcoholic beverage, except in the areas specifically designated for the consumption of alcohol. Also, being under the influence by any illegal substance and/or possessing any paraphernalia used for such.
13. Taking photos, video or audio recording of any store, product, employee, customer or officer. Photos of a shopping party with shopping center decor as a backdrop is allowed. All other activities must have shopping center Management approval.
14. Engaging in any unlawful activity or behavior, or the commission of any infraction, misdemeanor, or felony in the mall.
15. Any person that exhibits behavior that can be construed as disrespectful towards the Security, Maintenance or Management of Desert Ridge Marketplace will be asked to leave the shopping center.
16. Smoking (including electronic cigarettes) within the shopping center per Smoke-Free Arizona Act A.R.S. § 36-601.01. 1-877-429-6676. [www.smokefreearizona.com](http://www.smokefreearizona.com)
17. Leaving a child or pet in a vehicle on the property per A.R.S. § 13-3623 and A.R.S. § 13-2910.





# DESERT RIDGE

MARKETPLACE

[SHOPDESERTRIDGE.COM](https://shopdesertridge.com) | 480.513.7586



DESERT RIDGE MARKETPLACE MANAGEMENT OFFICE  
21001 NORTH TATUM BLVD. SUITE 46-1515 | PHOENIX, ARIZONA 85050