

April

TENANT NEWSLETTER

-2024-



DESERT RIDGE MARKETPLACE

(480) 513-7586 

DRMReception@vestar.com 

Located next to LensCrafters 

PROPERTY MANAGEMENT UPDATES

▼ 2024 BEST OF THE VALLEY

Make sure to nominate your brand for PHOENIX Magazine's Best of the Valley. The top nominees in each category will then move on to the final ballot for voting. Final ballot voting will begin on Wednesday, May 1 until Sunday, May 19. Winners will be announced in the July/August issue of PHOENIX Magazine. Nominate now at phoenixmag.com.



▼ NEW! EXPERIENCE VILLA FLEUR

Villa Fleur is now open inside The District near Copper Blues! This experience will captivate and transcend you into an eclectic atmosphere of rich prints and bold textures, striking visuals and lush florals. Set under romantic lighting, you will settle into parlor-style seating designed to ignite the senses while enjoying chef-driven fare and elixirs and a state-of-the-art projection show designed exclusively for Villa Fleur.

This unique journey is available for a limited time, now through May 12. You can find more information at shopdesertridge.com/districtdome



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

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MARKETING & UPCOMING EVENTS

▼ ECOBLOOMS OVERHEAD ART INSTALLATION

Sustainable Art & Evergreen Earth Day Guide

Throughout April, Desert Ridge Marketplace will be promoting all things Earth Day! EcoBlooms will take over The District in mid-April as a hanging art installation with ivy leaves made from recycled bottles and spring flowers. Your brand is invited to promote sustainability initiatives throughout the month. Please send your sustainability details to khauptman@vestar.com.

▼ BUBBLE BASH

Saturday, May 11 from 11AM-1PM

Save The Date! The Annual Bubble Bash returns to The District this May for the ultimate summer kick-off. The District will be filled with millions of bubbles and interactive stations, a foam zone at The Splash Pad and more. Email khauptman@vestar.com to be involved!

▼ WEEKLY LIVE MUSIC

Fridays and Saturdays | 6pm-9pm

Desert Ridge Marketplace features local bands at The District Stage every Friday and Saturday evening. View the live music schedule on [our website](#). *For the safety of our guests and performers, Live Music will be paused June – August.*

▼ FASHION WEEK 4 KIDS

Your brand is invited to join the FUN on November 16!

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. Please reach out to hailee@slentertainment.com with any additional questions or participation interest.

▼ LUNCH PROGRAM

Enhance your eatery by joining the Desert Ridge Marketplace 2024 Lunch Program! With the goal of driving additional lunchtime traffic, the lunch program will promote weekday offers from 11am-2pm. These offers will be distributed to local businesses and through a comprehensive advertising plan. Please email your exclusive offer to khauptman@vestar.com to be included. Your offer can be modified at any time!



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EMPLOYEE DISCOUNT

INCLUDE A SPECIAL OFFER

This exciting employee discount initiative encourages other brands at Desert Ridge Marketplace to shop and dine with you. Please send your 2024 employee discount details to mgonzalez@vestar.com.

2024 Employee Discounts

See store for more information, restrictions and exclusions.

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| BackFit Health + Spine NEW PATIENT SPECIAL Free exam and X-rays (\$235 value) Schedule @ 480-306-7832 | Cold Stone Creamery 15% off | Dave & Buster's 15% off Food and Non-alcoholic Beverages |
| Fly Bye To Go 20% off | Kona Grill 20% off | Hand & Stone Massage and Facial New Client Special of \$75.95 (value of \$119.95) |
| Marino's Italian Kitchen & Bar 10% off food only | Radi8 Hot Yoga \$15 Yoga drop in or \$108 unlimited Yoga membership | Soap Des Jour 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 12/31/2024.



Have a special offer to include?

Email Melissa Gonzalez at mgonzalez@vestar.com with offer details to be included.

SOCIAL & PR FEATURES



97k+
Web Page Views



62k
Social Media
Followers

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



BUNNY HOP HIGHLIGHTS

THANK YOU! BUNNY HOP PARTICIPATION

A special thank you to the 25+ brands that joined us for our annual Bunny Hop celebration! If you have any thoughts or feedback about the event, please email khauptman@vestar.com – we are always looking for unique and innovative ways to elevate our events!

