

# January

## TENANT NEWSLETTER

-2024-

*Happy New Year!*



DESERT RIDGE MARKETPLACE

(480) 513-7586

DRMReception@vestar.com

Located next to LensCrafters

### PROPERTY MANAGEMENT UPDATES

#### ▼ SIGNAGE AND STOREFRONTS

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. Banners, A-Frames, Stanchions or Easels are not permitted in the common areas of the center. Thank you for your ongoing attention to these items and dedication to maintaining a high standard.

#### ▼ LUNCH PROGRAM

Enhance your business by joining the Desert Ridge Marketplace Lunch Program! Please email your exclusive offer to [khauptman@vestar.com](mailto:khauptman@vestar.com) to be included. The Lunch Program is designed to increase foot traffic, sales and elevate the visibility of your brand with monthly campaign initiatives.

#### ▼ UPDATE YOUR EMPLOYEE DISCOUNT

As we enter a new year, we invite you to continue the exciting employee discount initiative which encourages other brands at Desert Ridge Marketplace to shop and dine with you. Please send your 2024 employee discount details to [khauptman@vestar.com](mailto:khauptman@vestar.com). Additionally, let us know if you prefer to utilize the same offer as 2023, offers can be viewed in the December 2023 Tenant Newsletter.

#### ▼ MARKETING OPPORTUNITIES

Showcase your business to boost traffic and sales. Participating in year-round marketing initiatives is not just about exposure; it's about creating a thriving community where your business can flourish at Desert Ridge Marketplace! Here's how you can get involved this year: event participation, website promo listing, social media, LED video wall and MORE! Please email marketing materials to [khauptman@vestar.com](mailto:khauptman@vestar.com) to be included in marketing efforts.

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

**DESERT  
RIDGE**  
MARKETPLACE

# YOU'RE INVITED! EVENTS & HAPPENINGS

## ▼ WM PHOENIX OPEN TICKETS: GIFT WITH PURCHASE Begins Monday, January 15

While supplies last! Shoppers who spend \$450 or more at Desert Ridge Marketplace can redeem their same-day receipts for 2 free tickets to the Waste Management Phoenix Open. Receipts can be redeemed at the Security Office. More details can be found on [our website](#).

## ▼ LUNAR NEW YEAR FESTIVAL Saturday, February 3 | 11am – 1pm

The 7th annual Lunar New Year Festival returns to The District Stage in celebration of the Year of the Wood Dragon. Desert Ridge Marketplace continues its partnership with 9 Dragons Kung Fu to host an incredible morning filled with cultural performances, dramatic lion dances, tai chi demonstrations, art and more. More details and information can be found on [our website](#). Please reach out if you are interested in participating!

## ▼ GAME DAY WATCH ZONE Sunday, February 11 | Kick-Off at 4:30pm

The District is transforming into the ultimate Game Day Watch Zone on Sunday, February 11! Fans can cheer on their team and catch the game on our massive outdoor LED screens. Please reach out if you are interested in participating!

## ▼ WEEKLY LIVE MUSIC Fridays and Saturdays | 6pm-9pm

Desert Ridge Marketplace features local bands at The District Stage every Friday and Saturday evening.



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

**DESERT  
RIDGE**  
MARKETPLACE

# PR UPDATE



156k

Web Page Views



53k

Social Media Followers

65

Total Media Hits  
in December 2023



60

Million Impressions



@DesertRidge



@DesertRidgeMarketplace

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

## NOW OPEN

### ▼ SEPHORA

**Glam alert!** Come in and share the beauty. Check out fan-favorite brands like FENTY BEAUTY by Rihanna, Drunk Elephant, Olaplex, and affordable picks from Sephora Collection.

*Located inside The District near Nike Unite.*



## COMING SOON

### ▼ FOLEY RANCH

Where the wild west meets Montana hospitality! Nestled on the west end of Desert Ridge Marketplace, Foley Ranch is more than a venue; it's an experience. You'll soon be able to enjoy live music, country dancing and culinary BBQ by celebrity chef Brian Duffy.



### ▼ BACKYARD

You'll soon be able to meet your friends at Backyard, where the game is always on! Dog-friendly and fun-driven, Backyard combines cozy familiarity with daily excitement, ensuring a fantastic time for all! Coming soon near Total Wine & More.

