



# November 2024

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## MARKETING UPDATES



### COMING SOON HICKORY FARMS POP-UP

The Promenade is excited to announce Hickory Farms will be joining our growing list of tenants at the center. Hickory Farms is expected to open in November, just in time for the holiday season. Located near First Watch.

### THANKSGIVING GIVEAWAY

Get in the Thanksgiving spirit with our *I Am Thankful* Giveaway on Instagram throughout the month of November! Users that like the Instagram post and comment something they're thankful for will be entered for a chance to win a \$200 gift card to Trader Joe's. [Click here](#) to check it out.



### ELF INSTALLATION

Our infamous Elf is returning to The Promenade for the holiday season. Lloyd the Elf will be installed in the spire on Monday, November 25th.



Don't miss the ongoing photo ops- Lloyd will be up throughout the holiday season.

## PHOTOS WITH SANTA

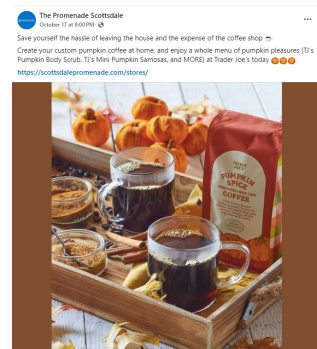
The Promenade is hosting two special Holiday Photo Events on Sunday, December 8th and Saturday, December 14th from 3:00pm to 5:00pm between Nordstrom Rack and Michael's. These events will feature a Christmas Tree backdrop and free professional photos. It's a great chance to engage with the community—let us know if you would like to join by setting up a table, conducting demos, offering samples, or sharing promotional materials for your business.



And don't miss out on the ongoing photo ops—the Christmas tree will be on display throughout the holiday season! Interested in participating at the event? [Click here](#) to email our team.

## SOCIAL MEDIA

We are continuing to post every other day on Facebook and Instagram to highlight all that our stores, restaurants and services at The Promenade Scottsdale have to offer. If you have any professional lifestyle images that you would like to include in our lineup, or any promotions you would like us to share on our social media outlets, **please send the images and promotional details to Payton Moen at [pmoen@vestar.com](mailto:pmoen@vestar.com).**



## PUBLIC RELATIONS

We are constantly gathering offers from our tenants to send to our public relations firm to pitch to local news outlets. If your store or restaurant is running any promotions, **please email those offers to Payton Moen at [pmoen@vestar.com](mailto:pmoen@vestar.com).**

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## WEBSITE UPDATES

### HOURS

If your store or restaurant will be featuring modified hours for the holidays, please email your updated hours to **Payton Moen at [pmoen@vestar.com](mailto:pmoen@vestar.com).**

Please check your location's listing [here](#) to make sure your hours are correct. If you see any inconsistencies, **please email Payton Moen at**

[pmoen@vestar.com](mailto:pmoen@vestar.com).

## PROMOTIONS/SPECIALS

We are updating our website regularly with specials and offers. Please check your location's listing [here](#) to make sure any offers listed are correct. If you would like any information to be added to the website, **please email Payton Moen at [pmoen@vestar.com](mailto:pmoen@vestar.com) with the details.**

## JOB LISTINGS

Are you hiring? Feature your job postings on The Promenade Scottsdale's website. **Please send the job description and instructions on how to apply to Payton Moen at [pmoen@vestar.com](mailto:pmoen@vestar.com) to have your job opportunities displayed on the dedicated landing page, [here](#).**

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FACEBOOK PAGE  
LIKES

**5,876**

INSTAGRAM  
FOLLOWERS

**2,699**

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**Tim Ray**  
Property Manager  
602.553.2703  
[Tray@vestar.com](mailto:Tray@vestar.com)

**Shannon Zubert**  
Assistant Property Manager  
602.553.2663  
[Szubert@vestar.com](mailto:Szubert@vestar.com)

**Payton Moen**  
Marketing Manager  
602.553.2705  
[Pmoen@vestar.com](mailto:Pmoen@vestar.com)

For questions or more details on any of the newsletter topics, please [email us!](#)

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The Promenade Scottsdale | 16243 N. Scottsdale Road | Scottsdale, AZ 85254 US

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