

January

TENANT NEWSLETTER

-2025-

Happy New Year!



DESERT RIDGE MARKETPLACE

(480) 513-7586 

DRMReception@vestar.com 

Located next to LensCrafters 

PROPERTY MANAGEMENT & MARKETING UPDATES

▼ SIGNAGE AND STOREFRONTS

No signs or advertising collateral of any nature may be taped on the surface of the tenant's storefront display windows or doors. 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 handwritten, non-professional signs or newspaper advertisements be displayed within the storefront.

▼ LUNCH PROGRAM

Take your business to the next level with the Desert Ridge Marketplace Lunch Program! If the 2024 results weren't as strong as you hoped, now's the time to refresh and update your offer. Send your exclusive offer to khauptman@vestar.com to be included. This program is designed to drive more foot traffic, boost sales, and increase your brand's visibility through strategic monthly campaigns.

▼ 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 2025 employee discount details to mgonzalez@vestar.com. Additionally, let us know if you prefer to utilize the same offer as 2024, offers can be viewed in the December 2024 Tenant Newsletter. The deals will be included in the newsletter starting this February.

▼ 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 to be included in marketing efforts.

SHOPDESERTRIDGE.COM

**DESERT
RIDGE**
MARKETPLACE

EVENTS & HAPPENINGS

▼ WM PHOENIX OPEN TICKETS: GIFT WITH PURCHASE

Coming Soon - while supplies last! Shoppers who spend \$400 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 Management Office. More details on promotion run dates can be found on [our website](#).

▼ LUNAR NEW YEAR FESTIVAL

Saturday, February 1 | 11am – 1pm

The 8th 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 9 | Kick-Off at 4:30pm

The District is transforming into the ultimate Game Day Watch Zone on Sunday, February 9! Fans can cheer on their team and catch the game on our massive outdoor LED screens. Plus, guests can also enjoy a special brand activation from King's Hawaiian. Please reach out if you are interested in participating!

▼ MAKERS HIVE MARKET

Saturday, February 22 | 11am - 4pm

The Makers Hive Market is coming back to The District! This exciting event will feature local vendors showcasing handcrafted goods, unique finds, and more, bringing a lively, creative vibe to the center. **Interested in participating?** If you'd like to have a table at the event to promote your business or products, please email Katie at khauptman@vestar.com for more details. Don't miss this opportunity to connect with the community and showcase your offerings!

▼ WEEKLY LIVE MUSIC

Fridays and Saturdays | 6pm-9pm

Desert Ridge Marketplace features local bands at The District Stage every Friday and Saturday evening from 6pm-9pm.

Tim Ray
General Manager
602.553.2703
tray@vestar.com

Shannon Zubert
Asst. General Manager
602.553.2663
szubert@vestar.com

Katie Hauptman
Marketing Director
602.553.2708
khauptman@vestar.com

Melisa Gonzalez
Marketing Manager
602.553.2713
mgonzalez@vestar.com

Security Dispatch
24/7 Hotline
480.419.8101