

# TENANT NEWSLETTER

## OCTOBER 2024

Matt Rhorer  
Property Manager  
(602) 553-2717  
[mrhorer@vestar.com](mailto:mrhorer@vestar.com)

Chris Moffitt  
Assistant Property Manager  
(602) 553-2626  
[cmoffitt@vestar.com](mailto:cmoffitt@vestar.com)

Morgan Wilson  
Marketing Manager  
(714) 820-9179  
[mwilson@vestar.com](mailto:mwilson@vestar.com)

## PROPERTY MANAGEMENT UPDATE

### New Management Team

Matt Rhorer and Chris Moffitt are the new Property Manager and Assistant Property Manager for Surprise Towne Center and Marketplace! They can be reached via email at [mrhorer@vestar.com](mailto:mrhorer@vestar.com) and [cmoffitt@vestar.com](mailto:cmoffitt@vestar.com).

### FLOWER REFRESH

Those spring flowers are tired from the heat and new fall flowers will be installed this month and tree pruning will occur now through the end of November.

## MARKETING UPDATES

### BACK TO SCHOOL WEBSITE GIVEAWAY

Shoppers were encouraged to provide their email address on the center website to win a \$200 gift card bundle to celebrate the back-to-school season. One winner was selected.

### ARIZONA STATE FAIR FACEBOOK TICKET GIVEAWAY

Facebook users were encouraged to like this post on the center Facebook page, tag a friend, and comment their favorite fair food for a chance to win a family 4-pack of tickets to the Arizona state fair, plus a parking pass and 8 ride cards. One lucky winner was randomly selected.

### HAUNTING HALLOWEEN INSTAGRAM GIVEAWAY

Surprise Towne Center and Marketplace is helping shoppers celebrate spooky season with a \$200 gift card giveaway on Instagram. To enter, Instagram users are encouraged to follow the center and comment their favorite candy.



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## PEEKING PUMPKINS SCAVENGER HUNT

There is currently a center-wide pumpkin scavenger hunt that is running through October 26. Thank you to all our tenants that are participating!

## HOLIDAY DIRECT MAILERS

Surprise Towne Center and Marketplace has finalized the Holiday Direct Mailer. The mailer will be sent out the week of November 21<sup>st</sup>, and coupons will expire December 31<sup>st</sup>.

## STROLLING SANTAS AND MRS. CLAUSES

There will be Strolling Santas and Mrs. Clauses on select weekends during the holiday season. They will be going in and out of stores with shoppers and spreading holiday cheer! If you would like to reserve some time for Santa to be in your store or restaurant, please email Morgan by 11/9 at [mwilson@vestar.com](mailto:mwilson@vestar.com).

## MARKETING OPPORTUNITIES PACKET

Please send us any upcoming specials or promotions you have! We will post them on our website [HERE](#) and social media sites to help spread the word. Please click [HERE](#) to download the Marketing Opportunities packet and reach out to Morgan Wilson at [mwilson@vestar.com](mailto:mwilson@vestar.com) with any questions or if you have any issues downloading the packet.

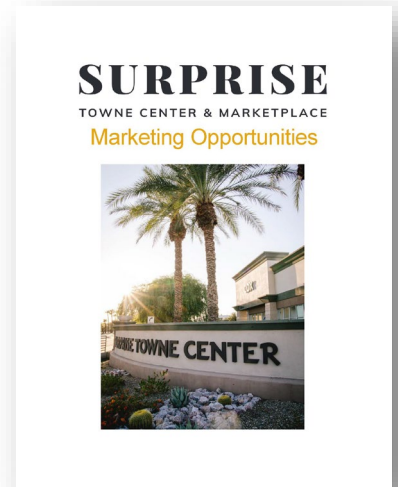
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### VESTAR TENANT WEBSITE

We're happy to announce that Vestar has created a tenant services website making it your one-stop resource for everything you need to open and operate your location in our shopping center. The website provides information and forms regarding Construction, Property Management, Accounting and Marketing. As you will notice the shopping center's page also features a link to the center's website and contact information for each department. The website can be found at <https://vestartenantervices.com/homepage/surprise-towne-center-marketplace/>

### LA MICHOCANA -COMING SOON

Surprise Towne Center and Marketplace is pleased to announce that La Michocana has signed a lease in August of 2024! We are excited to welcome them to the center!



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Assistant Property Manager  
(602) 553-2626  
[cmoffitt@vestar.com](mailto:cmoffitt@vestar.com)

Morgan Wilson  
Marketing Director  
(562) 257-1502  
[aogawa@vestar.com](mailto:aogawa@vestar.com)



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