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**2023 ANNUAL TENANT
MEETING**

NEW + COMING SOON STORES



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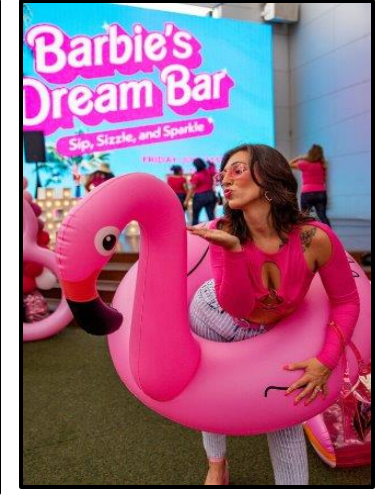
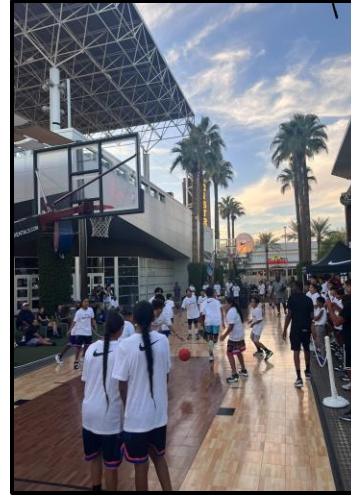
EVENT HIGHLIGHTS

EVENTS HELD IN 2023

- Super Bowl Watch Party – 700+
- Dog Run Festival – 3,000+
- 80's Skating Party – 700+
- Art Block Party – 800+
- Barbie Dream Bar – 2,000+
- Mermaid Bubble Bash – 2,500+
- ReFabricate Fashion Show – 500+
- Summer Splash Bash – 1,500+
- Splish Splash Series (3) – 500+

COMMUNITY PERFORMANCES

- 300+ (local schools, nonprofits, charities, dance/gymnastics studio)



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ART INSTALLATIONS

NEW ART INSTALLATIONS

- Color Rain
- AZ Mural
- Colorful Cubes
- Valentine's Day

NEW HOLIDAY INSTALLATIONS

- Naughty or Nice Display
- Neon Light Star



SEASONAL EVENTS

- **Bunny Hop**
 - Easter
- **Creepy Candy Crawl**
 - Halloween
- **Tree Lighting**
 - November
- **12 Days of Snowfall**
 - December
- **Photos with Santa**
 - December
- **Salvation Army Angel Tree**
 - December



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DIGITAL MARKETING

DIGITAL ADS

- Display – 2,295,772 YTD impressions
- Social – 2,613,007 YTD impressions

WEBSITE TRAFFIC

- 1,000,000 est. per year

SOCIAL MEDIA

- Facebook
 - 423,699 est. monthly impressions
 - 61k likes
- Instagram
 - 146,552 est. monthly impressions
 - 26.6k followers

EMAIL BLASTS

- Database: 106,402
 - 22-28% average open rate



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NEW WEBSITE LAUNCH

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[HOME](#) [DIRECTORY](#) [SALES & PROMOTIONS](#) [EVENTS](#) [CENTER INFORMATION](#)



64°F



SHOPPING

DINING GUIDE

ENTERTAINMENT

SERVICES + SPECIALTY

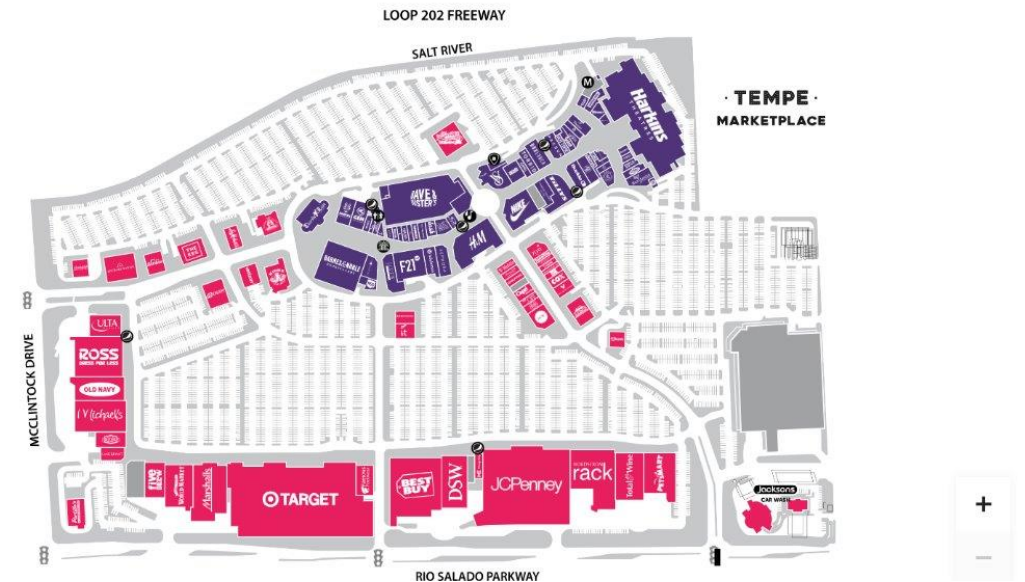
BOXLUNCH
GET SOME • GIVE BACK

NOW OPEN

BOXLUNCH

Located Between PACSUN & TORRID in The District

LEARN MORE



SOCIAL MEDIA

- **INSTAGRAM**

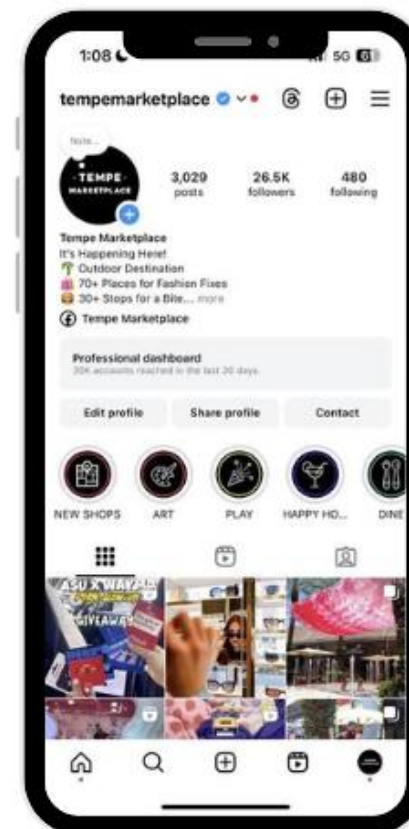
- 1,758,627 YTD impressions
- 25,294 YTD followers

- **FACEBOOK**

- 5,084,398 YTD impressions
- 63,535 YTD followers

- **TIKTOK**

- 1,018 followers
- *2024 going to be growing our presence 10% growth



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SOCIAL MEDIA INFLUENCER PROGRAM

Brand-aligned, local bloggers will be utilized to feature tenants and center events, reaching a broader audience with center messaging and boosting awareness of center offerings. Year-long deals have been executed for several influencers where the influencer will feature one store or restaurant and/or event each month. Lifestyle local influencers, such as ASU students will also be contracted for short term deals or special projects. We are looking to expand our list and engage more food focused and lifestyle micro-influencers.



MARKETING PARTNERSHIPS

- **Phoenix Raceway**
- **Hope Church**
- **Pepsi/Rock It Up**
- **Fabric Tempe**
- **Culdesac Tempe**
- **Live Nation**
- **Chandler Ostridge**
- **Arizona Fair Grounds**
- **Smith & Rio Apartments**



Culdesac



FABRIC



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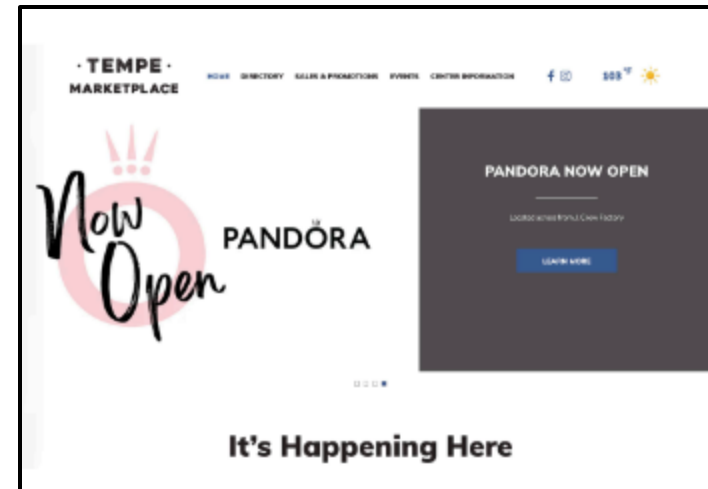
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LRA

Every October, the Marketing team sends LRA form out.

- **Digital Billboard Ad**
- **Digital Display Ads**
- **Overhead MOOD Messages**
- **LED Video Wall Ad**
- **Custom Dedicated Email Blast**
- **Web Banner**
- **22x28 Signage**
- **30x70 Signage**

If interested in added exposure, click on advertising options on tenant services website.
Still have questions? Please reach out to Marketing.

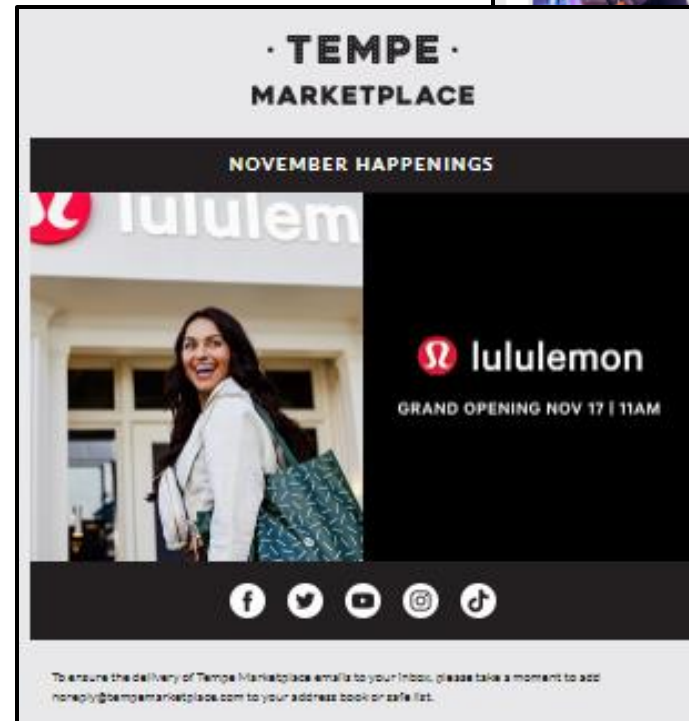


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MONTHLY NEWSLETTERS

- **Tempe Marketplace sends out monthly newsletters, around the 5th of every month, highlighting upcoming events, promotions and property updates.**
- **Copies are sent digitally & delivered physically to the retailer stores.**

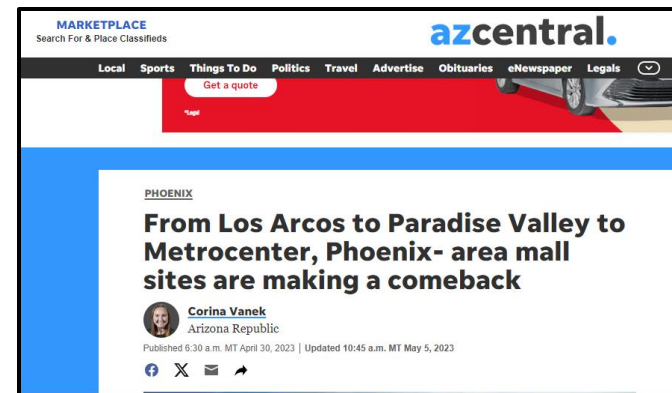


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PUBLIC RELATIONS

- **2023 YTD HIGHLIGHTS**
 - 875,818,170 impressions
 - \$14,958,598 value
- **2022 YTD HIGHLIGHTS**
 - 468,561,459 impressions



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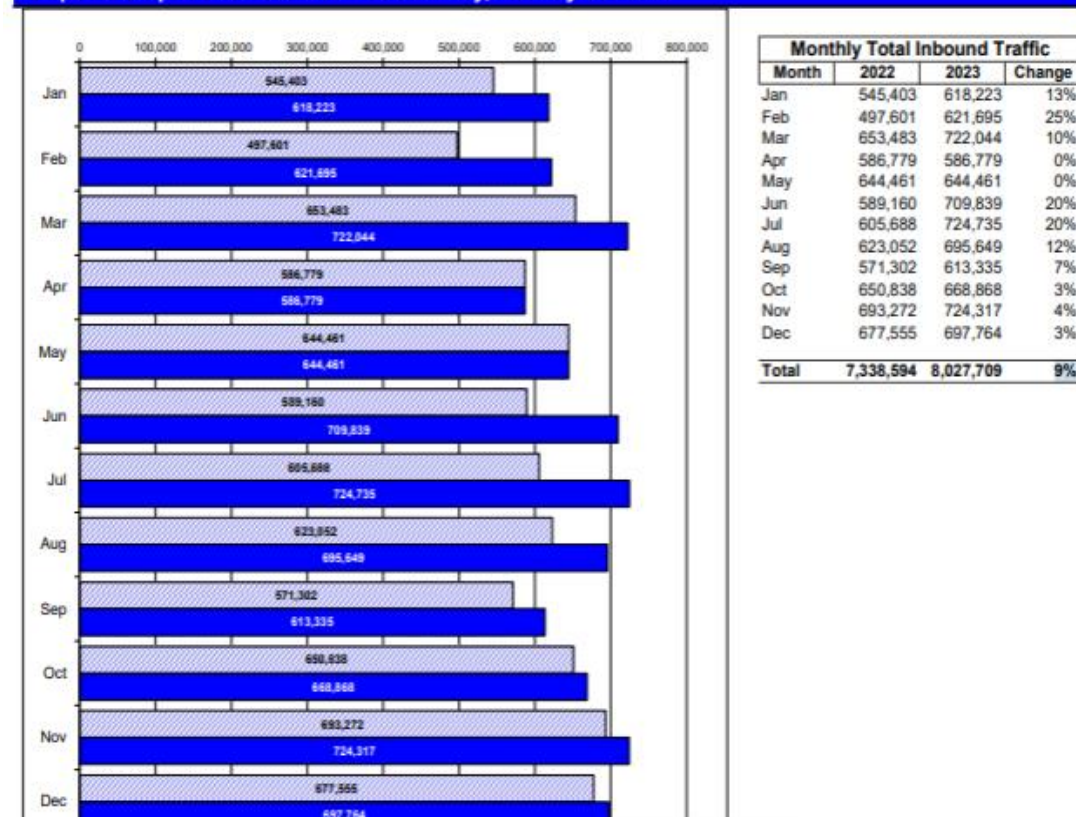
TRAFFIC DATA

- TRAFFIC COUNTER NUMBERS**

* at every entrance

- 2023 YTD – 8,027,709 cars; 12.8 million visitors
- 2022 YTD – 7,338,594 cars; 12 million visitors

Tempe Marketplace Vehicular Traffic Summary, Monthly Volumes

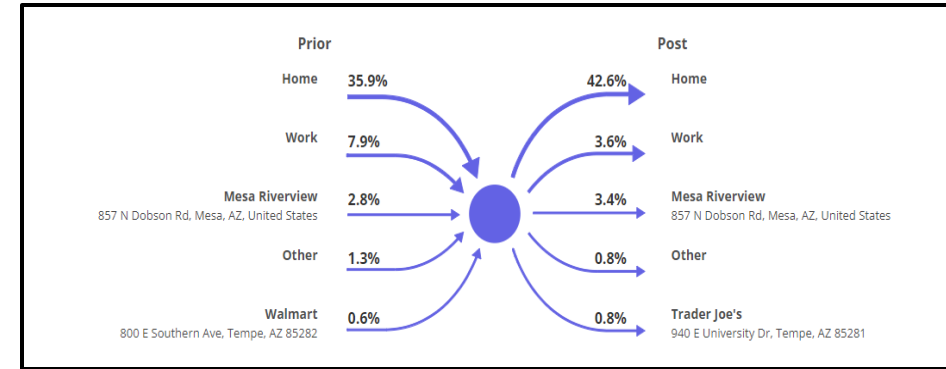


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2023 PLACER.AI MOBILE DATA

- 12.6 million visits per year
- Median trade area household income is \$66,000
- Core market extends from Scottsdale to Central Phoenix to Chandler.
- Age Breakdown:
 - < 18: 15.3%
 - 18-24: 26.7%
 - 25-34: 26%
 - 35-44: 11%
 - 45-54: 7.2%
 - 55-64: 7.4%
 - 65+: 6.3%
- 46.1% Female; 53.9% Male
- 46% Family Households; 54% Non-Family Households
- Other Frequently Visited Spots:
 - Phoenix Sky Harbor
 - Arizona State University
 - Chandler Fashion Center
 - Scottsdale Fashion Square



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QUESTIONS?

Any questions, please reach out to the Marketing team.

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THANK YOU!