



OCTOBER
2020

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CENTER UPDATES

REGULAR HOURS

As a reminder, Tempe Marketplace “required” operating hours are Monday through Saturday 11am – 9pm and Sunday 11am – 6pm. We understand that you may have reduced your hours due to COVID, but we ask that you please return to normal operating hours. If you have any questions or need to discuss this further, please feel free to contact Yen Phung at 602-553-2633, or Jim Brennan at 602-553-2665. Please send updated hours to Jade and Alexa.



NEW TENANT

SPIRIT HALLOWEEN

BOO! Halloween is near, and Tempe Marketplace is getting spooky. Spirit has once again joined the mix as a temporary tenant. Their store is located next to Ross and Lane Bryant and is open for all your Halloween needs.



MARKETING UPDATES

MOONLIT MONSTERS + MUNCHES

OCTOBER 23 5:30-7:30PM

Rather than hosting our usual Creepy Candy Crawl Halloween event, we are inviting guests to stalk through The District to admire 6 large-scale, monstrous murals, grab safely-packaged candy and custom sketch pad takeaways. We are excited to kick this off! Please encourage guests to attend.

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MARKETING UPDATES

OH, SNAP...A SPIDER

OCTOBER 2 – OCTOBER 31

Spooky season is upon us! Oh, Snap.. A Spider is our latest art installation located near Harkins. This gigantic creepy crawly spider is sure to get anyone in the Halloween mood. Please encourage shoppers to stop by and snap some scary-good selfies. We are hopeful this installation will drive increased traffic to your location.

ALL TREATS, NO TRICKS ENTER-TO-WIN

OCTOBER 1 - 31

This month, we have a gift card enter-to-win opportunity. Shoppers can enter for a chance to win \$400 in gift cards to shops and restaurants at Tempe Marketplace including IT'SUGAR, Rocky Mountain Chocolate Factory, Target and Hot Topic. Enter-to-wins, like these, help grow our email database and increase engagement. Encourage shoppers to enter by visiting <https://tempemarketplace.com/treats>.

ARTSCAPES

ON VIEW NOW

A new feature has been added to our art window displays. The newest display is a desert botanical oasis display located at the former FIT4MOM. Shoppers can safely stroll the center and participate in an immersive experience that has already received lots of media attention. Please encourage customers to stop by and see the 8 unique window displays for themselves.

DIY TO DIE FOR

OCTOBER 2 – OCTOBER 30

For this Halloween season, we will be rolling out a digital marketing promotion. These thriller tutorials will teach our guests how to make spooky cocktails, shop for costumes, make treats, charcuterie boards and even do their makeup to slay the season. Peep our haunting DIY to Die For how-to videos on IGTV to slay the season every Friday this month.

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FACEBOOK
PAGE LIKES

53,149

TOTAL PAGE VIEWS
ON WEBSITE

59,836

TWITTER
FOLLOWERS

4,855

NEW VISITORS TO
WEBSITE

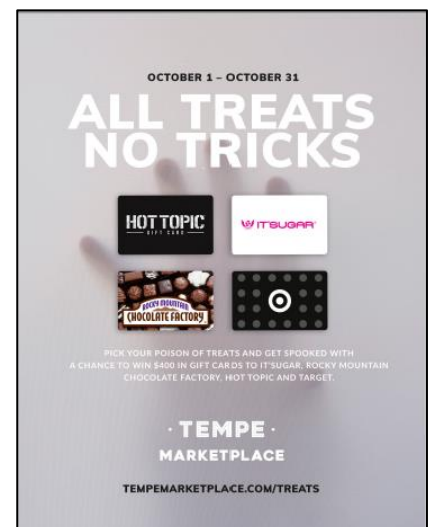
83%

INSTAGRAM
FOLLOWERS

18.3K

TOTAL DATABASE
NUMBER

32,852



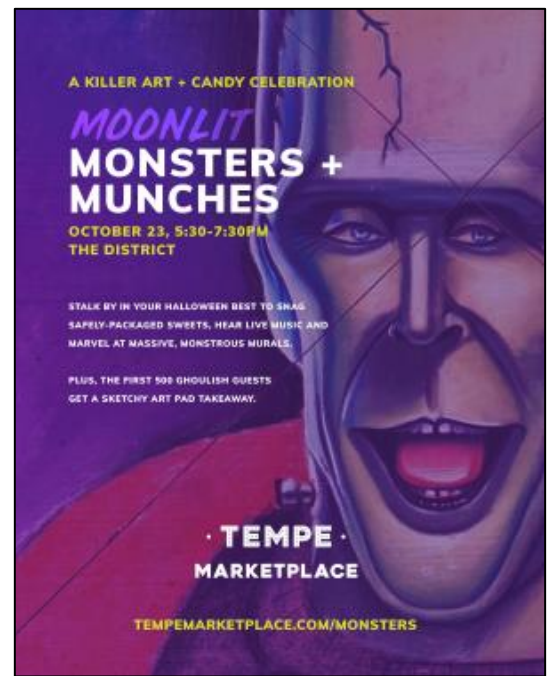
MARKETING UPDATES

LIVE MUSIC

Weekend live music continues this month every Friday and Saturday night. Shoppers are encouraged to safely stroll along The District Stage for outdoor ambiance. We will have limited audiences with acoustic and pared-down band setups, safe spacing for guests and musicians, and free masks for the listeners for each performance.

HALLOWEEN DEALS

We are planning on having a QR code set up at our Halloween event, Moonlit Monsters + Munches. This code will have deals that attendees can redeem from October 23 – October 31. If your location would like to offer a deal, please send the details along to Alexa at amayer@vestar.com by Monday, October 12. We will also be promoting them on our social media channels.



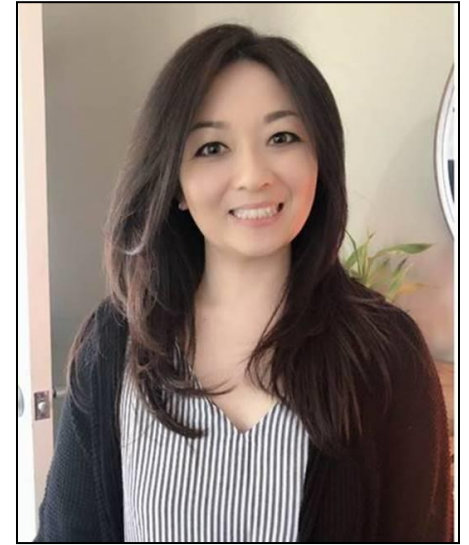
PR RECAP

- 3 media hits in September 2020
- Total of 1,473,649 readers/viewers were reached

MANAGEMENT UPDATES

NEW ASSISTANT PROPERTY MANAGER

Let's hear it for Tempe Marketplace's newest Assistant Property Manager, Yen Phung. Yen has 18 years of experience in residential property management. She has recently moved to Arizona from California and is excited for this new opportunity. Feel free to send her a welcome email at yphung@vestar.com. Angela has been promoted and will continue to office from Tempe. Congrats to them both!



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