



**OCTOBER**  
2020

**Jim Brennan**  
General Manager  
480.513.7586  
[jbrennan@vestar.com](mailto:jbrennan@vestar.com)

**Katie Hauptman**  
Marketing Manager  
602.553.2708  
[khauptman@vestar.com](mailto:khauptman@vestar.com)

**Anna Castaneda**  
Assistant Property Manager  
602.553.2713  
[acastaneda@vestar.com](mailto:acastaneda@vestar.com)

**Alexa Mayer**  
Marketing Coordinator  
602.553.2705  
[amayer@vestar.com](mailto:amayer@vestar.com)

**Security Dispatch**  
480.968.0004

## CENTER UPDATES

### REGULAR HOURS

As a reminder, Desert Ridge 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 as of October 1, 2020. If you have any questions or need to discuss this further, please feel free to contact Anna Castaneda at 602-553-2713 or Jim Brennan at 602-553-2665. Please send updated hours to Katie Hauptman or Alexa Mayer and notify the Management office regarding any closures or change in business operations.



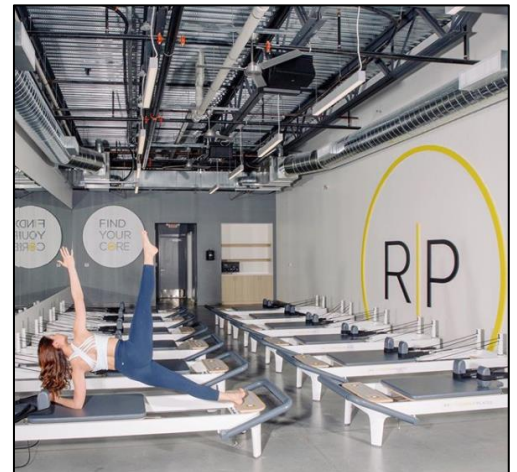
## NEW TENANTS

### SPIRIT HALLOWEEN

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

### REFORMED PILATES

Get in tip-top shape at Reformed Pilates! Desert Ridge Marketplace’s newest tenant is located near Flower Child and The Beauty District. Give them a visit, take a class and learn about all things Pilates.



**DESERT  
RIDGE**  
MARKETPLACE

# MARKETING UPDATES

## CLASSICS IN THE COURTYARD

SUNDAYS 6PM, NOW – OCTOBER 25

Desert Ridge Marketplace continues to host our signature movie nights with a bit of a twist. This COVID-19 friendly event features classic movies and safe spacing for all. Attendees can also enjoy exclusive \$10 takeout movie meal deals provided by our participating eateries. Thank you to those who are involved! If you would like to offer a movie meal and haven't already signed up, please send offer details, photos and any restrictions to [khauptman@vestar.com](mailto:khauptman@vestar.com). Please also encourage shoppers to attend this event. We are hopeful this will bring in traffic to your location.

## MOONLIT MONSTERS + MUNCHES

OCTOBER 24 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 propped up murals and grab safely-packaged candy and sketch pad takeaways. We are excited to kick this off! Please encourage guests to attend.

## OH, SNAP...A SPIDER

OCTOBER 2 – OCTOBER 31

Spooky season is upon us! Oh, Snap.. A Spider is our latest art installation located at the AMC Lawn. 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

Pick your poison of treats and get spooked with \$400 in gift cards to IT'SUGAR, H&M, Hot Topic and Target. Enter the giveaway [HERE](#). Enter-to-wins, like this one, help our email database grow and encourage engagement, so we reach more people with our messages.

FACEBOOK  
PAGE LIKES

32,279

TOTAL PAGE VIEWS  
ON WEBSITE

57,919

TWITTER  
FOLLOWERS

2,588

NEW VISITORS TO  
WEBSITE

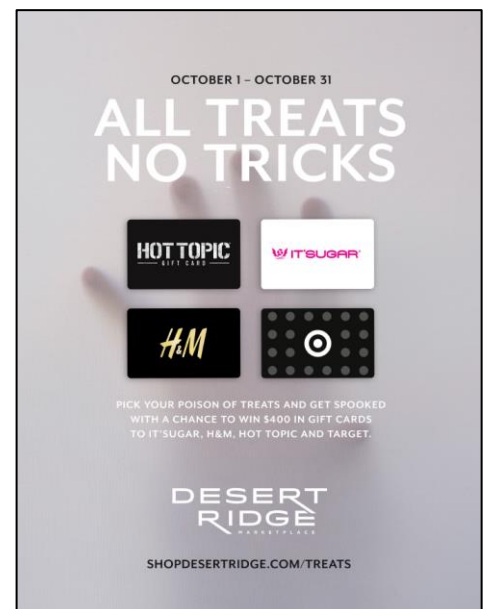
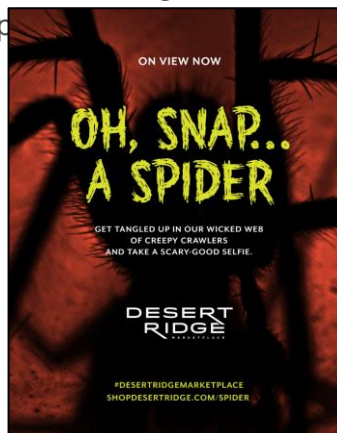
82.3%

INSTAGRAM  
FOLLOWERS

9.7K

TOTAL DATABASE  
NUMBER

30,324

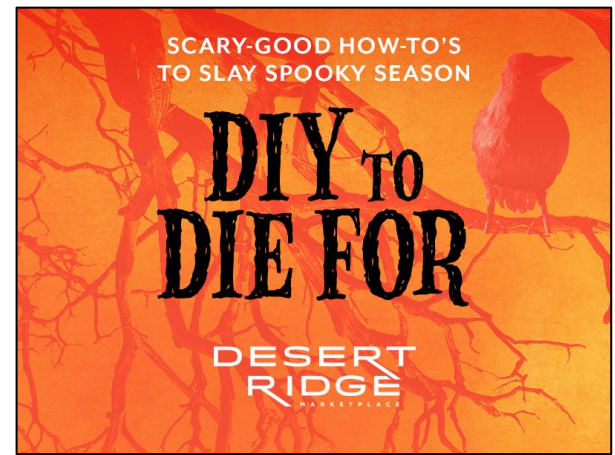


# MARKETING UPDATES

## DIY TO DIE FOR

OCTOBER 2 – OCTOBER 30

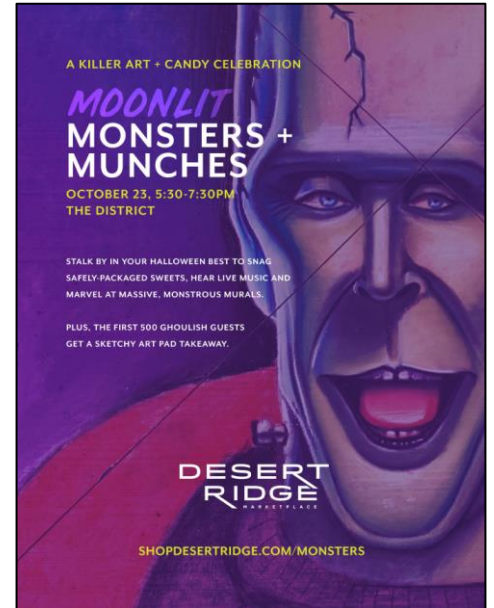
For this Halloween season, we will be rolling out a digital marketing promotion. These thriller tutorials will teach our guests how to make spooky cocktails, shop for costumes, make treats, charcuterie boards and even do their makeup to slay the season. Peep our haunting DIY to Die For how-to videos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



# MANAGEMENT UPDATES

## 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 24 – October 31. If your location would like to offer a deal, please send the details along to Alexa at [amayer@vestar.com](mailto:amayer@vestar.com) by Monday, October 12. We will also be promoting them on our social media channels.



# PR RECAP

- 13 media hits in September 2020
- Total of 4,811,449 readers/viewers were reached



**Jim Brennan**  
General Manager  
602.553.2665  
[jbrennan@vestar.com](mailto:jbrennan@vestar.com)

**Katie Hauptman**  
Marketing Manager  
602.553.2708  
[khauptman@vestar.com](mailto:khauptman@vestar.com)

**Anna Casteneda**  
Assistant Property Manager  
602.553.2713  
[acasteneda@vestar.com](mailto:acasteneda@vestar.com)

**Alexa Mayer**  
Marketing Coordinator  
602.553.2705  
[amayer@vestar.com](mailto:amayer@vestar.com)

**Security Dispatch**  
480.968.0004



@DESERTRIDGE



@SHOPDESERTRIDGE

[SHOPDESERTRIDGE.COM](http://SHOPDESERTRIDGE.COM)

**DESERT  
RIDGE**  
MARKETPLACE