



# DECEMBER 2021

**Tim Ray**  
General Manager  
602.553.2703  
[tray@vestar.com](mailto:tray@vestar.com)

**Shannon Zubert**  
Asst. General Manager  
602.553.2663  
[szubert@vestar.com](mailto:szubert@vestar.com)

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

**Arianna Jones**  
Marketing Manager  
602.553.2713  
[ajones@vestar.com](mailto:ajones@vestar.com)

**Security  
Dispatch**  
480.419.8101

## PROPERTY MANAGEMENT UPDATE

### EXTERIOR SIGNAGE REMINDER

Any signage that has not been approved by the Desert Ridge Marketplace Property Management team, including a-frames, banners, flags, etc. must be removed from all common areas of the shopping center. We appreciate your cooperation in keeping a clean and professional environment for all our businesses and patrons. Please contact Tim Ray at [tray@vestar.com](mailto:tray@vestar.com) with any questions or concerns.

### HOLIDAY SECURITY TIPS

We encourage you to use extra precautions during the holiday season. Please be mindful of the following:

#### SEE SOMETHING. SAY SOMETHING.

- Be aware of your surroundings. If you see something that doesn't seem right – Notify our 24/7 Security team: 480.419.8101

#### ALWAYS LOCK YOUR VEHICLE AND TAKE YOUR BELONGINGS WITH YOU

- Most of the theft from vehicle cases occurs from unlocked doors. In addition, purses, shopping bags and electronics in plain sight will become a target of opportunity if left in your vehicle.

#### SECURITY ESCORT

- Security is available for escorts if you, your team or guests would like to take additional safety precautions when leaving your store. Please contact 480.419.8101 to schedule.

## MARKETING UPDATE

### HOLIDAY SPECIAL OFFERS

Have a great seasonal offer or gift card promotion? Specials will be promoted through the website and on social media. To be included, please send offer details, run dates and any restrictions to Arianna Jones at [ajones@vestar.com](mailto:ajones@vestar.com).

### COLDPLAY ENTER-TO-WIN NOW – DECEMBER 31

This month, one lucky concert-goer will be selected to win a pair of tickets to see Coldplay on their Music of the Spheres World Tour at State Farm Stadium on May 3, 2022! Guests can enter to win at [shopdesertridge.com/coldplay](http://shopdesertridge.com/coldplay).



**DESERT  
RIDGE**  
MARKETPLACE

# UPCOMING EVENTS

## SALVATION ARMY CHRISTMAS ANGEL TREE

NOW – DECEMBER 22 | NEAR DAVE & BUSTER'S

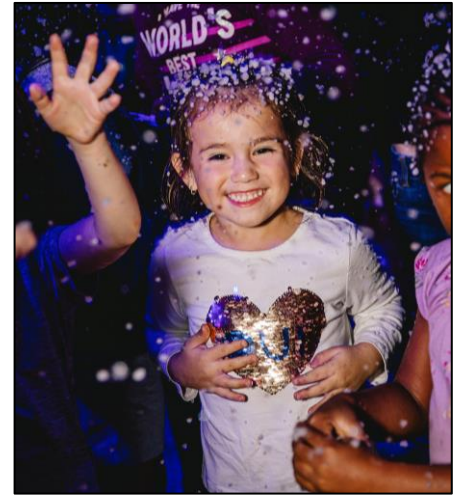
Desert Ridge Marketplace continues its partnership with the Salvation Army to host the annual Christmas Angel Tree Program. Holiday shoppers are invited to participate by selecting a tag from the tree which includes the name, age, clothing size and toy requests of an underprivileged child. Trees will be on display outside of Dave & Buster's. ***If your store or restaurant would like to provide a coupon or bounce back reward offer for donors, please contact Arianna Jones at [ajones@vestar.com](mailto:ajones@vestar.com).***



## NIGHTLY SNOWFALL

NOW – DECEMBER 31, 7PM + 8PM

Believe it or not, it's snowing in The District! Guests can enjoy the magic of snowfall every evening at 7PM + 8PM near AMC Theatres. Our signature snowfall will continue through December 31(excluding Christmas Day).



## CHRISTMAS IN COLOR

NOW – DECEMBER 31 | THROUGHOUT THE DISTRICT

The District is decked out with all-new festive photo ops in vibrant shades including massive Nutcrackers near AMC Theatres, our 20' long Starry & Bright star tunnel, bright illuminated spheres near H&M and more. Encourage guests to engage with us on social media [@desertridge](https://www.instagram.com/desertridge).



## PR RECAP

NOVEMBER 1 – NOVEMBER 30

- 49 total media hits in November 2021
- 20 media hits for the annual Holiday Tree Lighting
- Over 5.8 Million people reached

FACEBOOK  
PAGE LIKES

33,474

TOTAL WEBSITE  
PAGE VIEWS

82,680

INSTAGRAM  
FOLLOWERS

13.6K



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[SHOPDESERTRIDGE.COM](https://www.shopdesertridge.com)

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