



March  
2023

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## PROPERTY UPDATE

### SIP & STROLL RECAP

We have had nearly 1,700 people participate in our Sip & Stroll program since our launch! These numbers are only expected to grow as the word spreads. If you are a licensed participating restaurant, please make sure to remind your staff to card and wristband everyone that would like to participate in the program, even grandma! Encourage your servers and bartenders to promote the program when they enter your restaurant and right before their check is delivered to increase sales. If you are not a licensed Sip and Stroll tenant, and would like to be, please email our General Manager, Jonathan Yee at [jyee@vestar.com](mailto:jyee@vestar.com).

### NIKE UNITE COMING SOON

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. They are a team comprised of the Nike, Jordan and Converse brands driven by a shared purpose to leave an enduring impact. Their new Tempe Marketplace location will be in the center of The District near Dave and Busters and H & M and anticipated to open this summer.

### PRIMP AND BLOW GRAND OPENING THIS MONTH

Primp and Blow is bringing their pampering experience to Tempe Marketplace. Famous for their signature design that combines luxe Euro style with top-notch beauty services that can't be found anywhere else. Primp and Blow is located on the Northeast corner next to GameStop.

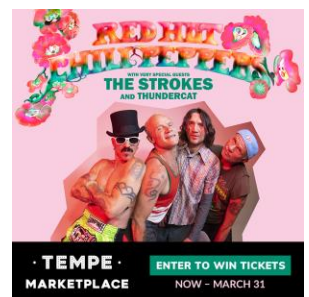
### NEW FURNITURE AROUND THE DISTRICT

Check out our new teakwood furniture throughout The District.

## MARKETING UPDATE AND OPPORTUNITIES

### RED HOT CHILI PEPPERS ENTER TO WIN

From March 1 – 31, guests can visit our website and adding their email to our database. to enter to win a pair of tickets to see Red Hot Chili Peppers. These enter to wins help grow our database and increase the number of people that see our eblasts.



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## WHAT MAKES YOU HAPPY ENTER TO WIN | FEB 10 – FEB. 19

Every week, 2 winners that commented what makes them happy under our mural post will win a \$50 gift card to one of our retailers. If they snap a pic by our mural and tag us, they will have a chance to win a \$250 gift card to Target.

## EASTER EGG HUNT EVENT | APRIL 1<sup>ST</sup> 4PM-6PM

Kids and their families from around the Valley will come to join us for our annual Egg Hunt. There will be chances to win prizes, free pictures with the Easter Bunny, a fun craft, and much more! If you'd like to participate in this event, please email our Marketing Manager, Marlo Enrico at [menrico@vestar.com](mailto:menrico@vestar.com).

## REFABRICATE DENIM FASHION SHOW | APRIL 15<sup>TH</sup> 6:30PM

Tempe Marketplace is partnering with non-profit F.A.B.R.I.C Tempe to create custom designer fashion show with recycled denim from our customers. Our audience is expected to be large and will be a mix of fashion fans, families, eco lovers, and of course shoppers. Guests will be able to take advantage of our Sip & Stroll program while watching models showcase the custom-made eco-friendly looks. All tenants are encouraged to donate denim. **The tenant that donates the most denim will receive a lunch for their staff from Tempe Marketplace.** All tenants are welcome to participate in this event. All denim donations will be accepted at the Management office till March 17th. Please email our Marketing Director, Heather Edge at [hedge@vestar.com](mailto:hedge@vestar.com) if you'd like to donate denim or participate in the event in other ways.

## 7 DAY SPA AND NAILS 10% DISCOUNT FOR TEMPE MARKETPLACE EMPLOYEES

Please let your staff know that 7 Day Spa and Nails is now offering a 10% discount for all Tempe Marketplace employees. Please contact 7 Day Spa and Nails at 480-894-8001 for details on how to redeem the discount.

## MARKETING RECAP

### THE BIG GAME TAILGATE RECAP

Our tailgate event had nearly 1,000 guests in attendance. Our guests were able to participate in Sip & Stroll in our comfortable lounge seating and order food right from the table. We had a significant number of our guests sign up Squares, Trivia, and over 2,500 emails added to our database from our Guessing Game. Prizes included \$50 gift cards to retailers at Tempe Marketplace. The Guessing Game winner won a \$500 Dave and Buster's VIP Experience.

### ANNIE ENTER-TO-WIN

Guests had the opportunity to win a pair of tickets to see Annie LIVE. Nearly 700 emails were collected and added to our growing email database.

### RENAISSANCE FESTIVAL GIFT WITH PURCHASE

When guests spent \$250 or more in the same day at Tempe Marketplace, they were able to receive 2 free tickets the Renaissance Festival. Over 350 tickets were given out and over \$50,000 spent in less than 6 days.

## NEW TENANTS

NIKE UNITE | COMING SOON

PRIMP & BLOW | OPENING THIS MONTH

VITAMIN SHOPPE | OPEN MARCH 17

With More Tenants Soon To Be Announced!

## PR RECAP

- 92 media hits in February 2023
- Total of 108,088,911 impressions
- Total PR Value: \$1,025,420

FACEBOOK  
PAGE LIKES

61,996

TOTAL PAGE  
VIEWS ON  
WEBSITE

93,720

NEW VISITORS  
TO WEBSITE

83.6%

INSTAGRAM  
FOLLOWERS

22,921

TOTAL  
DATABASE  
NUMBER

85,885



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