


DESERT RIDGE

MARKETPLACE





We've been here since the beginning. As this part of Arizona started to bloom, so did we. And as more and more of us started to call it home, we were there to help turn it into a community. To give everyone access to the best shopping, dining, and experiences. We've been the consistent backdrop for so many lives here, offering a place to come and stretch, to linger with friends, and to feel what it means to truly call this place home. And, as keeps evolving, so does **Desert Ridge Marketplace.**

WHERE LIFE HAPPENS.

ABOUT THE AREA

PHOENIX, ARIZONA

Desert Ridge is located in the heart of Phoenix, a city rich with art and culture, resorts, shopping, nightlife, attractions and events—all surrounded by beautiful desert scenery. Phoenix continues to make a name for itself year after year as one of the nation's top cities for desirable livability, a vibrant job climate, accessibility to entertainment and culture, and regional growth.

PHOENIX, ARIZONA





ACCESSIBLE & CONNECTED

Desert Ridge Marketplace is primely located off of Loop 101 & Tatum Boulevard, and is less than a 20-minute drive to some of the best tourism and culture the state has to offer.

**DESERT
RIDGE**
MARKETPLACE

Old Town Scottsdale
Scottsdale Fashion Square

Arizona Biltmore Resort
740 Rooms

Camelback Mountain

Phoenix Mountain Reserve

Paradise Valley

SCOTTSDALE ROAD

Orange Tree Golf Course

Paradise Valley Mall

TATUM BOULEVARD

Scottsdale

Scottsdale Airport
Businesses | 57,000 Employees
9,000 SF of Commercial Space

The Westin Kierland Resort
732 Rooms

Mayo Clinic Hospital
2018: 280 Beds | 1.7M SF | 6,500 Employees
2023: 374 Beds | 3.1M SF | 8,500 Employees

American Express
New 300k SF Building

Sumco USA
362 Employees

Musical Instrument Museum

Fairmont Scottsdale Princess
821 Rooms

TPC Scottsdale

Arizona Health Solutions Corridor
ASU Arizona State University
150k SF Research Building Under Construction

Nationwide Insurance
3,000 Employees

Grayhawk Golf Club

Arizona State Land Department

SCOTTSDALE ROAD

JW Marriott
1,031 Rooms
225k SF Conference Center

JW Marriott Golf Club

Desert Ridge

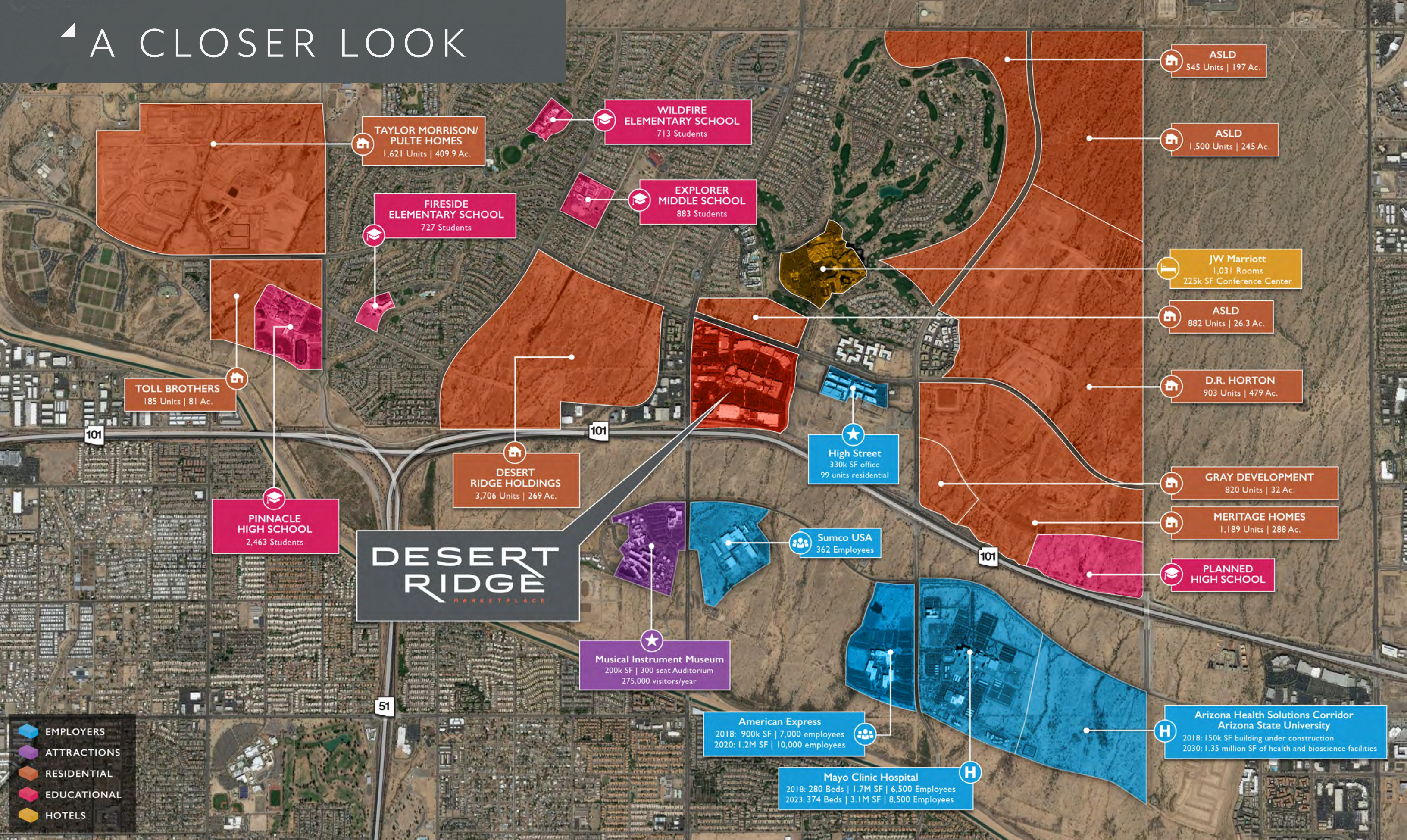
Arizona State Land Department

TATUM BOULEVARD

Deer Valley Airport

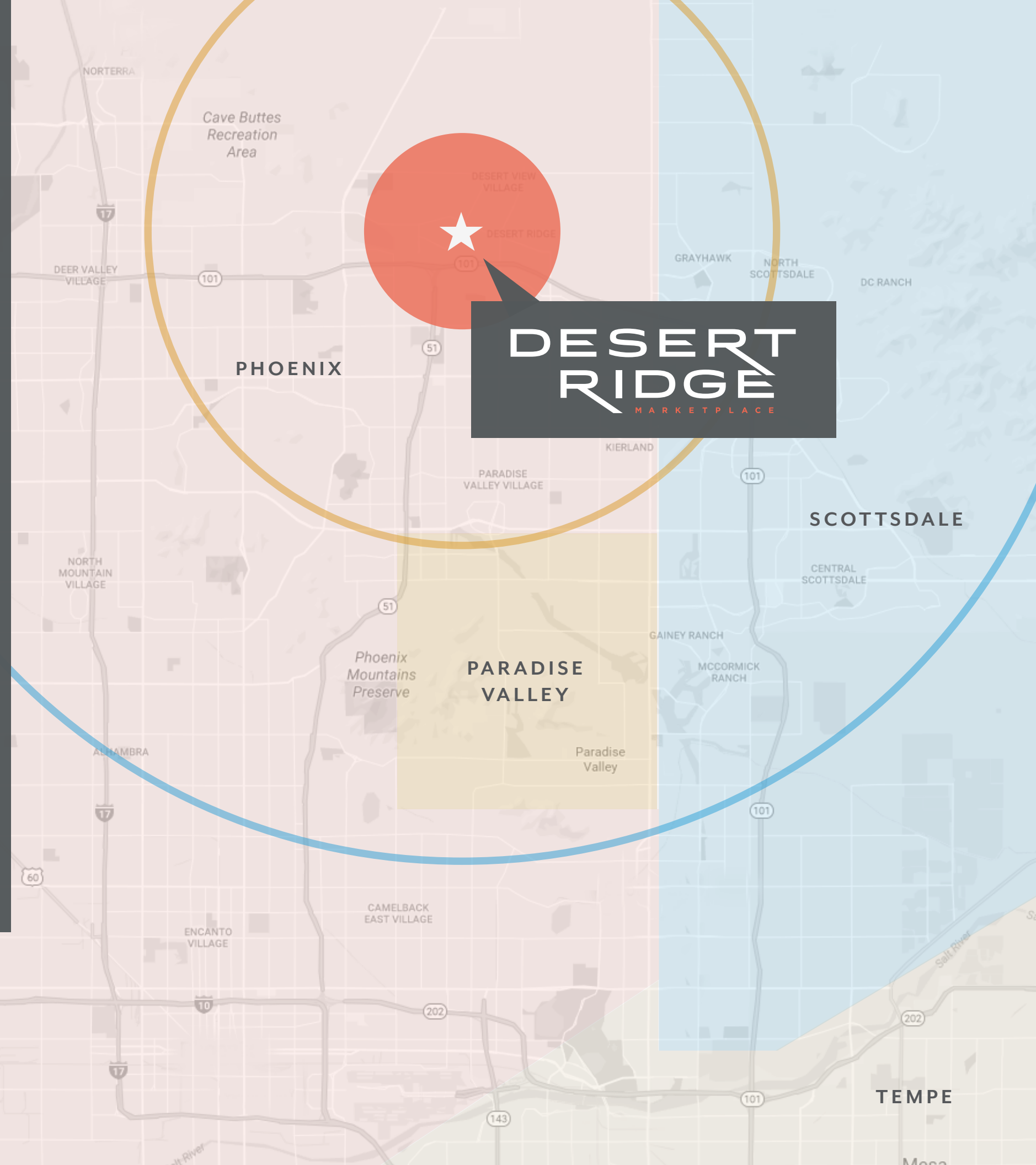
Reach 11
Recreation Area

A CLOSER LOOK



A GROWING & THRIVING POPULATION

	5 MINUTE DRIVE	10 MINUTE DRIVE	20 MINUTE DRIVE
POPULATION (2020 EST)	11,248	172,331	1,027,049
5-YEAR POPULATION GROWTH	12.46%	6.10%	4.67%
HOUSEHOLD (2020 EST)	4,490	72,836	438,806
5-YEAR HOUSEHOLD GROWTH	11.79%	7.47%	5.96%
AVG HOME VALUES	\$357,506	\$238,243	\$255,831
BACHELOR'S DEGREE OR HIGHER	54.61%	38.61%	36.60%
AVG HOUSEHOLD INCOME	\$109,050	\$78,427	\$74,954
MEDIAN AGE	37.3	37.6	39.1
MILLENNIALS	21.61%	23.48%	22.67%
EMPLOYEES	4,201	66,390	597,049



ABOUT **DESERT RIDGE** **MARKETPLACE**

WHERE LIFE HAPPENS



THE TOP DESTINATION FOR LIFESTYLE, ENTERTAINMENT, & CULTURE

Desert Ridge is much more than a “mall”. With a growing tenant roster of dynamic entertainment destinations, chef-driven restaurants, and innovative retail, we’re constantly looking for ways to re-invent ourselves — staying current and original.

And with the backdrop of beautiful, lush landscaping, vibrant public art and a calendar of community events, there’s always something new to discover.

DESERT RIDGE

MARKETPLACE

1.2 MILLION
SQUARE FEET

ENTERTAINMENT + LIFESTYLE CENTER

TARGET
KOHL'S

ALBERTSONS

HOMEGOODS

JO-ANN FABRIC

DSW

PETSMART

TOTAL WINE & MORE

OLD NAVY

CVS

PIER 1 IMPORTS

ULTA

SANDBAR

BARRIO QUEEN

FLOWER CHILD

THE DISTRICT

AMC 18

DAVE & BUSTER'S

BARNES & NOBLE

COPPER BLUES LIVE

YARD HOUSE

AMERICAN EAGLE

JUSTICE

THE WHINING PIG BEER &
WINE BAR

NORI SUSHI

AS YOU WISH POTTERY

SUNGLASS HUT

THE
DISTRICT



THE DESERT RIDGE MARKETPLACE EXPERIENCE



UNIQUE SPECIALTY STORES
and boutique retail



NATIONAL BIG BOX RETAILERS
to meet everyday needs



OVER 30 DINING OPTIONS
national and chef-driven concepts



SPLASHPAD + PLAY ZONES
fit for families



ENTERTAINMENT DESTINATIONS
for all ages, day and night



LUSH LANDSCAPE DESIGN
inspired by the scenery



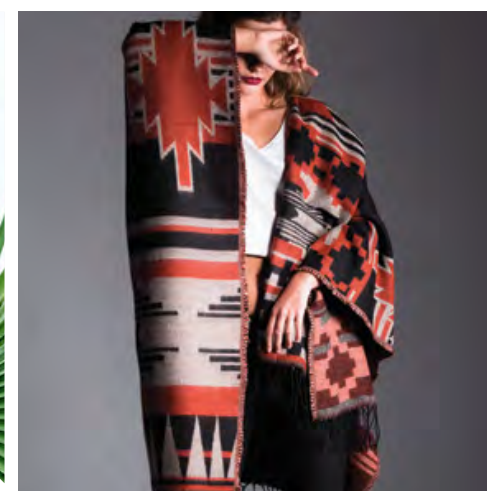
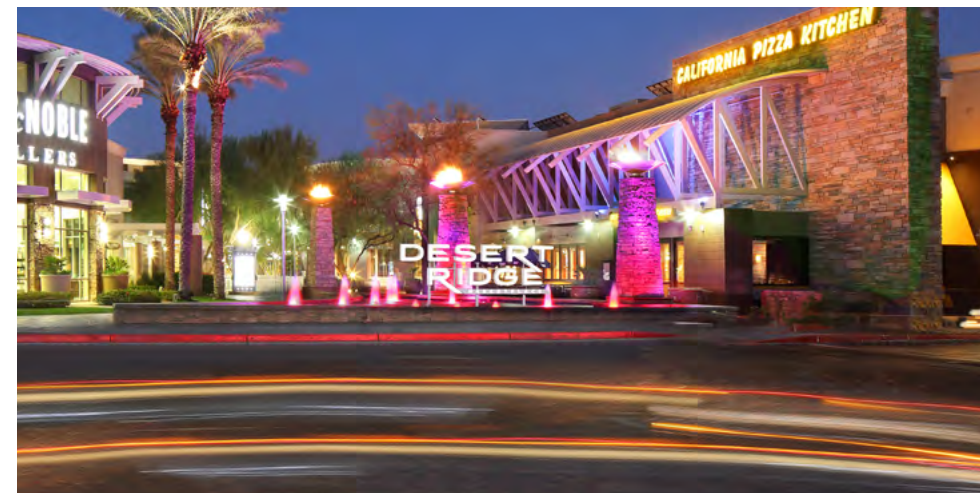
GRAND CENTER STAGE
for live events



FUN GATHERING SPACES
for lounging and socializing



50' LED WALL
a state-of-the-art and interactive





THE DESERT RIDGE MARKETPLACE EXPERIENCE



“FROM THE FIRST TIME I CAME
TO PHOENIX NEARLY 10 YEARS
AGO, DESERT RIDGE IS ALWAYS A
PLACE I’VE COME TO SHOP, EAT,
DRINK AND BE ENTERTAINED.”



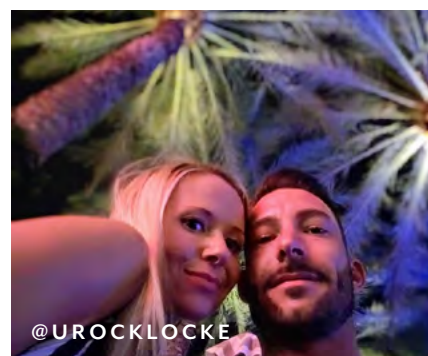
THE DESERT RIDGE MARKETPLACE EXPERIENCE





THE DESERT RIDGE MARKETPLACE EXPERIENCE

    @DESERRIDGE



"DESERT RIDGE IS SUCH A
CUTE MARKETPLACE TO STROLL
THROUGH CATCH A MOVIE, SAVOR
SOME SWEET TREATS OR JUST SIT
AND RELAX. I DID ALL THREE."

- @TRAVELIFICATION

A photograph of two young boys in a pumpkin patch. The boy on the left, wearing a plaid shirt, is pointing towards a pumpkin. The boy on the right, wearing a floral shirt, is looking in the same direction. They are standing in front of a white picket fence. The ground is covered with straw and several pumpkins of various sizes and colors (orange, white, green). The background shows more pumpkins and some foliage.

A FULL CALENDAR OF COMMUNITY AND CULTURAL EVENTS

Home to more than 500 events per year, Desert Ridge is an essential community focal point and gathering place. With free weekly events like Beer & Yoga and Movies in The Courtyard, to annual signature festivals like Bubble Bash and Snow Days, Desert Ridge boasts activity like nowhere else.



A FULL CALENDAR OF COMMUNITY & CULTURAL EVENTS



550 EVENTS

PER YEAR



100,000+

EVENT ATTENDEES PER YEAR

- MOVIES IN THE COURTYARD
- SNOW DAYS
- BUBBLE BASH
- PLEIN AIR PAINTING FESTIVAL
- MURAL PROJECT
- YOGA & BEER
- CHINESE LUNAR NEW YEAR
- STEAM EXPLORATION DAY
- PUMPKIN PATCH + CANDY CRAWL
- SUNDAE FUNDAY





A FULL CALENDAR OF COMMUNITY & CULTURAL EVENTS



birdiebee Meet & Greet

Beer & Yoga


“WHAT A BEAUTIFUL SETTING
FOR AN AMAZING SOIREE! ...

FROM FOOD TRUCKS TO

VINEYARDS, COCKTAILS SHAKING,

CONVERSATIONS EXCHANGED.”

– KEMLYN B., GLENDALE (YELP REVIEW)



AN EMPHASIS ON ARTS AND CULTURE

With an ongoing commitment to the arts, Desert Ridge has presented itself as a community “canvas” — offering up walls, spaces and sidewalks to create an eclectic, mixed-medium public outdoor gallery.



AN EMPHASIS ON ARTS AND CULTURE



COMMUNITY PERFORMANCES

Choral, instrumental, dance, mixed martial arts, theatre and more



PLEIN AIR PAINTING FESTIVAL

17 created artworks in the Desert Ridge open-air, with individual artists



MURAL PROJECT

A living public gallery with 12 artists create unique murals throughout The District



CONCERTS IN THE COURTYARD

Jazz and interactive drum circles hosted by Paradise Valley Community College faculty and students



ART WALK

Featuring a collection of exhibit art and for sale with live music, art demonstrations and a family craft zone



TREE LIGHTING

A winter wonderland filled with human art displays depicting the winter chill and live performance artists





AN EMPHASIS ON ARTS AND CULTURE



“AWESOME HANG OUT ESPECIALLY
NOW SINCE THEY’VE REMODELED
THE OUTDOOR AREA AND IT
SEEMS MUCH COOLER!”

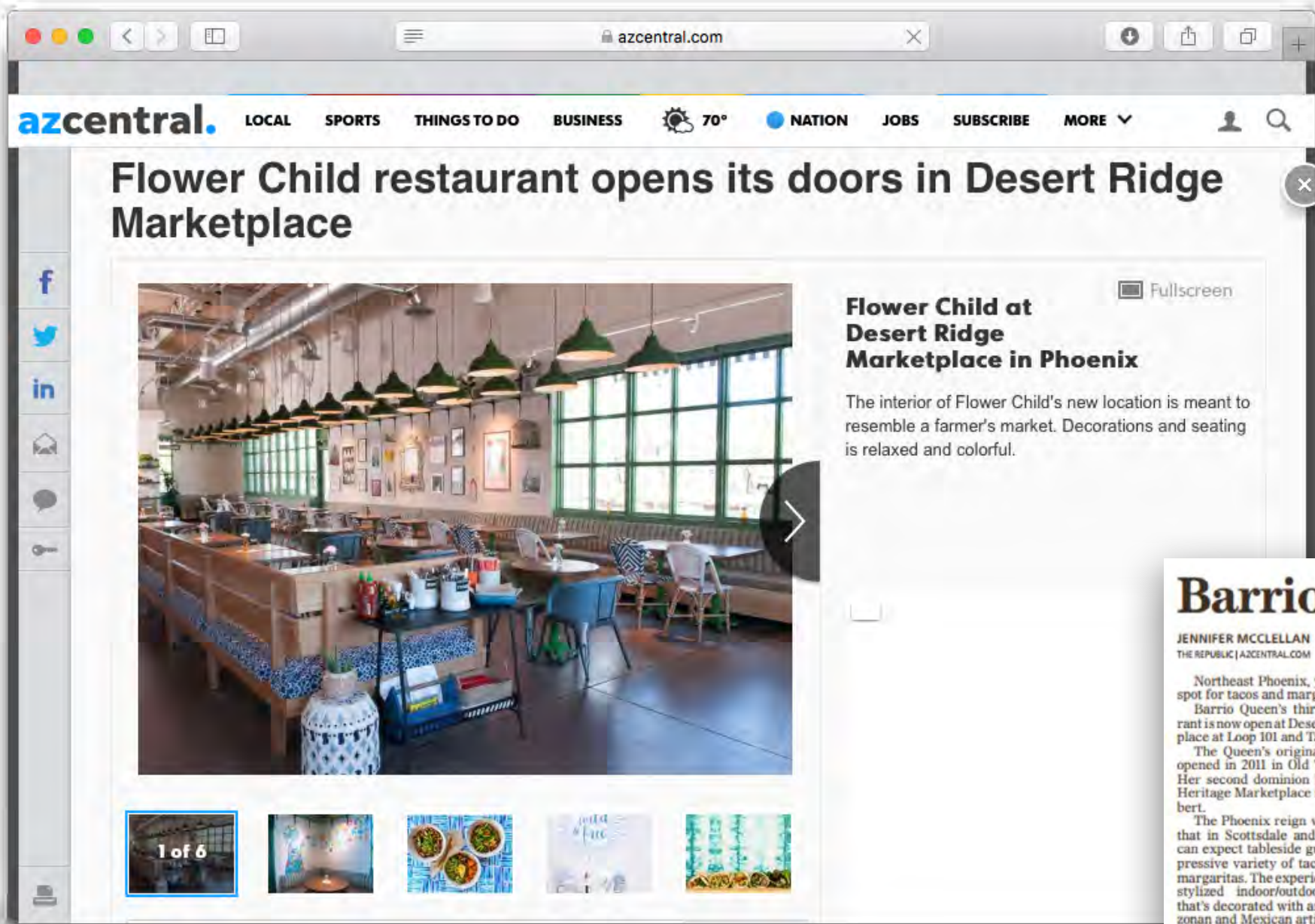


▲ A ROBUST LEASING AND DEVELOPMENT STRATEGY

With the innovative leasing strategy we've put into place, the Desert Ridge Marketplace collection of destinations continue to grow. Recently added are Copper Blues Live, Barrio Queen, Midici, Flower Child, Sandbar, and Whining Pig Beer & Wine Bar, with more exceptional brands to come.



A ROBUST LEASING AND DEVELOPMENT STRATEGY





Flower Child



Courtyard



Dapper Doughnut

MidiCi

THANK YOU.

EXPLORE THE OPPORTUNITIES DESERT RIDGE MARKETPLACE HAS TO OFFER.
REACH OUT TO JENNY CUSHING AT JCUSHING@VESTAR.COM.

 @SHOPDESERTRIDGE SHOPDESERTRIDGE.COM

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