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RS

DESERT RIDGE

MARKETPLACE

JIN JIA



ABOUT THE PHOENIX METROPOLITAN AREA



AN INCREASING POPULATION

4TH LARGEST POPULATION GAIN IN THE NATION
PROJECTED TO REACH 6.3 MILLION BY 2030



A VIBRANT JOB CLIMATE

3.5% JOB GROWTH YEAR-OVER-YEAR
COMPARED TO 1.9% IN THE NATION

TIED WITH SAN FRANCISCO
FOR RAPID HIGH-TECH JOB GROWTH

RANKED TOP TEN HAPPIEST CITIES
FOR YOUNG PROFESSIONALS



SET TO SCALE AND DELIVER

3.9 MILLION SQUARE FEET OF PREMIUM OFFICE SPACE
UNDER CONSTRUCTION

RETAIL VACANCY LESS THAN 10%
FOR THE FIRST TIME SINCE 2008



ACCESSIBLE & CONNECTED

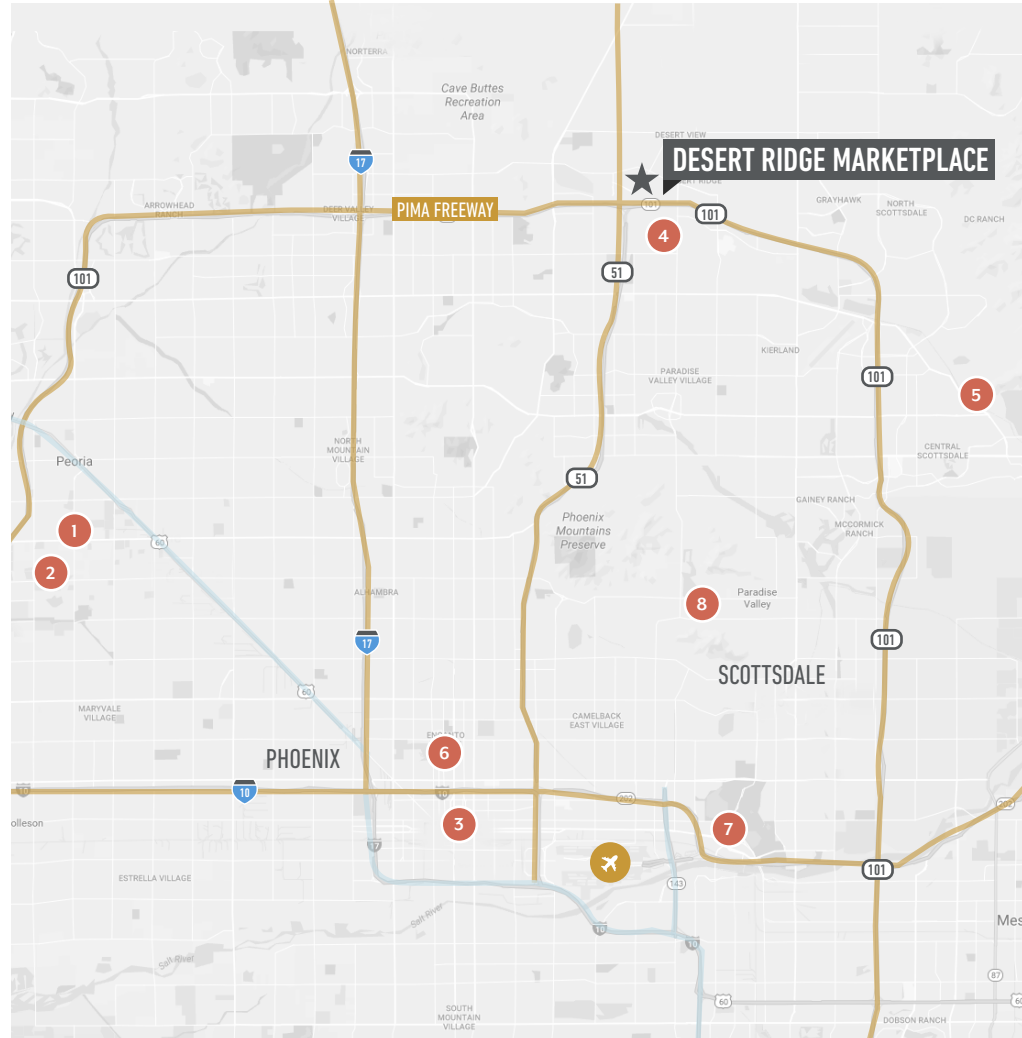
PHOENIX SKY HARBOR INTERNATIONAL AIRPORT (PHX)
SERVES OVER 40 MILLION PASSENGERS PER YEAR

PIMA FREEWAY

145,000 CARS PER DAY

TATUM BOULEVARD

48,000 CARS PER DAY



1 GILA RIVER ARENA

ARIZONA COYOTES / 18,000 SEATS

2 UNIVERSITY OF PHOENIX STADIUM

ARIZONA CARDINALS / 72,000 SEATS

3 CHASE FIELD

ARIZONA DIAMONDBACKS / 48,000 SEATS

4 MAYO CLINIC

NATIONALLY RANKED

5 TALIESIN WEST

FRANK LLOYD WRIGHT'S HOME

6 PHOENIX ART MUSEUM

LARGEST MUSEUM IN THE SOUTHWEST

7 PHOENIX ZOO

OVER 1,400 ANIMALS

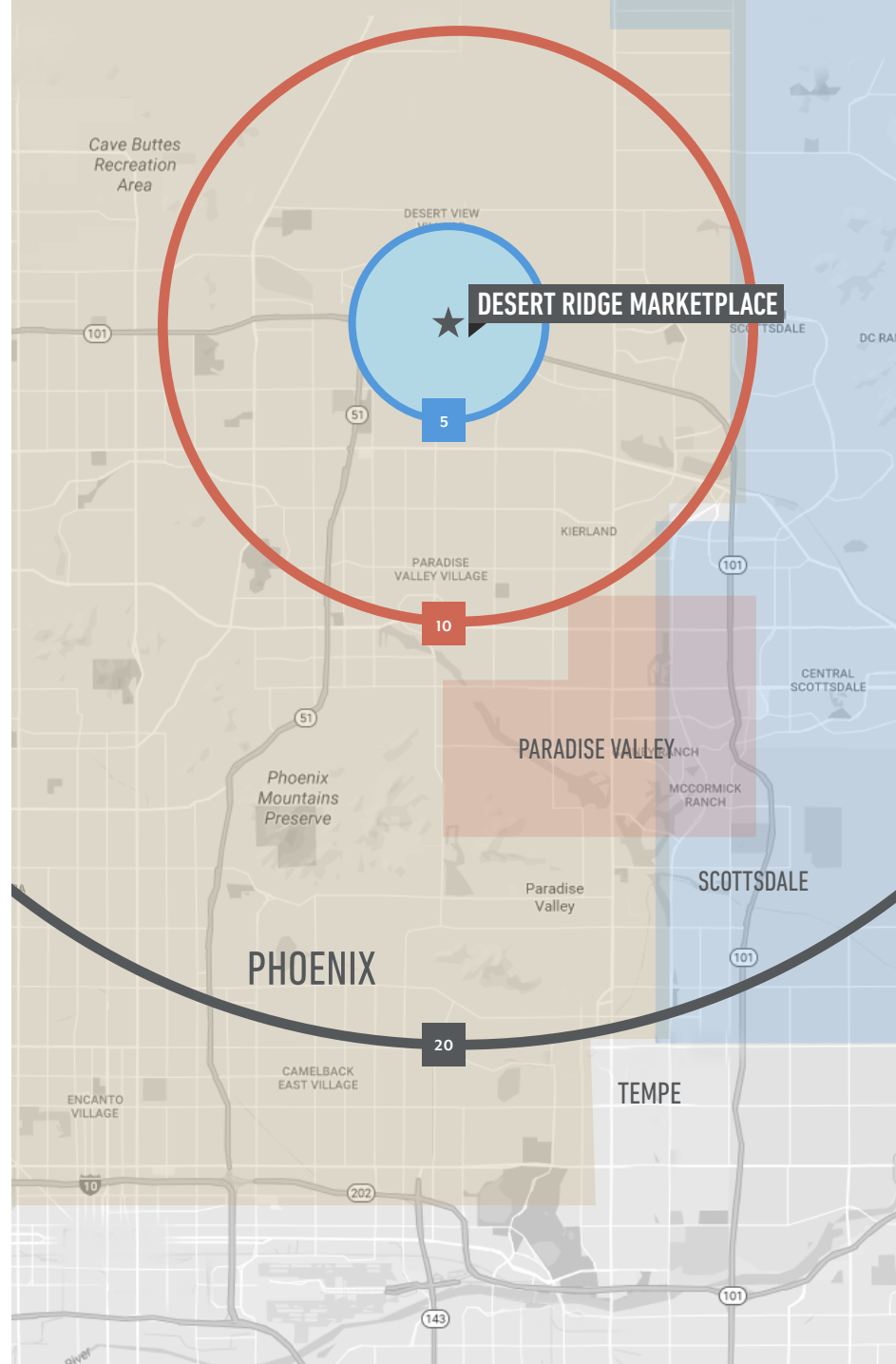
8 CAMELBACK MOUNTAIN

HIKING AND ROCK CLIMBING

+ OVER 200 GOLF COURSES AND WORLD-CLASS RESORTS

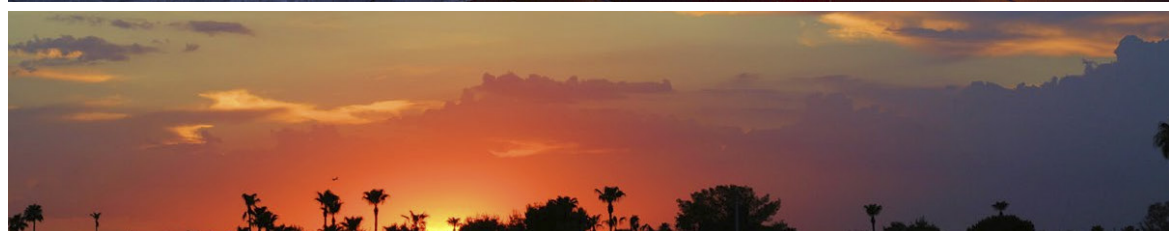
DEMOGRAPHICS IN THE PHOENIX MSA

	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%
HOUSEHOLDS (2020 EST)	4,490	72,836	438,806
5-YEAR HOUSEHOLD GROWTH	11.79%	7.47%	5.96%
AVERAGE HOME VALUES	\$357,506	\$238,243	\$255,831
BACHELOR'S DEGREE OR HIGHER	54.61%	38.63%	36.60%
AVERAGE HOUSEHOLD INCOME	\$109,050	\$78,427	\$74,954
MEDIAN AGE	37.3	37.6	39.1
MILLENNIALS (18-34)	21.61%	23.48%	22.67%
EMPLOYEES	4,201	66,390	597,049



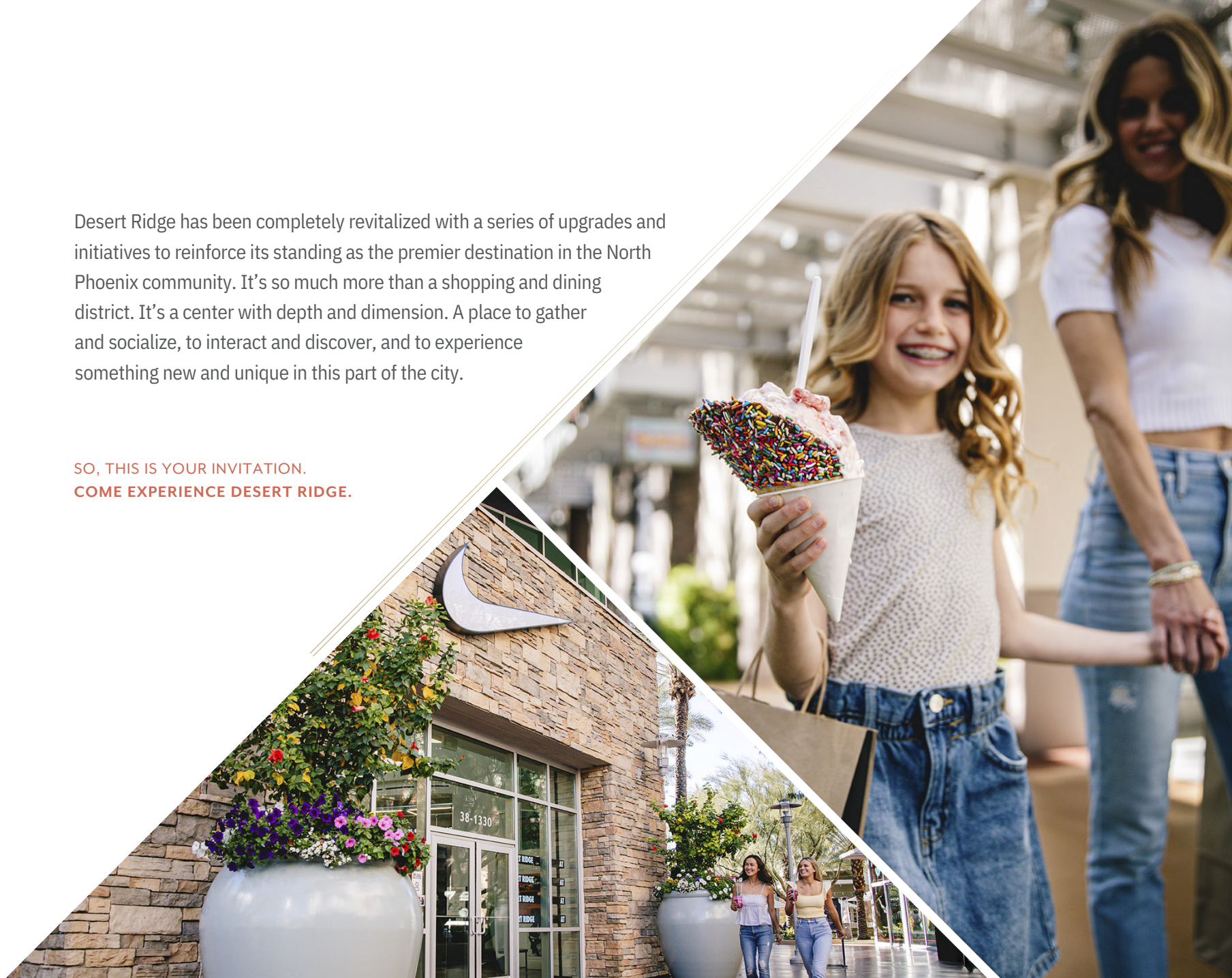
WHERE LIFE HAPPENS.

We've been here since the beginning. As more and more of us started to call Phoenix 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 backdrop for so many lives here, offering a place to come and stretch, to linger with friends, and to know what it means to call this place home. And as it continues to evolve, so does Desert Ridge Marketplace.



Desert Ridge has been completely revitalized with a series of upgrades and initiatives to reinforce its standing as the premier destination in the North Phoenix community. It's so much more than a shopping and dining district. It's a center with depth and dimension. A place to gather and socialize, to interact and discover, and to experience something new and unique in this part of the city.

SO, THIS IS YOUR INVITATION.
COME EXPERIENCE DESERT RIDGE.



DESERT RIDGE

MARKETPLACE

1.2 MILLION SQUARE FEET OF RETAIL SPACE

KEY ELEMENT OF THE DESERT RIDGE MASTER PLAN COMMUNITY

ENTERTAINMENT + LIFESTYLE + POWER CENTER

OUTDOOR FIREPLACE & UNIQUE WATER FEATURES

2003 ICSC DESIGN AND DEVELOPMENT AWARDS:
INNOVATIVE DESIGN & CONSTRUCTION OF A NEW PROJECT

ALBERTSONS
BACKYARD
BARRIO QUEEN

DSW
FLOWER CHILD

KONA GRILL
KOHL'S

MARSHALLS/HOMEGOODS
NORDSTROM RACK

OLD NAVY
PETSMART

ROSS
TARGET

THIRSTY LION GASTROPUB
TOTAL WINE & MORE

ULTA

THE DISTRICT

AMC DINE-IN DESERT RIDGE 18
BARNES & NOBLE
COPPER BLUES DESERT RIDGE
DAVE & BUSTER'S
DESERT RIDGE IMPROV
H&M
FAT TUESDAY
NIKE UNITE
SEPHORA
VICTORIA'S SECRET PINK
YARD HOUSE

THE
DISTRICT



THE DESERT RIDGE MARKETPLACE EXPERIENCE

- UNIQUE SPECIALTY STORES AND BOUTIQUE RETAIL
- NATIONAL BIG BOX RETAILERS TO MEET EVERYDAY NEEDS
- 45+ DINING OPTIONS NATIONAL AND CHEF-DRIVEN CONCEPTS
- ENTERTAINMENT FOR EVERY OCCASION ENDLESS LAUGHS, GAMES AND MEMORIES
- SPLASHPAD AND PLAY SPACES GLOW CORNHOLE, ANYONE?
- UNIQUE GATHERING AND SOCIAL SPACES FOR LOUNGING AND COMFORT
- GRAND STAGE FOR LIVE EVENTS WITH STATE-OF-THE-ART VIDEO WALL
- ARTISTIC LANDSCAPE DESIGN INSPIRED BY THE LOCATION
- STREAMLINED WAYFINDING THROUGH PROPERTY FOR EASY NAVIGATION





EVENTS



- KEY ANNUAL EVENTS
EASTER, HALLOWEEN, HOLIDAY & MORE
- COMMUNITY PERFORMANCES & EVENTS

- FITNESS CLASSES IN THE COURTYARD
- SUMMER SPLASH PAD SERIES
- TENANT PARTNERSHIPS

Sip & Stroll

LIVE MUSIC EVERY WEEKEND

GAME DAY WATCH PARTIES

ADULT ACTIVATIONS





ART



AN ALWAYS-FULL CALENDAR OF EVENTS

• KEY SEASONAL ACTIVATIONS

VALENTINE'S DAY

SPRING

- EARTH DAY
- ECOBLOOMS

SUMMER

- UMBRELLA POP
- COLOR RAIN

FALL

- PUMPKIN PATCH

HOLIDAY

- NUCTCRACKERS
- STAR TUNNEL





Vestar is a nationally recognized leader in the acquisition, management and development of retail real estate. Our current portfolio of retail properties totals 28 million square feet throughout the western United States.

JENNY CUSHING
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