

CUTTING EDGE QUARTERLY

NEWSLETTER FOR PHILADELPHIA MARKETPLACE MERCHANTS



Ben Kauffman (left) of InMotion Entertainment, D/E Connector, and Jason Seiberlich (right) of Chickie's & Pete's, Concourse C, accept their trophies.

MERCHANTS OF THE SECOND QUARTER PROGRAM 2016-2017

CUTTING EDGE Merchant Incentive Program crowned the Merchants of the Second Quarter on January 27, 2017 at 2 p.m. Chickie's & Pete's, located in Concourse C has been awarded Restaurant/Eatery of the Quarter. InMotion Entertainment, located in the D/E Connector has been awarded Retailer of the Quarter. Jason Seiberlich, Manager of Chickie's & Pete's and Ben Kauffman, Manager of InMotion Entertainment proudly accepted the Cutting EDGE Trophies along with \$200 in cash! Please join us in congratulating them both for a job well done! Honorable mention goes out to Pandora in the B/C Connector for highest customer service points and Philadelphia America for highest holiday marketing participation points!

As a reminder, each quarter allows all tenants the opportunity to earn points to be the quarter winners and vie for merchant of the year! For more details on the Customer Service EDGE program, please contact Dynise Espeleta at 215-937-1200.

HOLIDAY RECAP

Holiday Gift with Purchase – The Philadelphia Marketplace FREE Gift with Purchase Promotion was a success! A big thank you to Victoria's Secret Beauty and Accessories for partnering with us and providing excellent customer service. The Gift with Purchase promotion gave customers an incentive to spend \$150 or more at the Philadelphia Marketplace this holiday season. The special gift was the most popular incentive offered by far. Kudos to the following stores for using the promotion as an upsell tool: Bose, Johnston & Murphy, Pandora, Roster, Sunglass Hut, Swarovski and Time to Fly.

Free Gift Wrapping – As a Holiday added bonus, we offered complimentary holiday gift wrapping in the B/C Connector from December 1 through December 24. We hope your customers were able to take advantage.

Employee Shopping Day – A total of 60 retail shops participated in Philadelphia Marketplace's annual Employee Shopping Day event. The exclusive discounts were provided to all PHL badged employees. Exciting offers of up to 50% off were given to encourage employees to shop at PHL! MarketPlace PHL also distributed pretzels from Philly Pretzel Factory and free draw-string backpacks to all employees that registered for our "Runway Style" e-newsletter.

Secret Santa & Military Giveaway – Throughout the holidays, the MarketPlace PHL team delighted guests with the "Secret Santa" program to surprise guests with complimentary gift bags for employees holiday shopping and to military personnel, thanking them for their service.

**Special thanks to the following merchants that continually support this event by offering giveaway items: Au Bon Pain, The Body Shop, Chickie's & Pete's, Fire & Ice, Kiehl's, Life is Good, Paradis Lagardere, Philadelphia America, Roster, Starbucks, Subway, Time to Fly, Victoria's Secret Beauty & Accessories, Vino Volo and XpresSpa.*

MARKETPLACE PROFILES



MarketPlace PHL, LLC is excited to welcome our new Manager of Marketing & Customer Service, Dynise Espeleta. Prior to joining our team, Dynise worked in a district role for Westfield as part of a team that managed four properties in the Los Angeles district. Dynise comes to us with a strong background in mall marketing with experience in digital and social media, events and marketing strategies. We are very excited to have her!

EMPLOYEE FOODIE WEEK

Employee Foodie Week is a special week for airport employees to try a discounted meal at the MarketPlace PHL restaurants. MarketPlace is asking all full service restaurants to create a meal that includes: one side, one entrée and a drink. Only one employee meal item is required to participate. Employees are encouraged to break their habits and try something new! Pick up a stamp card at the MarketPlace Management Office to participate. Expand your taste buds, try five different restaurants and enter for a chance to win a \$250 gift card. Contest restrictions may apply. Additional information for participation will follow.

For those restaurants who are interested in participating, please send your meal options to Brianne Brown at bbrown@philamarketplace.com. More details to come in a memo.

2017 HOLIDAYS, EVENTS & CONVENTIONS IN PHILADELPHIA

Happy New Year! Below are upcoming holidays, events and conventions in Philadelphia to add to your calendars.

Manager Customer Service Training - Marriott 3/7	Employee Customer Service Training - Tour Room (2 classes; 10AM & 2PM) 3/14	Association of Energy Engineers (AEE) - Globalcon 2017 3/22 – 3/23	BizWomen's Mentoring Monday (National Event) 4/3	Manager Meeting 4/11	ACI Airport Conference - Palm Springs, CA 4/24 – 4/26
Pennsylvania Horticultural Society: Philadelphia Flower Show 2017 3/11 – 3/19	BRED (Best Real Estate Deals) 3/16	Americkick International 3/23 – 3/25	QTR Merchant Meeting - Marriott 4/5	Leasing Outreach 4/13	Tech Distributor Awards 4/27
Daylight Savings Time - Push clocks ahead 1 hour 3/12	St. Patrick's Day 3/17	Philly Black Pride 3/28	Faces of Philanthropy 4/6	Caribbean Cuisine Week 4/13 – 4/15	NFL Draft 4/27 – 4/29
	Macy's Flower Show 3/20	Philly Wine Week 4/3 – 4/9	StrEAT Food Festival Manyunk 4/10	El Carnaval de Puebla en Filadelfia 4/24	

SALE AWAY EMPLOYEE DISCOUNTS

Restaurants and Fast-Food Restaurants

Aldo Lamberti Trattoria 30% Off	Cibo Bistro & Wine Bar 10% Off	Far East 10% Off	LeBus Café 10% Off	Philly Soft Pretzels 10% Off	Subway 10% Off Purchases Over \$8.00
Angelina's Panini Bar 10% Off	Currito Burrito 15% Off Entire Purchase	Good 2 Go 20% Off Packaged Meals (Cash Purchases Only)	Legal Sea Foods 10% Off	Pinkberry 10% Off	Tony Luke's 10% Off
Asian Chao 10% Off All Food and Beverages	Dogs on the Fly 10% Off	Green Leaf's 15% Off	Local Tavern 10% Off	Red Mango 10% Off	Villa Pizza 10% Off Purchases Over \$7.00
Auntie Anne's 10% Off Entire Purchase	Dunkin Donuts 10% Off	Guava & Java 10% Off	Maki of Japan 10% Off All Food and Beverages	Re:Vive 10% Off	Vino Volo 10% Off All Food Items
Cantina Laredo 10% Off Purchases Over \$7.00	Earl of Sandwich 10% Off	Jack Duggan's Pub & Restaurant 10% Off All Food and Beverages; Excludes Alcoholic Beverages	Philly Bends and Twists Pretzels \$.75, Beverages \$1.50	Saladworks 10% Off All Food and Beverages	Wendy's 10% Off Purchases Over \$7.00
Chick-fil-A 10% Off Entire Purchase	Eat at Joe's 15% Off All Food and Beverages	Jamba Juice 10% Off	Philly Pretzels Pretzels \$.75, Beverages \$1.50	Sbarro 10% Off All Food and Beverages	World Bean 10% Off
Chickie's & Pete's 10% Off	Famous Famiglia 10% Off All Food and Beverages	Jet Rock Bar & Grill 10% Off	Philly Pretzel Factory 10% Off	Sky Asian Bistro 10% Off	Yummy Pretzels Pretzels \$.75, Sodas \$1.50

Retail Stores, Carts and Kiosks

Airport Wireless 10% Off Select Items	Explore Philadelphia 20% Off; Excludes Videos	Kiehl's 10% Off	ROSTER 10% Off; Excludes all Sales Items, Restrictions Apply	Swarovski 10% Off Jewelry Only	Time to Fly 10% Off All Accessories and Select Watches
B-Iconic 10% Off	Fire & Ice 15% Off Sterling Silver Jewelry; 10% Off All Other Jewelry and Non-Jewelry Items	Lick 10% Off	Ruby Blue 10% Off	Taxco Sterling 25% Off Sterling Silver Jewelry Only	Victoria's Secret Beauty & Accessories 20% Off
Brooks Brothers 20% Off	Hudson News 10% Off Snack Food Only	Life is Good 10% Off	Solstice 10% Off	Tech Interaction 10% Off Select Items	XpresSpa 10% Off Everything
Brookstone 15% Off Brookstone-branded Products	InMotion Entertainment 10% Off Select Items	L'Occitane 10% Off	Soundbalance 10% Off Select Items	Tech Stop Buy One, Get Second 50% Off (Restrictions Apply)	See store/restaurant for details/restrictions.
CNBC News Philadelphia 20% Off; Excludes Publications, Books, Cigarettes, Phone Cards and Videos		Pennsylvania Market 20% Off	Stellar Books 20% Off	Techshowcase 10% Off Select Items	
		Philadelphia America 10% Off	Stellar News 20% Off		

For more information on any of our programs or events, or to let us know about any of your specials, discounts or news, please contact Brianne at 215-937-1200.