

A Report of Mall Happenings

3250 Gateway Blvd.  
Prescott, AZ 86303

Phone: 928-443-0067  
Fax: 928-443-8755  
E-mail: [marketing@theprescottgatewaymall.com](mailto:marketing@theprescottgatewaymall.com)



## Alliances Lend Value to Mall Events

The Montezuma Federals Baseball Team (above) joined the Easter Bunny for a craft workshop, while (left and below) Allan's Flowers & More and Prescott Valley Florist designed and dressed up the Easter Bunny's hutch. These are two examples of the many alliances that Prescott Gateway Mall is building within our Quad Cities area to help market and brand our mall.



A Report of Mall Happenings



April 17, 2013  
Volume 2, Issue 3

Inside this issue:

<i>The Team</i>	2
<i>Advertising</i>	2
<i>Event Planning</i>	2

# Mall Marketing Goals 2013

1

Provide support to merchants and help drive sales



2

Build alliances that bring value to our communities



3

Develop cohesive mall image, branding and messaging



4

Champion local enterprise and ingenuity



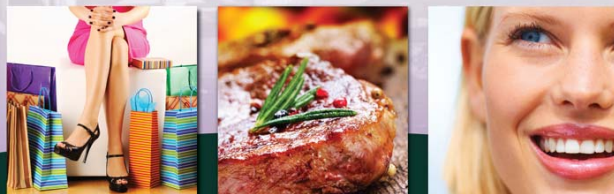
Prescott Gateway Mall offers its sincere appreciation to the design team Allan's Flowers for the colorful & creative Easter Bunny setting.

**Allan's Flowers & More**  
1095 E. Gurley  
Prescott 86301  
928-445-5131

**Prescott Valley Florist**  
8650 E. Highway 69  
Prescott Valley 86314  
928-772-9640

[www.allansflowers.com](http://www.allansflowers.com)

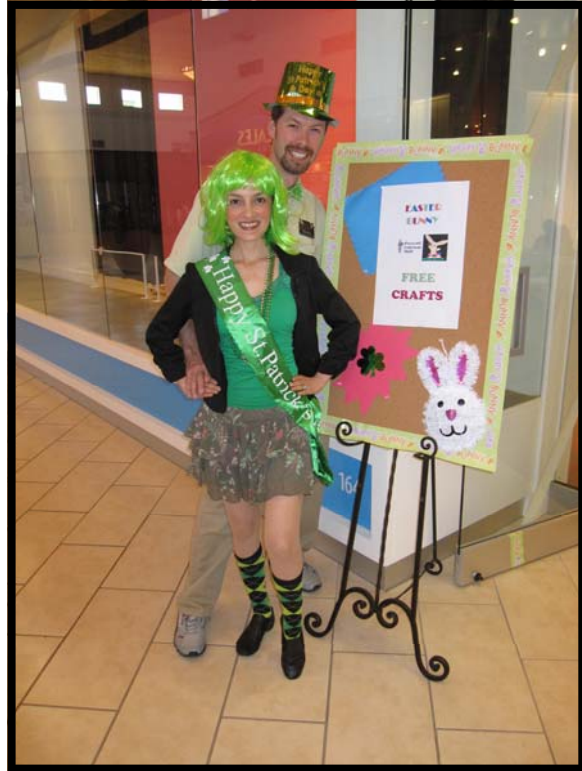
**Happy Easter To All!**



shop | dine | connect

[www.theprescottgatewaymall.com](http://www.theprescottgatewaymall.com)

# Opportunities: Partner With Marketing Team



The Prescott Gateway Mall Marketing Team — under the direction of Marketing Manager Sue Marceau — has been energetically strategizing, planning and implementing programs and campaigns to drive traffic, increase sales and enhance our Mall's overall image in the Quad Cities.



The Marketing Team is supported by corporate marketing at Urban Retail Properties, LLC, in its overall commonalities while utilizing local talent and insight for market-based execution. Corporate staff has maximized its buying power to establish contracts with umbrella vendors for web site maintenance, holiday (Santa and Easter Bunny) photo services and market research.

### Local Focus

On the local level, Marketing has contracted with Helken & Horn Advertising Agency, Inc. and StarStruck! Event Planning, LLC, to help implement our marketing, advertising, promotional, public relations and special events initiatives. Both firms are well-versed in the novel characteristics and influences that make the Quad Cities area a unique marketing challenge.

### Advertising Agency

Helken & Horn Advertising Agency, Inc. was founded on the principle that effective advertising and

marketing need not be expensive, according to Tracey Horn, Founder and President. The agency's carefully selected team of subcontracted talent has worked well both for the agency and its clients throughout 19 years of service to Northern Arizona.

The structure employed by the agency allows it to provide the best services to fit the needs of its clients at reasonable cost.

Since Helken & Horn was launched in 1995, Founder and President Tracey Horn has become one of the best-known and most-respected advertising professionals in Northern Arizona. Her hand-on, energetic work ethic — combined with an innate understanding of what works in advertising strategies for area businesses — has built an advertising agency with a sterling reputation for real results and impeccable service to loyal, longtime clients. Tracey personally oversees all client accounts, and determines their most effective media placement strategies. She handles all media contracts on behalf of clients, negotiating the best, most cost-effective use of client marketing dollars.

### Social Media and Client Focus

Donna Werking's strong work ethic and commitment to effective marketing methodology enable her to perform a wide array of services — with a specialty in social media — as Helken & Horn's Associate Director of Client Services. Formerly Director of Sales for the Arizona Sundogs



(CHL) Hockey Club, Donna's responsibilities included proposal and contract development, community relations, event planning, marketing and more. She brings to every project a rather remarkable style of service: a sharply focused approach, making every client feel like her only client.



project manager for the Bureau of Land Management in its 10<sup>th</sup> Anniversary Celebration of the Agua Fria.

In their spare time, the couple volunteers for Akita Advocates and Pet Rescue. In 2009, the firm was selected and presented at the Special Events Show in New Orleans. It currently engages in The Winner's Circle and local chamber networking.

### Opportunities Abound

The specific objective of special events at Prescott Gateway Mall is to generate foot-traffic, buyers, and revenue for our merchants — supported by ongoing advertising platforms and campaigns.

In the execution of our event coordination, the Marketing Team always looks first to mall merchants, restaurants and tenants for the provision of goods and services. Our commitment is to support our tenants to the utmost of our ability.

The team expresses gratitude to those merchants who have been participating in the programs and invites others to join us. Multiple partnering opportunities are available throughout the year.

