



PHOENIX, AZ

MARKET PROFILE 2021

MAJOR RETAILERS Bath & Body Works, Burlington, Chicanos Por La Causa, The Children's Place, Curacao, Dillard's, Foot Locker, Mercado de los Cielos, Rue21, Shoe Dept. Encore, Victoria's Secret FOOD COURT 9 units

PROPERTY TYPE Regional | TOTAL SQUARE FEET 720,000 | BUILT / RENOVATED 1981 / 2007

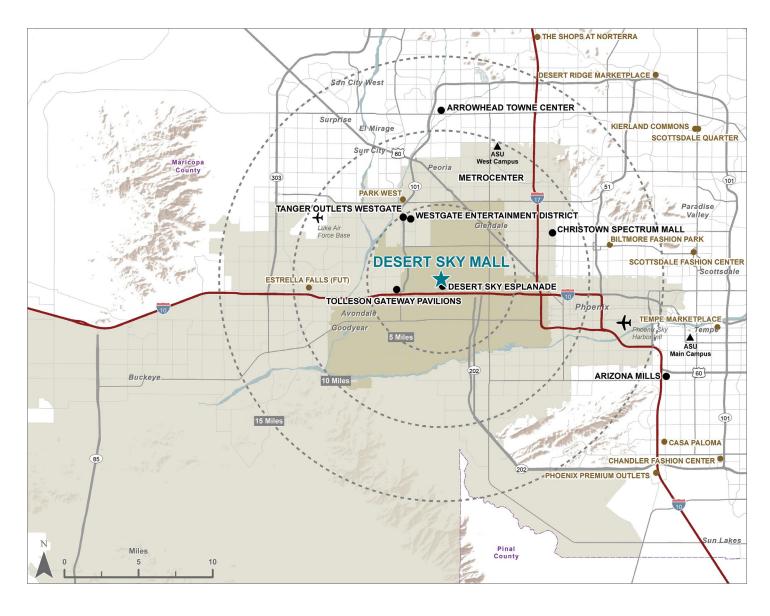
FOR MORE INFORMATION 214-373-5232 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA 468,828		TOTAL TRADE AREA		PHOENIX-MESA-SCOTTSDALE, AZ [MSA] 4,932,833	
2020 Total Population						
2025 Total Population	498,156		1,482,487		5,327,947	
2020-2025 Population Growth	6.3%		7.4%		8.0%	
HOUSEHOLDS						
2020 Total Households	126,959		429,948		1,794,657	
2025 Total Households	134,691		462,782		1,936,035	
2020-2025 Household Growth	6.1%		7.6%		7.9%	
INCOME						
Average Household Income	\$57,202		\$68,129		\$90,996	
Median Household Income	\$45,588		\$51,986		\$65,872	
Per Capita Income	\$15,655		\$21,391		\$33,225	
HOUSEHOLD INCOME RANGES						
\$50,000 +	58,713	46.2%	225,164	52.4%	1,141,068	63.6%
\$75,000 +	31,821	25.1%	138,989	32.3%	801,337	44.7%
\$100,000 +	16,309	12.8%	83,534	19.4%	548,827	30.6%
\$150,000 +	4,485	3.5%	29,902	7.0%	255,390	14.2%
AGE						
Median Age	27.7		30.8		36.2	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	25,025	9.7%	149,090	17.9%	1,050,241	32.1%
White Collar	77,824	42.4%	297,309	51.3%	1,430,207	64.3%
RACE / ETHNICITY						
White	220,326	47.0%	736,302	53.3%	3,408,538	69.1%
Black	38,803	8.3%	128,925	9.3%	293,075	5.9%
American Indian	9,833	2.1%	36,594	2.7%	121,106	2.5%
Asian	9,948	2.1%	47,310	3.4%	212,998	4.3%
Pacific Islander	862	0.2%	3,046	0.2%	11,826	0.2%
Other Race	189,056	40.3%	427,974	31.0%	885,290	17.9%
Hispanic or Latino	340,871	72.7%	764,809	55.4%	1,567,875	31.8%
Not Hispanic or Latino	127,957	27.3%	615,343	44.6%	3,364,958	68.2%
EMPLOYMENT / DAYTIME POPULATION	1 MILE		3 MILE		5 MILE	
Total Businesses	338		1,840		5,970	
Total Employees	6,348		32,805		99,763	
Daytime Population	19,890		140,131		347,989	

TRADE AREA MAP



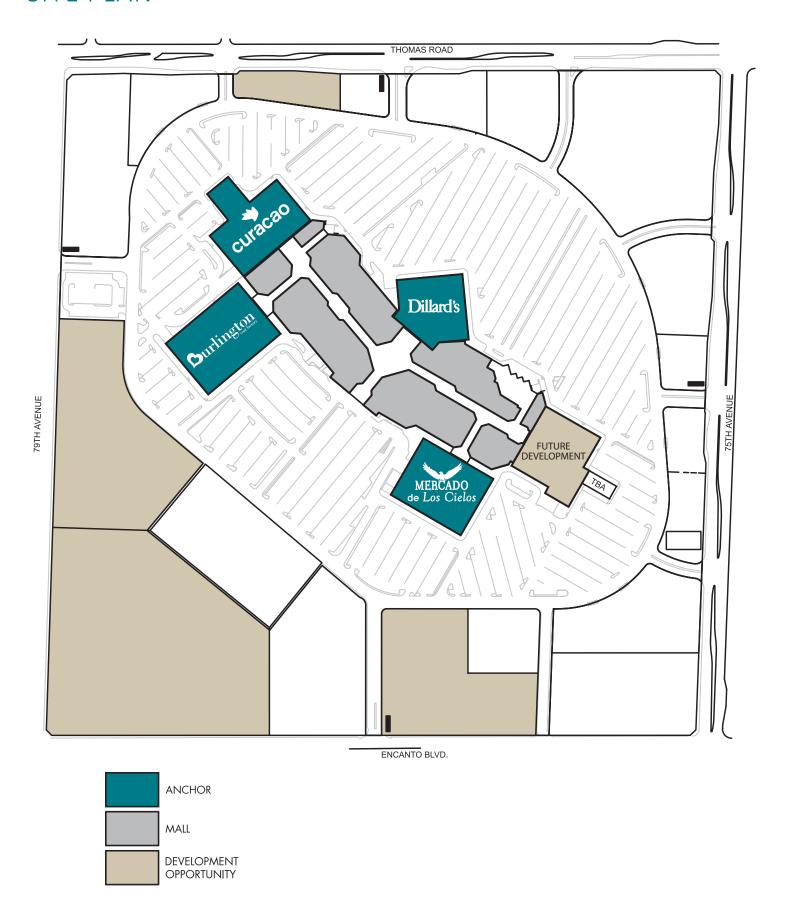
LEGEND

- ★ DESERT SKY MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS





SITE PLAN



MARKET FACT SHEET

HISPANIC BUYING POWER

WILL SURPASS \$57 BILLION BY 2022

HISPANICS REPRESENT

74% OF DESERT SKY'S SHOPPERS; NEARLY 50% OF THE MARKET-WIDE HISPANIC POPULATION LIVES WITHIN THE TRADE AREA

44,000 VEHICLES

TRAVEL PAST DESERT SKY
ON 75TH AVENUE AND
THOMAS ROAD EACH DAY

9 PUBLIC SCHOOLS WITH 8,700 STUDENTS WITHIN 1 MILE

OF DESERT SKY

CONNECTING LOOPS 202
AND 303 HAS LED TO
WEST VALLEY DEVELOPMENT
INCLUDING MARK ANTHONY
BREWING, RED BULL, CRYSTAL
LAGOONS ISLAND RESORT, VOLVO
AND LAND ROVER, VANTAGE
DATA CENTER AND MORE
(OPENED/OPENING 2020-2022)

92% HISPANIC POPULATION GROWTH BETWEEN 2000-2019

MERCADO DE LOS CIELOS NAMED BEST MEXICAN FOOD COURT

BY PHOENIX NEW TIMES

DESERT SKY'S TRADE AREA IS HOME TO 15 OF 25 TOP EMPLOYERS INCLUDING: AMERICAN EXPRESS, BANNER HEALTH, AMAZON DISTRIBUTION CENTER AND SNYDER'S OF HANOVER MANUFACTURER

13 HOTELS WITH 1,300 ROOMS ARE IN VARIOUS STAGES OF PLANNING AND DEVELOPMENT IN THE WEST VALLEY AS THE REGION PREPARES TO HOST SUPER BOWL LVII IN 2023

5 MAJOR LEAGUE BASEBALL TEAMS (DODGERS, WHITE SOX, INDIANS, BREWERS AND REDS) GENERATE MORE THAN 35,000 IN ATTENDANCE AND HOLD SPRING TRAINING WITHIN MILES OF THE CENTER

PHOENIX RACEWAY, 12 MILES FROM THE CENTER, HOSTS ALL THREE NASCAR NATIONAL SERIES CHAMPIONSHIP RACES AND ANNUALLY CONTRIBUTES \$425 MILLION TO THE ECONOMY IN 2 RACE WEEKENDS

STATE FARM STADIUM, GILA RIVER ARENA AND AK-CHIN CONCERT PAVILION, ARE ALL LOCATED WITHIN THE TRADE AREA, HOSTING MULTIPLE NFL, NHL AND ENTERTAINMENT EVENTS

YEARLY SALES

8.0% MAY 8.1% SEP JAN 7.3% 8.0% JUN 7.7% 6.8% FEB OCT JUL MAR 8.9% 8.3% NOV 8.7% APR AUG 7.7% 7.6% DEC 13.1%

BURLINGTON

MERCADO DE LOS CIELOS

THE CHILDREN'S PLACE JOYERIA DEL PUEBLO

PUEBLO JEWELERS DIAMOND GALLERY

CHICANOS POR LA CAUSA

11 FOOT LOCKER 12 6.92 ACRES

14 4.73 ACRES

13 13.49 ACRES

