



DESERT SKY
MALL
PHOENIX, AZ

MARKET PROFILE 2022

MAJOR RETAILERS Bath & Body Works, Burlington, Chicanos Por La Causa, The Children's Place, Curacao, Dillard's Clearance Center, 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

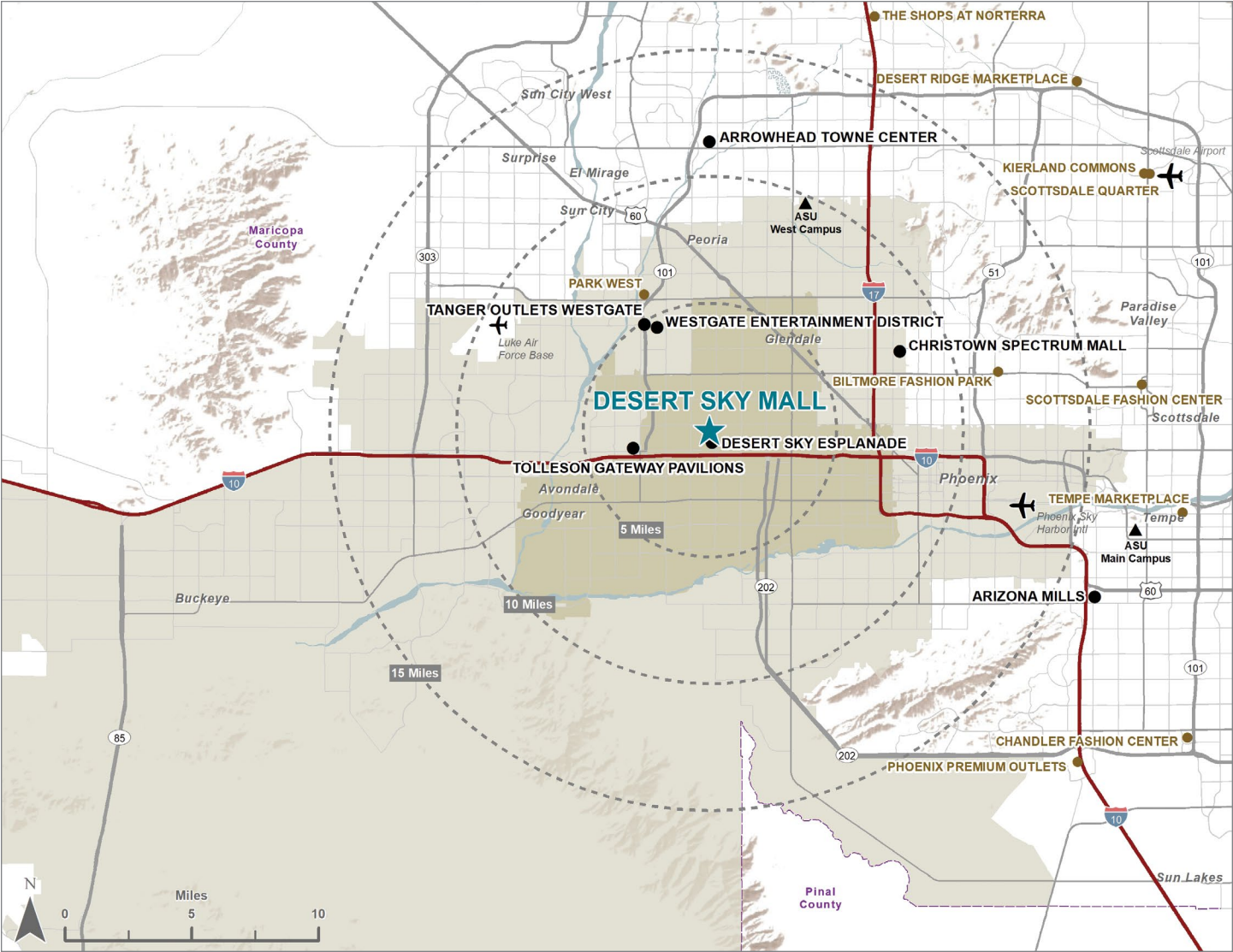
FOR MORE INFORMATION 214-373-5200 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-SCOTTSDALE, AZ [MSA]	
2021 Total Population	472,433		1,396,790		4,998,484	
2026 Total Population	504,647		1,505,155		5,406,799	
2021-2026 Population Growth	6.8%		7.8%		8.2%	
HOUSEHOLDS						
2021 Total Households	128,071		435,923		1,821,300	
2026 Total Households	136,518		472,034		1,969,184	
2021-2026 Household Growth	6.6%		8.3%		8.1%	
INCOME						
Average Household Income	\$60,386		\$70,206		\$93,688	
Median Household Income	\$49,293		\$54,015		\$68,676	
Per Capita Income	\$16,564		\$22,057		\$34,213	
HOUSEHOLD INCOME RANGES						
\$50,000 +	63,300	49.4%	237,860	54.6%	1,182,744	64.9%
\$75,000 +	36,338	28.4%	150,331	34.5%	846,891	46.5%
\$100,000 +	19,614	15.3%	93,051	21.3%	593,375	32.6%
\$150,000 +	5,589	4.4%	33,203	7.6%	281,492	15.5%
AGE						
Median Age	28.0		31.1		36.4	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	25,540	9.7%	156,018	18.4%	1,090,029	32.7%
White Collar	83,222	42.2%	325,397	52.0%	1,572,615	65.8%
RACE / ETHNICITY						
White	220,878	46.8%	741,273	53.1%	3,436,607	68.8%
Black	39,885	8.4%	133,102	9.5%	304,420	6.1%
American Indian	10,044	2.1%	37,353	2.7%	124,063	2.5%
Asian	10,090	2.1%	48,060	3.4%	217,412	4.3%
Pacific Islander	855	0.2%	3,072	0.2%	12,081	0.2%
Other Race	190,683	40.4%	433,929	31.1%	903,901	18.1%
Hispanic or Latino	343,425	72.7%	773,695	55.4%	1,596,117	31.9%
Not Hispanic or Latino	129,009	27.3%	623,094	44.6%	3,402,367	68.1%
EMPLOYMENT / DAYTIME POPULATION						
Total Businesses	348		1,889		6,045	
Total Employees	6,514		36,162		107,051	
Daytime Population	19,585		138,773		347,288	

TRADE AREA MAP



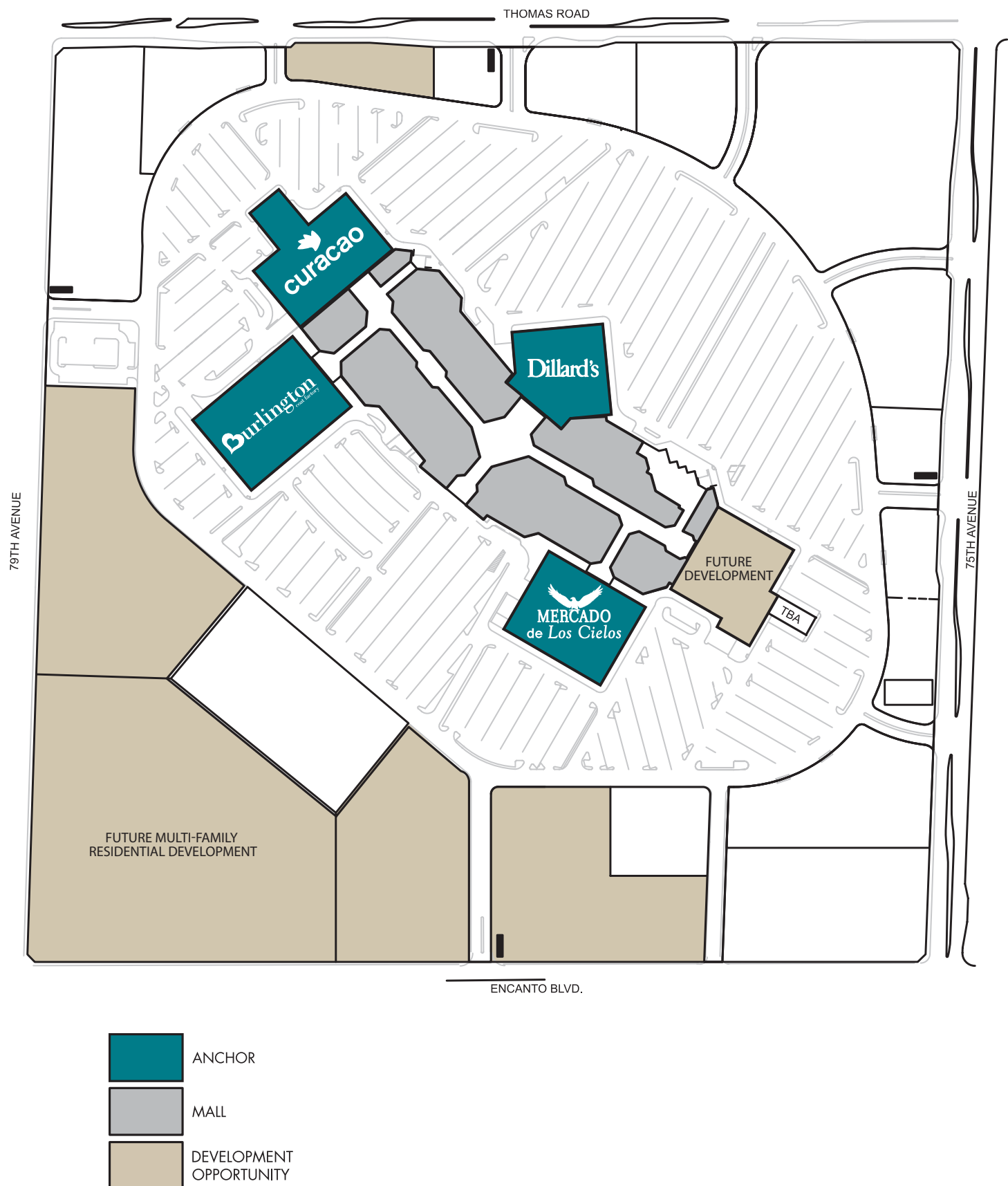
LEGEND

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



10% PCW

SITE PLAN



MARKET FACT SHEET

HISPANIC
BUYING POWER
REACHED \$63 BILLION
IN 2020

\$92 BILLION CONTRIBUTED
TO ARIZONA’S GDP BY THE
LATINO POPULATION

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, COCA-COLA AND MORE

92% HISPANIC
POPULATION GROWTH
BETWEEN 2000-2019

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

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, GUARDIANS,
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 AND
ENTERTAINMENT EVENTS

YEARLY SALES

JAN	8.2%	MAY	8.8%	SEP	6.7%
FEB	6.0%	JUN	8.7%	OCT	7.0%
MAR	10.1%	JUL	8.6%	NOV	7.6%
APR	8.3%	AUG	6.9%	DEC	13.2%



MAJOR RETAILERS INCLUDE:

- CURACAO
DILLARD'S CLEARANCE CENTER
BURLINGTON
MERCADO DE LOS CIELOS
- BATH & BODY WORKS
CHICANOS POR LA CAUSA
THE CHILDREN'S PLACE
JOYERIA DEL PUEBLO
- JD SPORTS
KORAS JEWELERS
LA CARRETA DE LILY
LA GRAN BOTA
- FOOT LOCKER
PAPAYA
PUEBLO JEWELERS DIAMOND GALLERY
SHOE PALACE
- SUNGLASS HUT
VICTORIA'S SECRET

