



PHOENIX, AZ

MARKET PROFILE 2023

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

FOOD COURT 9 units

PROPERTY TYPE Regional | TOTAL SQUARE FEET 710,000 | BUILT / RENOVATED 1981 / 2007

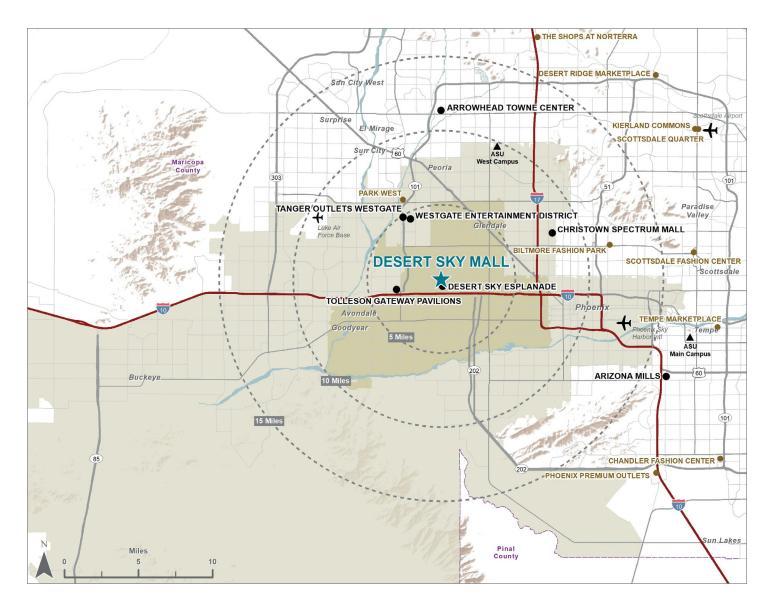
FOR MORE INFORMATION 214-373-5200 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-CHANDLER, AZ [MSA]	
2022 Total Population	479,139		1,434,423		5,009,506	
2027 Total Population	496,987		1,492,523		5,215,028	
2022-2027 Population Growth	3.7%		4.1%		4.1%	
HOUSEHOLDS						
2022 Total Households	136,274		459,134		1,852,549	
2027 Total Households	141,583		479,578		1,930,969	
2022-2027 Household Growth	3.9%		4.5%		4.2%	
INCOME						
Average Household Income	\$68,947		\$80,331		\$105,345	
Median Household Income	\$53,512		\$59,194		\$75,940	
Per Capita Income	\$19,673		\$25,838		\$39,038	
HOUSEHOLD INCOME RANGES						
\$50,000 +	74,197	54.5%	273,756	59.6%	1,280,947	69.1%
\$75,000 +	44,573	32.7%	179,321	39.1%	939,648	50.7%
\$100,000 +	25,109	18.4%	114,880	25.0%	674,029	36.4%
\$150,000 +	7,533	5.5%	42,862	9.3%	327,489	17.7%
AGE						
Median Age	28.4		31.4		36.6	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	29,082	10.9%	174,077	20.2%	1,140,229	35.0%
White Collar	92,361	42.8%	321,391	47.1%	1,449,523	57.3%
RACE/ETHNICITY						
White	130,682	27.3%	548,924	38.3%	2,982,289	59.5%
Black/African American	41,554	8.7%	137,474	9.6%	293,792	5.9%
American Indian	12,581	2.6%	43,785	3.1%	127,110	2.5%
Asian	10,765	2.2%	47,070	3.3%	221,192	4.4%
Pacific Islander	1,191	0.2%	4,099	0.3%	12,828	0.3%
Other Race	282,366	58.9%	653,070	45.5%	1,372,295	27.4%
Hispanic or Latino	342,046	71.4%	771,422	53.8%	1,530,092	30.5%
Not Hispanic or Latino	137,092	28.6%	663,000	46.2%	3,479,414	69.5%
EMPLOYMENT / DAYTIME POPULATION	1 MILE		3 MILE		5 MILE	
Total Businesses	343		1,924		6,067	
Total Employees	5,000		35,134		104,743	
Daytime Population	19,399		138,243		357,320	

TRADE AREA MAP



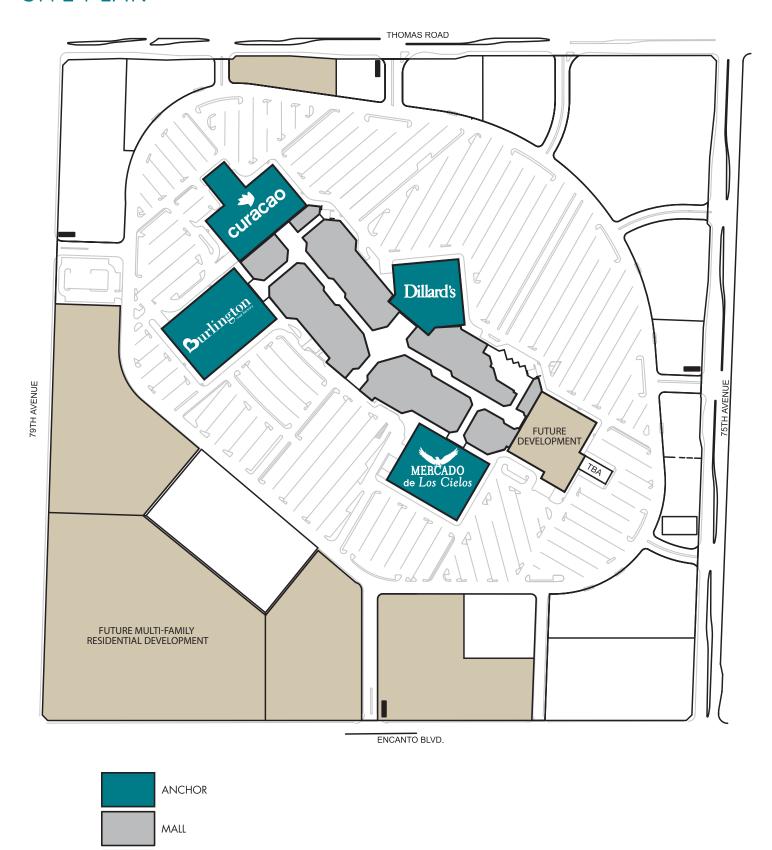
LEGEND

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





SITE PLAN



DEVELOPMENT OPPORTUNITY

MARKET FACT SHEET

HISPANIC BUYING POWER

REACHED \$63 BILLION IN 2020

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

568 RESIDENTIAL UNITS ARE UNDER

CONSTRUCTION WITHIN WALKING DISTANCE
OF THE CENTER

44,000 VEHICLES

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

CONNECTING LOOP 303
TO I-10 AND I-17 HAS LED TO
WEST VALLEY DEVELOPMENT
INCLUDING MARK ANTHONY

INCLUDING MARK ANTHONY BREWING, RED BULL, VAI RESORT, MATTEL ADVENTURE PARK, COCA-COLA, NESTLÉ USA AND WILLIAMS SONOMA

9 PUBLIC SCHOOLS WITH 8,700 STUDENTS WITHIN 1 MILE OF DESERT SKY

FOR 50% OF PHOENIX'S
POPULATION GROWTH
SINCE 2010

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 FINAL FOUR IN 2024 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, DESERT DIAMOND ARENA AND TALKING STICK RESORT AMPHITHEATRE ARE ALL LOCATED WITHIN 5 MILES, HOSTING MULTIPLE NFL, SPORTING AND ENTERTAINMENT EVENTS EACH YEAR

YEARLY SALES

JAN	6.31%	MAY	8.40%	SEP	7.70%
FEB	7.46%	JUN	7.87%	OCT	7.39%
MAR	8.54%	JUL	7.99%	NOV	8.72%
APR	8.07%	AUG	7.88%	DEC	13.67%



MAJOR RETAILERS INCLUDE:



WALMART

UTURE MULTI-FAMILY RESIDENTIAL DEVELOPMENT

Durlington

curacao

.9 ACRES

RAUL CASTRO MIDDLE SCHOOL

CITY OF PHOENIX TRANSIT CENTER

Dillard's

BANK OF AMERICA

BIG 5 SPORTING GOODS

PANDA EXPRESS

EL SUPER

CARL'S JR.

ESPORTA FITNESS