




DESERT SKY
MALL
PHOENIX, AZ

MARKET PROFILE 2024

MAJOR RETAILERS América Cinemas, AT&T, Bath & Body Works, Burlington, The Children's Place, Curacao, Dillard's Clearance Center, Foot Locker, JD Sports, Lids, Mercado de los Cielos, Rue21, Shoe Dept. Encore, Victoria's Secret, Zumiez

FOOD COURT 9 units

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 738,000 | **BUILT / RENOVATED** 1981 / 2007

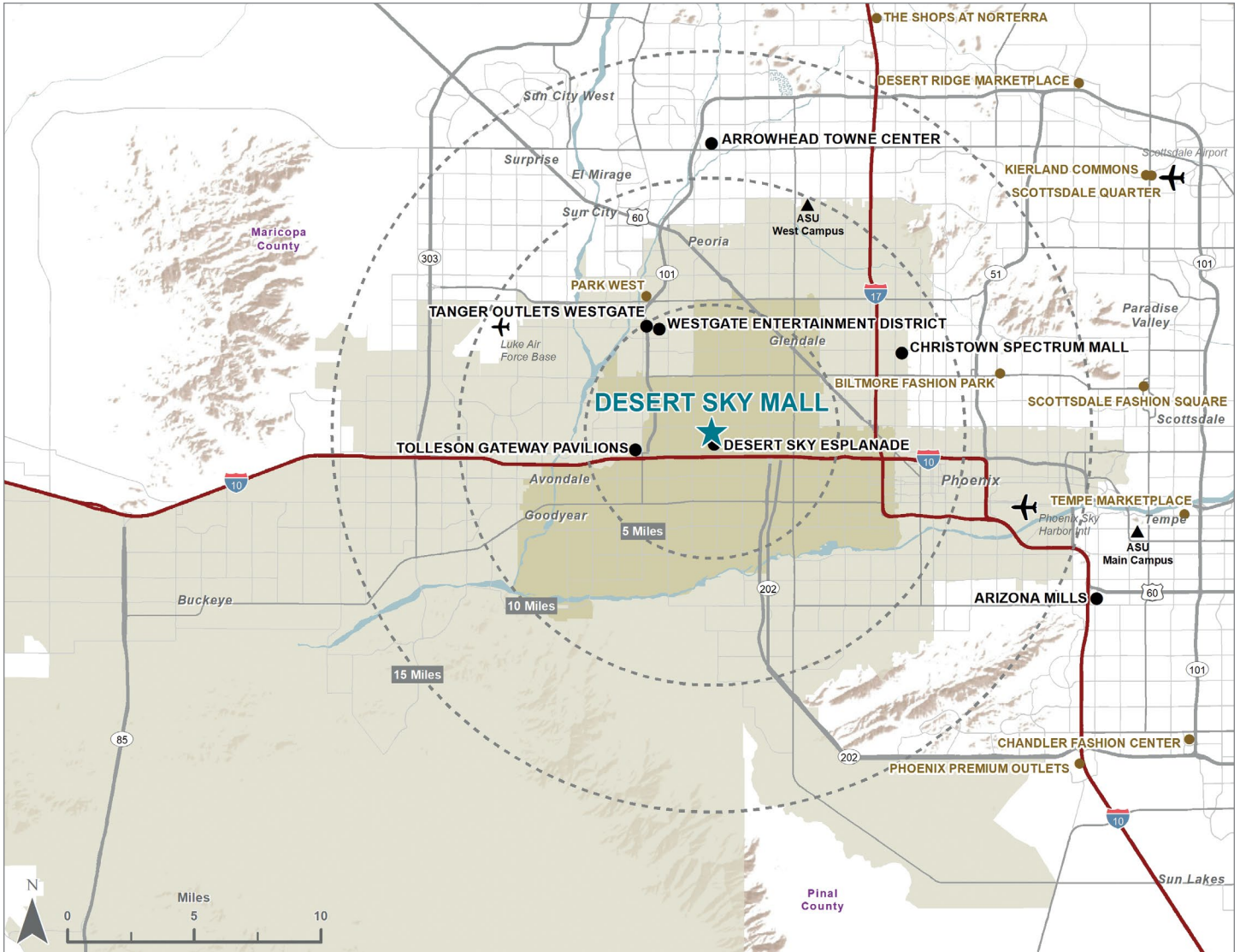
FOR MORE INFORMATION 214-373-5200 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

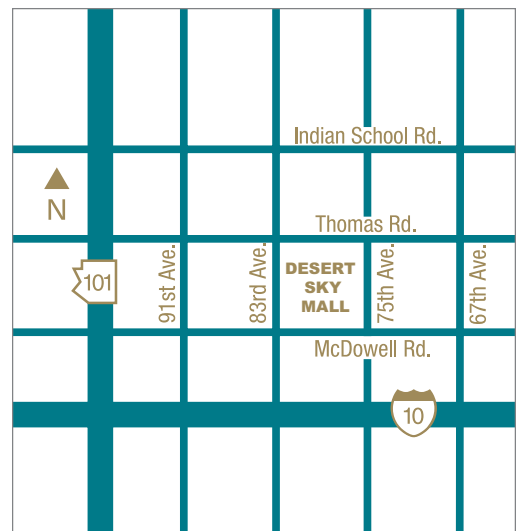
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-CHANDLER, AZ [MSA]	
2023 Total Population	482,543		1,457,125		5,069,353	
2028 Total Population	493,705		1,511,780		5,235,181	
2023-2028 Population Growth	2.3%		3.8%		3.3%	
HOUSEHOLDS						
2023 Total Households	138,218		470,299		1,886,577	
2028 Total Households	143,571		495,332		1,968,662	
2023-2028 Household Growth	3.9%		5.3%		4.4%	
INCOME						
Average Household Income	\$77,298		\$87,204		\$111,655	
Median Household Income	\$57,936		\$63,779		\$79,851	
Per Capita Income	\$22,191		\$28,265		\$41,631	
HOUSEHOLD INCOME RANGES						
\$50,000 +	80,835	58.5%	293,199	62.3%	1,326,964	70.3%
\$75,000 +	52,500	38.0%	202,996	43.2%	1,007,954	53.4%
\$100,000 +	32,076	23.2%	136,070	28.9%	743,323	39.4%
\$150,000 +	11,274	8.2%	54,366	11.6%	370,926	19.7%
AGE						
Median Age	28.6		31.7		36.8	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	32,551	11.9%	189,910	21.3%	1,204,919	35.5%
White Collar	92,464	44.3%	348,867	52.7%	1,584,156	65.4%
RACE/ETHNICITY						
White	131,263	27.2%	553,934	38.0%	2,992,871	59.0%
Black/African American	43,598	9.0%	145,981	10.0%	311,492	6.1%
American Indian	12,110	2.5%	42,457	2.9%	124,651	2.5%
Asian	11,027	2.3%	48,271	3.3%	228,443	4.5%
Pacific Islander	1,166	0.2%	4,084	0.3%	12,899	0.3%
Other Race	283,379	58.7%	662,398	45.5%	1,398,997	27.6%
Hispanic or Latino	344,869	71.5%	787,106	54.0%	1,572,729	31.0%
Not Hispanic or Latino	137,674	28.5%	670,019	46.0%	3,496,624	69.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	347		1,882		5,912	
Total Employees	5,393		35,878		109,981	
Daytime Population	19,605		136,821		357,544	

TRADE AREA MAP



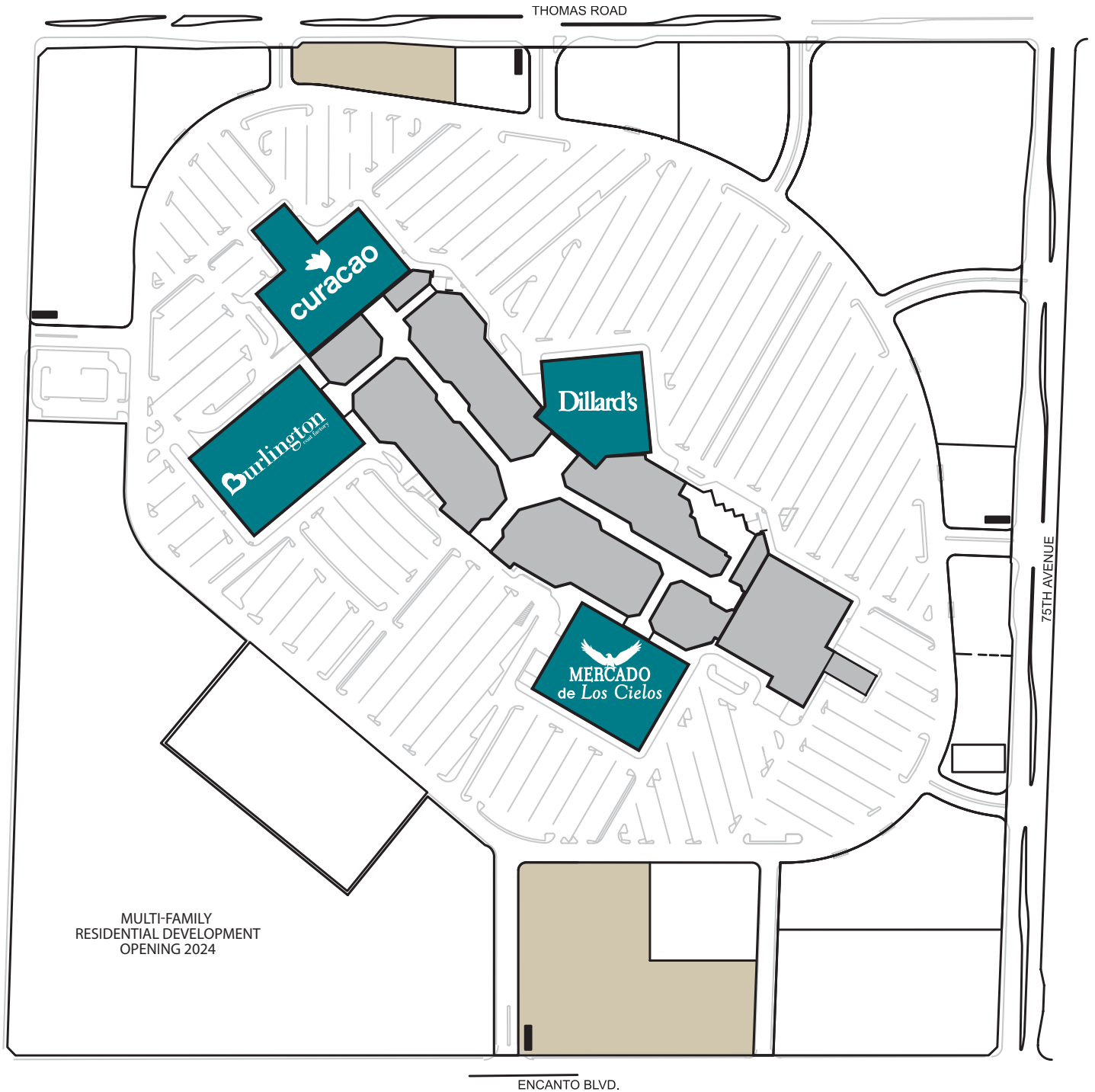
LEGEND



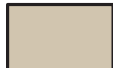
- ★ DESERT SKY MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



-  ANCHOR
-  MALL
-  DEVELOPMENT OPPORTUNITY

MARKET FACT SHEET

HISPANIC BUYING POWER
REACHED \$63 BILLION
IN 2020

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

HISPANICS ACCOUNTED
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

MULTIPLE HOTELS WITH 1,800
ROOMS ARE IN VARIOUS
STAGES OF PLANNING AND
DEVELOPMENT IN THE WEST
VALLEY AS THE REGION
PREPARES TO HOST
FINAL FOUR IN 2024

**568 RESIDENTIAL
UNITS** OPENING IN 2024
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
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

MERCADO DE LOS CIELOS NAMED **BEST MEXICAN
FOOD COURT AND BEST MARKETPLACE**

(PHOENIX NEW TIMES)

DESERT SKY'S TRADE AREA IS HOME TO **15 OF 25 TOP
EMPLOYERS** INCLUDING: AMERICAN EXPRESS, BANNER
HEALTH, AMAZON AND NUMEROUS DISTRIBUTION CENTERS

SPRING TRAINING, WITH 5 MAJOR LEAGUE BASEBALL TEAMS WITHIN MILES
OF THE CENTER, HAS A **\$710 MILLION ECONOMIC IMPACT AND DRAWS
1.6 MILLION ATTENDEES ANNUALLY**

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	6.4%	MAY	8.3%	SEP	7.3%
FEB	7.6%	JUN	7.7%	OCT	7.2%
MAR	8.6%	JUL	8.0%	NOV	9.1%
APR	7.9%	AUG	7.6%	DEC	14.3%



DESERT SKY MALL

MAJOR RETAILERS INCLUDE:

- | | | | | |
|----------------------------|----------------------|----------------|---------------------------------|-------------------|
| CURACAO | AMÉRICA CINEMAS | FOOT LOCKER | LA CARRETA DE LILY | SHOE PALACE |
| DILLARD'S CLEARANCE CENTER | AT&T | HOT TOPIC | LIDS | SUNGLASS HUT |
| BURLINGTON | BATH & BODY WORKS | JD SPORTS | PUEBLO JEWELERS DIAMOND GALLERY | VICTORIA'S SECRET |
| MERCADO DE LOS CIELOS | THE CHILDREN'S PLACE | KORAS JEWELERS | RUE21 | ZUMIEZ |



TREVOR BROWNE HIGH SCHOOL

EL SUPER

ESPORTA FITNESS

BIG 5 SPORTING GOODS

VALLEYWISE HEALTH

PANDA EXPRESS

CARL'S JR.

BANK OF AMERICA

PLANET FITNESS

SALLY'S BEAUTY SUPPLY

RED LOBSTER

TARGET

IHOP

CONN'S

CHILI'S

OLIVE GARDEN

BIG O TIRES

DESERT SAGE LIBRARY

WALMART

Dillard's

curacao

Burlington

MERCADO DE LOS CIELOS

.9 ACRES

MULTI-FAMILY RESIDENTIAL DEVELOPMENT
OPENING 2024

CITY OF PHOENIX TRANSIT CENTER

RAUL CASTRO MIDDLE SCHOOL

MANUEL PENA ELEMENTARY SCHOOL

ENCANTO BLVD

75TH AVENUE

I-10 FWY