



  
DESERT SKY  
MALL  
PHOENIX, AZ

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## MARKET PROFILE 2024

**MAJOR RETAILERS** America Cinemas, Bath & Body Works, Burlington, Curacao, Dillard's, Foot Locker, Hot Topic, JD Sports, Lids, Mercado de los Cielos, Shoe Palace, Spencer's, Victoria's Secret and 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	

# 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**

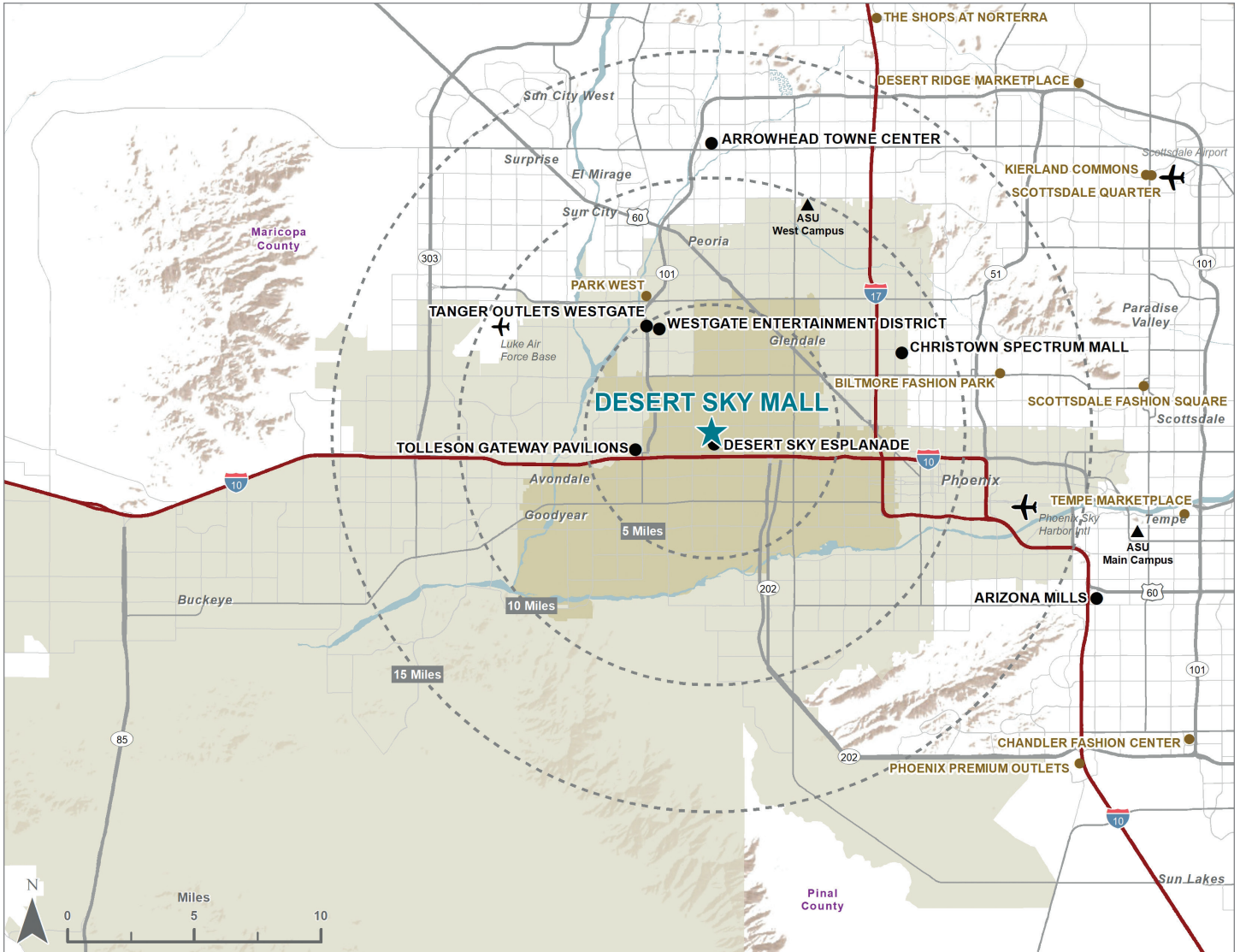
PHOENIX RACEWAY, 12 MILES FROM THE CENTER, HOSTS ALL THREE  
**NASCAR NATIONAL SERIES** CHAMPIONSHIP RACES AND ANNUALLY  
CONTRIBUTES **\$425 MILLION TO THE ECONOMY** IN 2 RACE WEEKENDS

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

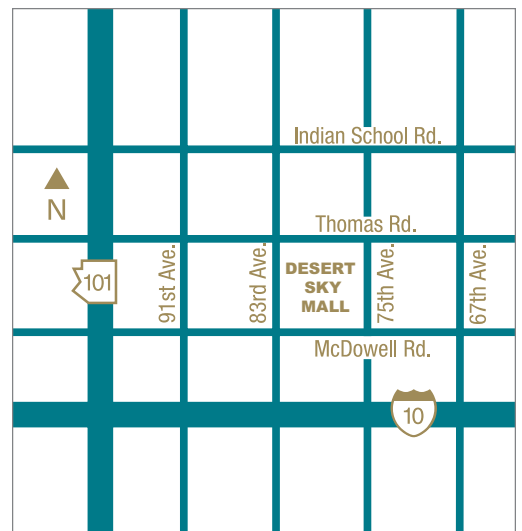
JAN	6.4%	MAY	8.3%	SEP	7.3%
FEB	7.6%	JUN	7.7%	OCT	7.2%
MAR	8.6%	JUL	8.0%	NOV	9.1%
APR	7.9%	AUG	7.6%	DEC	14.3%

# TRADE AREA MAP



## LEGEND

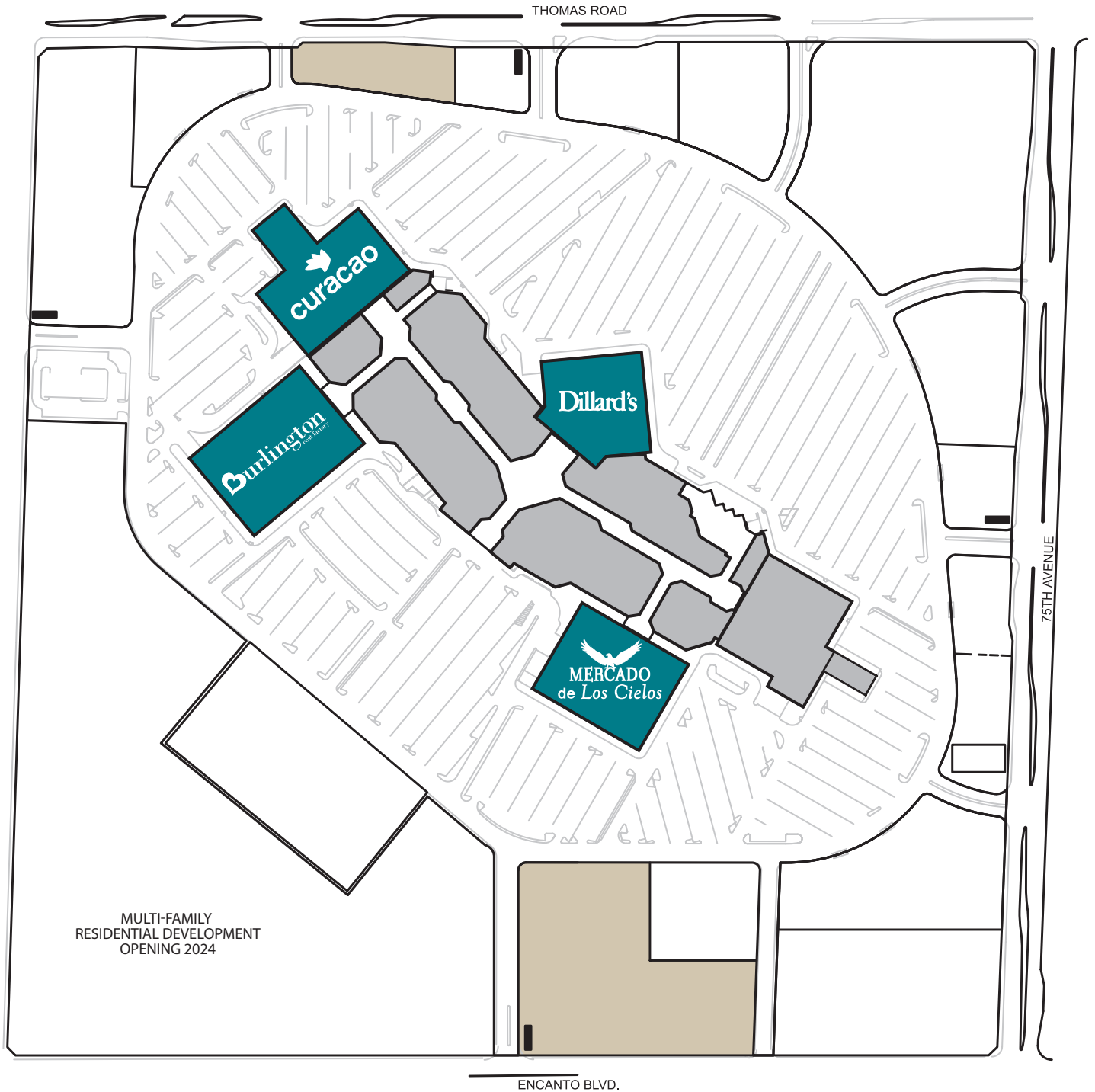
- ★ DESERT SKY MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



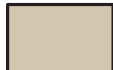


10% PCW



# SITE PLAN



-  ANCHOR
-  MALL
-  DEVELOPMENT OPPORTUNITY





# DESERT SKY MALL

## MAJOR RETAILERS INCLUDE:

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



TREVOR BROWNE HIGH SCHOOL

EL SUPER

ESPORTA FITNESS

BIG 5 SPORTING GOODS

VALLEYWISE HEALTH

.9 ACRES

CITY OF PHOENIX TRANSIT CENTER

RAUL CASTRO MIDDLE SCHOOL

MANUEL PENA ELEMENTARY SCHOOL

MULTI-FAMILY RESIDENTIAL DEVELOPMENT  
OPENING 2024

WALMART

DESERT SAGE LIBRARY

ENCANTO BLVD

75TH AVENUE

I-10 FWY

PLANET FITNESS

SALLY'S BEAUTY SUPPLY

RED LOBSTER

TARGET

IHOP

OLIVE GARDEN

CONN'S

CHILI'S

BIG O TIRES

BANK OF AMERICA

CARL'S JR.

Dillard's

curacao

Burlington

MERCADO DE LOS CIELOS

THOMAS ROAD