



DESERT SKY MALL





OVERVIEW

Desert Sky Mall is conveniently located just 15 minutes from Downtown Phoenix with easy access from two major freeways. It is the only regional shopping center in the southwest portion of metro Phoenix. The center also benefits from its close proximity to major entertainment venues, including Talking Stick Resort Amphitheatre, Desert Diamond Arena, and State Farm Stadium, which host hundreds of NFL, sporting and entertainment events each year.

A focus on merchandising that appeals to the highly sought-after Hispanic consumer, combined with event programming and amenities targeting the entire family, draws loyal shoppers back week after week. As a fully bilingual center, Desert Sky Mall is a dominant shopping destination for Hispanic families throughout metropolitan Phoenix.

MARKET OVERVIEW *AT A GLANCE*



Trade area population



Daytime population within 5 miles



Hispanic buying power in AZ
reached \$63B in 2022



Of market-wide Hispanic population
lives within trade area



Trade area population
growth by 2027



Households in the trade area

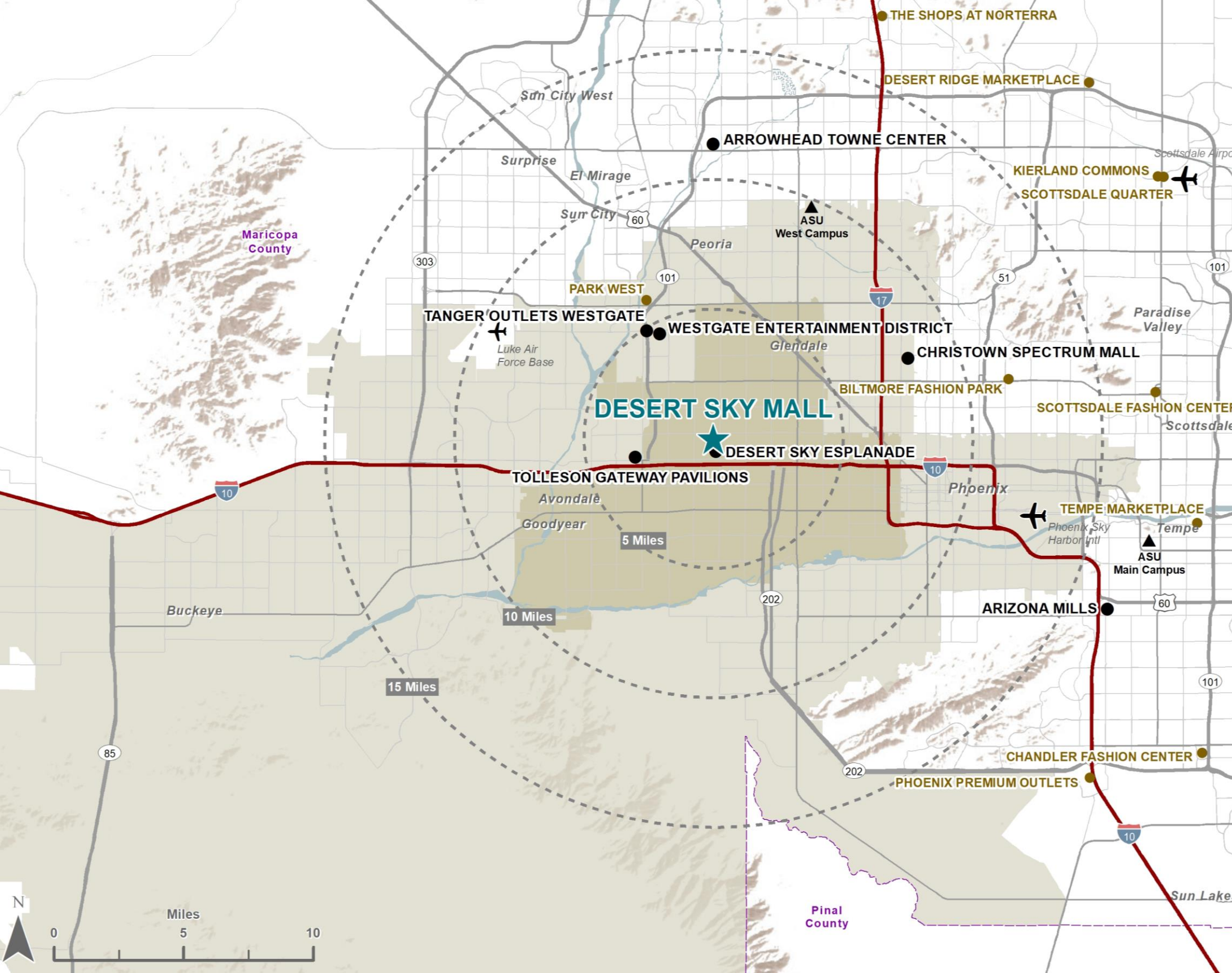
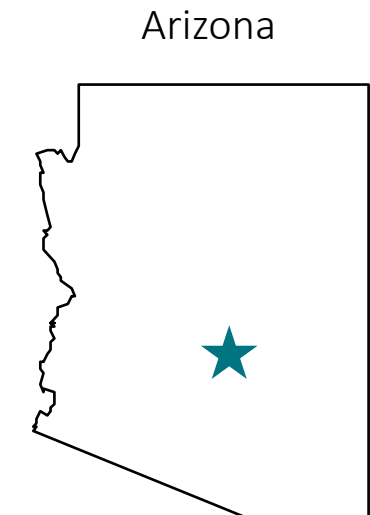
DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (Phoenix, Scottsdale, Mesa)
2022 Population	479,139	1,434,423	5,009,506
2027 Population (projection)	496,987	1,492,523	5,215,028
Five-Year Population Growth	3.7%	4.1%	4.1%
2022 Households	136,274	459,134	1,852,549
Average Household Income	\$68,947	\$80,331	\$105,345
Median Household Income	\$53,512	\$59,194	\$75,940
Median Age	28.4	31.4	36.6
White Collar	42.8%	47.1%	57.3%
	1 MILE	3 MILE	5 MILE
Daytime Population	19,399	138,243	357,320

Source: ESRI 2022, ESRI forecasts for 2022 and 2027

TRADE AREA MAP

-  Desert Sky Mall
-  Primary Trade Area
-  Secondary Trade Area
-  Competitive Centers
-  Other Centers





DEMOGRAPHICS

Desert Sky Mall reflects the healthy diversity of Phoenix, both ethnically and economically, with a mix of owners, renters, and large and small businesses.

59.6% of the trade area population have incomes greater than \$50,000.

Desert Sky Mall's trade area is home to 15 of the top 25 employers including Banner Health, Amazon and American Express.

1,924 businesses and 35,135 employees are located within a 3-mile radius of Desert Sky Mall.

Desert Sky Mall's trade area is ethnically diverse, with a strong Hispanic presence.

DESERT SKY MALL AERIAL



MAJOR RETAILERS INCLUDE:

CURACAO

DILLARD'S CLEARANCE CENTER

BURLINGTON

MERCADO DE LOS CIELOS

BATH & BODY WORKS

CHICANOS POR LA CAUSA

THE CHILDREN'S PLACE

FOOT LOCKER

HOT TOPIC

JOYERIA DEL PUEBLO

JD SPORTS

KORAS JEWELERS

LA CARRETA DE LILY

LA GRAN BOTA

LIDS

PUEBLO JEWELERS DIAMOND GALLERY

RUE21

SHOE PALACE

SUNGLASS HUT

VICTORIA'S SECRET





EDUCATION

There are several colleges and universities within the trade area with a total of **58,000** students including:

- Arizona State University (West Campus), which will triple enrollment by 2025
- Estrella Mountain Community College
- Glendale Community College
- Grand Canyon University
- West Valley Rio Salado College





MERCHANDISING

Desert Sky Mall's retail mix consists of a balance of national brands with local and regional retailers.



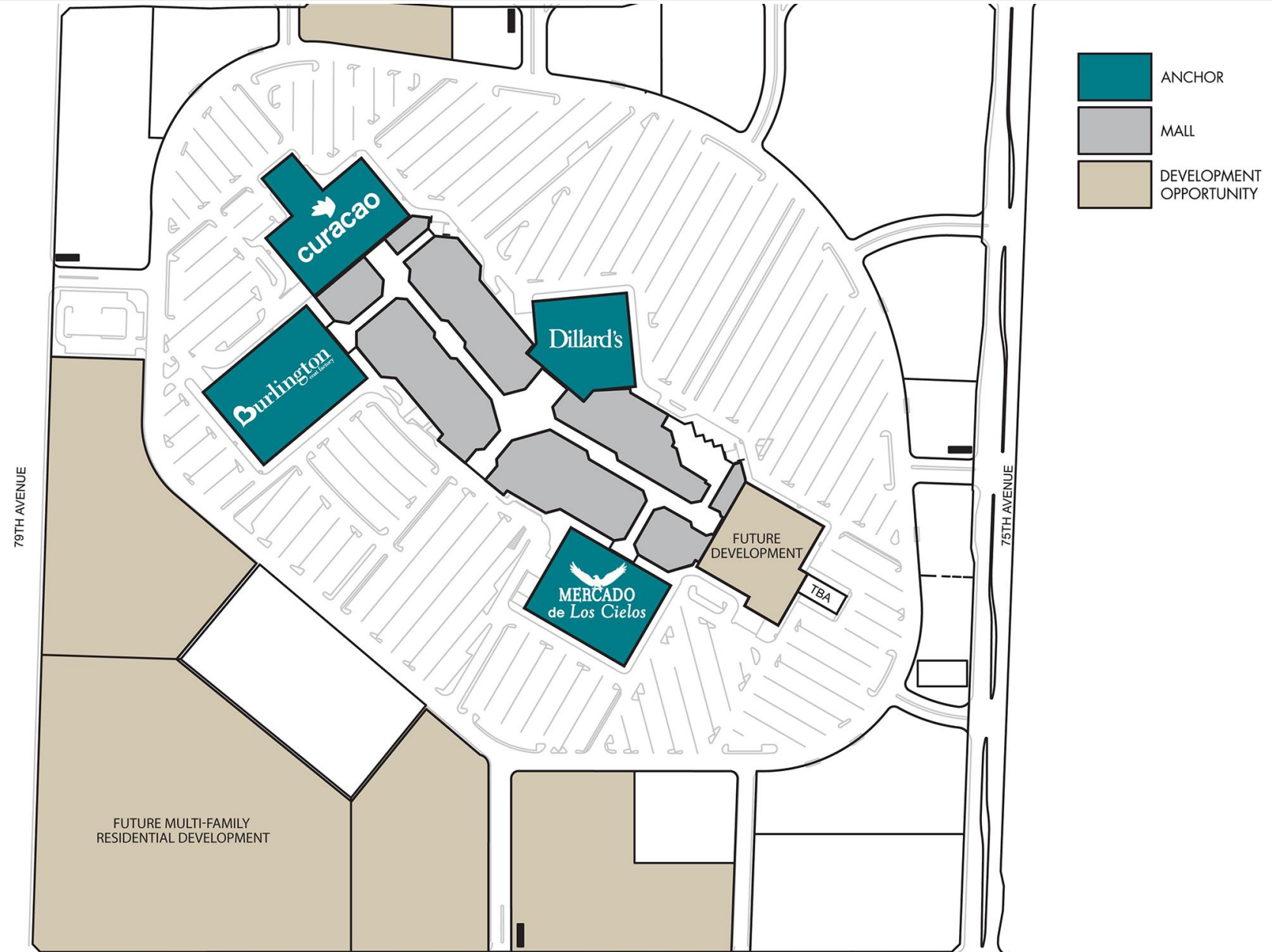
MERCADO DE LOS CIELOS

Opened in 2010, Mercado de Los Cielos caters to the nuances of the primary trade area and the most productive customer – making Desert Sky poised to strengthen its place as one of the country’s premier Latino-focused retail destinations.

The Mercado has maintained a 95% occupancy rate over the past several years and has been named Best Mexican Food Court by *Phoenix New Times*.



DESERT SKY MALL SITE PLAN



VEHICLE TRAFFIC COUNTS

Major Highways Near Center

	DAILY	ANNUAL
I-10 – 75th Ave	240,000	87,600,000

Roads with Center Entrances

	DAILY	ANNUAL
75 th Avenue / Thomas	41,000	14,965,000





MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR