



BILTMORE FASHION PARK

PHOENIX, AZ

MARKET PROFILE 2021

MAJOR RETAILERS Arhaus, Cornelia Park, Evereve, J.Crew, J. McLaughlin, Lorna Jane, lululemon, Macy's, Pottery Barn, Ralph Lauren, Saks Fifth Avenue, Sephora, Tumi, White House | Black Market, Williams-Sonoma

RESTAURANTS & ENTERTAINMENT Blanco Tacos + Tequila, Breakfast Club, California Pizza Kitchen, The Capital Grille, The Cheesecake Factory, Pomo Pizza, Royal Coffee, Seasons 52, True Food Kitchen, Zinburger Wine & Burger Bar, Life Time

PROPERTY TYPE Outdoor Fashion Specialty Center | **TOTAL SQUARE FEET** 597,000 | **BUILT / RENOVATED** 1963 / 2012

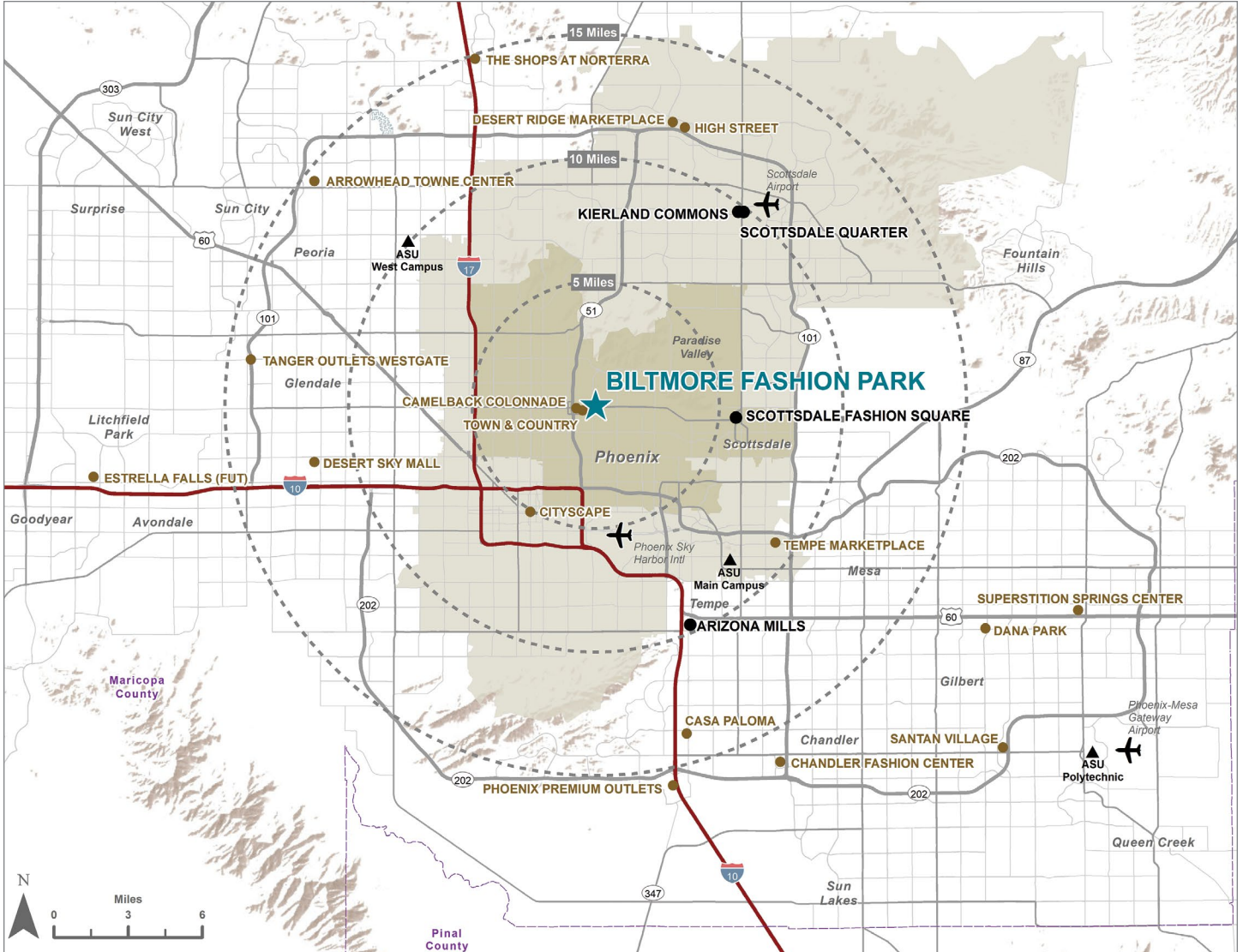
FOR MORE INFORMATION 602-953-6200 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHOENIX-MESA-SCOTTSDALE, AZ [MSA]	
2020 Total Population	407,831		1,305,389		4,932,833	
2025 Total Population	436,958		1,399,959		5,327,947	
2020-2025 Population Growth	7.1%		7.2%		8.0%	
HOUSEHOLDS						
2020 Total Households	173,685		514,049		1,794,657	
2025 Total Households	186,529		553,912		1,936,035	
2020-2025 Household Growth	7.4%		7.8%		7.9%	
INCOME						
Average Household Income	\$89,155		\$92,755		\$90,996	
Median Household Income	\$55,215		\$59,628		\$65,872	
Per Capita Income	\$37,973		\$36,733		\$33,225	
HOUSEHOLD INCOME RANGES						
\$50,000 +	95,198	54.8%	299,697	58.3%	1,141,068	63.6%
\$75,000 +	65,400	37.7%	210,418	40.9%	801,337	44.7%
\$100,000 +	46,101	26.5%	149,819	29.1%	548,827	30.6%
\$150,000 +	24,474	14.1%	78,345	15.2%	255,390	14.2%
AGE						
Median Age	36.6		35.8		36.2	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	106,151	38.4%	323,950	37.4%	1,050,241	32.1%
White Collar	129,731	64.6%	401,478	64.6%	1,430,207	64.3%
RACE / ETHNICITY						
White	265,611	65.1%	863,079	66.1%	3,408,538	69.1%
Black	28,245	6.9%	90,970	7.0%	293,075	5.9%
American Indian	15,145	3.7%	33,223	2.5%	121,106	2.5%
Asian	13,583	3.3%	53,205	4.1%	212,998	4.3%
Pacific Islander	780	0.2%	2,424	0.2%	11,826	0.2%
Other Race	84,467	20.7%	262,490	20.1%	885,290	17.9%
Hispanic or Latino	157,278	38.6%	469,070	35.9%	1,567,875	31.8%
Not Hispanic or Latino	250,553	61.4%	836,319	64.1%	3,364,958	68.2%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,792		8,142		16,618	
Total Employees	23,538		98,509		240,706	
Daytime Population	26,252		168,496		418,048	

TRADE AREA MAP



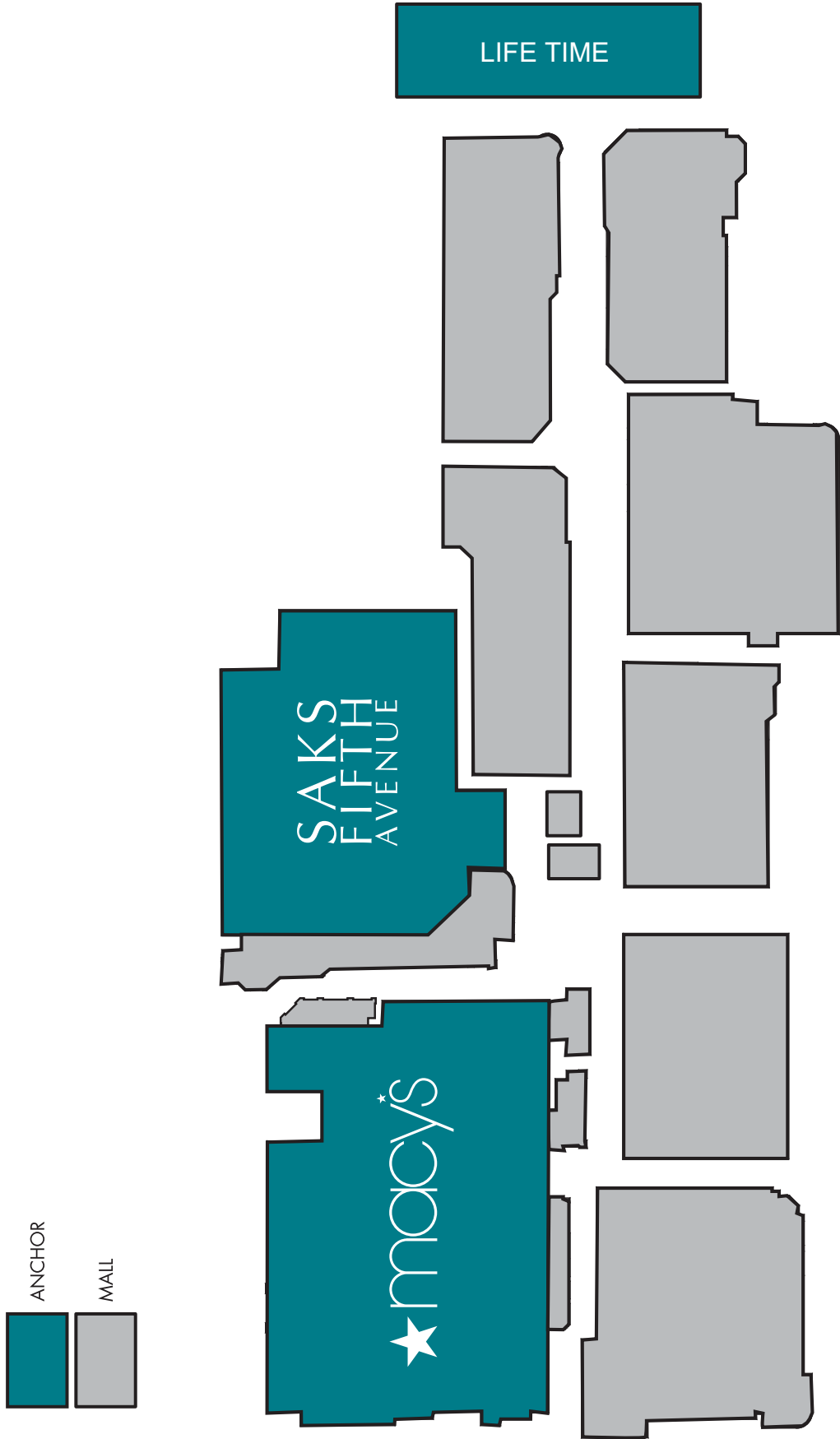
LEGEND

- ★ BILTMORE FASHION PARK
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

GROWING URBAN DENSITY **WITHIN 1 MILE**
– **4.5 MILLION SQUARE FEET** OF CLASS A OFFICE SPACE
– **37,000** DAYTIME POPULATION
– CAMELBACK COLLECTIVE, A **\$75 MILLION OFFICE & HOTEL PROJECT**

TRADE AREA
HOME TO 7 OF THE TOP 20 WEALTHIEST ZIP CODES IN PHOENIX,
INCLUDING #1 PARADISE VALLEY – AVERAGE NET WORTH OF OVER \$2.1 MILLION

OPTIMA BILTMORE TOWERS 15-STORY **LUXURY COMMUNITY** WITH UNITS SELLING FOR \$885,000

DIAMOND LEVEL LIFE TIME OPENED WITH OVER 3,500 MEMBERS AND **HIGHEST SALES IN THE CLUB'S HISTORY**

1 MILE AWAY
ARIZONA BILTMORE HOTEL, A WALDORF ASTORIA RESORT, 650 ROOMS, 86 SUITES, 18-HOLE GOLF COURSE
270 ROOM CAMBY HOTEL
160 ROOM AC HOTEL

31 PRIVATE SCHOOLS WITHIN 5 MILES OF THE CENTER SERVING 10,000 STUDENTS INCLUDING **8 OF THE MOST EXPENSIVE PRIVATE SCHOOLS**
IN THE PHOENIX AREA INCLUDING PHOENIX COUNTRY DAY SCHOOL PRE-K-12, NEW WAY ACADEMY K-12 AND LEXIS PREPARATORY SCHOOL K-8

HOME TO 17 OF THE TOP 25 EMPLOYERS IN A 15-MILE RADIUS INCLUDING: BANNER HEALTH, WELLS FARGO, BANK OF AMERICA, ARIZONA STATE UNIVERSITY, JP MORGAN CHASE & CO., DIGNITY HEALTH

STRONG GROWTH IN THE MULTI-FAMILY SECTOR WITH 2,200 NEW UNITS IN 4 YEARS

ADDITIONAL **1,200 UNITS** ARE PROPOSED OR UNDER CONSTRUCTION (WITHIN 2 MILES OF BILTMORE)

FRANK LLOYD WRIGHT INSPIRED SHOPPING CENTER, LOCATED AT 24TH STREET AND CAMELBACK ROAD, SERVES A DIVERSIFIED LOCAL CUSTOMER BASE WITH PULL FROM THE PHOENIX METROPOLITAN AREA

MAJOR LEAGUE BASEBALL CACTUS LEAGUE: 15 TEAMS IN 10 STADIUMS, 200+ GAMES, **\$644 MILLION ECONOMIC IMPACT**

PHOENIX AND ITS NEIGHBORING COMMUNITIES ARE HOME TO NEARLY **200 GOLF COURSES** IN A VARIETY OF STYLES AND GREATER PHOENIX IS KNOWN AS ONE OF THE TOP DESTINATIONS FOR GOLF

96 EATING ESTABLISHMENTS LOCATED WITHIN 1 MILE INCLUDING HILLSTONE, THE GLADLY, TWIN PEAKS, SNOOZE AND THE MACINTOSH

YEARLY SALES

JAN	7.9%	MAY	8.1%	SEP	7.8%
FEB	8.2%	JUN	7.4%	OCT	8.3%
MAR	9.6%	JUL	6.8%	NOV	8.5%
APR	8.7%	AUG	7.0%	DEC	11.6%

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|---|-------------------|----|-----------------|----|----------------------|----|------------------------|
| 1 | SAKS FIFTH AVENUE | 6 | POTTERY BARN | 11 | TUMI | 16 | TRUE FOOD KITCHEN |
| 2 | MACY'S | 7 | LULULEMON | 12 | SOMA | 17 | BLANCO TACOS & TEQUILA |
| 3 | LIFE TIME | 8 | SEPHORA | 13 | CHICOS | 18 | BREAKFAST CLUB |
| 4 | RALPH LAUREN | 9 | WILLIAMS SONOMA | 14 | J. MCLAUGHLIN | 19 | THE CHEESECAKE FACTORY |
| 5 | ARHAUS | 10 | J.CREW | 15 | EVERYTHING BUT WATER | 20 | CAPITAL GRILLE |

