



THE FUTURE OF GOODYEAR, ARIZONA



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A DESTINATION THAT GROWS WITH GOODYEAR, ARIZONA

The future of Goodyear, Arizona has arrived. GSO is transforming one of the fastest growing cities in the nation as the community hub in the heart of it all.

In August 2022, the City of Goodyear welcomed the new Civic Square at GSO boasting a city hall, two-story library, two acre community park, upscale office and variety of retail and restaurant offerings.

This adjacent, complimentary mixed-use destination will be a gathering place drawing in residents with first-of-its-kind

entertainment concepts, restaurants with sprawling patios that satisfy both high-end dining desires to fast-casual cravings, and an eclectic mix of both big-box retail and specialty shops completed with multi-family residential, office space and hotel.

The 150-acre mixed-used destination aims to be the keyhole solution to answer the market demand for familiar, fan-favorite grocery, dining, retail and entertainment concepts united by the new, walkable thoroughfare: Goodyear Way.

PROJECT HIGHLIGHTS



THE FUTURE COMMUNITY HUB OF GOODYEAR FEATURING PREMIER DINING, RETAIL, RESIDENTIAL AND FIRST-TO-MARKET ENTERTAINMENT CONCEPTS.



A SOUGHT-AFTER COMMUNITY GATHERING PLACE IN THE HEART OF A CITY WITH A POPULATION THAT NEARLY DOUBLED IN THE PAST DECADE.



THE HARKINS THEATRE ON SITE IS THE #1 GROSSING HARKINS IN THE STATE AND IN THEIR NATIONAL PORTFOLIO AS WELL AS A TOP PERFORMING THEATRE IN THE NATION OVERALL.



ON THE CAMPUS OF THE PIONEERING GOODYEAR CIVIC SQUARE AT GSO FEATURING A NEW CITY HALL, TWO-STORY LIBRARY, 2-AC PARK AND A VARIETY OF RETAIL & RESTAURANT OFFERINGS.



OVER HALF A MILLION RESIDENTS WITHIN 10 MILES



MEDIAN AGE OF 33.3 WITHIN A 15-MIN DRIVE OF GSO



OVER 91K HOUSING UNITS WITHIN A 15-MIN DRIVE OF GSO



78% OF HOUSEHOLDS ARE "FAMILY HOUSEHOLDS"*



NEARLY 45% OF HOUSEHOLDS HAVE CHILDREN*

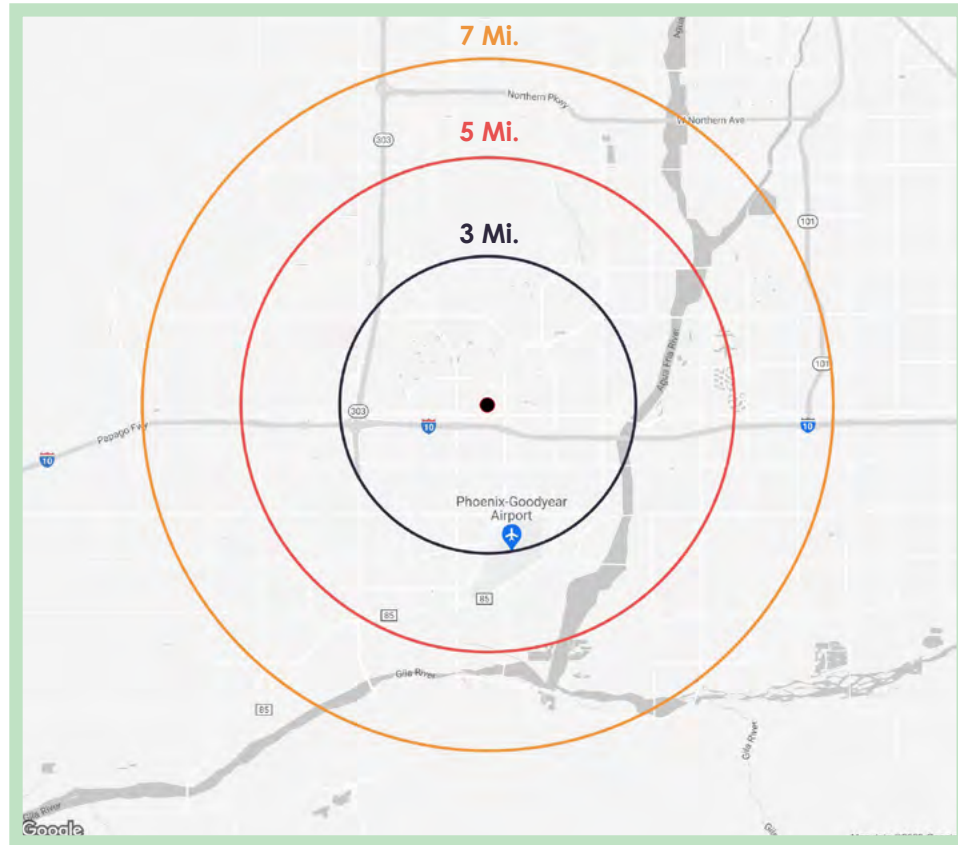


EASY ACCESS TO I-10 WHICH SEES OVER 167K VPD

*Within a 15-min. drive of GSO



SUB-MARKET DEMOGRAPHICS



57.3K VPD
LOOP 303 FWY

169.5K VPD
I-10 FWY

131.6K VPD
LOOP 101 FWY

25.9K VPD
BULLARD AVE



MILEAGE DEMOS

GSQ SITE (85395)	3 Mi.	5 Mi.	7 Mi.
ESTIMATED POPULATION (2023)	80,316	177,332	268,770
PROJECTED POPULATION (2028)	84,364	193,281	295,300
ESTIMATED HOUSEHOLDS (2023)	28,437	57,649	86,625
PROJECTED HOUSEHOLDS (2023)	31,023	65,065	98,687
ESTIMATED AVG. HH INCOME (2023)	\$124,346	\$122,037	\$118,209
PROJ. AVG. HH INCOME (2028)	\$118,355	\$111,950	\$106,920
MEDIAN AGE	37.3	34.2	33.6
MEDIAN HOME VALUE	\$378,200	\$360,609	\$359,762
TOTAL BUSINESSES	2,828	4,871	7,009
TOTAL EMPLOYEES	22,966	35,728	54,359
TOTAL HOUSEHOLD EXPENDITURE	\$2.32 B	\$4.66 B	\$6.84 B
TOTAL RETAIL EXPENDITURE	\$1.09 B	\$2.2 B	\$3.24 B

DRIVE-TIME DEMOS

GSQ SITE (85395)	5 Min.	10 Min.	15 Min.
ESTIMATED POPULATION (2023)	21,098	124,402	261,256
PROJECTED POPULATION (2028)	21,960	133,392	287,263
ESTIMATED HOUSEHOLDS (2023)	8,516	41,687	83,706
PROJECTED HOUSEHOLDS (2023)	9,226	46,409	95,326
ESTIMATED AVG. HH INCOME (2023)	\$136,863	\$120,751	\$118,026
PROJ. AVG. HH INCOME (2028)	\$132,127	\$112,422	\$106,851
MEDIAN AGE	44.5	35.3	33.3
MEDIAN HOME VALUE	\$404,326	\$363,610	\$355,193
TOTAL BUSINESSES	1,007	3,902	6,974
TOTAL EMPLOYEES	7,119	29,197	55,347
TOTAL HOUSEHOLD EXPENDITURE	\$753.82 M	\$3.34 B	\$6.61 B
TOTAL RETAIL EXPENDITURE	\$353.55 M	\$1.57 B	\$3.12 B

Source: ©2023, Sites USA, Chandler, Arizona, 480-491-1112 | Applied Geographic Solutions 11/2022, TIGER Geography - RFULL9



GOODYEAR, ARIZONA

Overview: The 9th fastest growing city in the U.S., Goodyear, is ideally situated along the I-10 commercial corridor and is a 20-minute drive from downtown Phoenix making it a thriving residential community and business hub. In 2022, Goodyear's \$481.1M capital investment has created nearly 2,000 new jobs.

Greater Phoenix has significantly lower labor costs than San Francisco and Seattle and is more competitive on cost than Salt Lake City while also offering a three-times-larger labor pool. Finally, Goodyear sees up to 42% less operating costs than its neighboring state California.

Residential: In 2021, Goodyear saw the highest number of single-family home construction permits since 2007. Notably, 40,000 West Valley permits were issued between 2017-2021. This growth continues as more than 8,500 multi-family units are planned in the city.

Retail: The City of Goodyear conducted a Geofencing Research Study in 2020, and found that "Goodyear trade area shoppers spend significantly more than central Phoenix shoppers" and "spend appreciably more than those in neighboring cities."

Office: Due to Goodyear's positioning just outside of central Phoenix and along three major freeways, the workforce population is 1.3M people within a 30-minute drive. Furthermore, this workforce is skilled and educated as over

70% of the city's adult population has some college experience or a college degree. Major employers include Amazon, UPS, Macy's-Bloomingdale's, Chewy.com, Abrazo West Campus, Cancer Treatment Centers of America-City of Hope and many more.

Industrial & Data Centers: Goodyear continues to be a hub for technology, manufacturing and logistics. In the last few years, the city has welcomed 22 new manufacturing or logistics companies totaling 6.5M SF and thus creating 2,300 jobs in the local economy.

The infrastructure-ready cities and low cost of business have attracted major companies such as Microsoft, Cancer Treatment Centers of America and Amazon Global Security. The top local data centers include: Compass Datacenters, DCX-GYR1, Microsoft (Loop 303), Microsoft (Broadway), Stream Data Centers and Vantage Data Centers.

Infrastructure & Transportation: Goodyear residents enjoy easy access to the I-10, Loop 101 and Loop 303 freeways bringing them to and from greater Phoenix as well as regional and international airports: Phoenix Sky Harbor Int'l Airport and Phoenix Goodyear Airport. Goodyear saw a nearly 40% increase in average daily traffic count at major intersections in the last decade. Additionally, a new wastewater treatment facility is planned to begin operation in 2024.

ENTERTAINMENT, ACCOLADES & RANKINGS



GOODYEAR IS HOME TO THE GOODYEAR BALLPARK WHICH HOSTS THE MAJOR LEAGUE BASEBALL'S CACTUS LEAGUE'S CINCINNATI REDS AND THE YEAR-ROUND MINOR LEAGUE TEAM THE CLEVELAND GUARDIANS. THE 103-AC BALLPARK FEATURES OVER 10,000 SEATS AND 13 MAJOR LEAGUE FIELDS.



GOODYEAR SEES OVER 300 DAYS OF SUNSHINE MAKING IT THE PERFECT PLACE FOR EXPLORING ITS 17 CITY PARKS, NEARLY 20-AC ESTRELLA MOUNTAIN REGIONAL PARK AND ITS SIX GOLF COURSES INCLUDING TOP GOLF.



GOODYEAR HAS OVER 100 RESTAURANTS, MANY TOP PERFORMERS IN THEIR PORTFOLIOS, AND SEVEN DIFFERENT SHOPPING CENTERS WITHIN ITS CITY LIMITS WHICH WILL SOON BE ENHANCED BY THE NEW RETAIL AT GSQ.



CIVIC SQUARE AT GSQ WAS AWARDED THE RECREATION OR PUBLIC WORKS PROJECT OF THE YEAR AT THE AZ BIG MEDIA 2023 REAL ESTATE DEVELOPMENT (RED) AWARDS IN ARIZONA.



- RANKED THE #22 BEST PLACE TO LIVE IN 2019 BY MONEY.COM
- RANKED #14 FASTEST GROWING LARGE CITIES IN 2022 BY US CENSUS BUREAU
- RANKED #4 BEST PLACE TO LIVE IN ARIZONA IN 2020 BY AZ BIG MEDIA



GOODYEAR AVG. SPEND ADVANTAGE

LOCATION	ADVANTAGE
Grocery	19.2%
Healthcare	16.0%
Dining Out	26.7%
Entertainment	13.2%
Apparel & Accessories	27.1%
Furniture/Furnishings	11.8%
Personal Care	23.0%

Source: All of the contents are a collection of data, imagery and research from the City of Goodyear's Economic Department and Digital Communications Department



WEST VALLEY GROWTH

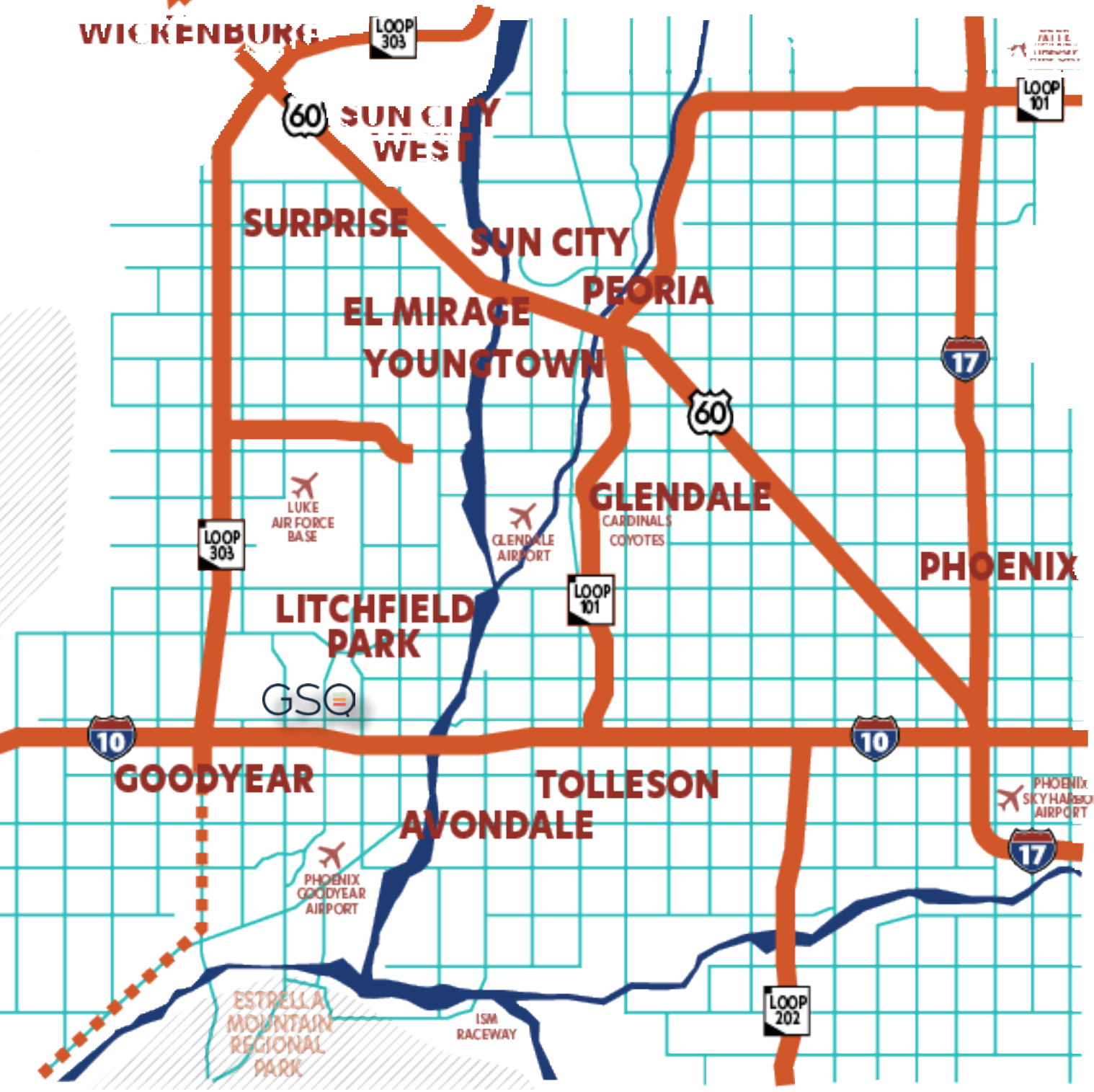
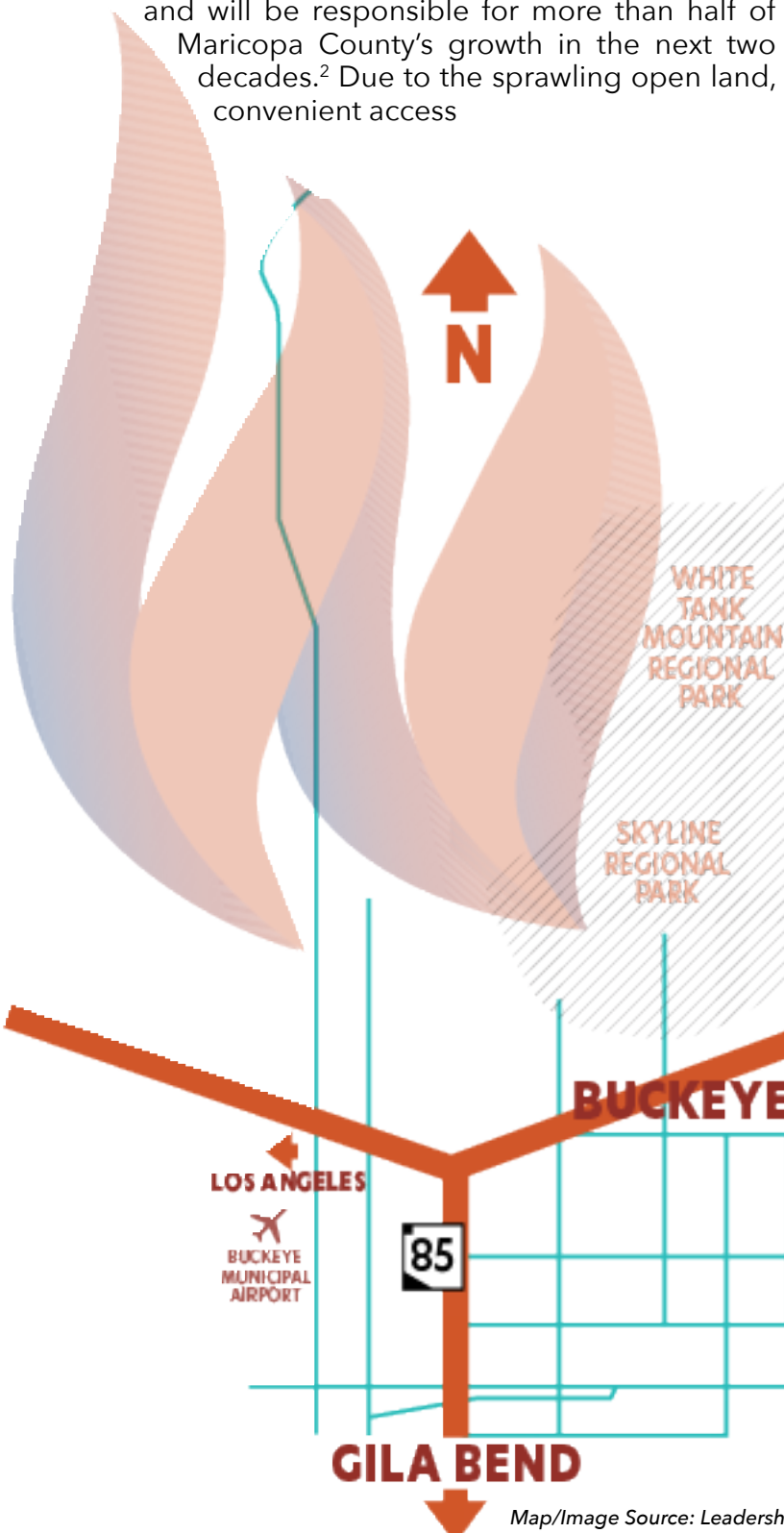
The West Valley in greater Phoenix, Arizona is comprised of Avondale, Buckeye, El Mirage, Gila Bend, Glendale, Goodyear, Litchfield Park, Peoria, Phoenix, Sun City, Sun City West, Surprise, Tolleson, Wickenburg and Youngtown.¹ Together, these 15 communities make up over 1.7 million people and will be responsible for more than half of Maricopa County's growth in the next two decades.² Due to the sprawling open land, convenient access

to major highways and workforce talent, the West Valley has been one of the most popular locations for commercial development, particularly industrial expansion and relocation.

The West Valley's City of Glendale is home to the Westgate Entertainment District which features restaurants and entertainment venues including State Farm Stadium, home of the Arizona

Cardinals NFL team and Arizona Coyotes NHL team.³

In 2023, State Farm Stadium has hosted Super Bowl 57 seeing nearly 68K attendees, and Taylor Swift's Era's Tour opening weekend which generated nearly 140K attendees over the two nights.⁴



Map/Image Source: Leadership West/LWAA

THE GREATER PHOENIX MARKET



Maricopa county remains the largest-gaining county in the U.S. with a 1.3% pop. gain from 2021-2022¹³



Greater Phx is one of the top U.S. cities in # of 5 Diamond & 4 Diamond & 5-Star & 4-Star hotels/resorts¹⁴



A record-breaking 19.5M+ people visited Phoenix in 2022, a 19% increase from past years⁵



69K+ guest rooms at 500+ hotels & 40+ full-service resorts in the greater Phx area⁶



Sky Harbor serves 45M+ passengers annually with 1.2K+ daily flights⁷



In 2023, Arizona hosted Super Bowl LVII at State Farm Stadium w/ nearly 68K attendees⁹



PGA's Waste Management Phoenix Open generates 700K+ attendees annually¹⁰



200+ golf courses in the greater Phx area with the golf industry having a \$4.6B economic impact on the state⁸



MLB Cactus League Spring Training routinely generates 1.7M+ attendees annually¹¹



Barrett-Jackson annual Scottsdale auction sees over 300K attendees annually¹²

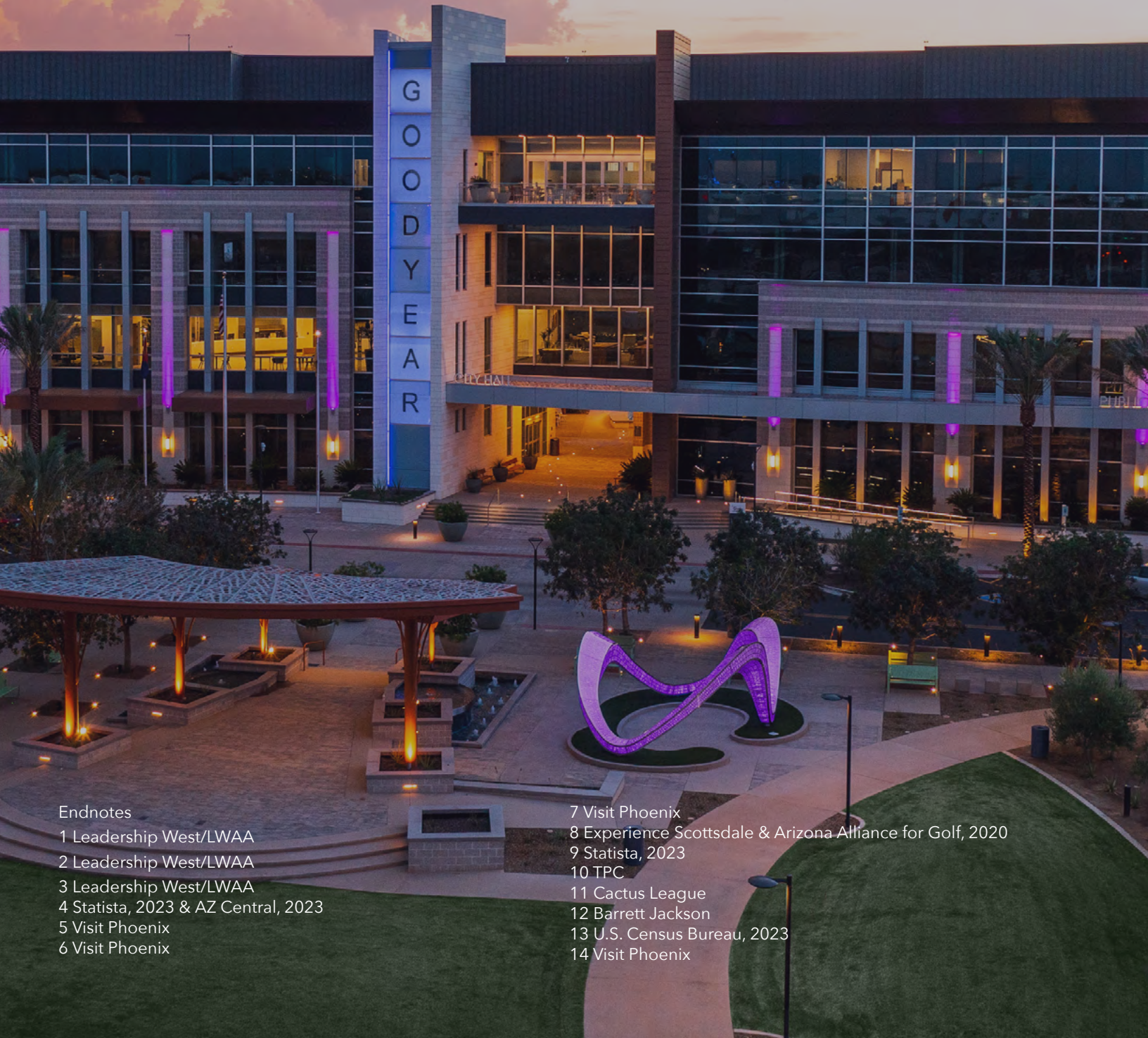


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Endnotes

- 1 Leadership West/LWAA
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- 4 Statista, 2023 & AZ Central, 2023
- 5 Visit Phoenix
- 6 Visit Phoenix

- 7 Visit Phoenix
- 8 Experience Scottsdale & Arizona Alliance for Golf, 2020
- 9 Statista, 2023
- 10 TPC
- 11 Cactus League
- 12 Barrett Jackson
- 13 U.S. Census Bureau, 2023
- 14 Visit Phoenix