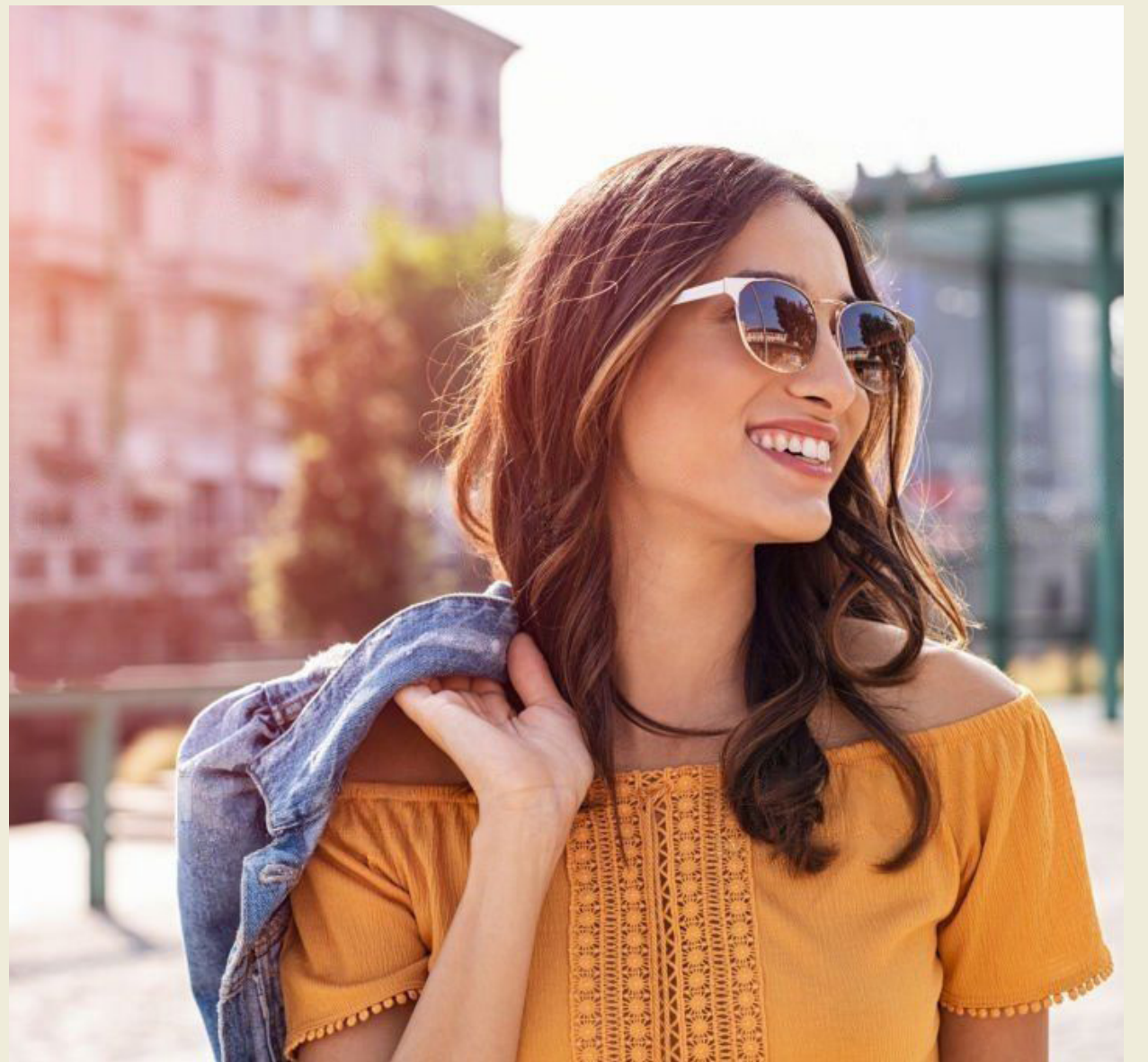


the EDGE

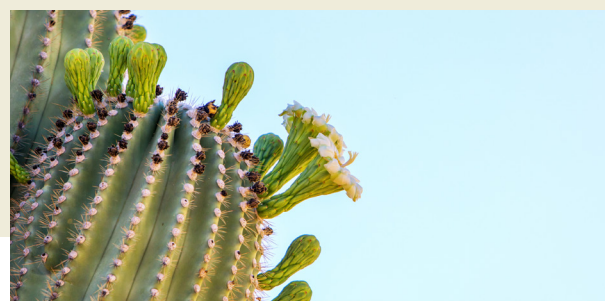


**PREMIER DESTINATION
ON SCOTTSDALE'S 101
ENTERTAINMENT CORRIDOR**



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SCOTTSDALE TOURISM

2021

4.3 MILLION

DOMESTIC OVERNIGHT
VISITORS

Scottsdale visitors created an annual economic impact of \$2.5 billion in the city through their local spending. Added to the \$3.18 billion spent by the residents in a 3 miles radius.

A typical domestic overnight traveler to Scottsdale spends approximately \$272 and a typical day trip visitor spends \$67, according to the 2021 Travel USA Visitor Profile for Scottsdale by Compass Longwoods International. Overnight visitors stay an average of 2.8 nights in Scottsdale (down from 3.3 in 2020), and have an average party size of 3.0 people.

About 83 percent of domestic overnight visitors stay in a resort, hotel or motel in Scottsdale.

Tourists have a significant impact on tax revenues to the city. Privilege tax collections attributable to domestic and international visitors in 2021/22 are estimated at \$54.5 million, including bed taxes. This is less than 1 percent below 2019 pre-pandemic levels, although overall sales tax collections for the city are up 33 percent from 2019/20 levels. An additional \$1.4 million per year in estimated taxes were generated by employees in the hospitality industry living in Scottsdale. Scottsdale received a fiscal return of about \$1.41 from visitors in 2021, meaning that for every \$1 of municipal service costs attributable to visitors, the city received \$1.41 in revenues.

1.0 MILLION

INTERNATIONAL
OVERNIGHT VISITORS

4.4 MILLION

DOMESTIC DAY TRIP
VISITORS

TOP TEN ACTIVITIES & EXPERIENCES FOR SCOTTSDALE VISITORS

- Shopping
- Sightseeing
- Hiking or backpacking
- Swimming,
- Attending a celebration
- Night clubs
- Business meetings
- Historic sites & landmarks
- State or national parks
- Casinos.



SCOTTSDALE 101 ENTERTAINMENT CORRIDOR

\$4.60 Billion in annual spending

\$1.10 Billion in retail spending

\$524 Million in meals & beverage spending

\$181 Million in Entertainment spending

LOCAL ENTERTAINMENT ANNUAL VISITORS

1.6 million Talking Stick Resort

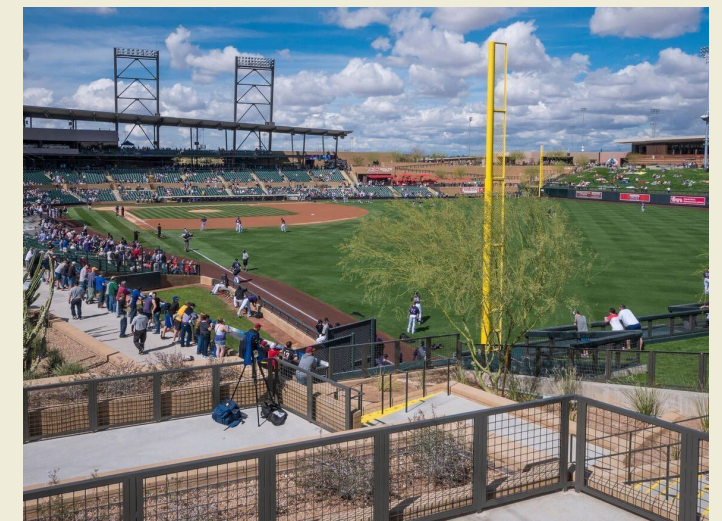
839,000 Salt River Baseball Fields

1.2 million Odysea Aquarium

414,000 Great Wolf Lodge

296,000 Medieval Times

927,000 Top Golf



AERIAL TRADE AREA



MIXED-USE DEVELOPMENT WITH PREMIUM LOCATION ALONG SCOTTSDALE'S EXPLODING LOOP 101 ENTERTAINMENT CORRIDOR.



DEMOGRAPHIC SNAPSHOT

176,169 Cars / Day on Loop 101

32,580 Cars / Day on 90th St

261,547 Daytime Population

\$165,787 Average Household Income

364,183 People Within A 15 Minute Drive

SITE PLAN



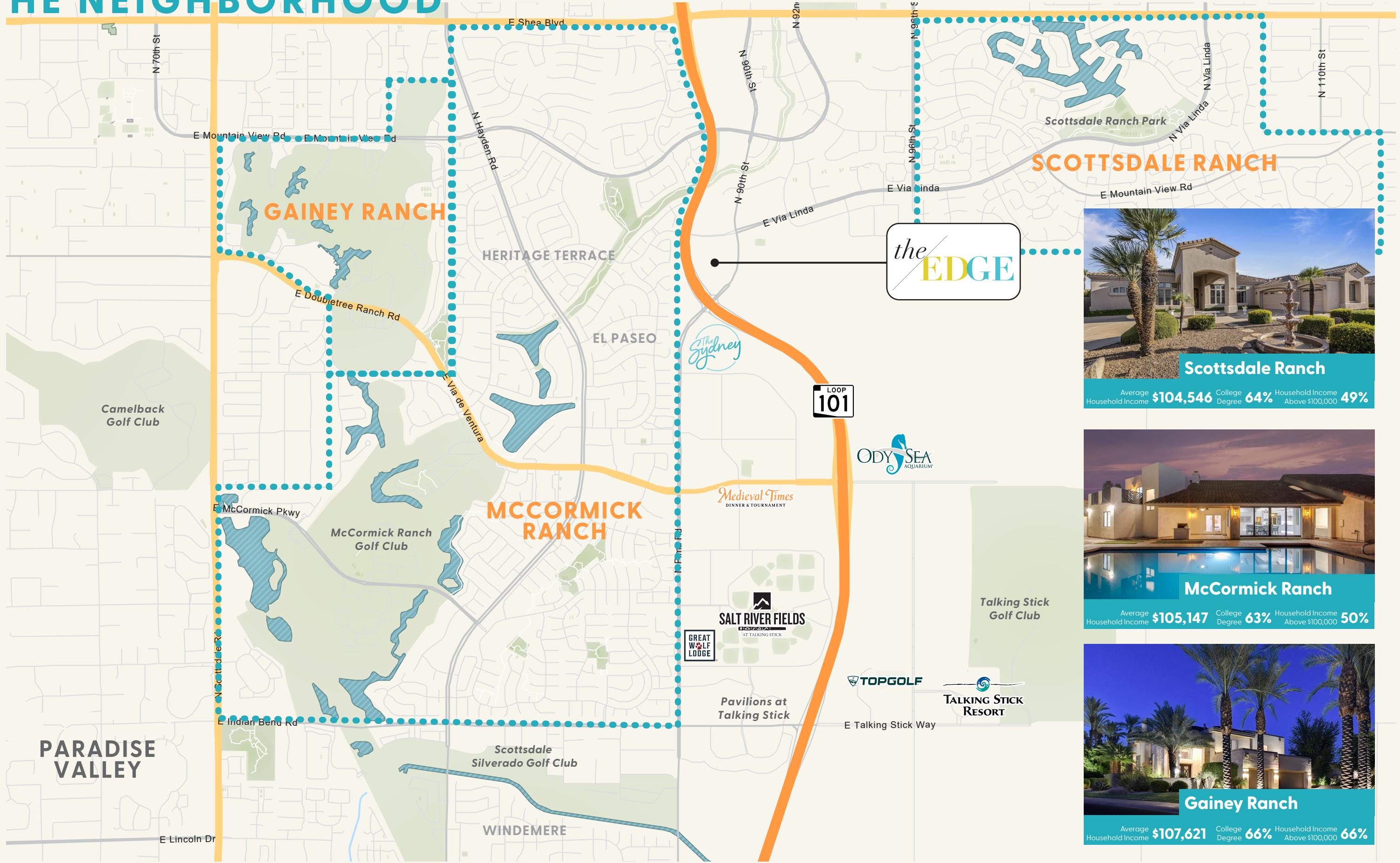
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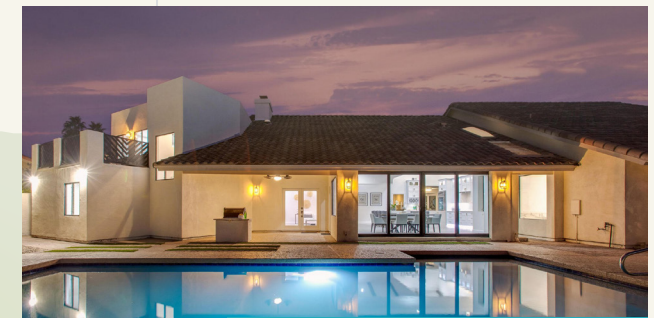
SITE PLAN



THE NEIGHBORHOOD



Scottsdale Ranch
 Average Household Income **\$104,546** College Degree **64%** Household Income Above \$100,000 **49%**



McCormick Ranch
 Average Household Income **\$105,147** College Degree **63%** Household Income Above \$100,000 **50%**



Gainey Ranch
 Average Household Income **\$107,621** College Degree **66%** Household Income Above \$100,000 **66%**