



THE PAVILIONS



AT TALKING STICK

www.ThePavilionsAtTalkingStick.com

±1.3 Million Sq. Ft. Regional Power Center

*Northwest & Southwest Corners of Indian Bend Road & Loop 101
Salt River Pima-Maricopa Indian Community (Scottsdale), Arizona*

Another De Rito Partners Development, Inc. Property

PROJECT HIGHLIGHTS:

NEW PADS, SHOPS AND ANCHOR SPACE AVAILABLE

The Pavilions at Talking Stick is currently a 1.1 Million SF (expanding to approximately 1.3 Million SF) power center located on ±128 Acres, built in two phases from 1989 to 1991.

Since acquisition of the property in January of 2008, De Rito Partners Development, Inc., has invested ± \$25 Million in redeveloping the project.

De Rito Partners Development, Inc. has obtained amendments to the Salt River Pima-Maricopa Indian Community master ground leases from the underlying landowners, extending the lease termination date to 2072.

Anchor tenants include Home Depot, Target, Ross, RoadHouse Cinemas, PETCO, Mountainside Fitness & Hobby Lobby, Burlington, Octane Raceway, Michaels, Guitar Center, Kids That Rip, Escape The Room, iFly and Great Hearts School.

Great freeway visibility: Over 166,000 vehicles travel daily on the Loop 101 Freeway. Talking Stick Way/Indian Bend Road is now four lanes from Scottsdale Road to the Loop 101 freeway with 56,400 vehicles per day and is the main arterial roadway from Paradise Valley and central Scottsdale. Additional exposure is provided from adjacent Pima Rd, which is travelled by 33,200 vehicles per day.

Paradise Valley and Scottsdale area demographics include an estimated average household income (2017) of \$114,466 and 142,962 employees within a five mile radius of the center.

Located a mile south at Chaparral Road and the Loop 101 Freeway, Scottsdale Community College's "student enrollment is about 10,000 each semester, with 3,000 additional students enrolled in special-interest, non-credit courses" (source: www.scottsdalecc.edu), and employs more than 340 as members of faculty and staff.

K-12 academics within 5 miles surpass many in the Phoenix area. Great Hearts Academies - Cicero Preparatory Academy (6-8) is attended by 296 students. This public charter school has a student-teacher ratio of 10:1, compared to the national average of 17:1. With a student enrollment of 533, Rancho Solano Preparatory School was voted #2 in best private K-12 schools in Arizona (Niche.com, 2018). At Noah Webster Schools - Pima Elementary School (K-6), minority enrollment of 72% of 398 enrolled students is higher than the state average of 61%. Mohave Middle School (6-8) has a student body of 789, an increase of 33% over five years. Chaparral High School (9-12) is ranked 18th among Arizona High Schools. Of the school's total enrollment of 2,077 students, 48% participate in Advanced Placement programs.

A strong employment corridor on Loop 101 between Chaparral Road and Shea Boulevard with more than 5 million SF of new office development creates an impressive daytime population.

A pylon sign is placed along the Loop 101 Freeway, as well as prominent monument signage on Talking Stick Way and Pima Roads.

The new \$1.5 Billion, 225-room Ritz Carlton mixed-use resort will be located two miles west at the southwest corner of Scottsdale Road and Indian Bend Road in Paradise Valley.

Just over five miles south, at the Loop 101 Freeway and Indian School Road, is the new Scottsdale Autoshow development. The first large-scale master-planned autoplex placed on tribal lands anywhere in the country, it occupies 70 acres and will have major brands represented, such as Volvo, Jeep, Dodge, Ram, Chrysler and Ford.

Talking Stick Resort and Casino Arizona at Talking Stick is located east of the northeast corner of Talking Stick Way and Loop 101 freeway, one quarter mile east of The Pavilions at Talking Stick. This \$400 Million project consists of a 240,000 SF casino, 497 deluxe rooms, a 750-seat showroom, a 50,000 SF conference space and a 24,000 SF grand ballroom. The Talking Stick Golf Course, located and owned by the Salt River Pima-Maricopa Indian Community, features 2 unique, 18-hole golf courses and has been the home to many prominent events and will soon include a 450 room resort.



Salt River Fields at Talking Stick opened February 2011 and is home to the Arizona Diamondbacks and Colorado Rockies Cactus League Spring Training. Salt River Fields at Talking Stick is located on 140 Acres directly west of the Loop 101 Freeway, directly north of The Pavilions at Talking Stick, and is the first Major League Baseball Spring Training facility built on Native American land. The facility, owned and operated by the Salt River Pima-Maricopa Indian Community, is an 11,000 seat, state-of-the-art stadium which features a uniquely designed roof structure that offers fans plenty of shade and 12 practice fields. The first 3 years of operation, spring training attendance exceeded 1 million visitors. This facility is used year round for sport tournaments, festivals, concerts and other activities organized through the Salt River Pima-Maricopa Indian Community.

THE PAVILIONS

AT TALKING STICK



The Pavilions at Talking Stick, Arizona's premier ±1.3 Million square foot Power Center, has undergone significant renovation with the addition of a trendy RoadHouse Cinemas, entertainment, as well as a Great Hearts Academies - Cicero Prepreatory Academy (6-8).

The area is also home to Casino Arizona at Talking Stick, Talking Stick Resort, Talking Stick Golf Course & Salt River Fields at Talking Stick, the Spring Training home of the Arizona Diamondbacks & the Colorado Rockies.

Join:



De Rito Partners Development, Inc. and related companies' office is located within the center.



For Leasing Information Contact:

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 Ph: 480.834.8500 | Fax: 602.381.1981 | www.derito.com



DE RITO PARTNERS, INC
The Pavilions at Talking Stick

THE PAVILIONS
AT TALKING STICK

±1.3 Million Square Foot
Regional Power Center

a development of:
DE RITO PARTNERS DEVELOPMENT, INC

NWC/SWC
Loop 101 & Indian Bend Road
SRP-MIC (Scottsdale), Arizona

contact:
DE RITO PARTNERS, INC
9120 East Talking Stick Way, Suite E-1
Scottsdale, Arizona 85250
(480) 834-8500 • FAX (602) 381-1981
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TALKING STICK RESORT: SRP-MIC'S

Entertainment District Crown Jewel

By Molly Gerreta Smith

In case you haven't noticed, there are changes aplenty occurring within the Salt River Pima-Maricopa Indian Community. Between recent development as well as future plans – that include the new Arizona Diamondbacks and Colorado Rockies spring training facility slated to open with 2011's

spring season – the community is evolving into an entertainment district in its own right, complete with the hottest new accommodations in town – Talking Stick Resort.

According to Ramon Martinez, director for public relations for Talking Stick Resort and Casino Arizona, "We look

at ourselves as one of the leaders in the entertainment district." To that end, the 15-story property will boast 497 deluxe rooms with 15 luxury suites and 38 executive kings, three retail outlets, a 13,000-square-foot spa, business center, 10 lounges, and eight restaurants, and the 750-seat Showroom for live shows and performances. Gamers can enjoy 240,000 square feet of slot machines, table games, high-stakes area, and Keno at Casino Arizona at Talking Stick, and golfers can tee off at the adjacent Talking Stick Golf Club, complete with two championship-caliber courses.

The Pima and Maricopa tribes were taken into much consideration when it came to the design of the property. It was crucial for the community that both tribes be represented within the resort because they are two distinct tribes. A committee of tribal members was put together to approve concepts, including designs, art, and color schemes. "The design of the resort reflects the community using native stones, plants and colors," says Martin Harvier, vice president of the SRP-MIC. "And there are cultural exhibits throughout the resort." Let's not forget the ever-important name of the facility, which pays homage to the culture and history of the tribes: Talking Stick refers to a calendar stick maintained by tribe

members upon which significant events such as a flood or an eclipse are documented using mnemonic emblems.

According to Harvier, Talking Stick Resort is simply the next step within the community to create a full-fledged entertainment district. "We are trying to create

an opportunity for people to come and enjoy themselves and visit from surrounding cities," he says.

And enjoy themselves they can – starting with some incredible dining options. Martinez is particularly excited about the food experiences to be offered at the property. Orange Sky Restaurant is the property's

signature fine dining experience. Poised atop the 15th floor, the restaurant's breathtaking 360-degree views of the Valley may be one of the highlights, but it doesn't stop there. Orange Sky promises fine aged beef, fresh seafood and locally harvested produce. The Chef's Room, which seats 12, allows guests a private and personal one-on-one with the chef, along with a made-to-order menu.

However, there are plenty of other choices to choose from including the Wandering Horse Buffet offering international fare and carving stations, the Creole-inspired Ocean Trail serving fresh seafood such as raw oysters, steamers and Cajun-style shrimp boils and jambalaya, and the Black Fig Bistro for casual and on-the-go options like sandwiches and specialty pizzas. After guests are done sampling all the fare the resort has to offer, they can relax at the Spa at Talking Stick, a 13,000-square-foot marvel with private and couples' massage rooms, two outside lounges, a fitness center, and hair salon.

The luxury amenities of the resort have not only created a buzz about the community and surrounding cities, it has created an economic boost for the region as well. Harvier says there are 2,400 current employees, and, according to Martinez, approximately 1,000 people





were hired to complete the construction phase of the resort and another 600-plus will be hired to operate the resort when open.

"Because as a tribe we don't receive revenue from the state, this is an opportunity for us to receive a tax base and create an economic boost for the community as well as surrounding communities," explains Harvier.

Before the property has even opened its doors, it is getting an economic jumpstart in the way of a positive

outlook in the group bookings category. Martinez says they are "very pleased" with the reports of those reservations.

Harvier says all this has created an air of anticipation for the property's opening; a "soft opening" is currently scheduled for April, with an official grand opening in June. "Everyone is excited for the opening," Harvier says. "Hopefully this is just the beginning of more growth and development for the community." **MCRL**



THE PAVILIONS

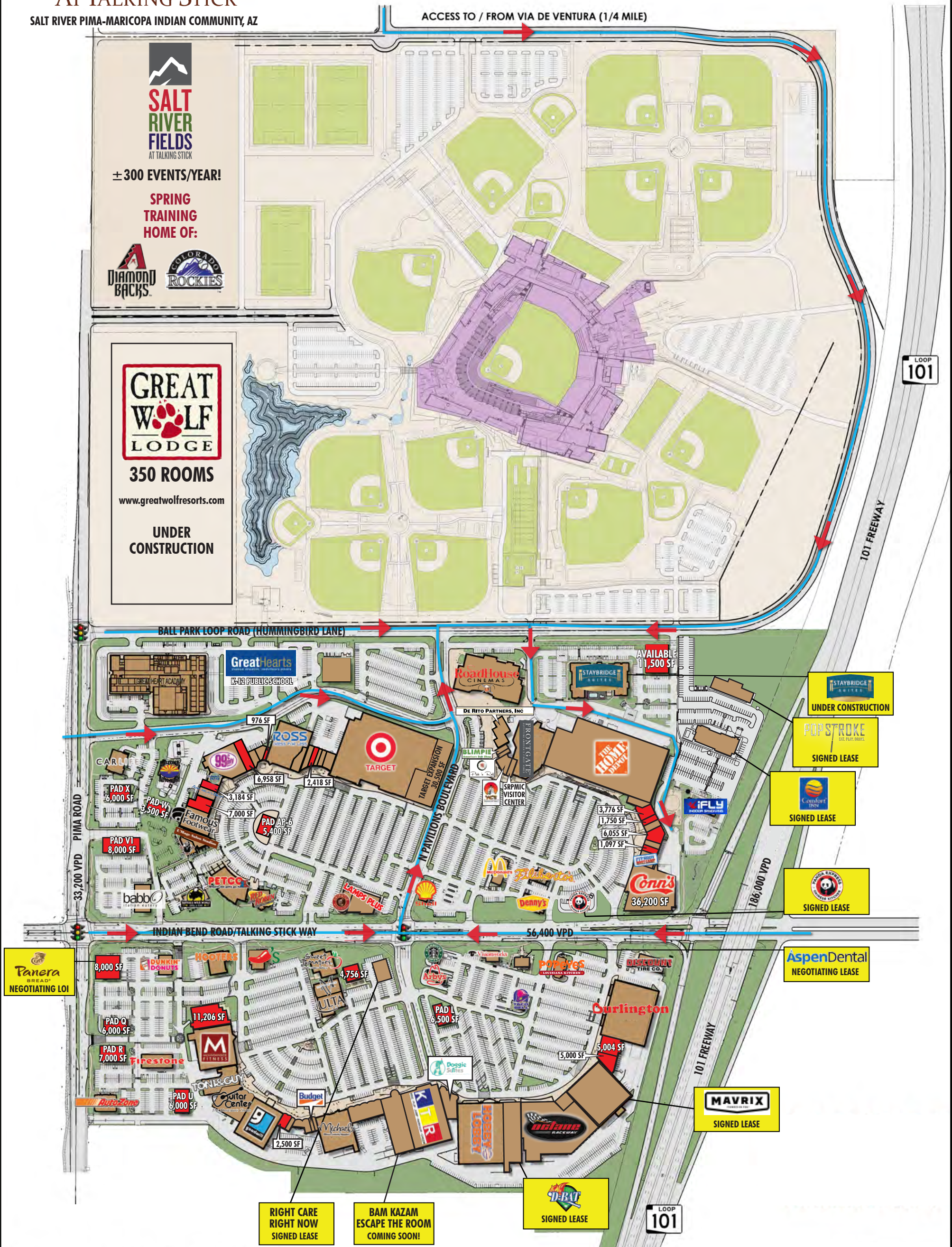
AT TALKING STICK

SALT RIVER PIMA-MARICOPA INDIAN COMMUNITY, AZ

LEASE STATUS PLAN

September 2019

 ACCESS
 FUTURE ACCESS



SALT RIVER FIELDS
AT TALKING STICK

± 300 EVENTS/YEAR!
SPRING TRAINING HOME OF:

DIAMOND BACKS **COLORADO ROCKIES**

GREAT WOLF LODGE

350 ROOMS
www.greatwolfresorts.com

UNDER CONSTRUCTION

Panera
BREAD
NEGOTIATING LOI

RIGHT CARE
RIGHT NOW
SIGNED LEASE

BAM KAZAM
ESCAPE THE ROOM
COMING SOON!

D-BU
SIGNED LEASE

MAVRIX
SIGNED LEASE

AspenDental
NEGOTIATING LEASE

SPINA EXERCISE
SIGNED LEASE

Carsoft
SIGNED LEASE

POPSTROKE
SIGNED LEASE

STAYBRIDGE SUITES
UNDER CONSTRUCTION

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THE PAVILIONS AT TALKING STICK
SALT RIVER PIMA- MARICOPA INDIAN COMMUNITY, AZ
Indian Bend & Scottsdale Road SRP-MIC (Scottsdale), Arizona

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THE PAVILIONS

AT TALKING STICK

TALKING STICK RESORT

TOPGOLF

LOOP 101

LOOP 101

SALT RIVER FIELDS

AT TALKING STICK

GREAT WOLF LODGE
350 ROOMS
UNDER CONSTRUCTION

POPSTROKE
11,500 SF AVAILABLE
STAYBRIDGE SUITES
RoadHouse CINEMA
FRONTGATE
BLIMPIE
GENHUI GRILL
Target
GreatHearts
ROSS DRESS FOR LESS
99c ONLY
Famous Footwear
CAR LIFE PIMA ROAD
PADS AVAILABLE

IFLY
Cinn's
Filiberto's
Deony's
McDonald's
Shell
LAMPS PLUS
RED RODRIGUEZ
PETCO
babb

DISCOUNT TIRE CO.
Curlington
5,000 SF AVAILABLE
MAVRIX
VISIONWORKS
TACO BELL
Hobby Lobby
KTR
ESCAPE THE ROOM
Michael's
Guitar Center
DUNKIN' DONUTS
Firestone
AutoZone
PADS AVAILABLE

INDIAN BEND ROAD / TALKING STICK WAY

THE PAVILIONS

AT TALKING STICK



VIA DE VENTURA

LOOP 101

LOOP 101

Medieval Times
DINNER & TOURNAMENT
UNDER CONSTRUCTION

GREAT WOLF LODGE
350 ROOMS
UNDER CONSTRUCTION

PROPOSED 450 ROOM RESORT

TALKING STICK RESORT
CASINO ARIZONA AT TALKING STICK
TALKING STICK RESORT
TALKING STICK GOLF COURSE

SALT RIVER FIELDS
AT TALKING STICK

11,500 SF
AVAILABLE

5,000 SF
AVAILABLE

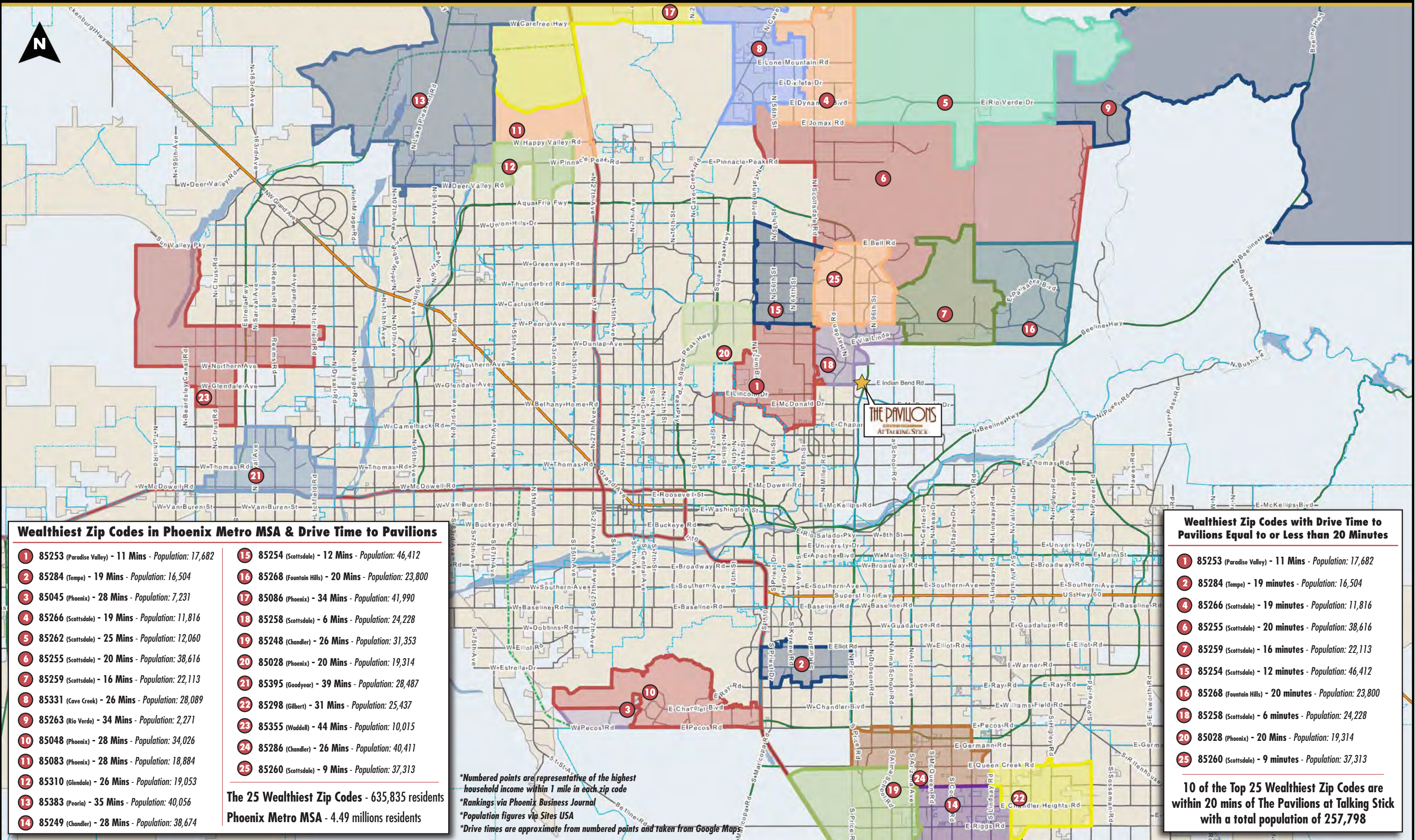
PAD
AVAILABLE

PADS AVAILABLE

PADS AVAILABLE

INDIAN BEND ROAD/TALKING STICK WAY

PIMA ROAD



Wealthiest Zip Codes in Phoenix Metro MSA & Drive Time to Pavilions

- 1 85253 (Paradise Valley) - 11 Mins - Population: 17,682
- 2 85284 (Tempe) - 19 Mins - Population: 16,504
- 3 85045 (Phoenix) - 28 Mins - Population: 7,231
- 4 85266 (Scottsdale) - 19 Mins - Population: 11,816
- 5 85262 (Scottsdale) - 25 Mins - Population: 12,060
- 6 85255 (Scottsdale) - 20 Mins - Population: 38,616
- 7 85259 (Scottsdale) - 16 Mins - Population: 22,113
- 8 85331 (Cave Creek) - 26 Mins - Population: 28,089
- 9 85263 (Rio Verde) - 34 Mins - Population: 2,271
- 10 85048 (Phoenix) - 28 Mins - Population: 34,026
- 11 85083 (Phoenix) - 28 Mins - Population: 18,884
- 12 85310 (Glendale) - 26 Mins - Population: 19,053
- 13 85383 (Peoria) - 35 Mins - Population: 40,056
- 14 85249 (Chandler) - 28 Mins - Population: 38,674
- 15 85254 (Scottsdale) - 12 Mins - Population: 46,412
- 16 85268 (Fountain Hills) - 20 Mins - Population: 23,800
- 17 85086 (Phoenix) - 34 Mins - Population: 41,990
- 18 85258 (Scottsdale) - 6 Mins - Population: 24,228
- 19 85248 (Chandler) - 26 Mins - Population: 31,353
- 20 85028 (Phoenix) - 20 Mins - Population: 19,314
- 21 85395 (Goodyear) - 39 Mins - Population: 28,487
- 22 85298 (Gilbert) - 31 Mins - Population: 25,437
- 23 85355 (Waddell) - 44 Mins - Population: 10,015
- 24 85286 (Chandler) - 26 Mins - Population: 40,411
- 25 85260 (Scottsdale) - 9 Mins - Population: 37,313

The 25 Wealthiest Zip Codes - 635,835 residents
Phoenix Metro MSA - 4.49 millions residents

**Numbered points are representative of the highest household income within 1 mile in each zip code*
**Rankings via Phoenix Business Journal*
**Population figures via Sites USA*
**Drive times are approximate from numbered points and taken from Google Maps*

Wealthiest Zip Codes with Drive Time to Pavilions Equal to or Less than 20 Minutes

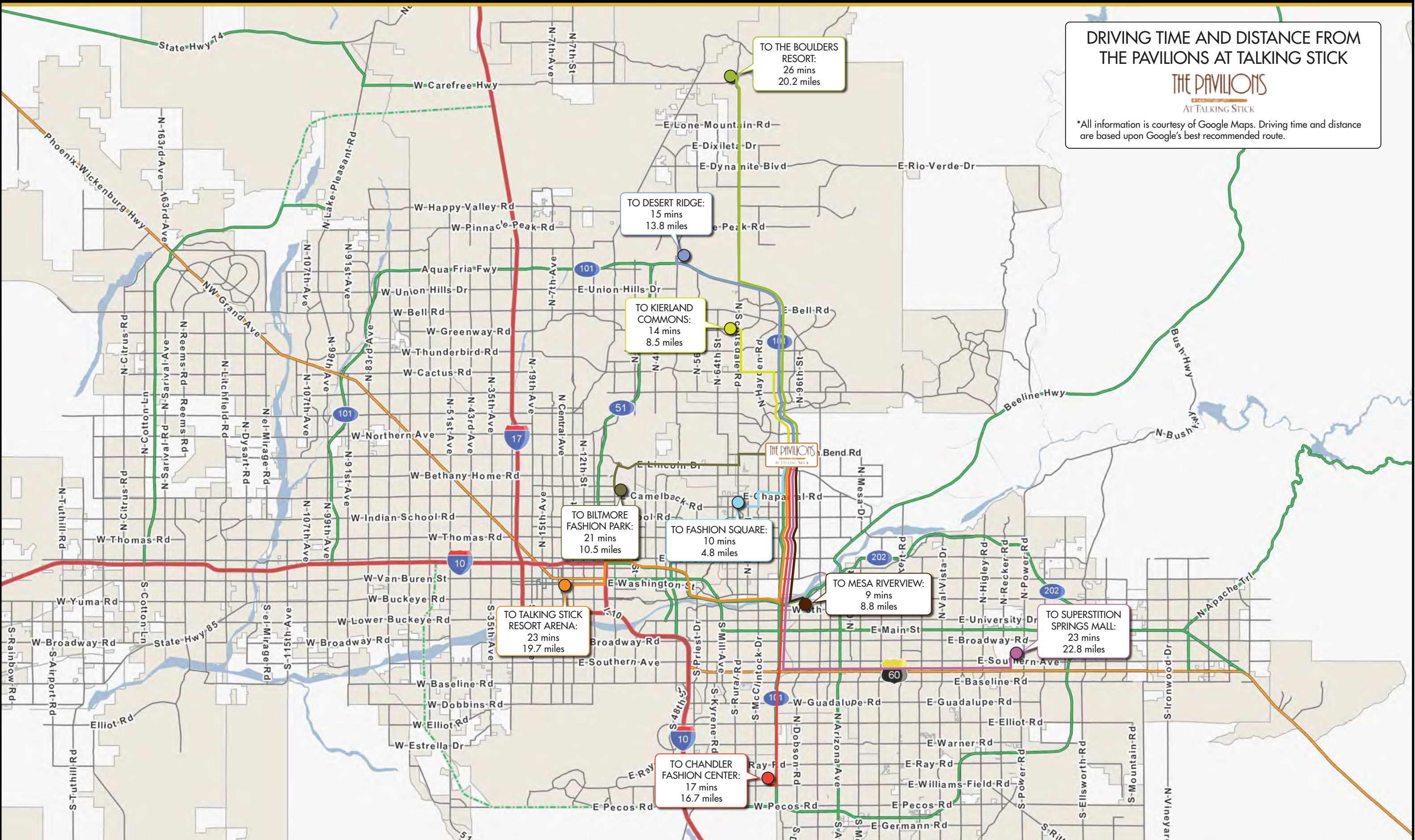
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- 18 85258 (Scottsdale) - 6 minutes - Population: 24,228
- 20 85028 (Phoenix) - 20 Mins - Population: 19,314
- 25 85260 (Scottsdale) - 9 minutes - Population: 37,313

10 of the Top 25 Wealthiest Zip Codes are within 20 mins of The Pavilions at Talking Stick with a total population of 257,798

DRIVING TIME AND DISTANCE FROM THE PAVILIONS AT TALKING STICK

THE PAVILIONS
AT TALKING STICK

*All information is courtesy of Google Maps. Driving time and distance are based upon Google's best recommended route.





Auto sales are booming,

with the most recent figures indicating total 2016 annual purchases of new vehicles in the U.S. reaching a record 17.54 million cars and trucks. With this strong industry backdrop, Jim Mullin, President of Mullin360, has already begun to turn heads with the Scottsdale AutoShow development, strategically located at the Loop 101 and Indian School Road in Scottsdale. With its 70 acres located within the Salt River Pima Maricopa Indian Community (SRPMIC), it has become the first large-scale master-planned autoplex placed on tribal lands throughout the entire nation. *///* “The infrastructure is complete and the first six dealerships are going to open July 1,” Mullin says.

/// For more than 30 years, developer Mullin360 has earned its title of being a highly successful operator in the auto park and auto mall development business. Mullin360’s projects in Greater Phoenix are some of the finest including: Penske Scottsdale 101 Auto Collection, 303 AutoShow and Tempe AutoPlex. The company’s auto development research project footprint is equally impressive with its sites dotting the national landscape. *///* Scottsdale AutoShow represents another impressive accomplishment on the firm’s enviable lineup, particularly because of its involvement with SRPMIC in Arizona. *///* “The SRPMIC community could not have been better to work with,” Mullin says. “The planning process with the SRPMIC leadership was terrific and ran smoothly.”



Mullin

Jim ■

THE PLANS

The location of Scottsdale AutoShow sits amidst some of the finest properties in the Easy Valley including: the Talking Stick Resort, golf and entertainment complex, Casino Arizona and the spring training residences of the Arizona Diamondbacks and Colorado Rockies at the Salt River Fields at Talking Stick. **///** “The corner of the 101 and Indian School Road represents one of the highest traffic areas in the state, so it wasn’t a difficult decision on our part,” Mullin says. **///** There are 10 multi-sized parcels designed on 65 of the 70-acre site and the parcels are currently under construction. The dealership diagram shows that 18 acres of Parcel 1 will be home to Jeep, Ram, Dodge and Chrysler; Parcel 2 is leased to Volkswagen; Parcel 4 has Ford; and Parcel 5 will display Volvo. **///** Chapman Automotive Group has confidentially invested \$60 million in leasing throughout

this project. The Group is anchoring the largest section, Parcel 1, which is set to move its existing brands Jeep, Ram, Dodge and Chrysler, currently located at McDowell Road. Parcel 2, also leased by Chapman, will house the relocated McDowell Road Volkswagen franchise. Parcel 4, the second largest parcel, has been leased by a Ford dealership, and Parcel 5 houses a new Volvo vendor. The five remaining lots are available.

THE ARCHITECTURE

The project’s groundbreaking took place in December of 2015, and with the careful planning and executional expertise from Mullin360 and partner SRPMIC, it has been delivered right on schedule. **///** “The freeway sign is up and running, the roadways, lighting and landscaping are completed, and a beta test has recently been done,” Mullin says. **///** As if the project wasn’t unique enough already, it uses a Mullin360 leasing structure. “We pioneered ‘single-pay’ and have been using it for this project,” he says. **///** The concept allows lessees the option to prepay their 65-year land lease in a one-time upfront payment. “It was part of the planning process that it would be critical to the project because then we were able to accelerate the interest of dealers who want to control their lease and not worry about escalations and adjustments over the long-term,” he says.



THE LITTLE DETAILS OF THE LARGE AUTO PARK

The infrastructure of the park also brings important differentiators for dealers and consumers that prove care was put into the details. “We have increased the rubber content of the roads to make them smoother,” Mullin says. “The roads also have undulation in strategic places where the roads are raised 34 inches to allow customers to see vehicles more clearly.” **///** Dealerships also have the assist of reduced setbacks on the lots, again as a means to improve the buyer experience. “The setbacks [of the AutoShow] are 12 feet from the road, not the 20 or 40 feet that’s considered standard,” he says. **///** The Scottsdale AutoShow is well on its way to become another prime development in what is already one of the premier commercial real estate locations in the Valley. **///** “Being in the land development business for decades, I can honestly say I know this is one of the highest exposure sites and the [auto] dealers are excited to be here,” Mullin says. ■

Big auto park being built on tribal lands at Loop 101, Chapman to move dealerships from McDowell Road

Dec 4, 2015, 11:17am MST Updated: Dec 4, 2015, 12:07pm MST

A new 70-acre auto park development is slated for development on the Salt River Pima-Maricopa Indian Community east of Scottsdale.

The Salt River tribe is developing the land with development group Mullin 360. It will be located at Loop 101 and Indian School Road and is slated to include a special road for test rides.

Chapman Automotive Group will move its McDowell Road Chrysler, Jeep, Dodge, Ford and Volkswagen dealerships from McDowell Road in Scottsdale to the new Salt River auto park.

Chapman will invest \$60 million into the new auto park.

“This is the largest investment in our company’s history and we’re pleased to be making some history with the Salt River Pima-Maricopa Indian Community and their new enterprise,” said Chapman Automotive Group CEO Eddie Davault.

The project is being the first master-planned car dealership development on tribal lands in the U.S.

“Other automotive groups are expected to join what will be known as Scottsdale AutoShow too,” said Mullin 360 owner Jim Mullin in statement. The project is scheduled to open in January 2017.



ANDREW HARRER/BLOOMBERG

A Chrysler Group LLC 2015 Dodge GT Viper sits on display.

Mullin told the Phoenix Business Journal the auto park could accommodate as many as 10 dealerships and has as much as 12 times the daily traffic going by as the dealerships on McDowell. He believes its the first planned out auto park in the U.S. in six years.

He also said it could be the second most lucrative auto dealership hub in the Valley after the cluster at Bell Road and Loop 101 in Peoria. There are 247,000 cars that travel along Loop 101 through Scottsdale and the Salt River reservation each day.

Sales tax revenue is a huge income stream for local governments. A number of other dealership have left Scottsdale's McDowell Road in recent years for more suburban locations near freeways. There are new apartments being built on some of those former car dealership lots. There is also another office building and new restaurants slated for construction at the ASU SkySong high-tech center at Scottsdale and McDowell roads.

The Salt River tribe has stepped up its development efforts in recent years. That includes a new aquarium and shopping complex being built near Loop 101 and Via de Ventura.

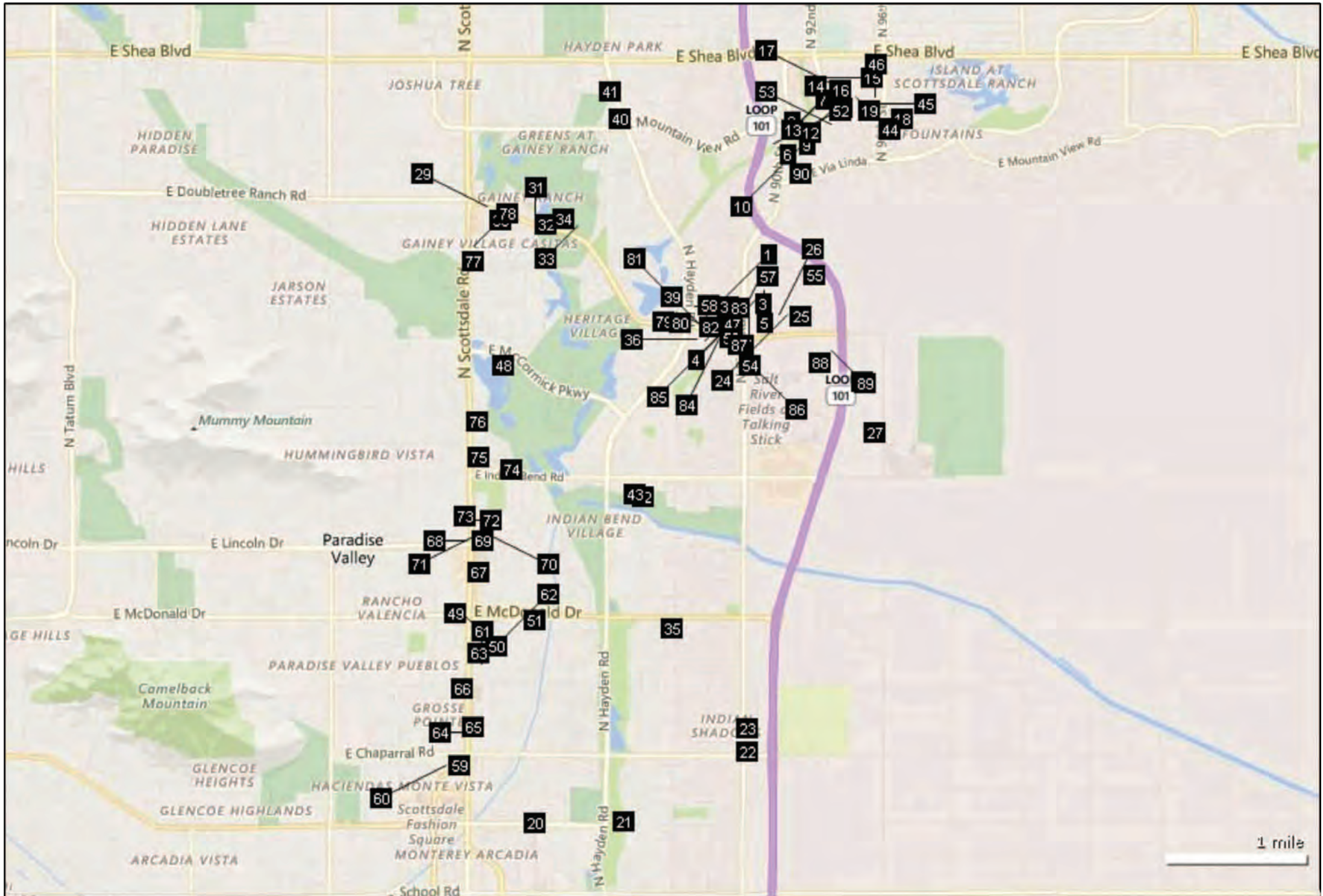
Mike Sunnucks

Senior Reporter

Phoenix Business Journal



Office buildings within 3 miles of Loop 101 & Indian Bend Road



91 Office Buildings, Total Rentable Square Footage = **5,182,487**, Total Daytime Employees = **50,393**



Sierra Bloom

NEC Loop 101 & 90th St
Salt River-Pima Indian Community, AZ

Sierra Bloom is a mixed-use project that will provide space for 750,000 to 800,000 SF of medical offices, assisted living, memory care, skilled nursing and specialty hospitals. It is envisioned that approximately 10 acres fronting 90th Street will be dedicated to retail and restaurants. Site planning will be done to tenants' specifications with free standing buildings, in line space and pads available. The project is well located at the northeast corner of Loop 101 & 90th Street. A freeway off ramp and future traffic light into the project provide excellent visibility and access. There will be a 65 foot tall freeway pylon sign dedicated to the project.

Ryan Companies Breaks Ground On New McKesson Corporation Regional Headquarters

IT, Healthcare Company Relocating 1,400 Employees to LEED, WELL Certified Complex

Southeast Corner of Pima Road & McDonald Drive 1.8 miles South of The Pavilions at Talking Stick



PHOENIX, Ariz., (November 30, 2016) – Ryan Companies, US Inc. was joined today by executives from McKesson Corporation, the Arizona Commerce Authority, Salt River Devco, and members of the Salt River Pima-Maricopa Indian Community as they broke ground on a 271,000-square-foot, two-story twinned office complex at the Chaparral Commerce Center, which is located at the Southeast corner of Pima Road and McDonald Drive.

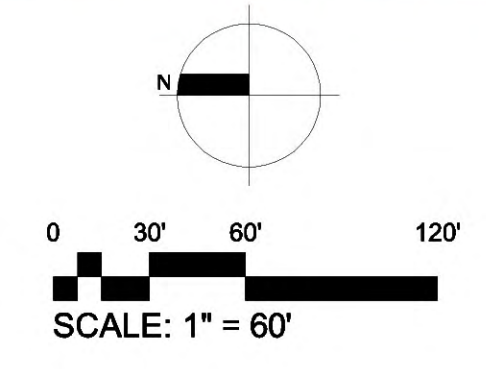
The facility will be the new regional headquarters for McKesson Corporation, a healthcare services and information technology company, currently ranked No. 5 on the Fortune 500.

Upon completion in 2017, the new building will be home to McKesson's existing Scottsdale-based workforce of more than 1,400, with room to accommodate nearly 2,200 total jobs over the next five years.

"As part of our ongoing commitment to being a great place to work, we're excited to offer our Scottsdale team a new, modern, state-of-the-art work space," said Nick Loporcaro, President McKesson Specialty Health. "Our new location and enhanced facility will help us continue to grow our business in Scottsdale, while attracting and retaining strong talent in the region."

Located in the heart of Scottsdale's Tech Corridor, McKesson selected the location because of the company's focus on employee satisfaction. Key to this employee-focused approach is the project's easy access to the freeway, an abundance of covered parking and space specifically designed with amenities like an on-campus cafeteria, gym facilities and outdoor space for staff enjoyment and well being.

LOOP
101



Site Area	266,204 SF 32.3 AC
Building Area	
Building A:	133,102 SF
Building B:	133,102 SF
L2 Link:	4,000 SF
	270,204 SF
Parking	
Total:	2,130 Cars
Covered:	1,640
Accessible:	32 Cars
Covered Accessible:	16 Cars



Chaparral Commerce Center

Pima Road and Jackrabbit Road
Salt River Pima-Maricopa Indian Community, Arizona

15101-ST21 04-19-16



Butler Design Group, Inc
architects & planners

Loop 101 business corridor filling fast

By Angelique Soenarie

ANGELIQUE.SOENARIE@ARIZONAPUBLIC.COM

SALT RIVER COMMUNITY — The Loop 101 corridor between Tempe and Scottsdale is filling fast.

Business parks along a 9-mile stretch within the Salt River Pima-Maricopa Indian Community are emerging between Via Linda and McKellips Road.

"Our commitment continues to be that this development is done cautiously, and with care for the future," said Diane Enos, the tribe's president.

And the Salt River Community has done that.

As much as 10 million square feet of development is under construction, according to the tribe's economic development department.

"We hope to be able to benefit the tribe in tax revenue, significantly more employment opportunities for the area and also for our community-member owned businesses. While we are ambitious about development in the corridor, we are also being conscientious," Enos said.

\$700 million joint venture project

Near Pima Road and Via de Ventura, Opus West Corp and MainSpring Capital Group are developing Pima Center, a \$700 million project that will be one of the largest commercial developments on tribal land.

The mixed-used development will offer 3.5 million square feet of buildings for business parks, hotels and retail.

By next year, about 1 million square feet of commercial space will be built, said Curtis Brown, a principal with Ross Brown Partners, which is leasing the Pima Center.

So far, a good portion of the center includes tenants such as Bear Stearns, Bosch Home Appliance, Medicis Pharmaceuticals, Hojoca Corp., Thomas & Co. Strictly Wholesale Inc, The Fiesta Bowl, European Window and Door, Passport Accents, Rising Sun and Restaurant Group.

While the Valley home market is slower than in recent record years, commercial development continues to grow, especially in proven locations.

"Our location is an infill. The base that we are appealing to is already established," said Brown, referring to Paradise Valley, Scottsdale and Fountain Hills. "The access to the freeway allows the employees from all parts of the Valley to get to the center."

Within Pima Center, three new projects will be under way within six months. Included will be an 180,000-square-foot medical office and two conventional Class A office buildings of 75,000 square feet and 150,000 square feet. Another project at the center is a 140,000-square-foot building that



could be used for offices or warehouse space.

Improvements to Pima Road and Via de Ventura are underway and will ease traffic at Pima Center. The \$2 million road project is expected to be complete by the end of the year.

Other Loop 101 corridor projects

Other projects in the freeway corridor include:

■ Riverwalk Arizona, a 187-acre mixed-use development by the Alter Group is home to Arizona Design Center. It will soon make room for Medicis Pharmaceutical Group and others. The business park offers 1.5 million square feet of office space.

■ Calendar Stick, another development of Opus West that was completed in 2005. It is home to Cold Stone Creamery, Hacienda Builders, Ru-

ral/Metro Corp. and SHPS Inc, a health management provider.

■ Expansion at Chaparral Business Park is underway. Texas-based Lincoln Property Co. signed a 65-year ground lease with the Santeo family and Salt River Devco, a tribal-based developer, to build on land north of the Chaparral Business Center.

Chaparral Business Park's sixth building, which faces Loop 101, is near completion. Its first tenants will be a national insurance company and a homebuilder.

Plans to build the last two more buildings at the park will be completed some time next year, said David Krumwiede, executive vice president of the company's West region.

■ Windstone, a \$50 million retail shopping center planned by Phoenix-based Grosvenor Holdings LLC. The

Salt River community development

More commercial developments are popping up along the Loop 101 corridor through the Salt River Pima-Maricopa Indian Community.



There are many vacant office buildings in the Pima Corridor on the Salt River Pima-Maricopa Indian Community, including (from top photo) a building in the Chaparral Business Park, Riverwalk business park and Calendar Stick Business Park. The sculpture greets visitors and tenants in Pima Center.

PHOTOS BY CHARLIE LEIGHT/THE REPUBLIC

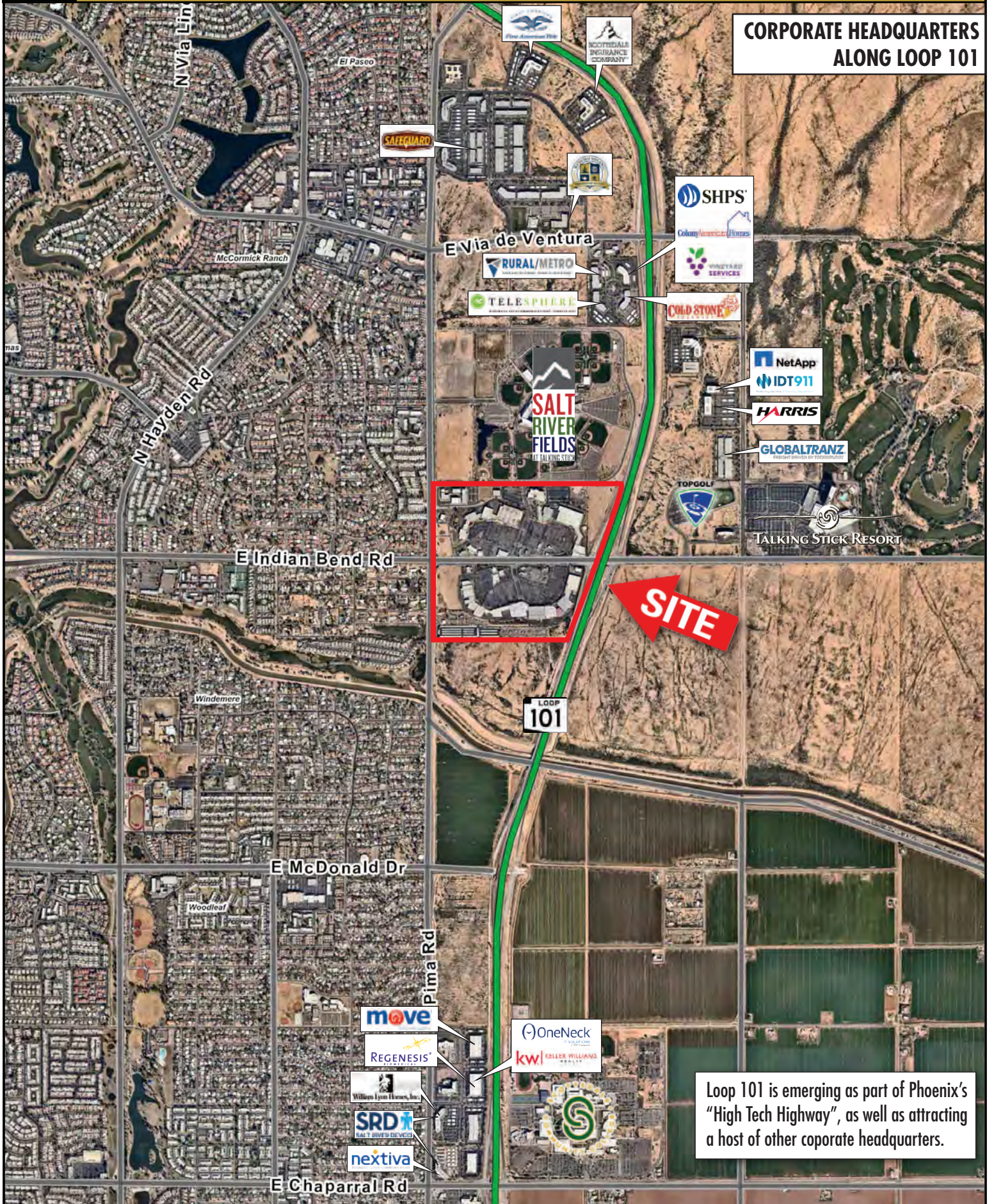
40-acre project near Loop 101 and 90th Street is expected to include Lowe's, Circuit City, Staples, Golf Galaxy, Del Taco, Comerica Bank and Jack in the Box.

Development a model for others

"The Salt River Pima-Maricopa Indian Community thrives through business ventures and innovative economic development strategies that have created a sustainable, diversified tribal economy," says Ken Robbins, chief executive officer and president of the Mesa-based National Center for American Indian Enterprise Development.

"For more than two decades, they have been, and continue to be, one of the most innovative and successful tribal communities in the nation in terms of business development and economic diversification," Robbins said.

DE RITO PARTNERS, INC



**CORPORATE HEADQUARTERS
ALONG LOOP 101**



Loop 101 is emerging as part of Phoenix's "High Tech Highway", as well as attracting a host of other corporate headquarters.

THE PAVILIONS



AT TALKING STICK

Fact Sheet

Project Overview

The Pavilions at Talking Stick, a 1.3 million-square-foot retail power center, is located at the northwest and southwest corners of the Loop 101 Freeway and Indian Bend Road in one of the most densely populated and affluent areas of Scottsdale, Arizona. Phoenix-based De Rito Partners Development Inc. purchased the property in January 2008 with a plan to redevelop the site into a vibrant gathering place for the community that will positively impact the surrounding area.

Site History

The Pavilions at Talking Stick, originally developed in two phases from 1989 to 1991, sits on land owned by the Salt River Pima-Maricopa Indian Community. The development was one of the first joint venture development projects with an American Indian Community in the country. The acquisition included the purchase of the leasehold interest on the 140 acres of land underneath the shopping center owned by members of the Salt River Pima-Maricopa Indian Community. De Rito Partners Development has obtained from the underlying landowners, amendments to the ground leases, further extending the remaining lease term from 2042 to 2072.

Project Scope

De Rito Partners has invested more than \$25 million in initial renovations and added 150,000 square feet of commercial uses to the property in the early phases of the redevelopment. The redevelopment project includes the following improvements: all new landscaping, all new parking lots, recolorizing and repainting the entire center, hook-up to the municipal water and sewer system, removing the significant dip in Indian Bend Road, upgrading monument and tenant signage, new pylon signage on Loop 101 Freeway, and finally, implementing significant public outreach program for our customers in Paradise Valley, Scottsdale and the Salt River Pima Indian Community. The final redevelopment investment could exceed \$50 million.

Area Demographics

The Pavilions at Talking Stick is located within an area that is the epicenter of Scottsdale's retail, entertainment and office activity. Today, Scottsdale has one of the strongest local economies in the Phoenix metro area; it is known as a world-class destination and a highly advantageous place for retail, tourism and hospitality. Its ever-growing population is primarily upper-middle-class families with more than 48 percent of the households earning in excess of \$100,000 annually within a five mile radius.

About De Rito Partners Development, Inc., & De Rito Partners, Inc.

Founded in 1992, Phoenix-based De Rito Partners Development Inc. specializes in development and redevelopment of select retail and mixed-use properties. The company has developed 20 first-class retail properties, totaling more than 6 million square feet, throughout the Greater Phoenix area. De Rito Partners, Inc., a full-service retail brokerage company, has more than 25 agents with more than 200 exclusive listings and represents more than 60 retailers.

For more information visit:
www.derito.com
www.ThePavilionsatTalkingStick.com

Scottsdale Tourism at a Glance

About Scottsdale

With more than 226,000 residents, Scottsdale is Arizona's sixth-largest city. Annual visitors total over 7.5 million. Scottsdale's 330 days of sunshine provide for year-round recreation, including popular golf courses and miles of hiking trails and bike paths. The city is also home to a number of popular resort and spa destinations, 125 art galleries, studios and museums, and 51 championship golf courses.

Major Attractions

- The Waste Management Phoenix Open, hosted by the Tournament Players Club Scottsdale, is known as the "Greatest Show on Grass" and attracts more than 500,000 residents and visitors every year, making it the most widely attended event on the PGA Tour.
- The annual Barrett-Jackson Collector Car Auction draws celebrities, residents and visitors to Scottsdale every January.

Nearby Unique Attractions

- Desert Botanical Garden
- Phoenix Zoo
- Frank Lloyd Wright's Taliesin West
- Rawhide at Wild Horse Pass
- Heard Museum
- San Francisco Giants' Spring Training
- Salt River Fields at Talking Stick
- OdySea Aquarium
- Butterfly Wonderland
- Top Golf

Sports Franchises

- Arizona Cardinals – NFL
- Arizona Diamondbacks – MLB
- Arizona Coyotes – NHL
- Phoenix Suns - NBA

Accommodations

Scottsdale is home to more than 70 hotels and resorts with a combined total of more than 13,600 rooms including 17 AAA four- and five-diamond award resorts.

Airport Access

- Phoenix Sky Harbor International Airport, 10 miles from The Pavilions at Talking Stick, serves nearly 1,500 flights daily for more than 20 domestic and international airlines.
- Scottsdale Municipal Airport, 5 miles north of the The Pavilions at Talking Stick, serves 10,000 visitors a year, making it one of the busiest single-runway airports in the country.

THE PAVILIONS



AT TALKING STICK

Salt River Pima-Maricopa Indian Community Fact Sheet & Marketing Highlights

- The Salt River Pima-Maricopa Indian Community is home to more than 8,700 enrolled members who represent two sovereign tribes: the Pima and the Maricopa.
- The Salt River Pima-Maricopa Indian Community is comprised of 53,000 acres of land that is located 11 miles northeast of downtown Phoenix.
- The Community is adjacent to Scottsdale, Paradise Valley, Fountain Hills, Mesa, and Tempe and it holds 19,000 acres as a natural preserve.
- The Community has embraced a bold vision and is governed by a thoughtful Community Council:
 - Community was the first tribe in the nation to develop a major retail hub with its tribal land (Pavilions).
 - Community is the owner of Talking Stick Golf Club – designed by Bill Coore and Ben Crenshaw.
- Talking Stick Resort & Casino is a four-diamond quality property that sits on an approximately 60-acre site along the Loop 101 Freeway and Indian Bend Road/Talking Stick Way.
 - The \$440 million project totals 1,345,000 square feet.
 - The 240,000-square-foot property includes a 98,000-square-foot casino, 497 guest rooms, 21 meeting rooms, six entertainment lounges, and five restaurants.
 - It also includes a 25,000-square-foot Grand Ballroom, a 13,000-square-foot spa, fitness center, 650-seat showroom, and four pools.
- The Salt River Fields at Talking Stick includes an 11,000-seat ballpark, a total of 12 practice fields, and office buildings that include Arizona Diamondbacks and Colorado Rockies clubhouses and training facilities. The site is located directly north of The Pavilions at Talking Stick at Indian Bend Road and the Loop 101 Freeway.
- The site for Salt River Fields at Talking Stick is on 140 acres of scenic landscape that has unmatched views of Camelback Mountain, the McDowell Mountains, Four Peaks, Red Mountain, and the Superstition Mountains.
- Salt River Fields at Talking Stick offers the Arizona Diamondbacks and Colorado Rockies a unique opportunity to work collaboratively with a Native American community. Salt River Fields createa a sports complex that showcases cultural diversity and the rich history, culture, and artistic values of the Pima and Maricopa Indian tribes.
- Due to commercial use, shopping malls, Scottsdale Community College, several major freeways, Talking Stick Resort & Casino, and recreational lands, there are approximately 200,000 persons conducting business and 150,000 vehicles traveling within/around the Community.

Salt River Pima-Maricopa Indian Community Fact Sheet & Marketing Highlights *(cont.)*

The Community's proximity to Scottsdale allows customers to enjoy:

• Great Accommodations:

- 76 hotels and resorts in the immediate area.
- 3,000+ hotel and resort rooms within 5 miles of the Community.
- 7,000+ rooms within 10 miles of Community, ranging from affordable hotels to some of the world's finest resorts.
- Total number of resort and hotel rooms in Scottsdale area is more than 17,000.
- Scottsdale has arguably the world's largest and best collection of resort and day spas.

• Award-Winning Dining Choices:

- More than 500 restaurants to choose from featuring many world-class chefs including numerous James Beard Award winners.
- 50+ wine bars, lounges, dance clubs, and performing art venues in downtown Scottsdale.

• Arts & Culture Opportunities:

- 125+ galleries, museums
- Art festivals and grand Public Art
- Thursday Night Art walks to visit Scottsdale's best galleries

• Golf, Fun & Games:

- Rock 'n Roll Car and Bike Show – the world's largest and longest running (20+ years) car show every Saturday at The Pavilions at Talking Stick
- More than 50 golf courses including numerous nationally-ranked daily fee courses
- Scottsdale Arts Festival, three-day celebration
- Hiking and biking along trails in the McDowell Sonoran Preserve

• Nearby Shopping:

- The Pavilions at Talking Stick (located on the Community)
- Scottsdale Fashion Square (4.5 miles)
- Biltmore Fashion Park (10.6 miles)
- Downtown Scottsdale boutiques (5 miles)
- Shops at Hyatt Gainey Ranch (4.6 miles)
- Mesa Riverview (9 miles)
- Kierland Commons (9 miles)
- Tempe Marketplace (8.1 miles)

• Within the next 10 years development along the Loop 101 Corridor has the potential to produce between 10,000-15,000 direct jobs, with another 8,000-13,000 indirect jobs created throughout the metropolitan Phoenix economy.

• The Community has contributed 12% funding to the cities of Phoenix, Tempe, and Mesa.

THE PAVILIONS



AT TALKING STICK

THE PAVILIONS AT TALKING STICK

The Northwest Corner & Southwest Corner of Indian Bend Road/Talking Stick Way & Loop 101 Freeway
Salt River Pima-Maricopa Indian Community, Arizona

Surrounding Area Activity

Talking Stick Resort & Casino Arizona at Talking Stick

- This 240,000-square-foot property includes a 98,000-square-foot casino, 497 guest rooms, 21 meeting rooms, six entertainment lounges, and five restaurants.
- Brings in ±100,000 customers per week, which is more visitors than the Grand Canyon.
- Casino reopened 1st quarter 2010 and the Resort 3rd quarter 2010.
- This approximately \$450 million development is located immediately east of the Pavilions on Talking Stick Way.

Alcohol Approval

- Sale of alcoholic beverages was prohibited for restaurants in the Salt River Pima-Maricopa Indian Community (SRPMIC).
- Attempts to legalize the sale of alcohol was voted down 6 times since the Pavilions was built in 1989.
- In February 2009, alcohol sales for on-premises consumption was approved by a Community-wide vote.
- This has, and will continue to significantly improve the shopping center's customer traffic and night life by the addition of quality restaurants serving alcoholic beverages.

Indian Bend Road/Talking Stick Way from Scottsdale Road to Loop 101 is now 4 lanes

- The City of Scottsdale invested approximately \$20 million in road improvements (Pima Road to Scottsdale Road).
- In early 2011, ADOT and the Community completed road improvements on Indian Bend Road/Talking Stick Way from Pima Road to Loop 101.
- Indian Bend Road/Talking Stick Way has become one of the most dominant East-West arterials in Scottsdale and Paradise Valley.

Salt River Fields at Talking Stick

- The 11,000-seat stadium and 12 practice fields were completed for Spring Training games in 2011.
- The Community's investment, not including the land, was over \$150 million.
- One of the main access points is Pavilions Boulevard North between Home Depot and Target.
- In addition to Spring Training, this facility is used for other sporting events, concerts and special events.

THE PAVILIONS



AT TALKING STICK

Surrounding Area Activity(cont.)

The Premier Golf Entertainment Complex, Top Golf

- Top Golf, a premier entertainment and event venue, opened in June 2014 at the northeast corner of Indian Bend Road/Talking Stick Way and Loop 101 Freeway.
- Occupies a 10-acre complex within the Alter Group's planned Riverwalk development
- Features high-tech driving range with 100+ bays, full bar and restaurant, music, and more

Butterfly Wonderland and OdySea Aquarium

- Located at the northeast corner of Via de Ventura and Loop 101, Butterfly Wonderland opened in 2013, and the OdySea Aquarium opened in July 2016.
- Butterfly Wonderland is a state-of-the art facility featuring a 10,000-square-foot atrium with more than 2,000 butterflies.
- OdySea Aquarium is the largest aquarium in the Southwest at approximately 200,000 square feet and accommodates approximately 15,000 visitors daily.

Hampton Inn & Suites Scottsdale Riverwalk and Courtyard Scottsdale Salt River

- Two hotels within 2 miles of The Pavilions with a total of more than 250 rooms.

Rancho Solano Preparatory School and Great Hearts Academy

- Rancho Solano Prep, located north of the Pavilions at Via de Ventura and Pima Road, is a PreK through 12th grade academy with nearly 300 students.
- Great Hearts Academy (Archway Cicero & Cicero Prep) located at The Pavilions at Talking Stick is a K-8 public school.

Health-care services and technology giant, McKesson

- McKesson broke ground on a 271,000 square foot facility in the Chaparral Commerce Center at Pima and Chaparral roads.
- The new, modern, state-of-the-art facility will serve as McKesson's Arizona regional headquarters, and provide space for 2,200 employees.

THE PAVILIONS



AT TALKING STICK

THE PAVILIONS AT TALKING STICK

The Northwest Corner & Southwest Corner of Indian Bend Road/Talking Stick Way & Loop 101 Freeway
Salt River Pima-Maricopa Indian Community, Arizona

Accomplishments

- 1) Extended Ground Lease from 40 years up to 75 years with options.
- 2) Established regular meetings with Landowners.
- 3) Hosted meetings with the Human Resources office and the Community Relations office to begin working together on employment opportunities and identifying other Community needs.
- 4) Scheduled a monthly property walk-through for De Rito Partners principals.
- 5) Established quarterly Merchant Meetings.
- 6) Installed accent lighting along the parapets.
- 7) Completed extensive customer and tenant survey.
- 8) Hired a Public Relations and Marketing Director.
- 9) Hired Nadel Architects
- 10) Converted property from well water to the Community municipal water system in January 2008.
- 11) Resurfaced Indian Bend Road from Pima Road to the freeway.
- 12) Repaired the landscape irrigation system.
- 13) Replaced over 350 exterior lamps and fixtures including the street lights on Indian Bend Road.
- 14) Repaired miscellaneous power circuits and added new circuits for additional power.
- 15) Cleaned out and tested all of the 3 dozen drywells.
- 16) Updated the traffic signal timer system.
- 17) Replaced damaged tile throughout center.
- 18) Developed new website, www.thepavilionsattalkingstick.com.
- 19) Repaired, resealed and restriped all of the 135 acre development's parking lots.
- 20) Repainted the entire 1,100,000 square foot shopping center (not done since 1989).
- 21) Repaired all of the monument and pylon signs.
- 22) Replaced all of the building awnings.
- 23) Conducted an extensive trade area survey to refine our re-tenanting and redevelopment strategy.
- 24) Renovated and upgraded all of the landscape.
- 25) Connected to the Community municipal sewer system and demolished the on-site waste water treatment plant.
- 26) Connected the on-site wells to the irrigation system to provide water for the landscape.
- 27) Completed extensive roof repairs and replacements.
- 28) Repaired and replaced numerous obsolete HVAC units.
- 29) Replaced the sound system.
- 30) Implemented a significant new promotional Holiday campaign along with upgraded décor.
- 31) Installed sail shades.
- 32) Submitted our request and awaiting approval of a new signage program including new monument signage along Indian Bend Road.
- 33) Installed new common area furniture.

THE PAVILIONS



AT TALKING STICK

Accomplishments (cont.)

- 34) Remodeled the hardscape and landscape areas in selected courtyard areas.
- 35) Drained and backfilled the lakes.
- 36) Completed a \$1.7 million renovation of the food court area.
- 37) Completed a \$2.1 million renovation of the multi-plex theater.
- 38) Connected Pavilions Boulevard from Indian Bend Road to the Spring Training Facility Loop Road.
- 39) Continued to develop new restaurant pads within the existing parking lots.
- 40) Continued the new monthly E-Mail blasts to 7,000 customer database.
- 41) Continued with social media sites – Facebook/Twitter/Linkedin
- 42) Developed website marketing partnerships with Talking Stick Resort/Casino/Golf. The Pavilions shopping center's latest information is included in daily resort in-room newsletter.
- 43) Continued our Salt River Fields Stadium spring training and year-round marketing partnership and ongoing merchant coupon distribution at year-long events, including trolley service from Scottsdale to our area.
- 44) Assisted with obtaining Community support for Marketing Director position, allowing for Area marketing nationally and globally.
- 45) Host signature on-center events, McDonald's weekly car show, Boy Scouts Electronic Fest, Barrett Jackson Road Rally, Russo Steele VIP night, Scottsdale Street Fair and added more than a dozen major events in 2012.
- 46) Door Hangar marketing to 25,000 local residents 3 times a year.
- 47) Developed significant industry and community awareness with key press releases throughout the year.
- 48) With approval from the Salt River Pima-Maricopa Indian Community, constructed two (2) 40-foot freeway pylon anchor tenant signs.
- 49) Finalized negotiations with the Community for a Right of Way along Pavilions Boulevard, Pima Road and a strip at the shopping center's northern property line. The agreement will result in a ground rent decrease of over \$75,000 per year and an additional income of \$18,000 per year.
- 50) Installed new landscaping and hardscape along Indian Bend Road (North and South sides) and the East side of Pima Road.
- 51) Upgraded the landscaping in the center median of Pavilions Boulevard and all entrances.
- 52) Fountains: Converted 2 fountains into planters, demolished the large non-functioning fountain and refurbished the fountain near Ross.
- 53) Replaced and upgraded several feeder water lines.
- 54) Relocated President of the Development Company, his Assistant and the Marketing Manager to the shopping center to manage the property on-site.
- 55) Refurbished the food court furniture, all seating areas and archway canopies.
- 56) Replaced the storefront glazing in over one-third of the suites property-wide.
- 57) Installed exterior building trim lighting.
- 58) Saved \$12,000 annually on pest control.
- 59) Obtained Tribal approval for the on-site consumption of alcohol.
- 60) Negotiated a long-term extension to the Target lease and remodel of the store to add groceries.
- 61) Negotiated a Sales Tax Sharing Agreement with the Salt River Pima-Maricopa Indian Community.

iFly Phoenix: Indoor skydiving tunnel, iFly, opens in Scottsdale



Images courtesy iFly

BY: Josh Frigerio

POSTED: 10:05 AM, Jan 31, 2017; UPDATED: 2:34 PM, Jan 31, 2017

SCOTTSDALE, AZ - Hikers, mountain bikers and climbers have another challenge waiting to be accepted in the Valley – indoor skydiving.

This week, iFly opened its first indoor skydiving operation in Arizona, and 28th company-wide, at The Pavilions at Talking Stick Resort in Scottsdale near the Loop 101 and Talking Stick Way.

Indoor flights start at \$69 and include pre-flight training class, goggles, helmet and flight suit, and two 60-second flights.

Guests will enter a 14-foot wide wind tunnel with an International Bodyflight Association-certified instructor and be propelled into the air for 60 seconds by four electric motors, according to a news release.

Wind speeds can be controlled and vary between 70 - 150 miles per hour.

You have to be at least three years old to participate and weigh less than 300 pounds.

iFly is based out of Austin, Texas. Its parent company also owns SkyVenture Arizona, an indoor skydiving facility in Eloy, Arizona.

IF YOU GO:

iFly, 9206 E. Talking Stick Way, Scottsdale Arizona 85250

<https://www.iflyworld.com/phoenix/>

GREAT WOLF LODGE



Creating family traditions, one family at a time, and continuously improving efficiency in operations are the cornerstones of Great Wolf Resorts. Our Pack Members are passionate about providing the customized, world-class amenities, entertainment experiences and service that consistently generate some of the highest guest satisfaction levels in the industry.

In addition to enormous indoor water parks, Great Wolf Lodge features rustic Northwoods-themed décor, spacious and functional suites and an array of thrilling, interactive entertainment attractions. These can include MagiQuest interactive adventure game, the Northern Lights Arcade, Scoops Kid Spa, Howl at the Moon Glow Golf, Howlers Peak Ropes Course or any of a whole range of propriety brand attractions.

Great Wolf Lodge also features amazing, timbered grand lobbies and branded holiday celebrations like Howl-O-Ween, Snowland and Spring-a-Palooza. And free family activities create new family traditions, including evening Story Times, morning Wolf Walks, wolf pup activities and dance parties.

Scale

- Hotels can accommodate 250 to 600 guest suites.
- Large indoor and outdoor water parks are typically around 75,000 square feet, and total indoor development areas are typically around 430,000 square feet.
- Maximum building heights equal c 82 to 98 feet with key variations based on mid-rise or high-rise development.
- Facilities and Operations

The Great Wolf Lodge Model offers:

- All-suite, family centered resort hotels
- High-quality indoor and outdoor water parks
- Multiple food and beverage outlets
- Proprietary brands, attractions, and amenities
- Conference and meeting facilities
- Custom employee training and pre-opening programs
- Revenue management and analytics
- Accounting and financial services
- State-of-the-art information technology systems
- Integrated sales and marketing resources
- Centralized reservations infrastructure



Make your suite part of your family adventure!

With a variety of suite styles, sizes and themes you're sure to find one right for you at Great Wolf Lodge.

Themed Suites

Immerse your family in lodge life in a themed suite with options including an in-room log cabin or wolf den for the kids to sleep in.

Premium Suites

Whether you need a larger room for a big family or just want more space and privacy one of our premium suites is ideal for your family vacation.

Standard Suites

Unwind and relax in your private Northwoods-inspired suite when you stay at Great Wolf Lodge. Enjoy your family vacation in a spacious suite, with plenty of room for everyone.



Everybody in the Pool:

Great Wolf Lodge to Open Hotel with Indoor Water Park in Arizona

Article originally posted on AZ Central on January 16, 2018; (All photos courtesy of Great Wolf Resorts Inc.)

Arizona is getting its first resort with an indoor water park. Great Wolf Resorts is a growing chain of popular family hotels that debuted in the Midwest and has expanded to warm-weather spots including southern California. It plans to open a location on the Salt River Reservation adjacent to Scottsdale in the second half of 2019.

The 350-room all-suite hotel will be built next door to Salt River Fields, the Arizona Diamondbacks' and Colorado Rockies' spring-training home. It will have:



- An 85,000-square-foot indoor water park with slides, raft rides, activity pools and splash pads.
- A 27,000-square-foot family adventure center with a ropes course, miniature golf, an arcade and a live-action adventure game with interactive magic wands.
- Outdoor pool with cabanas.
- Animated show in the lobby.
- Kids activities including yoga and story time.
- Restaurants including a food court with Dunkin Donuts and Ben and Jerry's and a full-service restaurant called Barnwood.



The Wisconsin-based company, which caters to families with children ages 2-12 and has 15 locations, said Scottsdale is a natural area for its expansion given its economic growth, demographics and popularity as a tourist destination.

"We've been working on Phoenix/Scottsdale for several years," Greg Miller, Great Wolf's chief development officer, said in an interview with the Arizona Republic.

An all-weather destination

Great Wolf Lodge Arizona won't be the first Great Wolf on a reservation — Great Wolf Grand Mound near Seattle was — but it will be the first Great Wolf where triple-digit temperatures are the norm from April into October.

Miller knows the biggest question about Great Wolf Arizona will be who the heck needs an indoor water park in Phoenix, either in beautiful March or in stifling August. The chain's advertising slogans include "Weatherproof your vacation" and "Trade in your sweater for a swimsuit."

He said Great Wolf's experience and research have shown there is demand in all types of weather, in part because guests don't have to change their plans if the forecast looks bad.

And the chain has plenty of experience catering to people fleeing temperatures on both ends of the thermometer. (Dallas is another warm-weather location.)

"People find our concept particularly appealing in extreme weather conditions, hot or cold," he said, adding that the indoor water park is heated and chilled.



Arizona's first indoor water park

The indoor water park at Great Wolf Lodge offers water attractions for all ages.

Great Wolf Lodge Arizona will have plenty of competition for tourists and locals. Metro Phoenix has an enviable lineup of hotels and resorts, many aimed at the family market Great Wolf targets. Sprawling pool complexes with water slides and lazy rivers are the norm at three-, four- and five-star resorts.

The only one that can claim a true water park, however, is Arizona Grand Resort, home to Oasis Water Park and its giant water slides, lazy river, wave pool and other features. Oasis is an outdoor park.

Great Wolf clearly is not afraid of competition. In early 2016 it opened Great Wolf Lodge Southern California in the shadow of Disneyland. That is the nearest Great Wolf Lodge to Phoenix. It features 603 rooms and the company's largest water park at 105,000 square feet.

The California resort, which promotes itself as the "most fun for your entertainment dollar in the area," has water slides and water rides, a surf simulator (like the FlowRider at Westin Kierland Resort in Phoenix), a wave pool and a lazy river where guests lounge in inner tubes. Other attractions include bowling, miniature golf, shows, arts and crafts and a spa.

A room in early March starts at \$275 a night, including water-park passes. A stay this month starts at \$180. Great Wolf does not sell day passes to the water park but guests may buy a few extra passes for friends or family to join them. During off-peak times, Great Wolf often offers discounts on deals sites including Groupon.

Miller said something that has surprised company officials in Anaheim is how many guests never leave the property, despite its shuttle service to nearby Disneyland.

It's expecting locals as well as tourists

Great Wolf Lodge is known for its family-friendly attractions.

In Arizona, Great Wolf expects to draw locals from as far as three or four hours away, a range that would cover much of the state. School breaks and summer vacations are expected to be the busiest times.

Miller said the chain expects to attract tourists headed to Phoenix to thaw out, play golf and go to Major League Baseball spring training since many visitors come from places that already have a Great Wolf Lodge in the region.

"They're from markets that we already have a strong brand identity in," Miller said.

Arizona's will be the 18th location

Great Wolf Lodge Colorado Springs opened in January 2016.

Great Wolf has 15 locations across the country and in Canada. The newest one opened in December in Minneapolis. Next up: Atlanta, followed by metro Chicago. Scottsdale will be its 18th location.

Great Wolf will be built on 18 acres at the corner of Pima Road and Hummingbird Lane. It will be a big addition to the bustling Talking Stick Entertainment District that has sprung up around Talking Stick Resort & Casino off Loop 101 at Indian Bend. In addition to spring-training baseball, the area is home to Topgolf Scottsdale, OdySea Aquarium, Dolphinaris, iFLY Phoenix indoor skydiving and Butterfly Wonderland, among other attractions.



Miller said the attractions around Talking Stick were a big selling point for Great Wolf.

"It's a unique site that positions us to offer (guests) a lot of great experiences ... right there," he said.

He praised leaders from the Salt River Pima-Maricopa Indian Community.

"They're really forward looking and really just great partners," he said.

Talking Stick Resort opened in 2010 with 496 rooms. Great Wolf will be the largest resort to open since then.

It won't be the only resort under construction. The Ritz-Carlton Paradise Valley Resort, with 200 rooms, is due to open in March 2019.

Medieval Times®

DINNER & TOURNAMENT



Huzzah! Medieval Times dinner theater to open in Phoenix

By Tim Gallen – Digital Editor, Phoenix Business Journal
Mar 1, 2018, 12:34pm

Hear ye! Hear ye! Phoenix soon will be home to a location of popular dinner theater chain Medieval Times, according to several reports.

Medieval Times, which features knights jousting, monarchs and utensil-less dining, plans to break ground soon in the Valley for its 10th location. It is projected to open in 2019.

Irving, Texas-based Medieval Times will build a 79,000-square-foot castle along with a 1,000-seat arena near Scottsdale off Loop 101 on 10 acres of tribal land, according to ABC 15.

A ground-breaking will happen sometime in April, according to ABC 15.

The site is north of Salt River Fields at Talking Stick at the burgeoning entertainment district there off Via de Ventura.

The nearest Medieval Times location to Phoenix is in Orange County, California, only miles from Disneyland. But the company operates in other markets including Orlando and Chicago. Diners cheer on a different-colored knight in staged jousts and other entertainments. Medieval Times also famously does not provide utensils.

The Talking Stick Entertainment District has seen a lot of growth in recent years. It not only is home to spring training for the Arizona Diamondbacks and Colorado Rockies. Earlier this year, a new 350-room hotel project was announced for the area that will include an indoor water park.

It is also across the freeway from attractions including OdySea Aquarium and a new dinosaur-themed park.

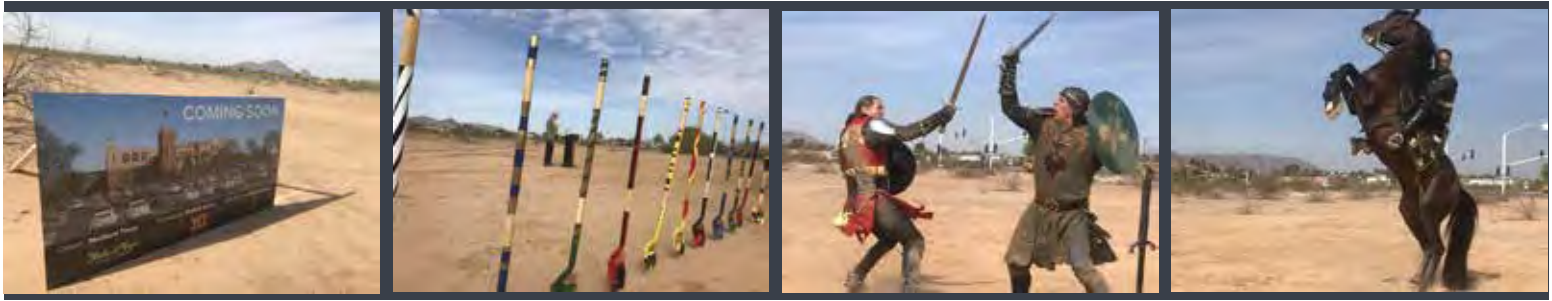


The Medieval Times Dinner and Tournament project, located in Scottsdale, Arizona, will include the development of a 10-acre site into a 70,000 SF, themed castle to entertain guests with sword-fighting, jousting and other medieval-style games. The exterior of the facility will resemble an 11th century castle, and the interior will feature a 1,000-seat, tiered arena, a 22-stall horse stable, falcon room, gift shop, as well as a state-of-the-art kitchen and bar facility capable of serving 1,000 people in 10 minutes. The project will also include an underground site drainage storage tank, a 350-space parking lot and additional site work.



Medieval Times breaks ground in Phoenix, to open in 2019

Scott Craven, The Republic | azcentral.com Published 1:37 p.m. MT April 6, 2018



Knights fought with swords, a noble steed pranced, and the anachronistic tinge clearly was intended.

Officials from Medieval Times Dinner & Tournament gathered Friday, April 6, with members of the Salt River Pima-Maricopa Indian Community to ceremonially begin work on the chain's Phoenix-area location, which will be its 10th.

The 11th-century vibe celebrated the groundbreaking of Medieval Times, a dinner theater that still packs them in after 35 years and nearly 100,000 shows in the U.S.

By early 2019, a 79,000-square-foot castle will open on the southeast corner of Pima Road and Via de Ventura near Scottsdale, welcoming all to feast utensil-free on a four-course dinner while watching knights battle for queen and color. (Spectators cheer based on the tint of their assigned sections.)

It's the latest addition to the Indian community's Talking Stick Entertainment District, which includes Odyssey Aquarium, Topgolf and the Pangaea Land of Dinosaurs.

It took more than two years of work to finalize the location, the first new Medieval Times to be built since 2006.

Perico Montaner, president and CEO of Medieval Times, said the Phoenix area was a "slam dunk" when it came time to selecting the theater's newest location. He pointed to the region's strong economy and growing population.

"The numbers told the story, and we just followed the numbers," Montaner said at the groundbreaking, adding that his team considered two to three other areas in metro Phoenix before choosing the 10 acres at Talking Stick. "This has a great access, great location. And we worked hard to get it."

Friday's festivities included a short battle between the Green Knight (Jim Collins) and the Red and Yellow Knight (Tim Baker).

The carefully choreographed sword fight valued safety as much as action, which would probably earn derision from true 11th-century combatants but garnered applause from the small crowd.

(The fight was won by Baker who, perhaps not coincidentally, is the stunt choreographer for the chain.)



A rendering of the Medieval Times Dinner & Tournament that will be built at the Talking Stick Entertainment District on the Salt River Pima-Maricopa reservation near Scottsdale. (Photo: Medieval Times)

Medieval Times' dinner-theater formula hasn't changed much since the company was founded in 1977 in Spain. And that's precisely why the franchise remains popular enough to support another location, Montaner said.

"It's filled with action and not very sophisticated," he said. "It's easy to follow. You're encouraged to scream and cheer for your knight. That works today as well as it did when it was started."

'Visceral' appeal of collector cars helps drive Russo and Steele auction, says owner

By Sean Kennedy



Scottsdale's Russo and Steele sold 800-plus cars in just four days at its January 2017 auction.

One of the nation's premier collector-car auction houses, Scottsdale's Russo and Steele, is revving up for its annual auction in Newport Beach, California, just weeks after scoring its most successful auction to date at Salt River Fields at Talking Stick.

Initial results show the company's sales reaching \$22.1 million at its new auction venue at Salt River Fields, a seven-figure increase over Scottsdale's 2016 event, says CEO and owner Drew Alcazar. Russo and Steele sold 800-plus cars in just four days and, according to the company, it was Scottsdale's only major auction house to garner two consecutive years of positive growth momentum. One of its most notable sales this year was a 1954 Mercedes-Benz 300 S Cabriolet A, which fetched a hefty \$423,500.

The concept for Russo and Steele began in 2000, when Alcazar resigned from Barrett-Jackson after a five-year run as general manager of the Scottsdale auction house.

"We wanted a little different take on the collector-car auction," Alcazar said. "We wanted a presentation that was more of an intimate, boutique-style auction. That's how we envisioned it originally, on an eight-foot table from Home Depot and a 256 computer in the back room of my house."

The very first Russo and Steele auction was held in 2001 and featured just 75 cars, of which only about a dozen sold. The company's fortunes have changed considerably since then. It hosts annual auctions in Newport Beach in early June and Monterey, California, in mid-August. Meanwhile, a recent study from Applied Economics found that Russo and Steele contributes about \$51 million to the local economy.

According to the study, 40,000 to 50,000 attendees come to the weeklong event in Scottsdale each year, and 81 percent of those visitors come from out of state. The auction generates \$1.1 million in sales and lodging taxes for the city and county, plus \$1.5 million in state sales taxes, resulting in \$2.6 million in tax revenues in a single week.

Who are Russo and Steele, you may be wondering? They're not people at all. Alcazar didn't want to name his auction for himself. Instead, Alcazar wanted a name with some relationship to automobiles. As it turns out, the dark red on vintage Ferraris is called Rosso Rubino. So, he anglicized a name that relates to European sports cars and paired it with Steele, which represents the American muscle cars.

"It had a nice ring to it," Alcazar said. "So, Russo and Steele was born, representing the types of vehicles that we sell."

Joe Ritz is the owner of Sports & Collector Car Center in Tempe, who does business with Russo and Steele. Ritz has been in the business since the 1970s and has worked with Russo and Steele on both sides of the aisle, both buying and selling. Ritz says he has dealt with all of the auction companies and enjoys the professionalism he encounters at Russo and Steele.

"To sum it up, it's more of a one-on-one, more intimate relationship for buyers and sellers than I've experienced with other auctions," Ritz said. In the dog-eat-dog environment for expensive, classic and collector cars, Russo and Steele manages to separate itself from its competitors, he says.

"The personnel have all been there for quite some time, starting from the top down. So, there's a familiarity built in that is refreshing and comforting, instead of the awkward questions and uncertainties," Ritz said.

Many in the auto industry see automated cars as the future, making drivers a thing of the past. If people come to view cars as mere shuttles, allowing them to work, read or even sleep while being chauffeured around, that might eventually hurt the sales of classic cars. Alcazar, however, isn't the least bit concerned.

"There is probably going to come a time when there is more automation with Uber and those types of things," he said. "But when the time comes that you do want to enjoy your automobile and enjoy your driving experience, there are few better ways to do that than with a collector car."

There is evidence in the current collector-car market that Alcazar might be on to something. Many car enthusiasts long for an authentic driving experience that allows them to do more than simply aim the car in the right direction.

"For example, Ferrari no longer offers a manual-shift gear box," he said. "Everything is now a paddle shift, automatic-type hybrid. Those are wonderfully well-engineered automobiles that can shift faster than Michael Schumacher in his best F-1 car, but they have taken some of the fun out of driving. So, in the marketplace, you're now seeing the six-speed cars and the manual shifts being coveted by collectors. There has been a large resurgence in their value."

Alcazar is unquestionably optimistic about the collector-car culture and believes it is here to stay, at least for the foreseeable future.

"The collector-car market is always going to be strong and healthy, simply because of that sort of visceral, emotional, immersion experience that a collector car is going to give you," Alcazar said. "You're not going to get that in anything else."

February 17, 2017 - 12:30pm

Spring Training Baseball Adds Big Money to Arizona's Economy, Study Estimates

Article originally posted on AZ Central on July 23, 2018

Many spring training baseball fans made a mini vacation out of watching their favorite teams play around the Valley earlier this year.

The typical Cactus League visitor attended three games, stayed four nights in Arizona and spent a median, or midpoint, \$405 per day, according to new information provided by Arizona State University researchers.

Six in 10 fans came from out of state, and one in four visited other parts of the state while they were here.



Collectively, baseball fans pumped an estimated \$373 million into Arizona's economy from late February through the end of March, according to the more conservative of two Cactus League impact studies, both released by Arizona State University researchers on Monday.

This year's 233 spring-training games, involving 15 Major League Baseball teams at 10 metro-Phoenix stadiums, attracted 1.79 million fans, an average of roughly 7,700 spectators per game.

The economic-impact estimate from ASU's L. William Seidman Research Institute was extrapolated from self-reported spending surveys completed by 3,900 fans — local residents as well as out-of-area tourists — at all 10 ballparks.

Food/drinks lead way

Food and drinks purchased at bars and restaurants represented the largest spending total by out-of-state visitors, at \$123 million, followed by hotel rooms and other lodging accommodations at \$90 million.

Other significant components included souvenirs/gifts (\$35 million), groceries (\$22 million) and car rentals (\$12 million). The study didn't include the amount of estimated spending by the legions of sports media covering the games. It's not clear whether air travel was included.

The study estimated that spring training created the equivalent of 6,400 jobs on an annual basis, though most Cactus League workers were employed no more than a few weeks.

Broader estimate at \$644 million

The broader ASU study estimated the spring-training's economic impact at \$644 million but included some double-counting of the numbers, said Dennis Hoffman, director of the Seidman Research Institute.

For example, while the conservative study included only final restaurant sales, the broader study might also include the sale of supplies from a wholesaler to a restaurant.

In other words, the \$644-million figure reflects "total output" from all Cactus League transactions, while the impact in final goods and services was \$373 million.

The broader format is similar to how various other sporting events estimate their economic impact, and it provides some comparability to a 2015 Cactus League report that estimated spring baseball pumped \$544 million into Arizona's economy that year.

The 2018 figure of \$644 million represented an 11 percent increase, after adjusting for inflation, compared to 2015. The Cactus League didn't estimate its economic impact in 2016 or 2017.

Cactus League's annual impact

Unlike some sporting events held here on an intermittent basis, such as the Super Bowl and the Final Four of the men's college basketball tournament, the Cactus League generates revenue each year, tourism officials noted.

This month, the Valley received word that it will host the Super Bowl in 2023 and the Final Four in 2024, which will expand the economic benefits in those years.

Helped by sporting events, the state's tourism industry generated \$22.7 billion in spending last year, according to recent estimates by the Arizona Office of Tourism.

2/23/2013 5:43 P.M. ET

Salt River Fields surpasses one-million mark in attendance

By / MLB.com

The Arizona Diamondbacks (@Dbacks) announced that today's sold out crowd of 11,576 pushed the total attendance at Salt River Fields at Talking Stick over the one-million mark since the complex opened in 2011. The shared facility between the D-backs and the Colorado Rockies, constructed in partnership with the Salt River Pima-Maricopa Indian Community, reached the milestone in just 24 months of operation. The total includes all ticketed events at Salt River Fields including concerts, festivals and Spring Training games.

"It is quite an accomplishment to reach this milestone in such a short amount of time and it's really a testament to the baseball fans throughout Arizona," said D-backs President & CEO Derrick Hall. "Along with our partners at the Rockies and the Salt River Pima-Maricopa Indian Community, we set out to create the best Spring Training facility in all of baseball and we feel strongly that we were able to do just that."

In addition to hosting Spring Training games from the two National League West Division teams, Salt River Fields will host four games in March as part of the World Baseball Classic. On Tuesday, March 5, the D-backs will host an exhibition night game against Team Mexico and on Wednesday, March 6, the Rockies will face Team USA in a 7:10 p.m. start. The official World Baseball Classic games will kick off on Thursday, March 6 as Team Italy faces Team Mexico in a 1:00 p.m. game followed by a 12:30 p.m. contest on Friday, March 7 between Team Canada and Team Italy.

In addition to these games, fans are invited to watch Team USA in its first official workout on Monday, March 4 at 1 p.m.

In each of its first two seasons, Salt River Fields has broken the total attendance mark for a two-team complex, as last year's record total between the D-backs and Rockies was 369,393. The D-backs' average attendance of 11,677 was the highest in Major League Baseball for the second consecutive season.

Following its first year, Salt River Fields was a finalist for the "Sports Facility of the Year" by Sports Business Journal. The facility has earned LEED Gold Certification by the US Green Building Council and has received numerous awards including "Best Place to See a Spring Training Game" by the Phoenix New Times, "Best Spring Training Facility" by Arizona Foothills magazine and "Ballpark of the Year" by Ballpark Digest, BaseballParks.com and Digitalparks.com.

The largest one-day event on record at Salt River Fields came in January 2012, when more than 20,000 people came to the facility for Street Eats.

Salt River Fields' 2013 calendar already touts several major events: April 20 is the 4th Annual Arizona Barbecue Festival with 12,000 expected to attend; the Larry Fitzgerald Celebrity Charity Softball Game April 27, when approximately 5,000 are anticipated; and the Independence Day Music Festival July 3, with more than 14,000 attending last year to see Country Music powerhouses Miranda Lambert and Darius Rucker.

This story was not subject to the approval of Major League Baseball or its clubs.

[dbacks.com](#)

CACTUS LEAGUE AVERAGES SHOW FANS FAVOR TEAMS PLAYING ON EAST SIDE OF VALLEY

66%

Scottsdale and East Valley cities took in 66 percent of the total March hotel revenue in metro Phoenix in 2013.

EAST VALLEY'S EDGE

Scottsdale brings in by far the most hotel revenue of any city in metro Phoenix. In hotel-industry data, the city often is combined with other cities.

17%

Central Phoenix took in 17 percent of the total March hotel revenue in metro Phoenix in 2013.

17%

The West Valley took in 17 percent of the total March hotel revenue in metro Phoenix in 2013.

SOURCE: Smith Travel Research



Reds fan John Kuzmyn of Gilbert (left photo) has room to stretch out while watching Cincinnati play the Texas Rangers on Thursday at Goodyear Ballpark. On March 10, a near-sellout crowd fills Scottsdale Stadium for a game between the San Francisco Giants and the Chicago Cubs. REPUBLIC PHOTOS BY PAT SHANNAHAN (LEFT) AND CHARLIE LEIGHT (RIGHT)

By Ronald J. Hansen
The Republic | azcentral.com

California resident Rob Shafer enjoyed a hot dog and watched his beloved Cincinnati Reds on a pleasant Friday afternoon in Goodyear.

Shafer, an Indiana native who lives an hour from San Diego, makes an annual spring-training pilgrimage to the west side of the Valley, but he's not near the ballpark for long. After the game, Shafer said, he typically stays with friends in Gilbert. During his visit, they occasionally dine in Scottsdale.

"I couldn't tell you what's in Goodyear, except the ballpark and the airport," he said during a game against the Chicago White Sox that attracted fewer than 2,500 fans. Outside Goodyear Ballpark, passing traffic was all that broke the silence around the open fields that surround the stadium.

By contrast, on a recent Monday afternoon, Scottsdale was a hive of activity before the San Francisco Giants hosted the Chicago Cubs. Shuttles moved fans from bars to the stadium, and vendors hawked baseball souvenirs to those heading to the game. The RnR Gastrobar was among the many restaurants along Scottsdale Road that were packed.

"Both bars are full, and we're on a 10-minute wait," said Cassie Bentley, general manager at the RnR, more than an hour before game time. "After the game is even busier."

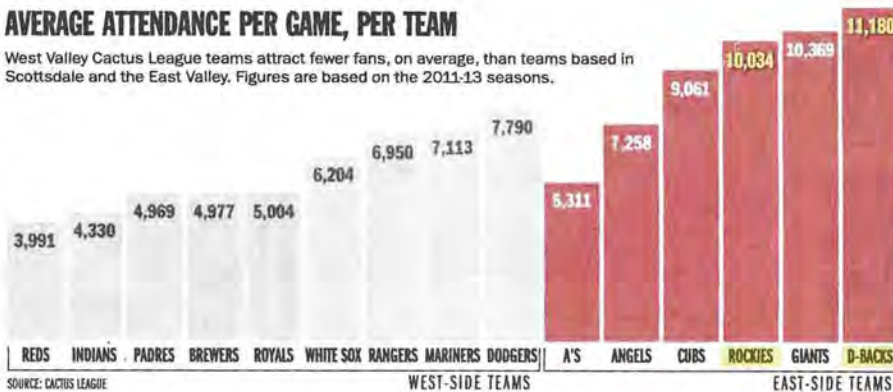
Cactus League baseball is a major economic boost for the Valley, pumping millions of dollars annually into lo-

See CACTUS LEAGUE, Page A4

TO THE WEST,
ROOM
TO GROW
TO THE EAST,
A FULL
HOUSE

AVERAGE ATTENDANCE PER GAME, PER TEAM

West Valley Cactus League teams attract fewer fans, on average, than teams based in Scottsdale and the East Valley. Figures are based on the 2011-13 seasons.



Cactus League

Continued from Page A1

cal coffers from visitors looking for fun, sun and an escape from winter. Last year's attendance set a league record: 1.7 million. This season should be close to that. But the seasonal riches are hardly evenly distributed.

The west side of the Valley has nine teams to the east side's six, but for the fourth season in a row, it will attract fewer fans. Hotel data confirms what a casual trip around the Cactus League suggests: **The east side — and especially Scottsdale — is where the action is.**

The East Valley and Scottsdale feature marquee teams, such as the Cubs and Giants, as well as Arizona's own Diamondbacks, to boost the area's appeal.

With the notable exception of the Los Angeles Dodgers, the west-side teams have a lower profile, often playing at fields in less-developed areas in younger suburbs.

According to Cactus League figures, East Valley and Scottsdale teams have averaged 50 percent more fans, an extra 3,000 people per game, over the past eight years.

The extra fans translate into extra ticket sales, parking revenue and concession sales at the games, although that is only the most obvious measure of their impact.

The east side also dominates in its offerings for hotels, restaurants and transit in a way that hasn't yet spilled into the West Valley, said Mark Coronado, the Cactus League's president.

"The reality of it is, with respect to the hospitality industry, the hotels and resorts, the East Valley benefits more," he said. "But the prosperity does come across the (Loop) 101."

Coronado, who also serves as community and recreation services director for Surprise, said his city also benefits: Its hotels are full during the 45 days of spring training.

With games packing the calendar in March, the Cactus League is in the middle of a golden age that launched in 2011. Half of baseball's 30 teams now train in the Valley. All the success makes it hard to remember that in the early 1990s, the league was at risk of extinction.

West grows, east profits

Since 2002, the West Valley has added six teams and three ballparks in Goodyear, in Surprise and near Glendale. The Dodgers were an immediate hit when the team joined the Cactus League and began to play at Camelback Ranch in west Phoenix near Glendale in 2009. Yet the impact of hosting the teams and the games remains lower in the west than on the east side of the Valley, which added two teams over the same period.

Scottsdale is known internationally as a resort mecca. In contrast, areas around many of the new west-side parks are not yet developed, and many visitors seem unaware of the West Valley attractions.

Since the Reds moved to Goodyear from Sarasota, Fla., in 2010, the team has been last in the 15-team Cactus League in attendance. Their closest rival, geographically and at the turnstile, is the Cleveland Indians, the club that shares Goodyear Ballpark with the Reds.

But lower attendance is not unique to the Reds and Indians. Between 2011 and 2013, the years the league has had its current lineup of teams in their current markets, the top four teams for attendance have all played on the east side. Eight of the bottom nine teams in attendance are on the west side.

Beyond the games, the West Valley has about a third of the hotel rooms of Scottsdale and the East Valley, and far fewer rooms that fetch premium prices.

In March 2013, hotels in the West Valley brought in \$39 million in revenue, according to data



A sellout crowd fills Cubs Park in Mesa to watch the Chicago Cubs play the Seattle Mariners on Thursday. The Cubs moved into the new facility this season, and park management says all but two of the games there have sold out. The Cubs likely will lead the Cactus League in 2014 attendance. CHARLIE LEIGHT/THE REPUBLIC

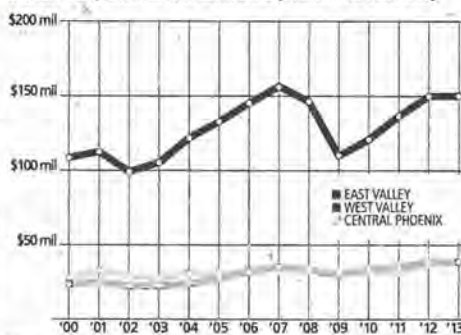
EAST VALLEY DOMINANCE AT THE TURNSTILE, 2011-13

The current lineup of teams has been set since 2011. Through 2013, Scottsdale and East Valley teams tended to draw far better than those in the West Valley. The "First year" column tells when a team joined or returned to the league.

Rank	Team	First year	Location	Side of Valley	Avg/game	Attendance	Games
1.	D-Backs	1998	Scottsdale	East	11,180	559,012	50
2.	Giants	1947	Scottsdale	East	10,369	497,714	48
3.	Rockies	1993	Scottsdale	East	10,034	491,645	49
4.	Cubs	1952	Mesa	East	9,061	462,113	51
5.	Dodgers	2009	Glendale	West	7,790	358,343	46
6.	Angels	1961	Tempe	East	7,258	341,126	47
7.	Mariners	1977	Peoria	West	7,113	327,212	46
8.	Rangers	2003	Surprise	West	6,950	319,678	46
9.	White Sox	1951, 1998	Glendale	West	6,204	291,570	47
10.	Athletics	1969	Phoenix	East	5,311	228,354	43
11.	Royals	2003	Surprise	West	5,004	235,167	47
12.	Brewers	1969	Maryvale	West	4,977	238,876	48
13.	Padres	1969	Peoria	West	4,969	253,422	51
14.	Indians	1947, 2009	Goodyear	West	4,330	212,170	49
15.	Reds	2010	Goodyear	West	3,991	183,580	46
					Total	4,999,982	714
					East Valley	2,579,964	288
					West Valley	2,420,018	426

MARCH ESTIMATED HOTEL REVENUE

March hotel revenue is concentrated in Scottsdale, which, when combined with East Valley cities, has three times as many rooms as the West Valley.



SOURCE: SMITH TRAVEL RESEARCH

THE REPUBLIC

collected by Smith Travel Research, which tracks hotel-industry performance trends. **East-side hotels pulled in \$150 million in the same month.**

Their occupancy rates were nearly identical, about 83 percent. But Scottsdale and the East Valley had three times as many rooms filled. Those extra customers often eat, drink and shop where they stay, further skewing the benefits of the Cactus League in favor of Scottsdale and other east-side cities.

Bill and Rosa Richards of Fresno, Calif., are a typical example. Earlier this month, at a Giants game in Scottsdale, they wore the Reds and Indians T-shirts they bought during a visit to Goodyear. They said they had booked their five-day stay in Scottsdale because "the majority of hotels popping up online were

in Scottsdale."

Asked about their afternoon in Goodyear, Bill Richards, 51, said, "We had something quick in Goodyear and saved our dining dollars for something later in Scottsdale."

A lower profile

One reason Scottsdale and the East Valley attract more guests and spending is that strangers to the region know almost nothing about the West Valley.

This year, Linda Pederson, a Danville, Calif., resident, took her sons to see the Giants in the spring for the first time. She said she was looking forward to shopping in Scottsdale during her visit but had no idea of her options on the west side. That kind of focus is a blow to the Tanger Outlets, which opened in Glendale

and have won two World Series titles in recent years. The Rockies play at Salt River Fields, which they share with the Diamondbacks just outside Scottsdale on the Salt River Reservation. **The Rockies doubled their spring attendance when they moved to the Valley from Tucson, which is harder to reach from Denver.**

The Dodgers, who play at Camelback Ranch along with the White Sox, were the other notable team, FMR found. Playing close to their California base, the Dodgers brought a national lustre mostly lacking in the other west-side teams.

Other west-side teams just can't compete with the drawing power of teams on the east side.

Consider two Midwestern teams: the Cubs, a team that has added to its rich history of futility in recent years, and the Reds, a playoff team entering two of the past three springs. The Cubs averaged 69 wins per regular season entering those Cactus League seasons, while the Reds averaged 89 wins.

Still, the Cubs, a nationally watched team playing in Mesa, drew an average of 154,000 fans per year during spring training the past three years. The Reds, with a relatively small regional fan base, averaged 61,000 in Goodyear.

Attendance during the regular season is more competitive. Last year, the Reds drew 2.5 million fans, while the Cubs drew 2.6 million.

With the Cubs moving into a new and larger stadium in Mesa this season, the disparity has only gotten bigger. The Cubs are on pace to draw more than 208,000 fans this year, which would smash their own Cactus League attendance record. The Reds, meanwhile, are battling the Indians and Milwaukee Brewers — two other west-side teams — for lowest attendance this year.

A future payoff

But it's not all economic gloom out west. Coronado said the west side can point to its own success stories, such as Peoria, which has seen a dining and retail district pop up around the baseball stadium shared by the Seattle Mariners and San Diego Padres.

It helped establish a model that sports can lead economic development, something other West Valley cities are also in the early stages of mimicking, he said.

Glendale's sports-venue building binge largely coincided with the housing bust and the Great Recession. It contributed to the city's poor finances in recent years, though hockey, not baseball, has been the city's leading source of sports grief.

Glendale officials estimate the city will take in \$131,000 per year from the baseball stadium over the next five years. In contrast, they expect to spend between \$8.9 million and \$13.3 million on stadium debt.

Planned restaurant and retail developments near the Camelback Ranch facility used by the Dodgers and White Sox remain stuck on the drawing board.

Goodyear's spring-training revenue remains disappointing, too. As of March 10, the city's spring-training returns were at 63 percent of projections, records show.

"Unfortunately, the recession three or four years ago really put those people backpedaling, but it's still part of their master plan," Coronado said. "These facilities pay for themselves, but they don't pay back to the operator in green dollars. They pay back to the community in economic activity and in vitality, and unless you buy into that formula, it's very difficult to sell."

The publicly available portion of FMR's report singled out Giants and Colorado Rockies games as drawing the most out-of-town attendees.

The Giants, a team with a long Cactus League history, play in relatively affluent San Francisco

Republic reporter Peter Corbett contributed to this article.



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McDonald's Rock 'n' Roll Car Show is scheduled weekly at the Pavilions at Talking Stick on the Salt River Reservation.

RICK BRAZIL

Check out these weekly car cruise-ins

KAYLA SAMOY
THE REPUBLIC • AZCENTRAL.COM

Even with the holidays, lots of car enthusiasts will still gather at some of the weekly cruise-ins.

McDonald's Rock 'n' Roll Car Show

The longest consistently-run car show in the region, this free event features an array of classic cars and motorcycles along with '50s-

era music provided by Party DJs. An average night features anywhere from 250 to 500 cars and up to 150 bikes.

Details: 4-8 p.m. Saturday Dec. 26. The Pavilions at Talking Stick, 9180 E. Indian Bend Road, Scottsdale. Free. 480-443-0080, thepavilionsattalkingstick.com.

Sunday Morning Cruise In

Head over to Beyond Donuts every Sunday morning for donuts, coffee and cars. Open to all special interest cars.

Details: 6-10 a.m. Sunday, Dec. 27. 8110 W. Union Hills Dr. Glendale. 623-312-3780, facebook.com/beyonddonutscfe.

Cruz'n at Phil's

Classic, muscle, sports, antiques, trucks, motorcycles and special interest vehicles all gather at this weekly Sunday afternoon car show. There will be a raffle drawing and Phil's Filling Station Grill offers a 20 percent discount to all cruisers.

Details: Noon-3 p.m. Sunday, Dec. 27. 16852

E. Parkview Ave. Free. 480-209-5700, arizonautoscene.com.

Arizona Tuners

The Arizona Tuners, a group of car enthusiasts, meet every Thursday at Tempe Marketplace. All type of modified vehicles are welcome. Find them in the southeast parking lot near the Shell gas station.

Details: 7:30-10 p.m. Thursday, Dec. 31. 2000 E. Rio Salado Pkwy. arizonatuners.com.

F.Y.I PER MARTY DE RITO

Entertainment hub progresses

\$170 mil complex slated for tribal land near Scottsdale

By Edward Gately
The Republic | azcentral.com

Tribal leaders and private businesses are developing a \$170 million entertainment complex just east of Scottsdale, introducing more competition for tourist dollars as the post-

recession economy progresses.

The developer and investors behind Odysea in the Desert hope to distinguish it by providing what they say will be North America's largest butterfly pavilion, an aquarium exhibit, a Ripley's Believe It or Not museum and other attractions.

The project will add to an emerging entertainment corridor along Loop 101 on the Salt River Reservation that already includes the Talking Stick Resort and Casino, two adjacent golf courses, and the Salt River Fields spring-training baseball complex.

Still, the complex faces competition from other Valley attractions, including an aquarium in Tempe, several Valley locations that feature exotic-animal attractions, and relatively new regional entertainment and shopping centers in Glendale, Tempe and Phoenix.

Despite that, tourism officials say an attraction with multiple offerings, located close to

Scottsdale and its many resorts, can only enhance the Valley's reputation as a prime tourism destination, creating the potential for attracting more tourism dollars.

"Anything that brings tourists or attracts visitors to our state is just going to help our economy," said Kiva Couchon,

See HUB, Page B5

Hub

Continued from Page B1

the Arizona Office of Tourism's director of communications. "Anything unique and different that we can offer is going to enhance that visitor experience and is going to work to our advantage. We don't see competition, just another option for visitors to enjoy."

Salt River Pima-Maricopa Indian Community officials say the project is not seen as just a single enterprise, but part of a larger plan.

"Our approach is to create synergy and uniqueness in offering our guests and their families a variety of experiences unmatched anywhere," said Diane Enos, president of the tribal community. "We are stimulating the economy with jobs and opportunities for spin-off development to match what is already there."

The butterfly pavilion is the first phase of the 35-acre enter-

tainment complex at the northeastern corner of Loop 101 and Via De Ventura.

"We've been working for quite some time to be able to negotiate and obtain a 65-year ground lease from the landowner and the Salt River Pima-Maricopa Indian Community," said Amram Knishinsky, principal partner and developer of Butterfly Wonderland.

The project is being funded by the developer and a group of private investors, Knishinsky said. The other principals are Northern Gateway LLC, Martin Pollack and Ruben Stahl.

Butterfly Wonderland, which will encompass 5 acres, is scheduled to open in spring 2013. The overall project includes four phases totaling 522,000 square feet.

"We traveled across the country and have seen all of the other displays that are available, and then we came home and designed it on steroids, which means bigger and including more subjects than anybody else has done in the past,"

Knishinsky said. "It will be a two-hour visit that will both entertain and educate you."

It will be populated with butterflies from the rainforests of the world, including Costa Rica, Brazil, Africa and the Philippines, he said. Most of the marine life, such as piranhas and gars, will come from the Amazon, he said.

Though on a smaller scale, Phoenix's Desert Botanical Garden features biannual butterfly exhibits. Its Mariposa Monarca: Monarch Butterfly Exhibit opens in late September and continues through late November. In the spring, its North American butterflies exhibit opens in early March and continues through Mother's Day.

"It's a screened-in structure, so there's plants and food in there for the butterflies, and visitors can walk right in there," said John Sallot, the Botanical Garden's director of marketing. "Sometimes butterflies land right on you."

The Renaissance Cos. is handling construction of Butterfly

Wonderland, while the design group is Robert Brown of Montgomery Design Group and Brissette Architects. They are all Scottsdale firms.

David Tilson, vice president of the Renaissance Cos., said building an enclosed environment with a rainforest in the desert presents a challenge. Cincinnati-based Rough Bros. will be involved in the design of the complex, he said.

"They do a lot of greenhouses, places where environments are important," he said.

Penguins in next phase

The second phase will be Odysea Aquarium, a freshwater and saltwater aquarium attraction on 12 acres. It will include shark tanks with walk-through tunnels, a king-penguin exhibit, an underwater theater and a display of the Great Barrier Reef.

"The Odysea Aquarium and additional restaurant and retail will take 24 months to build and we're looking at opening in

2015," Knishinsky said. "That would only be the second phase."

Sea Life Arizona, at Tempe's Arizona Mills Mall, features more than 5,000 sea creatures in 30 displays. In Litchfield Park, Wildlife World Zoo & Aquarium includes more than 6,000 exotic animals. The Phoenix Zoo remains a major attraction.

The third and fourth phases of Odysea will include a Ripley's Believe It or Not museum and an IMAX theater.

The prospect of having varied attractions located on one site close to Scottsdale is being well-received by city tourism officials.

Rachel Pearson, vice president of community and government affairs for the Scottsdale Convention and Visitors Bureau, said the variety of elements in the complex will drive visitors not only there, but also to Scottsdale.

"It will bring something new to the area just because what is incorporated into the plans are things we don't have," she said.

OK on alcohol sales may boost Pavilions

Developers eager to market full-service restaurants in area

By Jane Larson

THE REPUBLIC | AZCENTRAL.COM

Developers are excited about adding full-service restaurants to their projects along Loop 101 in Scottsdale now that the Salt River Pima-Maricopa Indian Community has voted to allow alcohol sales in the commercial corridor.

DeRito Partners Inc., owners of the Scottsdale Pavilions shopping center at Loop 101 and Indian Bend Road, plan to start marketing to restaurant chains.

"It gives us time to kick off an aggressive campaign to quality restaurants and talk to them about the opportunity along the 101, which was never available before," said Marty DeRito, chief executive officer of the Phoenix-based development company. "This was 20 years in the making."

The Salt River community voted 524-485 Thursday to approve the Restaurant Alcohol Initiative, which will allow liquor sales in restaurants that make at least 40 percent of their revenue from food. Bars and package-liquor stores would still be prohibited.

The tribe had voted down similar measures over the years.

DeRito said his firm would target family restaurants, national and regional chains, as well as "great chefs" in the area to open eateries at the Pavilions. The shopping center, which has been hit hard by the loss of big-box retailers including Circuit City and Mervyns, has space available in existing buildings and has room in its parking lots to build stand-alone restaurants, he said.

Given the shaky economy and tight financing for new construction, developers said, the Pavilions and its existing space may well be the first to benefit from the change.

DeRito said he hoped to have new restaurants in the center by early next year, when the tribe is due to open its 500-room hotel and expanded casino one-half mile away, on the east side of the freeway. Within three years, he said, the Pavilions could have 20 restaurants.

New liquor corridor

Liquor sales in restaurants will be allowed in these commercial areas of the Salt River Pima-Maricopa Indian Community following the community's vote last week.



Source: Salt River Pima-Maricopa Indian Community
MARK WATERS/THE REPUBLIC

At Pima Center, a 200-acre office and retail development north of the Pavilions, the first restaurants could be under construction by early 2010 and open by summer of 2010, said Gerry Blomquist, partner in master developer MainSpring Capital.

The center plans to target lunch spots such as Chili's Grill and Bar and P.F. Chang's China Bistro as well as some fine-dining restaurants to serve its planned hotels, he said. It could have seven or eight types of restaurants by the time the development is built out in about seven years, he said.

"With our upscale employee base, we want to be able to say, 'Here are your choices for dinner and lunch, and when you have people coming in they can go



PHOTO BY DENISE RESNIK & ASSOCIA/

Scottsdale Pavilions at Loop 101 and Indian Bend Road plans to market to restaurant chains. Salt River Pima-Maricopa Indian Community voted to allow alcohol sales.

LIQUOR

Continued from Page 6

here," Blomquist said.

Some 2,000 to 2,500 employees already work at companies based in the Pima Center, and 10,000 workers could be there by build-out, Blomquist said. Employees now have to drive to Scottsdale Road or go north on Loop 101 to find restaurants.

"It's really big to our project," he said of the vote.

Riverwalk Arizona, a 187-acre office and retail complex on the freeway's east side, eventually could have six to 10 restaurants, said Kurt Rosene, senior vice president of developer Alter Group. About 2,000 people work in the development now, with as many as 9,000 expected in five years.

"We've been trying for the last several years to attract high-quality, sit-down restaurants to Riverwalk," Rosene said. "Every one derives a portion from alcohol sales, and we weren't able to attract them until the vote passed."

Alter Group has talked to quite a few nationally known restaurant names, he said, along with others that offer sports or automobile themes.

"We get calls from restaurants that I've never heard of that want to tie into car collectors" who visit Scottsdale for the Pavilions' weekly car show or Barrett-Jackson Auction Co.'s annual event, he

said.

Riverwalk also is going through the Salt River community's approval process to build Hampton Inn and Suites and Homewood Suites business hotels across from the tribe's new hotel and expanded Casino Arizona. Construction would start this year, and the hotels could open in mid-2010, Rosene said.

The hotels are likely to attract restaurants that want to locate nearby and open at the same time, he said.

Now that the initiative has passed, the community will make various policy decisions and update its alcohol ordinance over the next several months, said Stacey Gubser, director of the community development department. The revised ordinance will have to be approved by the community's council.

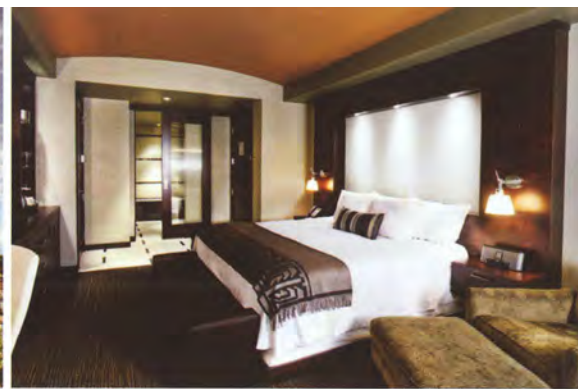
The Community Office of Alcohol Beverage Control will provide regulatory oversight, she said.

A licensing and fee structure also will be developed, said Quannah Dallas, manager of the tribe's economic development division. She expects the first proposals to come from developers that already have leases for community land.

The additional restaurants would help the Salt River community, which operates two casinos, a sand-and-gravel operation and other enterprises, further diversify its tax base. The community estimated that the new restaurants would generate up to \$50,000 each in taxes.



TALKING STICK RESORT



TALKING STICK RESORT

HOTEL

- ROOMS:** 497 non-smoking deluxe hotel rooms, including 15 luxury suites
- SHOPS:** Retail outlets offering spa amenities, swimwear, sundries and more
- SERVICES:** Business center, rental car, valet service, barber shop, shoeshine service, 24-hour in-room dining, wireless Internet access and accessible rooms and suites
- CULTURAL DISPLAY:** Learn about the Pima and Maricopa tribes and experience their past through pictures, artifacts, and storytelling

CASINO

- FLOOR:** 240,000 square feet, including gaming and amenities
- SLOTS:** 700+ slot machines and a high-stakes area available to all guests 24 hours a day
- POKER:** 50+ poker tables with a variety of games, including Texas Hold 'em, Pai gow Poker, 7-card Stud and Omaha
- Talking Stick Resort is home to the annual Arizona State Poker Championship and the Arizona State Ladies Poker Championship
- TABLE GAMES:** 50+ blackjack tables, including Three Card Poker, Let It Ride, Lucky Ladies and more
- KENO:** Keno lounge open daily

DINING

- RESTAURANTS:** Talking Stick Resort features numerous restaurants offering a range of tantalizing cuisine, including: fine dining. An international buffet, seafood bar, 24-hour cafe, express coffee bar, bistro dining and 24-hour room service

ENTERTAINMENT

- LOUNGES:** Multiple entertainment lounge venues
- SHOWROOM:** 650+ seat showroom offering live, top-rated entertainment and concert seating
- SPA:** 13,000 square-foot luxury rejuvenation spa
- GOLF:** Multiple championship golf course options

CONFERENCE SPACE

- CONFERENCE SPACE:** 50,000+ total square feet of flexible indoor meeting space and 50,000 square feet of premium outdoor function venues
- GRAND BALLROOM:** 25,000 square feet
- MEETING ROOMS:** 22 state-of-the-art meeting rooms

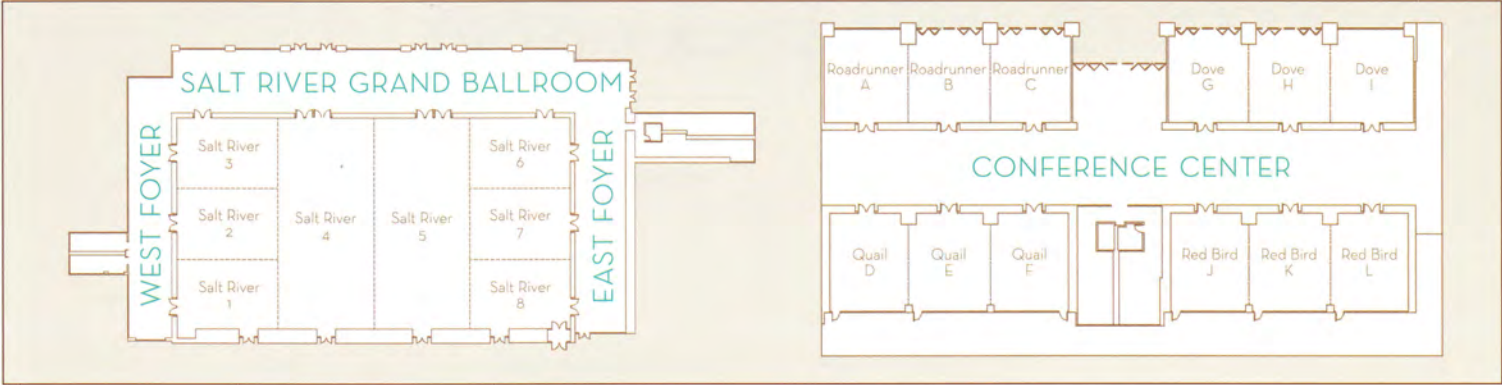
PARKING

- PARKING SPACES:** Abundant parking, including two garages, surface parking and valet
- RV AND BUS PARKING:** Oversize spaces available

TRANSPORTATION

- TOWN CAR AND LIMOUSINE:** Services available

All details reflect current plans and are subject to change.



MEETING ROOM NAMES	DIMENSIONS	SQ. FT.	THEATRE	SR 18"/30"	HS/US	RECEPTION	BANQUET
SALT RIVER GRAND BALLROOM	212 L x 115 W x 24 H	24,556	2,666	1653/1371	n/a	2,526	2,000
Salt River 1	54 L x 36 W x 24 H	1,985	216	132/111	50/37	205	160
Salt River 2	54 L x 41 W x 24 H	2,199	244	150/126	56/42	232	176
Salt River 3	54 L x 38 W x 24 H	2,054	222	118/114	52/39	211	160
Salt River 1+2+3	54 L x 115 W x 24 H	6,238	677	420/348	n/a	642	504
Salt River 4	51 L x 115 W x 24 H	5,910	644	399/330	n/a	611	480
Salt River 5	51 L x 115 W x 24 H	5,910	644	399/330	n/a	611	480
Salt River 4, 5	103 L x 115 W x 24 H	11,820	1,277	792/657	n/a	1,211	952
Salt River 6	54 L x 38 W x 24 H	2,055	222	118/114	52/39	211	160
Salt River 7	54 L x 41 W x 24 H	2,199	244	150/126	56/42	232	176
Salt River 8	54 L x 36 W x 24 H	1,953	216	132/111	50/37	205	160
Salt River 6+7+8	54 L x 115 W x 24 H	6,207	677	420/348	n/a	642	504
Salt River 1+2+3+4	106 L x 115 W x 24 H	12,148	1,333	828/684	n/a	1,263	1,000
Salt River 5+6+7+8	106 L x 115 W x 24 H	12,117	1,333	828/684	n/a	1,263	1,000
Salt River 1+2+3+4+5	154 L x 115 W x 24 H	18,058	2,000	1239/1029	n/a	1,895	1,496
Salt River 4+5+6+7+8	154 L x 115 W x 24 H	18,027	2,000	1239/1029	n/a	1,895	1,496
MEETING ROOM NAMES	DIMENSIONS	SQ. FT.	THEATRE	SR 18"/30"	HS/US	RECEPTION	BANQUET
CONFERENCE CENTER							
Roadrunner A	36 L x 31 W x 10 H	1,096	116	72/60	21	111	80
Roadrunner B	36 L x 30 W x 10 H	1,054	116	72/60	21	111	80
Roadrunner C	36 L x 30 W x 10 H	1,054	116	72/60	21	111	80
Roadrunner A+B+C	36 L x 91 W x 10 H	3,230	355	219/183	n/a	337	264
Quail D	36 L x 29 W x 10 H	1,001	111	69/67	18	105	80
Quail E	36 L x 30 W x 10 H	1,037	111	69/67	18	105	80
Quail F	36 L x 29 W x 10 H	1,025	111	69/67	18	105	80
Quail D+E+F	36 L x 88 W x 10 H	3,096	333	207/171	n/a	316	248
Dove G	36 L x 30 W x 10 H	1,048	116	72/60	21	111	80
Dove H	36 L x 30 W x 10 H	1,057	116	72/60	21	111	80
Dove I	36 L x 31 W x 10 H	1,077	116	72/60	21	111	80
Dove G+H+I	36 L x 91 W x 10 H	3,210	355	219/183	n/a	337	264
Red Bird J	36 L x 29 W x 10 H	1,009	111	69/67	18	105	80
Red Bird K	36 L x 30 W x 10 H	1,061	116	72/60	21	111	80
Red Bird L	36 L x 29 W x 10 H	1,009	111	69/67	18	105	80
Red Bird J+K+L	36 L x 88 W x 10 H	3,105	333	207/171	n/a	316	248

For more information, please contact:

Talking Stick Resort
 9800 East Indian Bend Road
 Scottsdale, AZ 85256

Telephone 480.850.7777
 Toll Free 877.724.4687
 Fax 480.302.6438

sales@talkingstickresort.com
 www.talkingstickresort.com



Talking Stick Resort



TALKING STICK: A CULTURAL AND ENTERTAINMENT DESTINATION AREA

SHOPPING-DINING-GOLF-ENTERTAINMENT-CASINO-RESORT-SPA-BASEBALL



TALKING STICK

TALKING STICK GOLF CLUB
9998 E. Indian Bend Rd
Scottsdale, AZ 85256
PH: 480-860-2221
talkingstickgolfclub.com

TALKING STICK RESORT
9800 E. Indian Bend Rd
Scottsdale, AZ 85256
PH: 480-850-7777
talkingstickresort.com

**SALT RIVER FIELDS
AT TALKING STICK**
7555 N. Pima Rd
Scottsdale, AZ 85258
PH: 480-270-5000
saltriverfields.com

THE PAVILIONS AT TALKING STICK
9175 E. Indian Bend Rd
Scottsdale, AZ 85250
PH: 480-834-8500
thepavilionsattalkingstick.com

**COURTYARD BY MARRIOTT
SCOTTSDALE SALT RIVER**
5201 N. Pima Rd
Scottsdale, AZ 85250
PH: 480-745-8200
marriott.com/PHXPI



The Salt River Pima-Maricopa Indian Community welcomes you to Talking Stick, an emerging Cultural and Entertainment Destination area located along the Pima-101 Freeway and Indian Bend Road. Talking Stick is home to Talking Stick Resort, Talking Stick Golf Club, the Pavilions at Talking Stick, Salt River Fields at Talking Stick and most recently, the Courtyard by Marriott Scottsdale Salt River.

The Talking Stick image is derived from the Pima Calendar Stick on which historic events were traditionally carved. Talking Stick welcomes visitors to shop, stay, play and enjoy a unique destination nestled within an urban setting, providing an open-air experience with panoramic views of a majestic mountain range, each with its own legend and offers the distinct culture and traditions of the Pima (Akimel O'odham) and the Maricopa (Xalychidom Piipaash).

Talking Stick Golf Club:

- Two award winning, 18-hole championship golf courses designed by PGA Professionals Ben Crenshaw and Bill Coore and is managed by Troon Golf.
- An elegant 26,000-square foot facility showcasing panoramic desert and mountain views.
- The Wildhorse Grille: Featuring culinary creations, popular wine dinners & special events.
- The Golf Shop offers sports products, apparel and gifts.
- Private golf instruction is available through the on-site Golf Academy.

Talking Stick Resort:

- 496 luxury rooms + spa and 650-seat showroom and 6 lounges.
- 5 restaurants, including Orange Sky, offering fine dining on the 15th floor.
- 24-hour gaming, featuring more than 700 slot machines, 47 poker tables, a high stakes area, over 50 table games and keno.
- 100,000 square feet of meeting and conference space.
- Cultural Art Center featuring art of the Pima and Maricopa people.

Salt River Fields at Talking Stick:

- MLB Spring Training home to the Arizona Diamondbacks & Colorado Rockies.
- 11,000-seat sports and entertainment center with a shaded stadium and lawn seating.
- 12 practice fields and 7 parking areas.
- Luxury suites and 3 party decks overlooking the main stadium, available for bookings.
- Illustrated cultural information about the Salt River Pima-Maricopa Indian Community on signage throughout the ball park.

The Pavilions at Talking Stick:

- A 1.1 million square foot open-air shopping, dining and entertainment retail center operated by De Rito Partners Development.
- Features national retailers like Target, Home Depot, Toys "R" Us, Octane Raceway, Conns, Burlington, Hobby Lobby, Mountainside Fitness, PETCO and Ross.
- Renovated food court near RoadHouse Cinemas, an 8-auditorium digital cinema complex.
- Within 3 miles of 91 office buildings, 5,182,487 total rentable square footage and 50,393 total daytime employees.
- Additional ±300,000 square feet added with more than \$15 million in renovations to date.

Courtyard by Marriott Scottsdale Salt River (Opening in April, 2012):

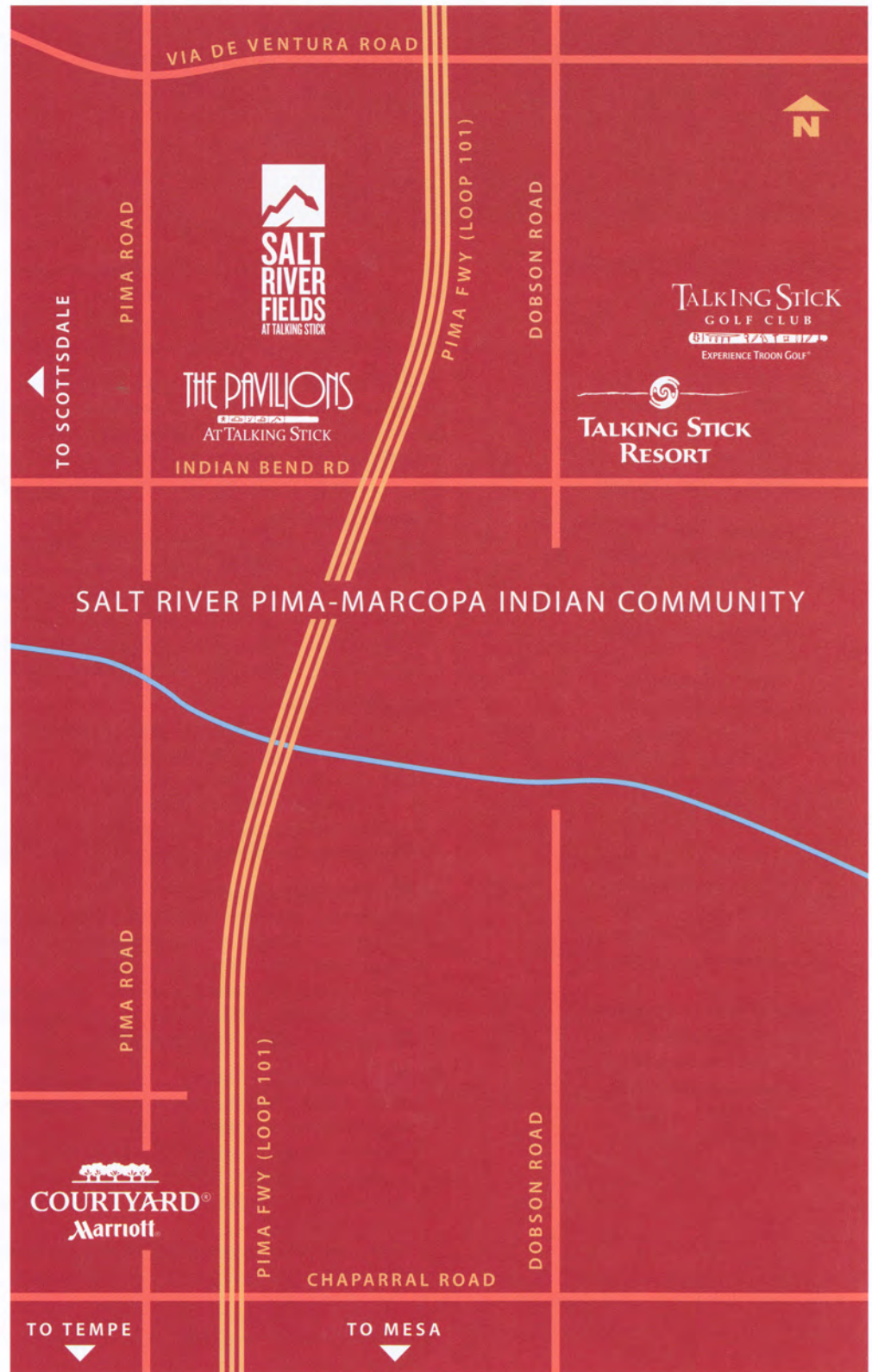
- 158 modern rooms offering a clean and spacious design including 5 two bedroom King Suites.
- Over 4,000 square feet of flexible conference space with additional indoor/outdoor pre-function space.
- Includes The Bistro - Eat. Drink. Connect. Three meals served daily with a full service bar.
- Beautiful outside area for meeting or relaxing which includes comfortable seating and fire pit.
- Complimentary business services such as wireless internet throughout the hotel and desktop workstations in the lobby.

TALKING STICK: A CULTURAL AND ENTERTAINMENT DESTINATION AREA

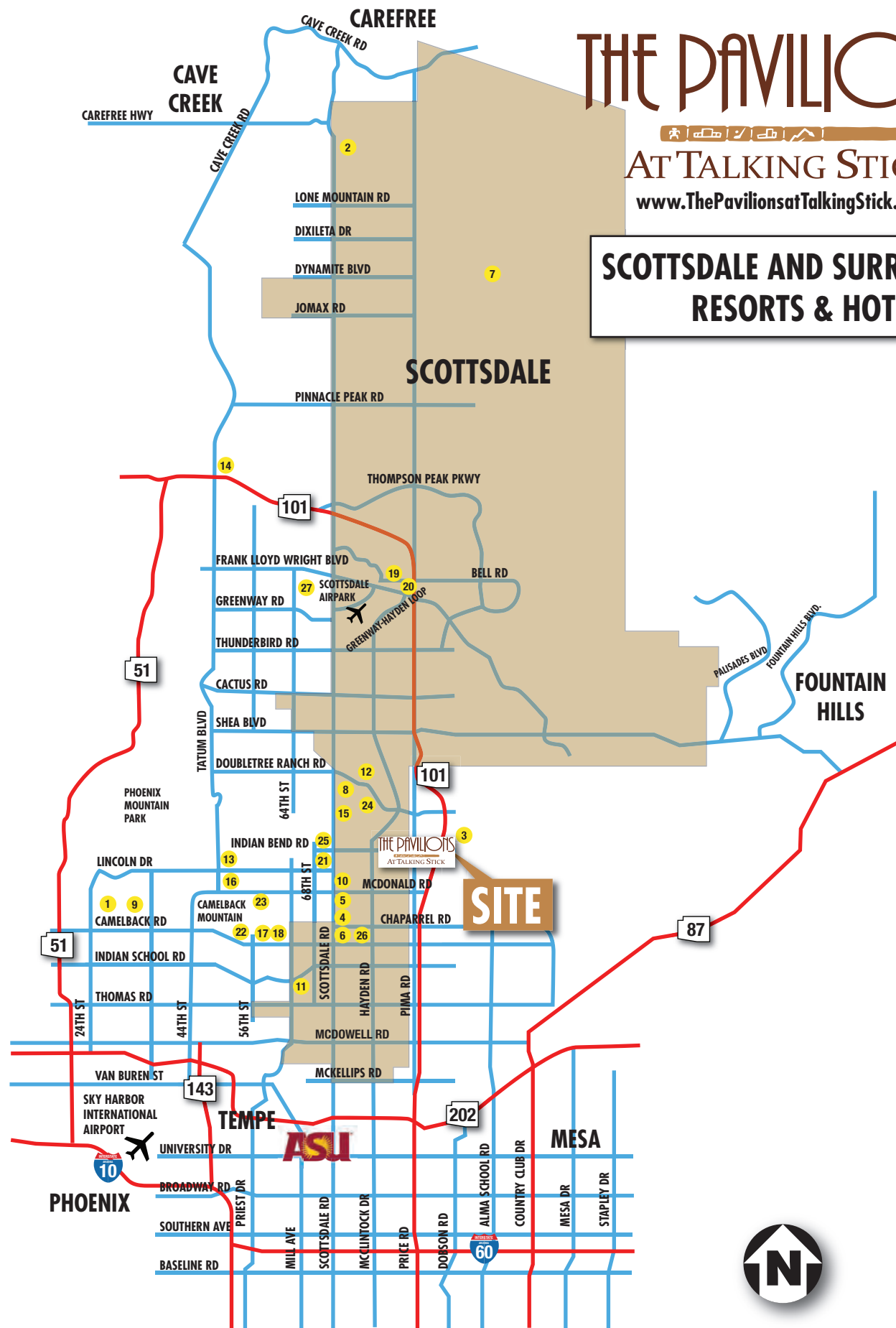
SHOPPING-DINING-GOLF-ENTERTAINMENT-CASINO-RESORT-SPA-BASEBALL

TALKING STICK

The Talking Stick image is derived from the Pima Calendar Stick on which historic events were traditionally carved. Talking Stick welcomes visitors to shop, stay and play; enjoying a unique destination nestled within an urban setting, providing an open-air experience with panoramic views of a majestic mountain range, each with its own legend and offers the distinct culture and traditions of the Pima (Akimel O'Odham) and the Maricopa (Xalychidom Piipaash).



The Salt River Pima-Maricopa Indian Community is a sovereign tribe located on 52,600 acres near the metropolitan Phoenix area. The Community is comprised of two tribes: The Pima and Maricopa.



THE PAVILIONS

AT TALKING STICK

www.ThePavilionsatTalkingStick.com

SCOTTSDALE AND SURROUNDING RESORTS & HOTELS

RESORTS

1	Arizona Biltmore	738
2	The Boulders Resort & Golden Door Spa	160
3	Talking Stick Resort & Casino	496
4	Embassy Suites by Hilton	312
5	DoubleTree Paradise Valley Resort	378
6	The Scott Resort	204
7	Four Season Resort Scottsdale at Troon North	210
8	Gainey Suites Hotel	162
9	The Hermosa Inn	34
10	Hilton Scottsdale Resort & Villas	235
11	Hotel Valley Ho	242
12	Hyatt Regency Scottsdale Resort & Spa	493
13	JW Marriott Camelback Inn Resort & Spa	453
14	JW Marriott Desert Ridge	956
15	Millenium Scottsdale Resort & Villas	125
16	Montelucia Resort & Spa	293
17	The Phoenician	643
18	The Canyon Suites at the Phoenician	60
19	Fairmont Scottsdale Princess	750
20	Scottsdale Marriott at McDowell Mountains	266
21	Ritz Carlton Scottsdale (Proposed)	281
22	Royal Palms	119
23	Sanctuary Resort & Spas	109
24	Scottsdale Resort & Conference Center	326
25	Scottsdale Plaza Resort	404
26	W Hotel	230
27	Westin Kierland Resort & Spa	732

ROOMS

TOTAL RESORT ROOMS: 9,411

Scottsdale Resorts Earn Top Honors

Four Scottsdale resorts were awarded the AAA (American Automobile Association) 2017 Five-Diamond Award and eleven were awarded the Four-Diamond Award:

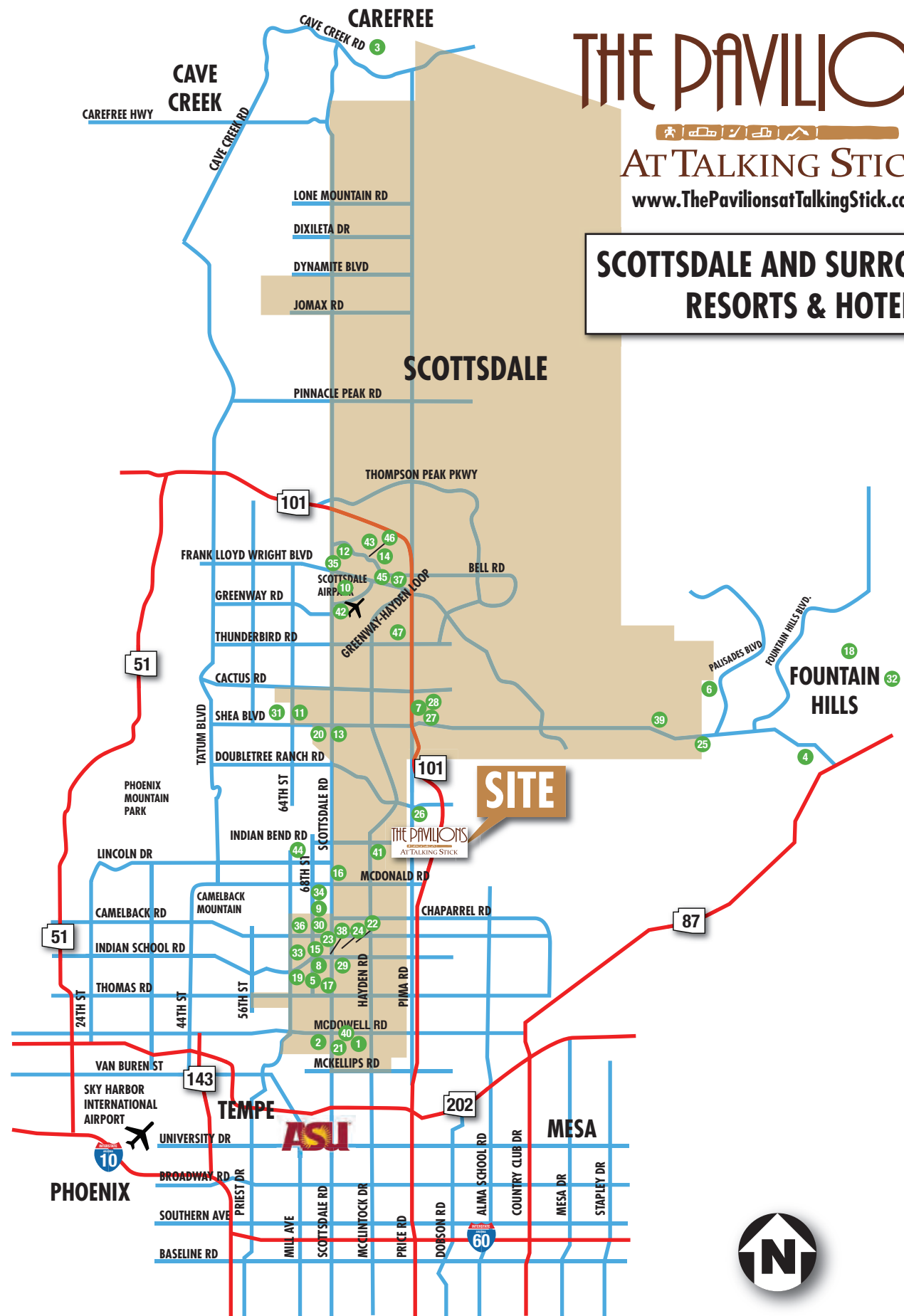
Five Diamond

- The Fairmount Scottsdale Princess
- Four Seasons Resort Scottsdale at Troon North
- The Canyon Suites at The Phoenician
- The Phoenician

Four Diamond

- DoubleTree Resort by Hilton Paradise Valley-Scottsdale
- The Scott Resort & Spa
- Hilton Scottsdale Resort & Villas
- Hotel Valley Ho
- Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch
- JW Marriott Camelback Inn Resort & Spa
- Scottsdale Marriott at McDowell Mountains
- Scottsdale Resort & Conference Center
- Talking Stick Resort
- The Westin Kierland Resort & Spa
- W Scottsdale





THE PAVILIONS

AT TALKING STICK
www.ThePavilionsatTalkingStick.com

SCOTTSDALE AND SURROUNDING RESORTS & HOTELS

HOTELS

ROOMS

1	3 Palms	175
2	Magnuson Hotel Papago Inn	60
3	Carefree Resort & Villas	218
4	Comfort Inn Fountain Hills	48
5	Comfort Suites of Old Town Scottsdale	60
6	CopperWynd Resort and Club	32
7	Country Inn & Suites By Carlson Scottsdale	162
8	Courtyard by Marriott Scottsdale Old Town	180
9	Days Inn Scottsdale	167
10	Extended Stay America Scottsdale	120
11	Extended Stay Delux Phoenix-Scottsdale	106
12	The Fairmont Scottsdale Princess	650
13	Hampton Inn Scottsdale at Shea	130
14	Hilton Garden Inn Scottsdale North Perimeter Center	122
15	Hilton Garden Inn Scottsdale Old Town	199
16	Hilton Scottsdale Resort & Villas	235
17	Holiday Inn Express Hotel & Suites	170
18	Lexington Hotel & Suites	104
19	Extended Stay America - Scottsdale - Old Town	122
20	Homewood Suites by Hilton	114
21	Hospitality Suite Resort	210
22	Hotel Indigo Scottsdale	126
23	Hyatt Place Scottsdale/Old Town	126
24	Hyatt House Scottsdale	164
25	Inn at Eagle Mountain	42

HOTELS

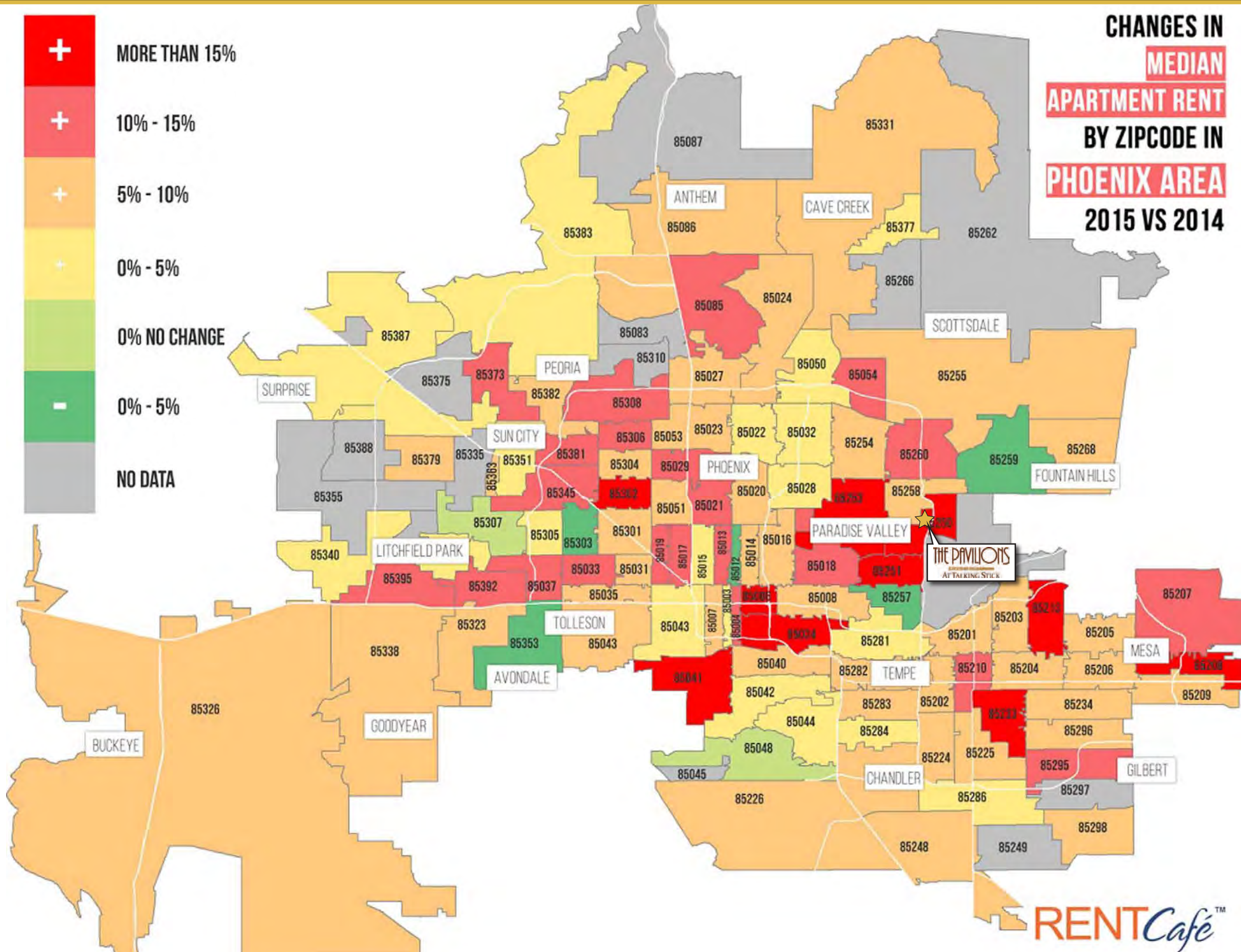
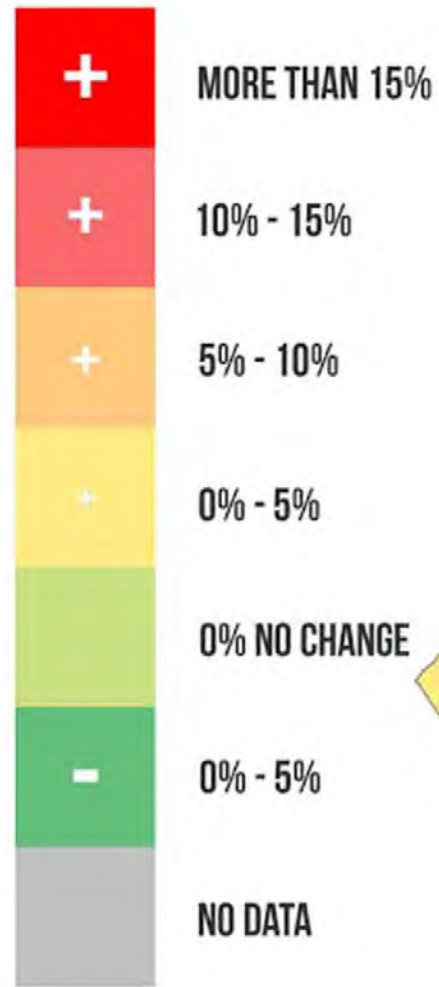
ROOMS

26	Days Inn & Suites	121
27	La Quinta Inn and Suites Scottsdale	140
28	Marriott TownePlace Suites Scottsdale	130
29	The Saguaro	194
30	Motel 6 Scottsdale	122
31	Orange Tree Golf Resort	160
32	Radisson Fort McDowell Resort & Casino	246
33	Travelodge Scottsdale	92
34	Residence Inn by Marriott Scottsdale/Paradise Valley	122
35	Residence Inn Scottsdale North	120
36	Scottsdale Camelback Resort	111
37	Scottsdale Marriott at McDowell Mountains	270
38	Scottsdale Marriott Suites Old Town	251
39	Courtyard Scottsdale at Mayo Clinic	124
40	Scottsdale Park Suites	95
41	Scottsdale Resort & Athletic Club	85
42	Best Western Scottsdale Thunderbird Suites	120
43	Sheraton Desert Oasis	300
44	SmokeTree Resort & Bungalows	26
45	Sunterra's Scottsdale Links Resort	217
46	Sunterra's Scottsdale Villa Mirage	252
47	Holiday Inn & Suites	117

TOTAL HOTEL ROOMS: 7,257



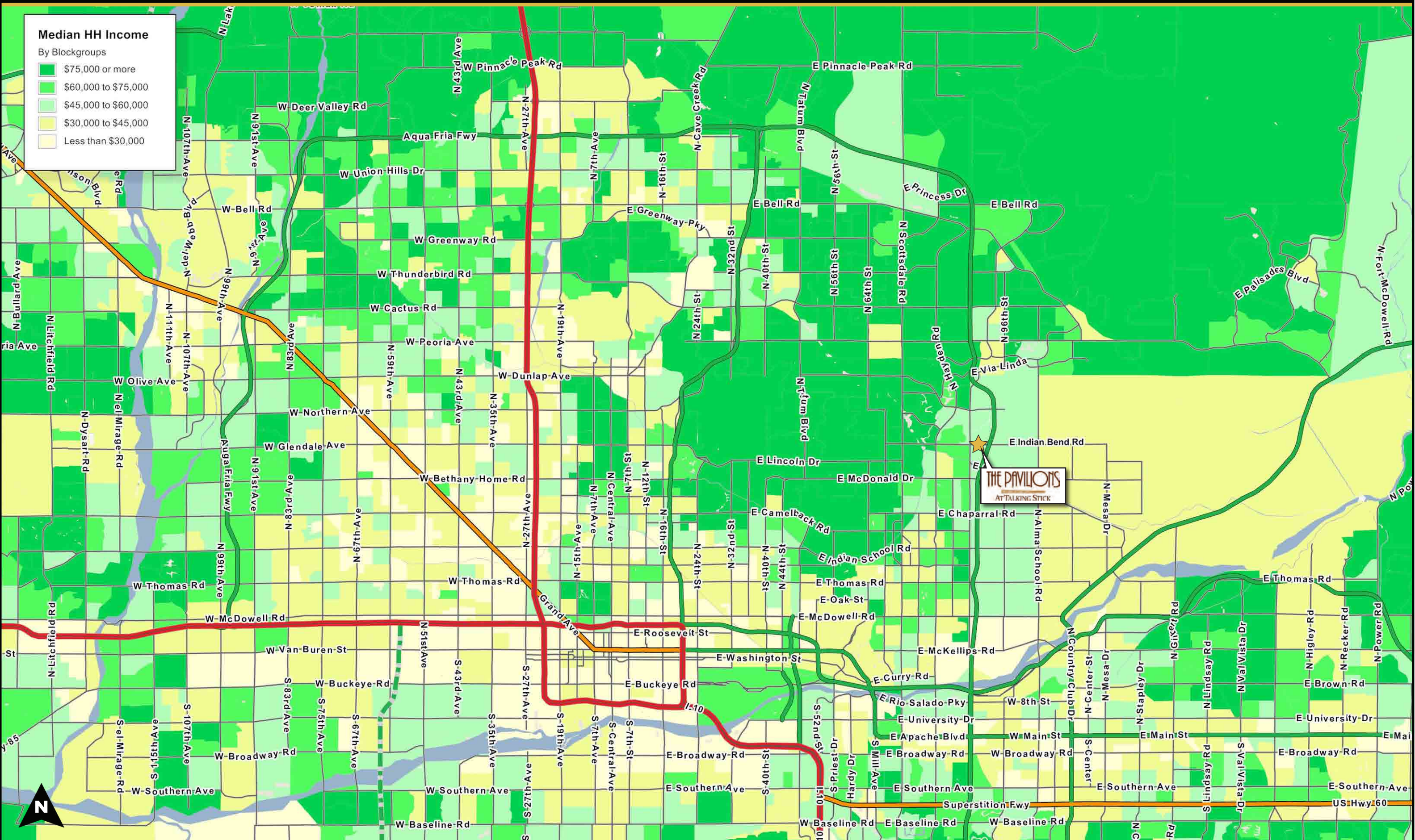
**CHANGES IN
MEDIAN
APARTMENT RENT
BY ZIPCODE IN
PHOENIX AREA
2015 VS 2014**



Median HH Income

By Blockgroups

- \$75,000 or more
- \$60,000 to \$75,000
- \$45,000 to \$60,000
- \$30,000 to \$45,000
- Less than \$30,000



EXPANDED PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.5404/-111.8852

RF5

9120 Talking Stick Way

Scottsdale, AZ 85250

	3 mi radius		5 mi radius		10 mi radius	
Population						
Estimated Population (2019)	47,943		145,199		781,072	
Projected Population (2024)	51,772		156,556		846,388	
Census Population (2010)	42,934		128,234		681,468	
Census Population (2000)	45,863		135,362		691,480	
Projected Annual Growth (2019 to 2024)	3,829	1.6%	11,357	1.6%	65,316	1.7%
Historical Annual Growth (2010 to 2019)	5,009	1.2%	16,965	1.3%	99,604	1.4%
Historical Annual Growth (2000 to 2010)	-2,929	-0.6%	-7,127	-0.5%	-10,012	-0.1%
Estimated Population Density (2019)	1,696 psm		1,849 psm		2,487 psm	
Trade Area Size	28.3 sq mi		78.5 sq mi		314.0 sq mi	
Households						
Estimated Households (2019)	25,073		71,008		338,329	
Projected Households (2024)	26,329		74,411		356,196	
Census Households (2010)	21,972		60,705		286,340	
Census Households (2000)	22,304		60,756		279,223	
Estimated Households with Children (2019)	3,768	15.0%	13,338	18.8%	82,664	24.4%
Estimated Average Household Size (2019)	1.91		2.04		2.27	
Average Household Income						
Estimated Average Household Income (2019)	\$123,289		\$131,325		\$97,436	
Projected Average Household Income (2024)	\$142,181		\$151,854		\$111,265	
Estimated Average Family Income (2019)	\$168,297		\$179,372		\$128,392	
Median Household Income						
Estimated Median Household Income (2019)	\$86,219		\$90,395		\$74,427	
Projected Median Household Income (2024)	\$98,290		\$102,495		\$85,195	
Estimated Median Family Income (2019)	\$114,145		\$121,849		\$98,028	
Per Capita Income						
Estimated Per Capita Income (2019)	\$64,494		\$64,265		\$42,323	
Projected Per Capita Income (2024)	\$72,321		\$72,214		\$46,934	
Estimated Per Capita Income 5 Year Growth	\$7,827	12.1%	\$7,949	12.4%	\$4,611	10.9%
Estimated Average Household Net Worth (2019)	\$1,239,783		\$1,315,060		\$964,414	
Daytime Demos (2019)						
Total Businesses	4,561		10,929		43,989	
Total Employees	61,611		120,741		602,714	
Company Headquarter Businesses	80	1.7%	111	1.0%	426	1.0%
Company Headquarter Employees	10,842	17.6%	12,268	10.2%	57,849	9.6%
Employee Population per Business	13.5		11.0		13.7	
Residential Population per Business	10.5		13.3		17.8	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

PREFERRED
PARTNERSHIP
PRESENTATION

THE PAVILIONS



AT TALKING STICK

2011 SPRING TRAINING

2011



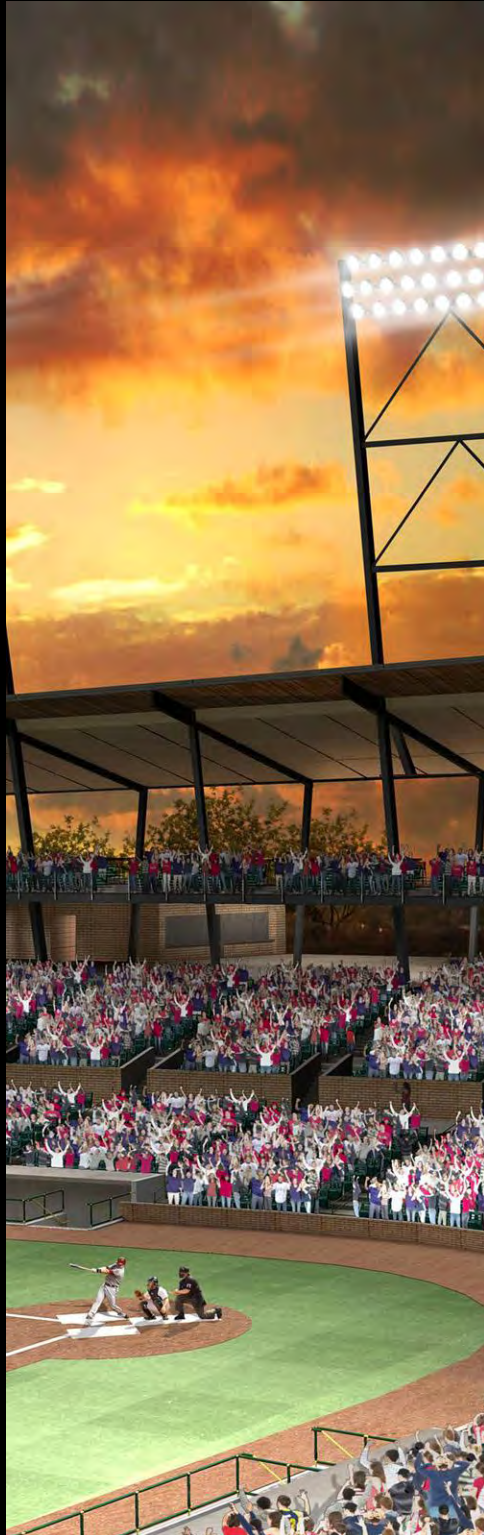
ARIZONA DIAMONDBACKS SPRING TRAINING FACILITY



2011



ARIZONA DIAMONDBACKS SPRING TRAINING FACILITY



SALT RIVER FIELDS

- Facility will be the first Spring Training site built on Native American land
- Two team facility shared by the Arizona Diamondbacks and Colorado Rockies
- Location is at Pima Road and Indian Bend Road just west of the 101 Freeway on the Salt River Pima-Maricopa Indian Community (SRPMIC)
- Stadium will have an 11,000 seat capacity with 7,000 fixed seats and 4,000 lawn seats (largest lawn in Cactus League)
- 1 Stadium, 4 Major League Practice Fields, 8 Minor League Practice Fields
- Overall complex intended for year-round use by both Clubs and SRPMIC
- The D-backs are one of three Major League Baseball teams to have the unique opportunity to train in home state
- Full-service activation opportunities in home television territory that no other MLB team training in Arizona can provide
- Average crowd in 2009 at Phoenix-area facilities when D-backs were opponent was 7,596, which is higher than the league average
- 30 combined home games in Spring Training facility in 2011
- Estimated D-backs and Rockies combined attendance in 2011 is 300,000 fans

2011



ARIZONA DIAMONDBACKS SPRING TRAINING FACILITY



D-BACKS FANS AND SPRING TRAINING

- 86% of Phoenix adults who attended a Cactus League game within the past 12 months are Active D-backs fans*
- 57% of Cactus League attendees are from out-of-state**
- Of those attendees, 84% stated the Cactus League was the main reason for visit**
- As recently as 2007, the average household income of Cactus League attendees was \$82,160**



*Source: Scarborough Marketing 2009 Release 2
**Source: Cactus League Baseball Association, 2007

Active Fan: Fan that has participated in the D-backs brand by watching, attending or listening to a D-backs game



**SALT
RIVER
FIELDS**
AT TALKING STICK

5 &
rainment



spring training complex





 ARIZONA DIAMONDBACKS SPRING TRAINING FACILITY



ARIZONA DIAMONDBACKS SPRING TRAINING FACILITY



ARIZONA DIAMONDBACKS SPRING TRAINING FACILITY

SALT RIVER FIELDS

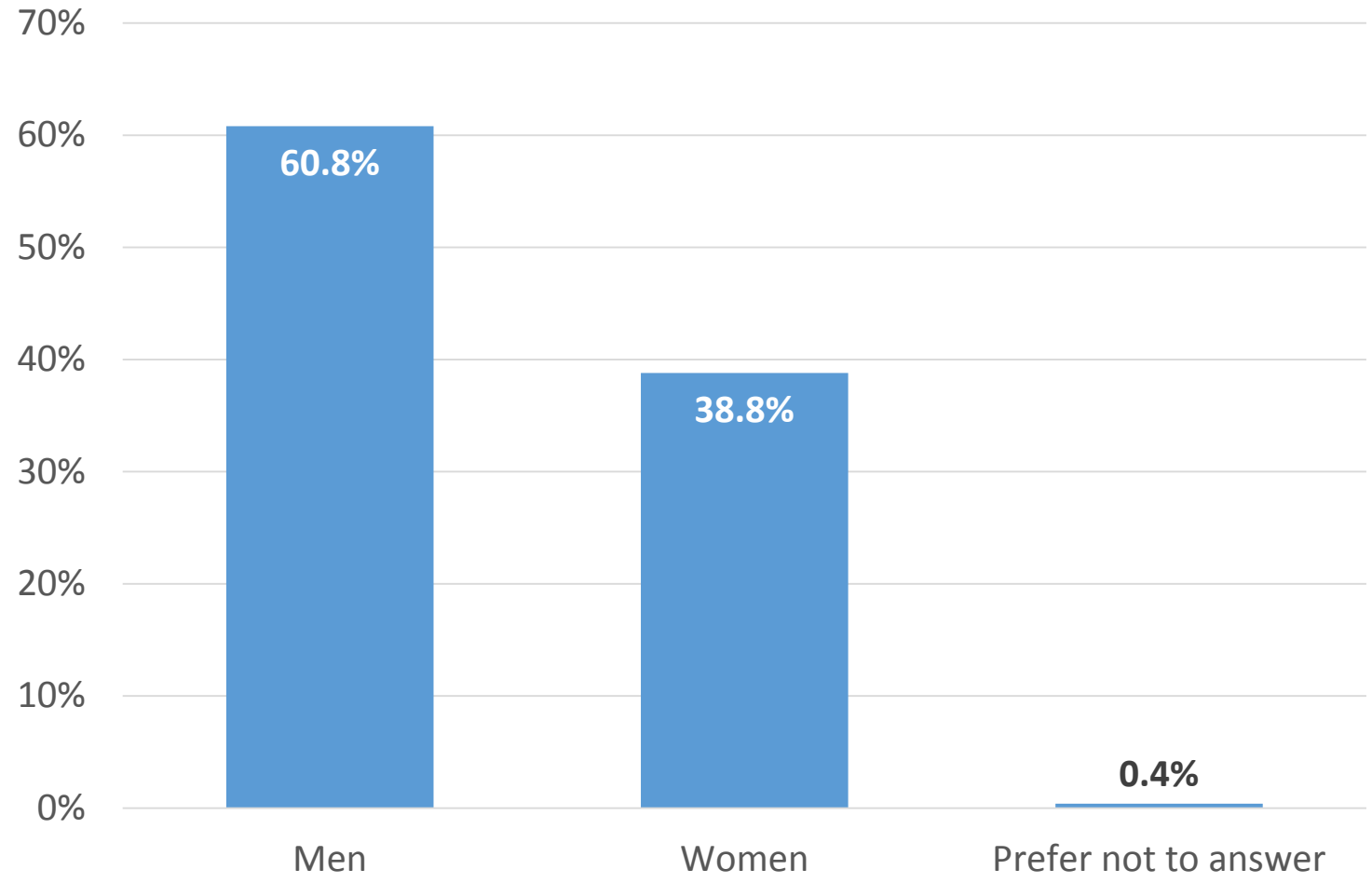
CACTUS LEAGUE VISITOR SURVEY & ECONOMIC IMPACT

July 10, 2018

2018 CACTUS LEAGUE ATTENDANCE

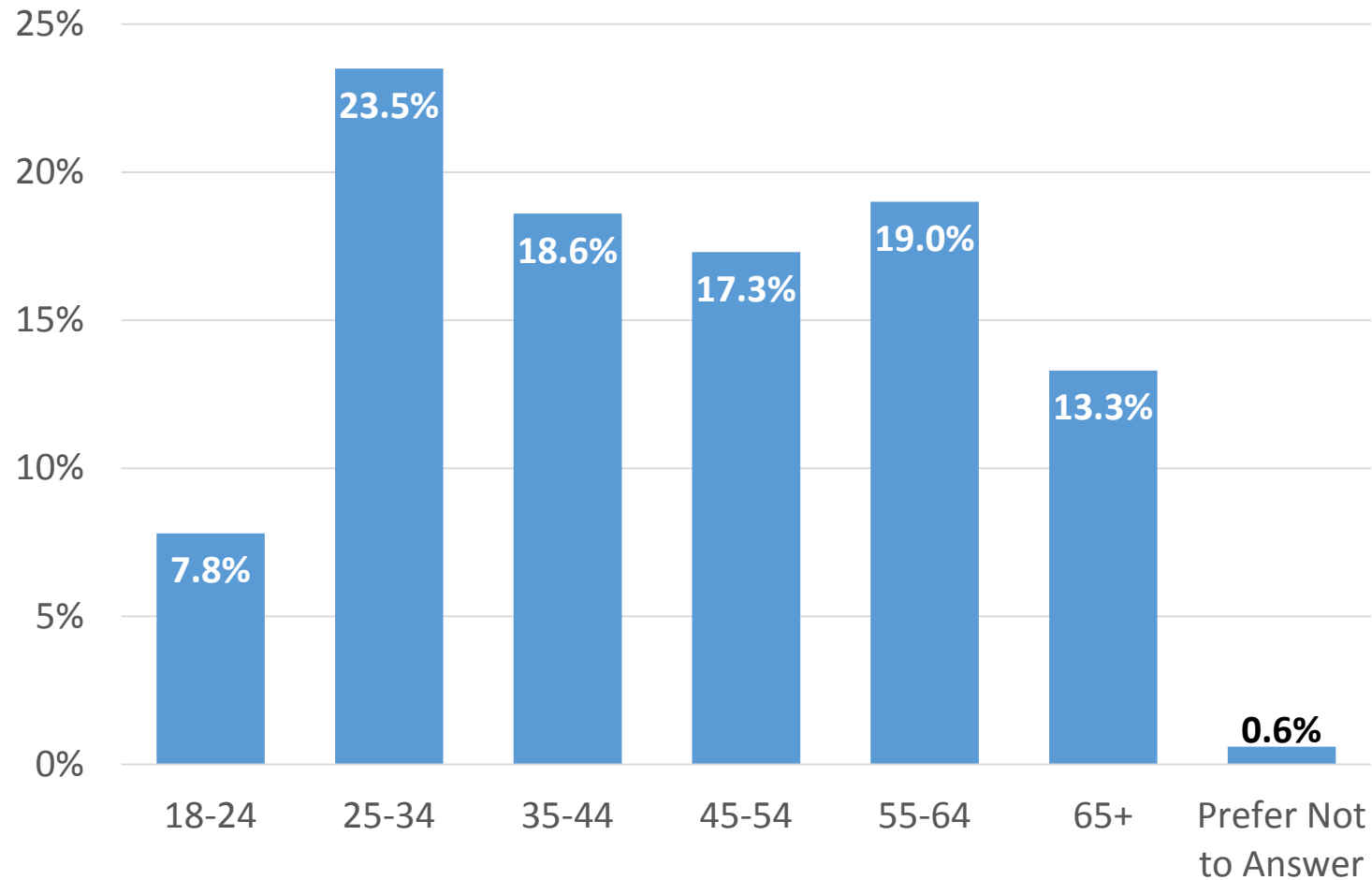
	2018 ATTENDANCE	PERCENTAGE OF TOTAL 2018 ATTENDANCE	2018 SURVEYS	PERCENTAGE OF TOTAL 2018 SURVEYS	2018 OUT-OF-STATE SURVEYS	PERCENTAGE OF TOTAL 2018 OUT-OF-STATE SURVEYS
Salt River Fields	317,297	17.9%	490	12.5%	280	11.2%
All 10 Cactus League Ballparks	1,774,978	100%	3,910	100%	2,490	100%

ATTENDEE GENDER (HEAD OF PARTY)



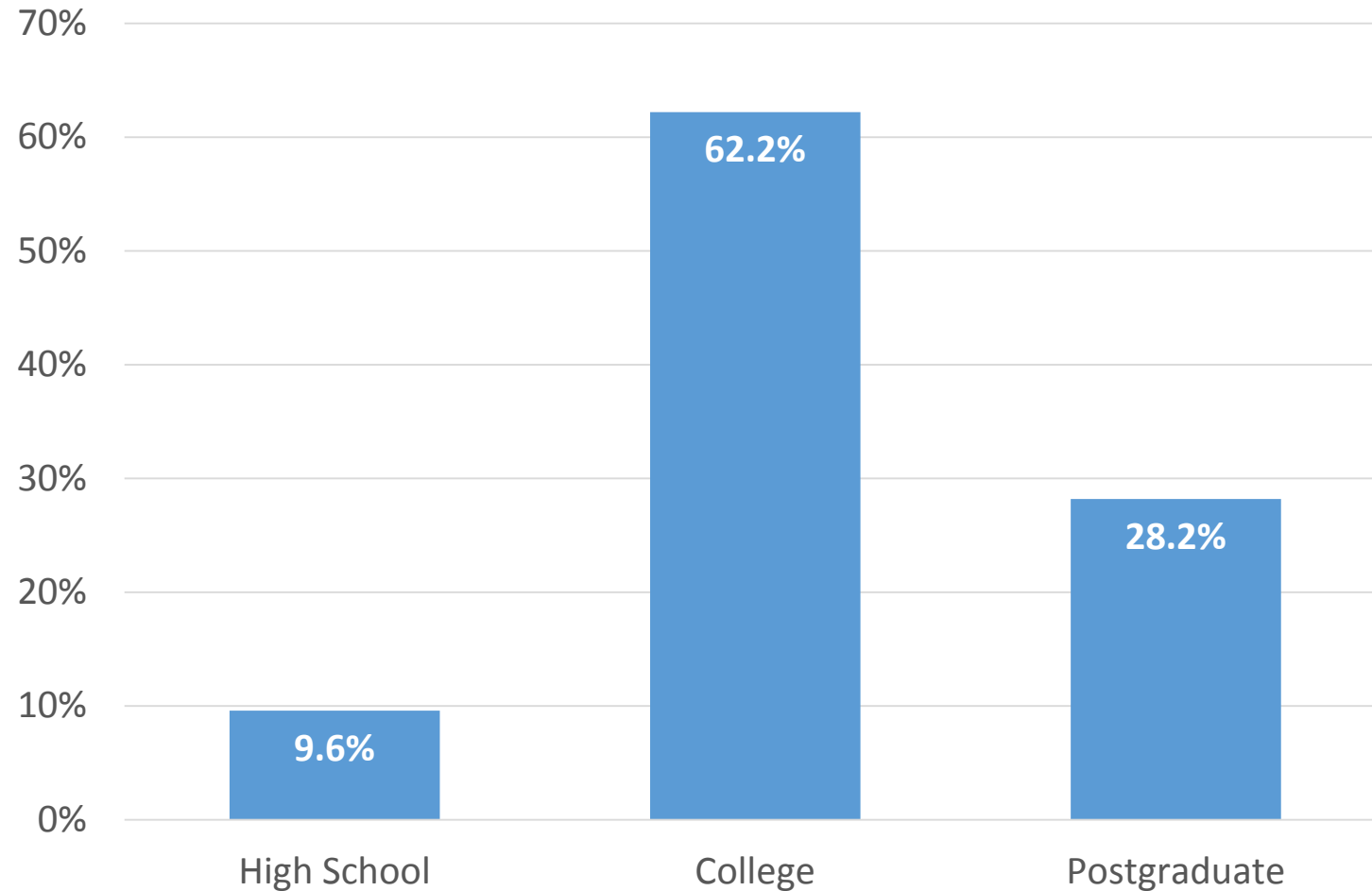
N = 490

ATTENDEE AGE GROUP (HEAD OF PARTY)



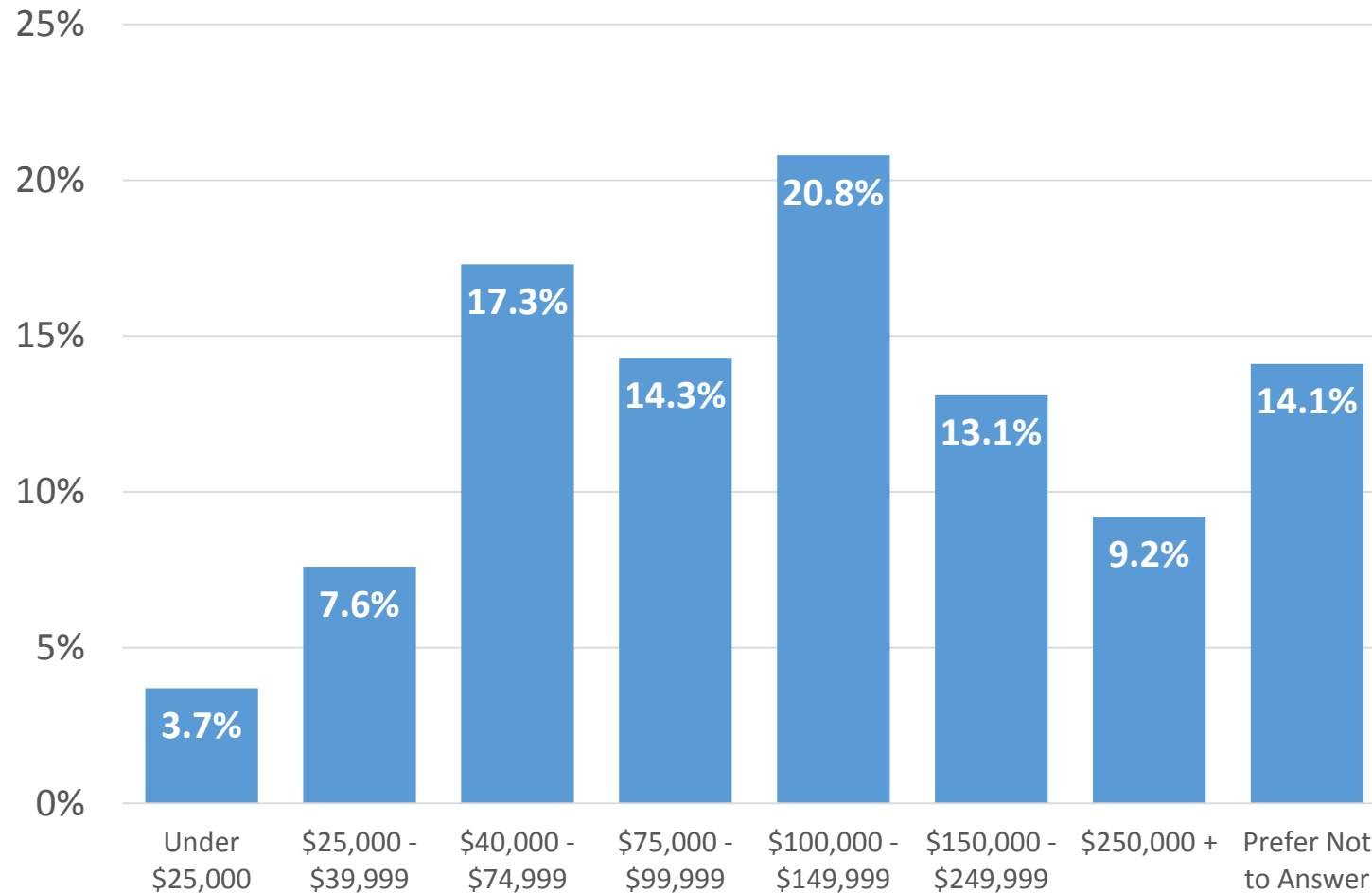
N = 490

ATTENDEE LEVEL OF EDUCATION (HEAD OF PARTY)



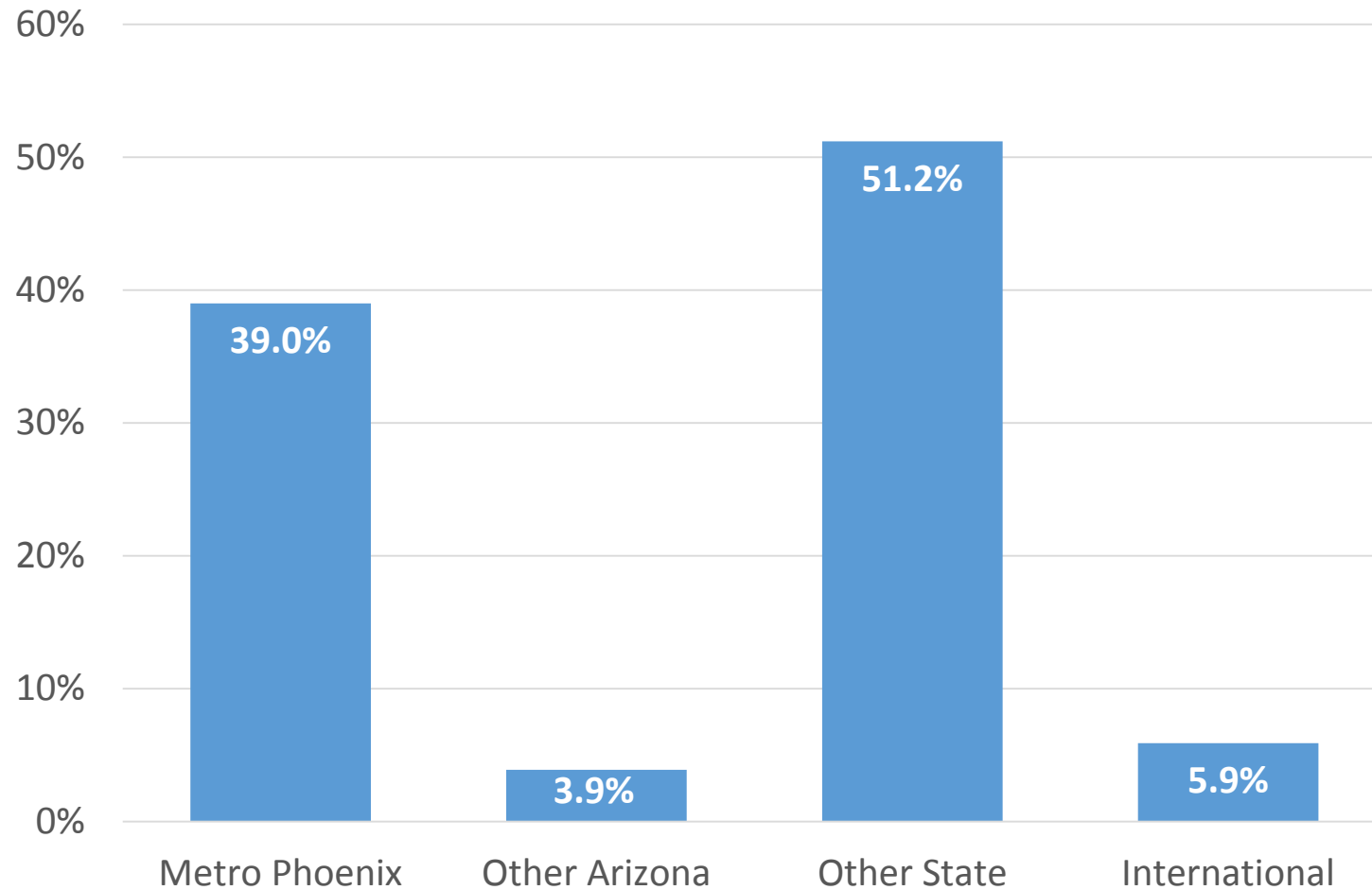
N = 490

ATTENDEE ANNUAL HOUSEHOLD INCOME



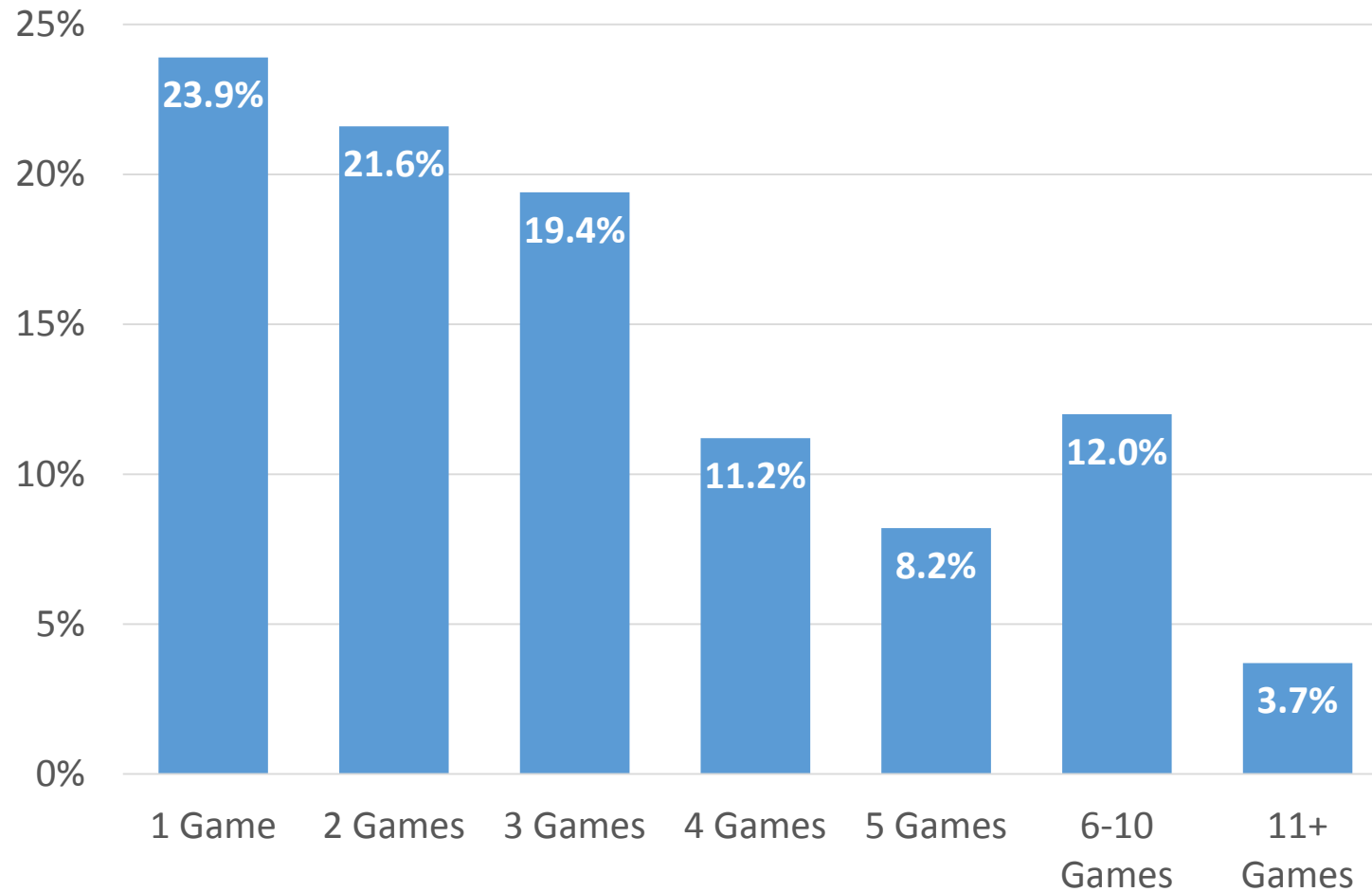
N = 490

PRIMARY PLACE OF RESIDENCE



N = 490

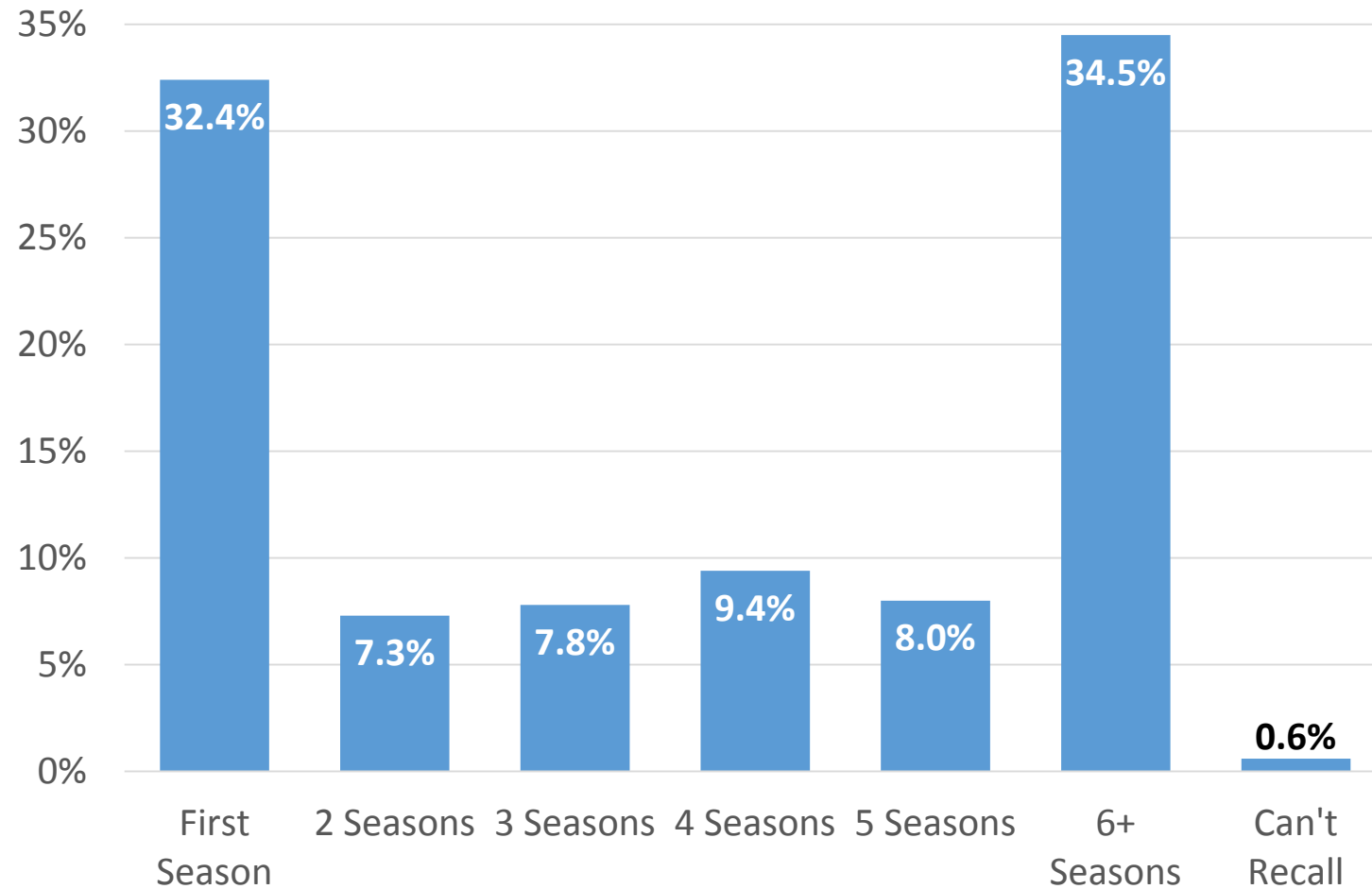
NUMBER OF GAMES ATTENDED



Mean # Games: 3.69
Median # Games: 3.0

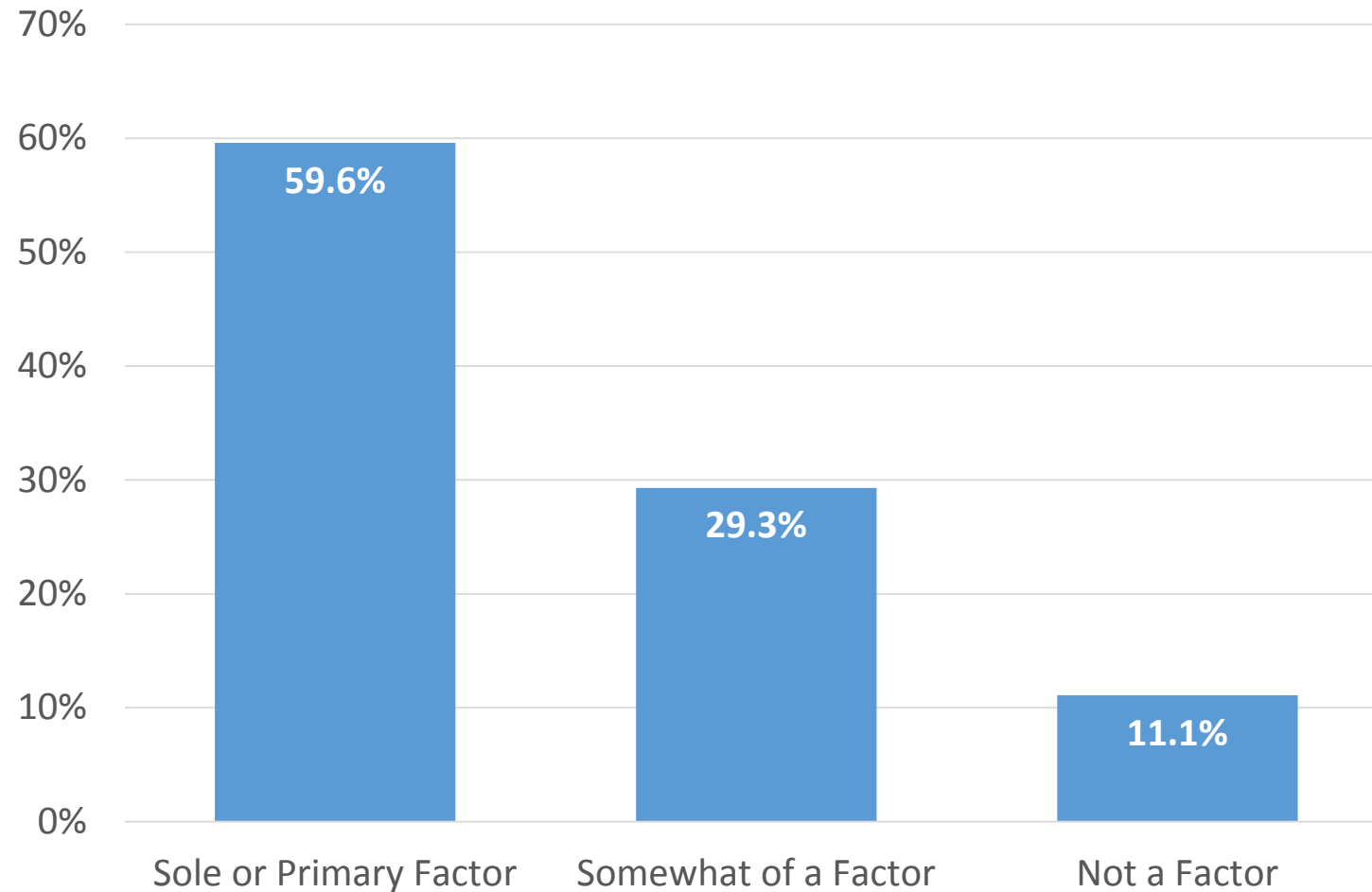
N = 490

NUMBER OF SEASONS ATTENDED



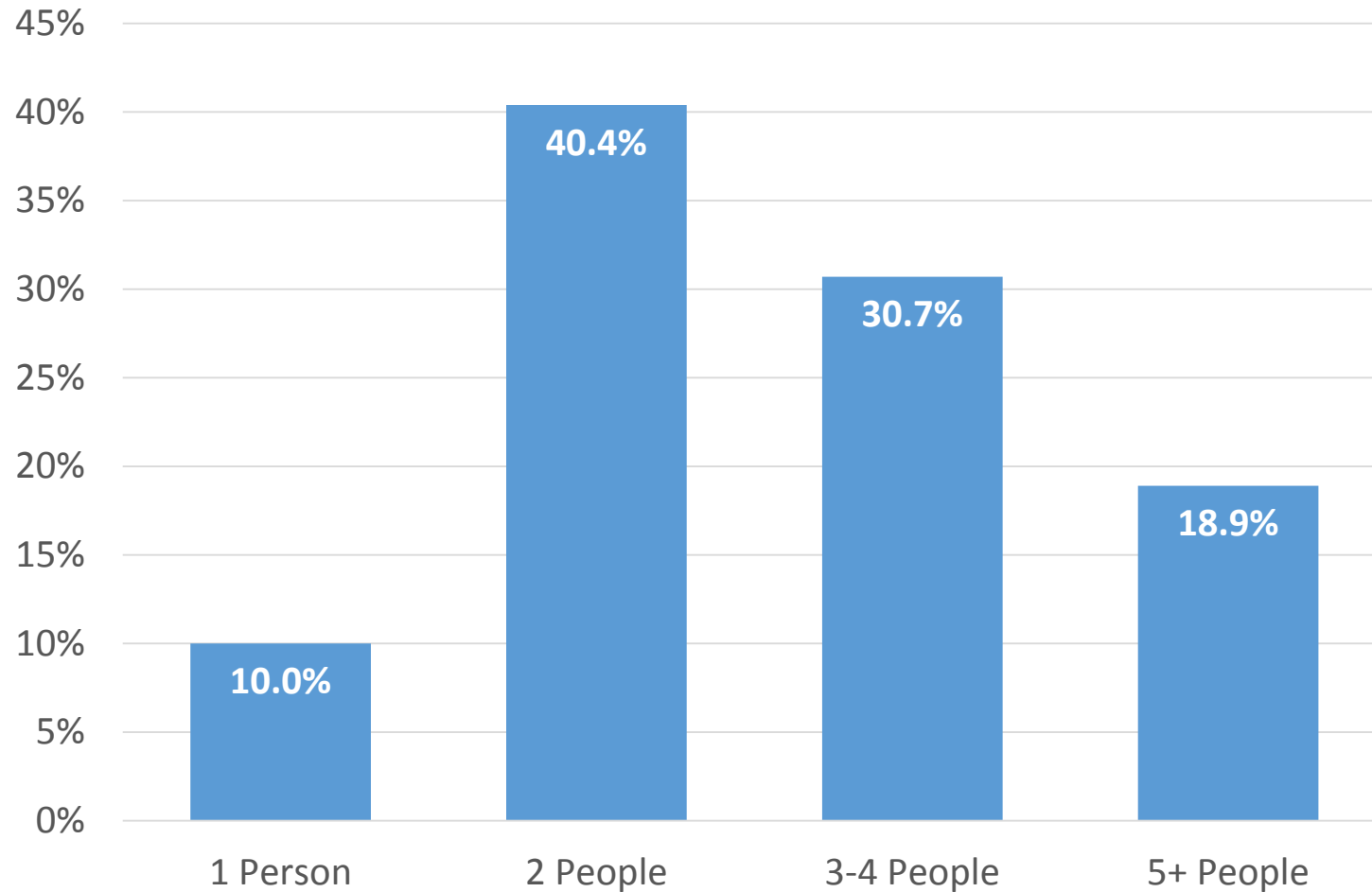
N = 490

IMPORTANCE OF CACTUS LEAGUE FOR VISIT (OUT-OF-STATE VISITORS)



N = 280

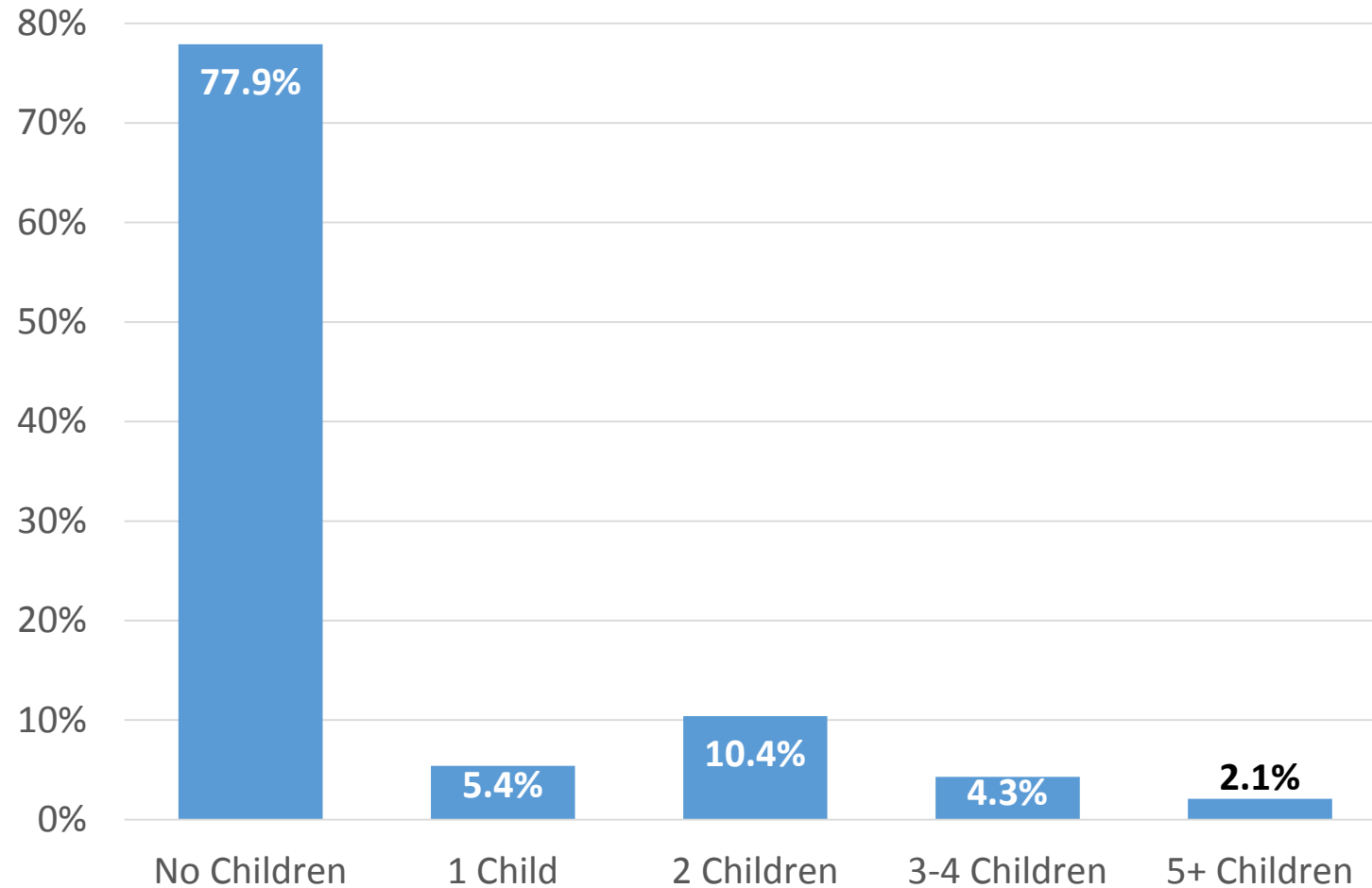
ADULT PARTY SIZE (OUT-OF-STATE VISITORS)



Mean # Adults: 3.62
Median # Adults: 2.0

N = 280

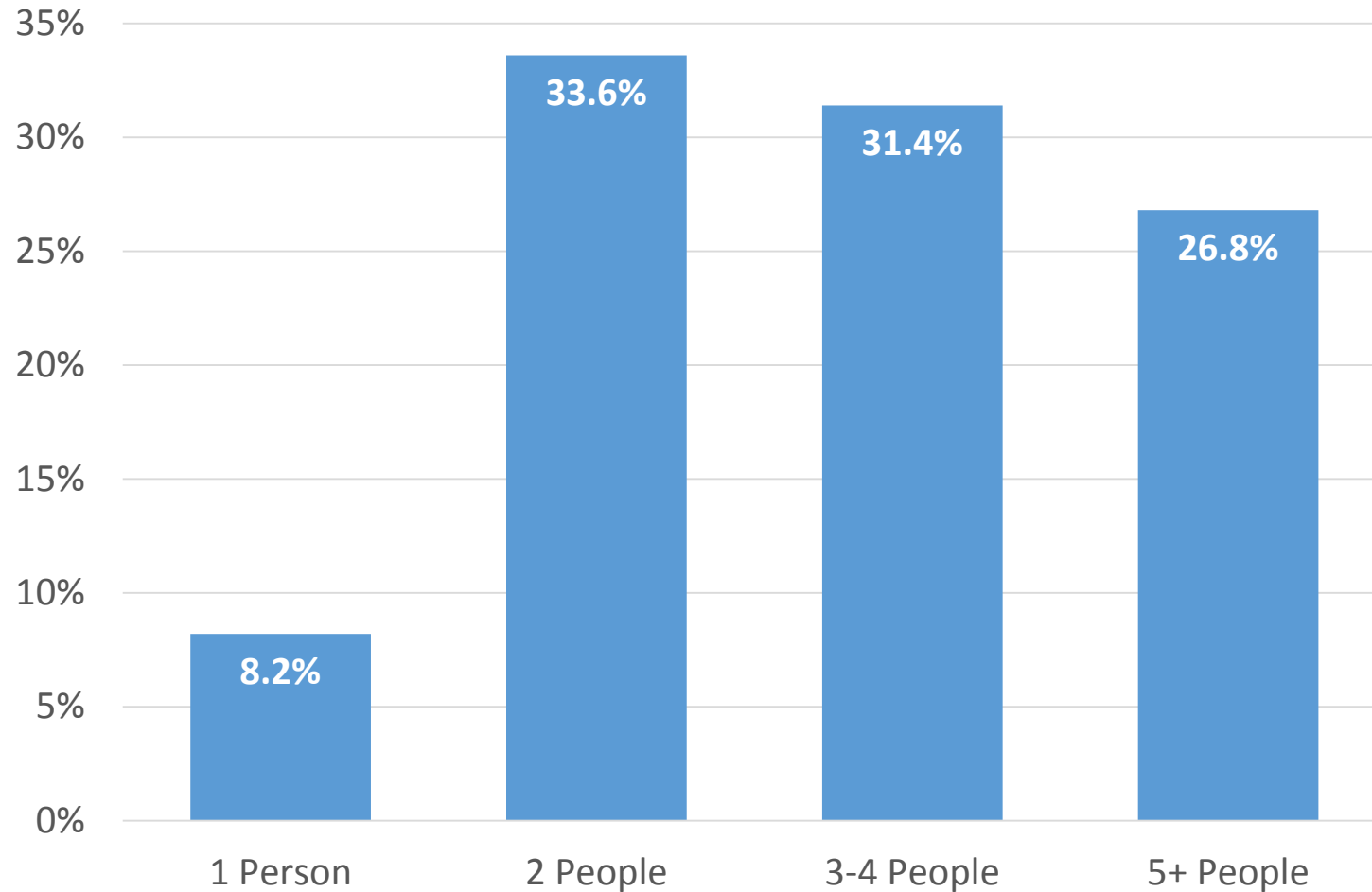
NUMBER OF CHILDREN IN TRAVEL PARTY (OUT-OF-STATE VISITORS)



Mean # Children: 0.57
Median # Children: 0

N = 280

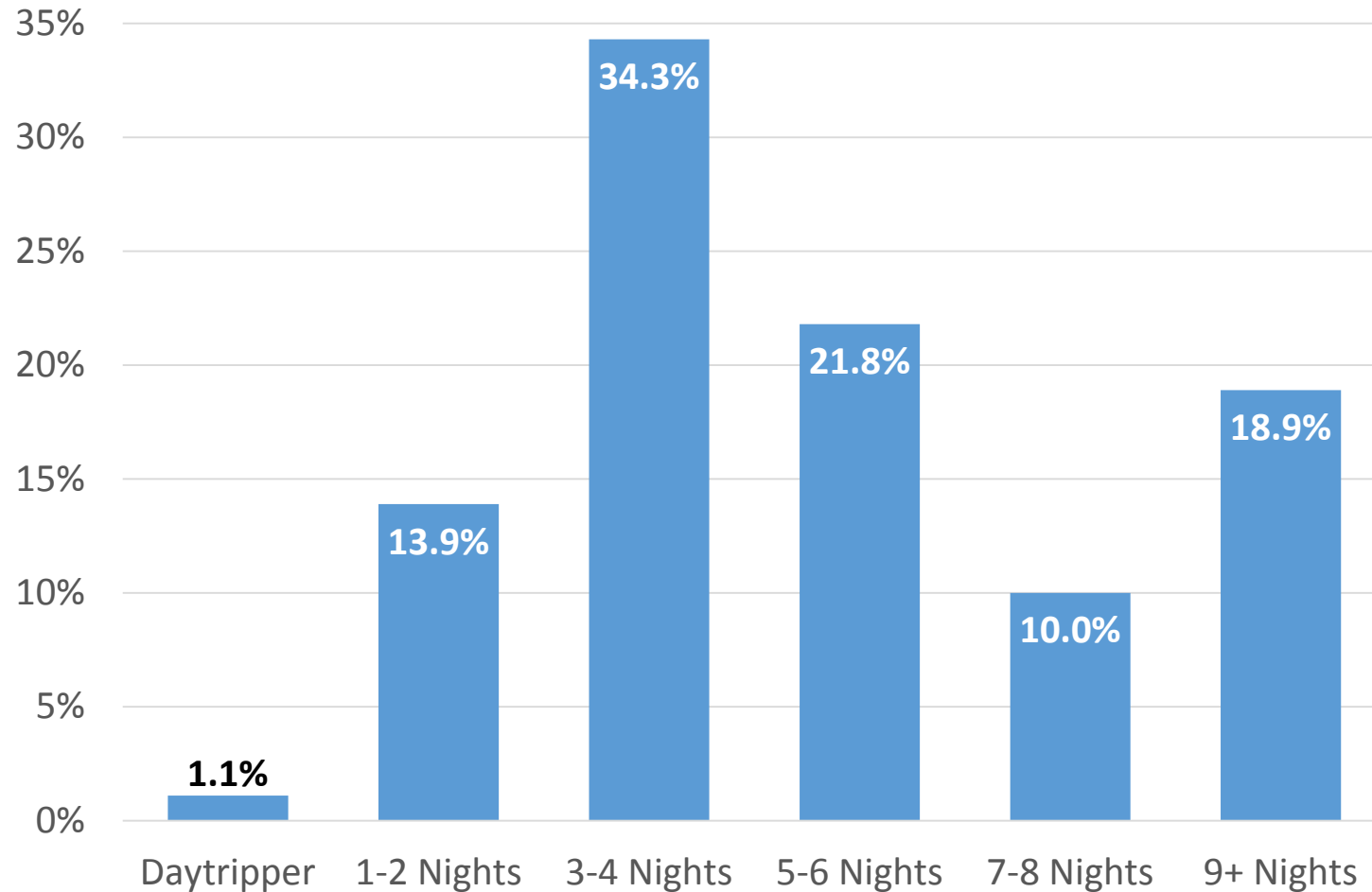
TOTAL PARTY SIZE (OUT-OF-STATE VISITORS)



Mean # People: 4.19
Median # People: 3.0

N = 280

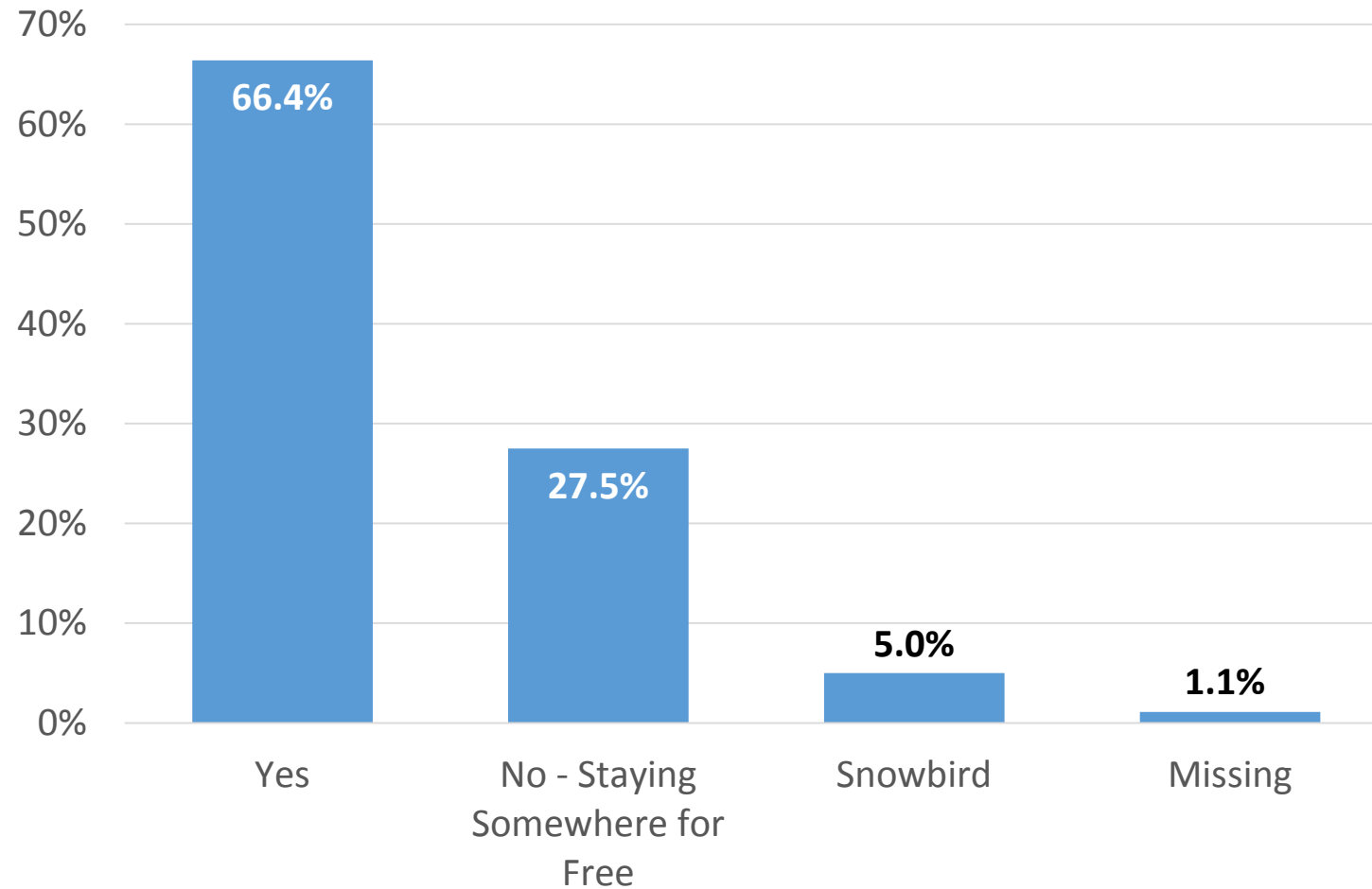
LENGTH OF STAY IN METRO PHOENIX AREA (OUT-OF-STATE VISITORS)



Mean # Nights: 9.75
Median # Nights: 5.0

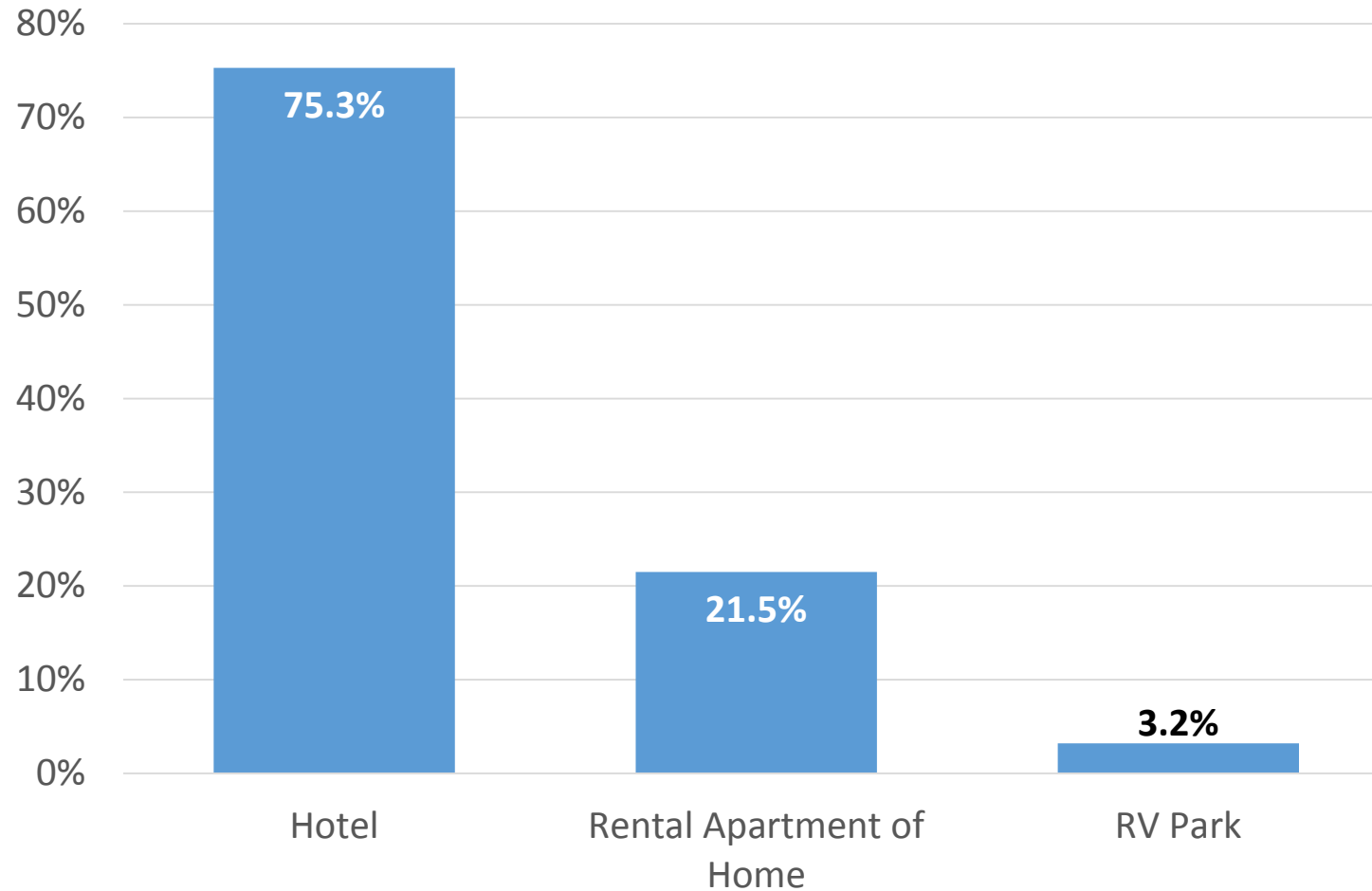
N = 280

PAYING FOR LODGING? (OUT-OF-STATE VISITORS)



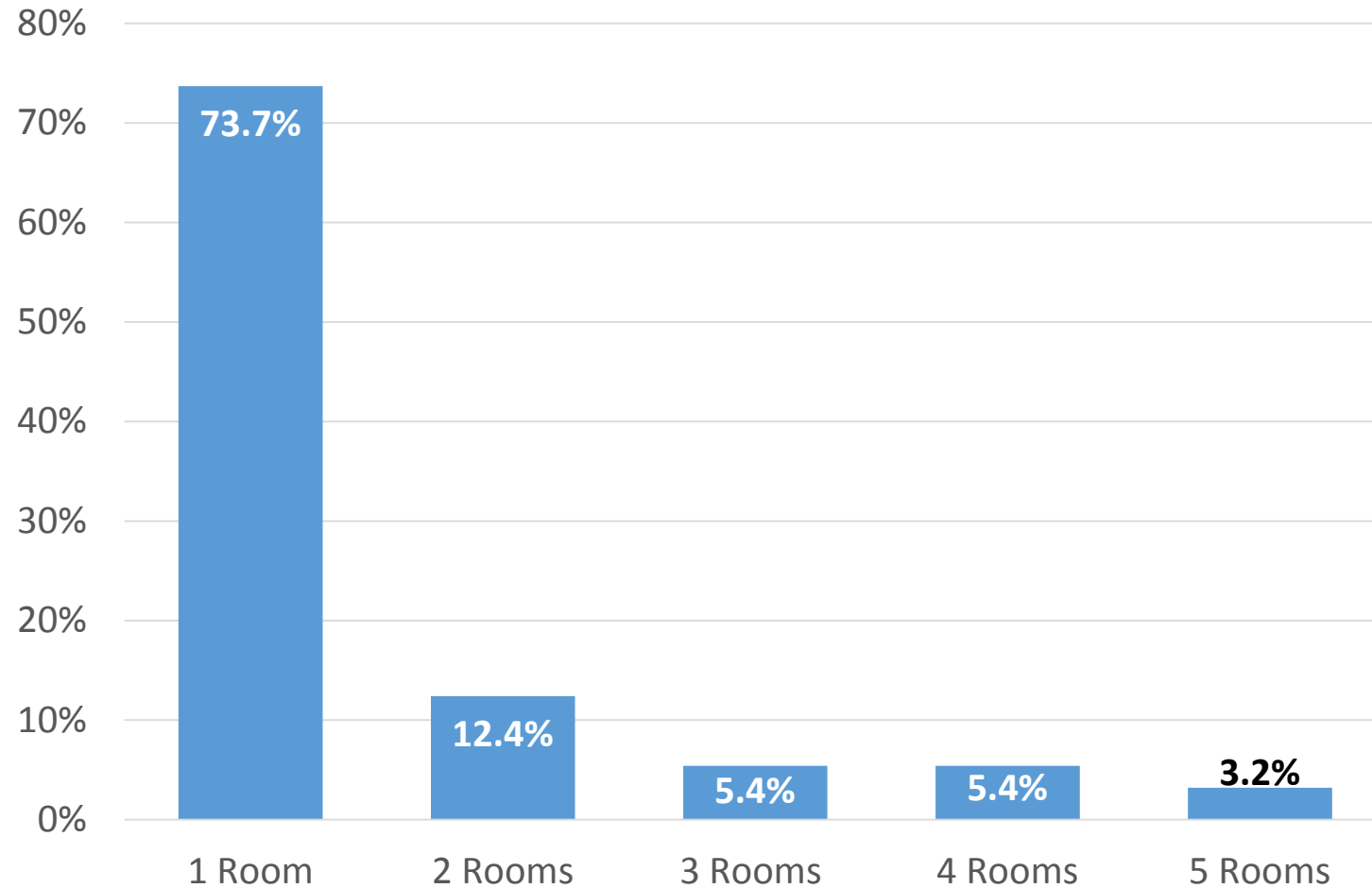
N = 186

PAID ACCOMMODATION TYPE (OUT-OF-STATE VISITORS)



N = 186

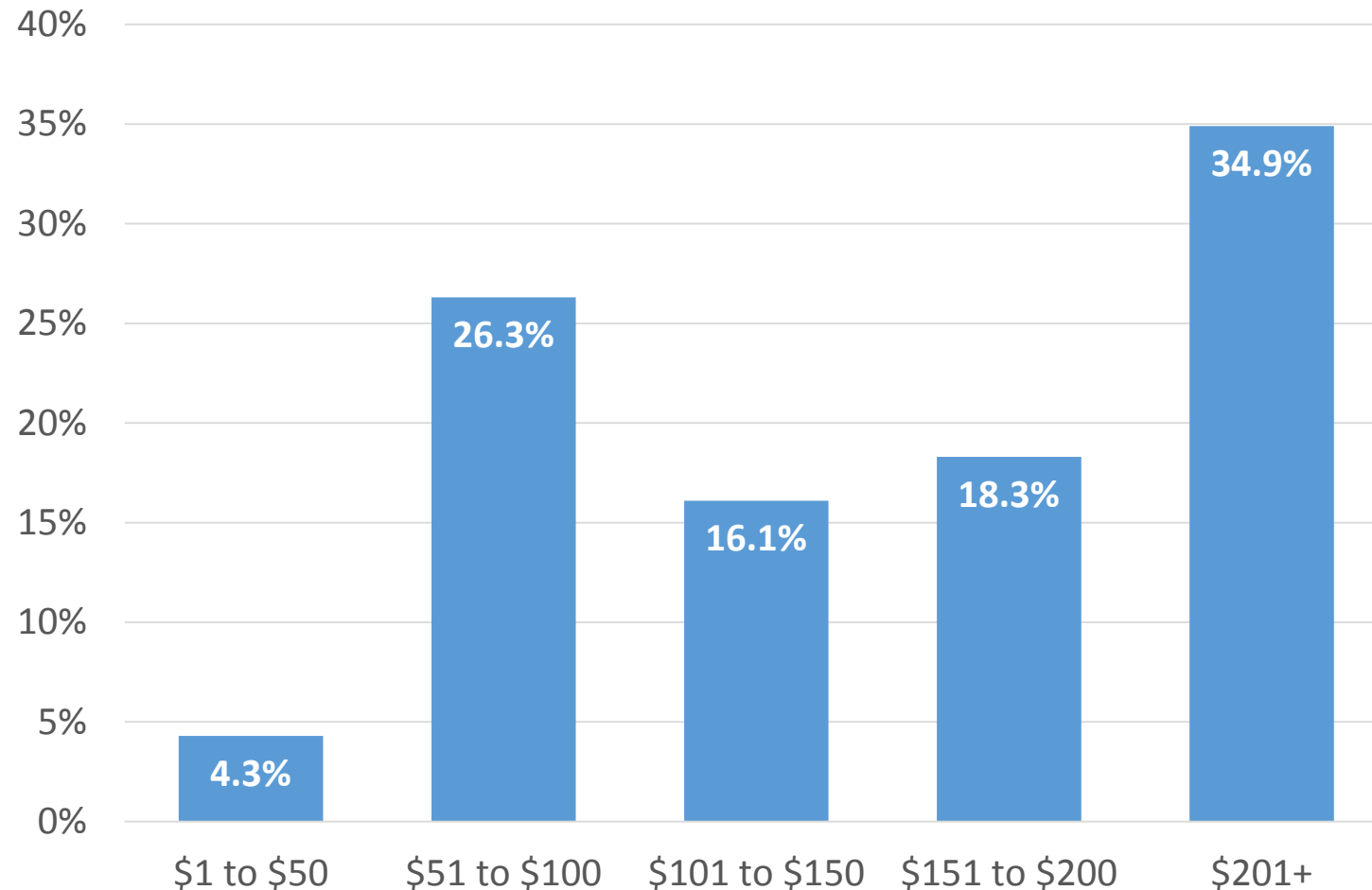
NUMBER OF ROOMS PER DAY (OUT-OF-STATE VISITORS)



Mean # Rooms: 1.52
Median # Rooms : 1.0

N = 186

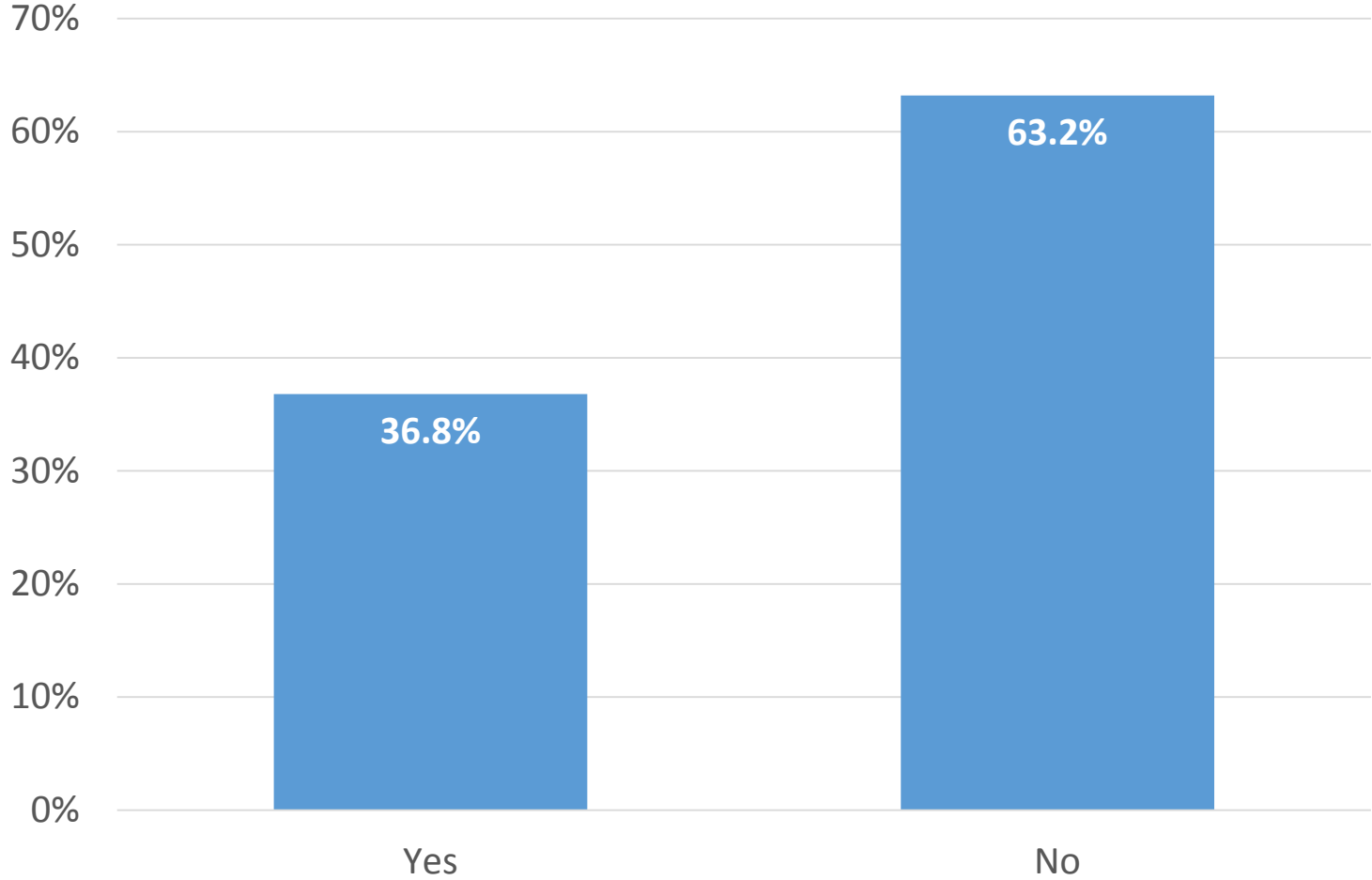
DAILY ROOM RATE (OUT-OF-STATE VISITORS)



Mean Daily Room Rate: \$210
Median Daily Room Rate : \$172.50

N = 186

VEHICLE RENTAL? (OUT-OF-STATE VISITORS)



N = 280

LODGING DAILY PARTY EXPENDITURE (OUT-OF-STATE VISITORS)

	MEAN SPENDING	MEDIAN SPENDING	\$1 TO \$99	\$100 TO \$199	\$200 TO \$299	\$300 +	NONE/NOT STATED
Salt River Fields	\$350	\$200	8.9%	21.1%	13.6%	22.9%	33.6%
All 10 Cactus League Ballparks	\$297	\$200	8.0%	24.5%	19.1%	18.8%	29.6%

N = 186 (Salt River Fields mean/median)

N = 280 (Salt River Fields percentages)

N = 1,792 (All 10 Ballparks mean/median)

N = 2,490 (All 10 Ballparks percentages)

FOOD & BEVERAGE DAILY PARTY EXPENDITURE (OUT-OF-STATE VISITORS)

	MEAN SPENDING	MEDIAN SPENDING	\$1 TO \$99	\$100 TO \$199	\$200 TO \$299	\$300 +	NONE/NOT STATED
Salt River Fields	\$308	\$130	21.1%	27.9%	13.6%	22.5%	15%
All 10 Cactus League Ballparks	\$280	\$150	20.4%	27.5%	14.4%	25.3%	12.4%

N = 238 (Salt River Fields mean/median)

N = 280 (Salt River Fields percentages)

N = 2,181 (All 10 Ballparks mean/median)

N = 2,490 (All 10 Ballparks percentages)

RETAIL (GROCERIES, SOUVENIRS & GIFTS) DAILY PARTY EXPENDITURE (OUT-OF-STATE VISITORS)

	MEAN SPENDING	MEDIAN SPENDING	\$1 TO \$99	\$100 TO \$199	\$200 TO \$299	\$300 +	NONE/NOT STATED
Salt River Fields	\$107	\$67	41.8%	17.5%	7.9%	5.7%	27.1%
All 10 Cactus League Ballparks	\$127	\$80	39.2%	19.8%	9.0%	7.7%	24.3%

N = 204 (Salt River Fields mean/median)

N = 280 (Salt River Fields percentages)

N = 1,885 (All 10 Ballparks mean/median)

N = 2,490 (All 10 Ballparks percentages)

IN-STATE TRANSPORTATION (BUS, CAR HIRE, GAS, LIGHT RAIL ETC.) DAILY PARTY EXPENDITURE (OUT-OF-STATE VISITORS)

	MEAN SPENDING	MEDIAN SPENDING	\$1 TO \$99	\$100 TO \$199	\$200 TO \$299	\$300 +	NONE/NOT STATED
Salt River Fields	\$73	\$55	55.0%	13.2%	4.3%	1.8%	25.7%
All 10 Cactus League Ballparks	\$68	\$43	54.4%	15.0%	3.5%	1.0%	26.1%

N = 208 (Salt River Fields mean/median)

N = 280 (Salt River Fields percentages)

N = 1,841 (All 10 Ballparks mean/median)

N = 2,490 (All 10 Ballparks percentages)

OTHER ENTERTAINMENT DAILY PARTY EXPENDITURE (OUT-OF-STATE VISITORS)

	MEAN SPENDING	MEDIAN SPENDING	\$1 TO \$99	\$100 TO \$199	\$200 TO \$299	\$300 +	NONE/NOT STATED
Salt River Fields	\$210	\$100	10%	8.2%	3.2%	4.6%	73.9%
All 10 Cactus League Ballparks	\$163	\$60	13%	5%	2.8%	2.8%	76.4%

N = 73 (Salt River Fields mean/median)

N = 280 (Salt River Fields percentages)

N = 587 (All 10 Ballparks mean/median)

N = 2,490 (All 10 Ballparks percentages)

OTHER DAILY PARTY EXPENDITURE (OUT-OF-STATE VISITORS)

	MEAN SPENDING	MEDIAN SPENDING	\$1 TO \$99	\$100 TO \$199	\$200 TO \$299	\$300 +	NONE/NOT STATED
Salt River Fields	\$185	\$20	5.7%	1.1%	0.7%	7.5%	92.5%
All 10 Cactus League Ballparks	\$69	\$25	4.7%	0.7%	0%	0.2%	94.4%

N = 21 (Salt River Fields mean/median)

N = 280 (Salt River Fields percentages)

N = 139 (All 10 Ballparks mean/median)

N = 2,490 (All 10 Ballparks percentages)

TOTAL PARTY TRIP EXPENDITURE (OUT-OF-STATE VISITORS)

	MEAN	MEDIAN	\$1 TO \$199	\$200 TO \$399	\$400 TO \$599	\$600 TO \$799	\$800 TO \$999	\$1,000 TO \$1,499	\$1,599 TO \$1,999	\$2,000 TO \$2,999	\$3,000 TO \$4,999	\$5,000 OR MORE
Salt River Fields	\$4,629	\$2,033	6.4%	5.4%	4.3%	5.4%	5.4%	11.8%	10.7%	10.0%	15.4%	25.4%
All 10 Cactus League Ballparks	\$4,102	\$2,000	3.7%	5.5%	5.3%	6.0%	6.3%	12.4%	10.7%	14.9%	15.1%	20.0%

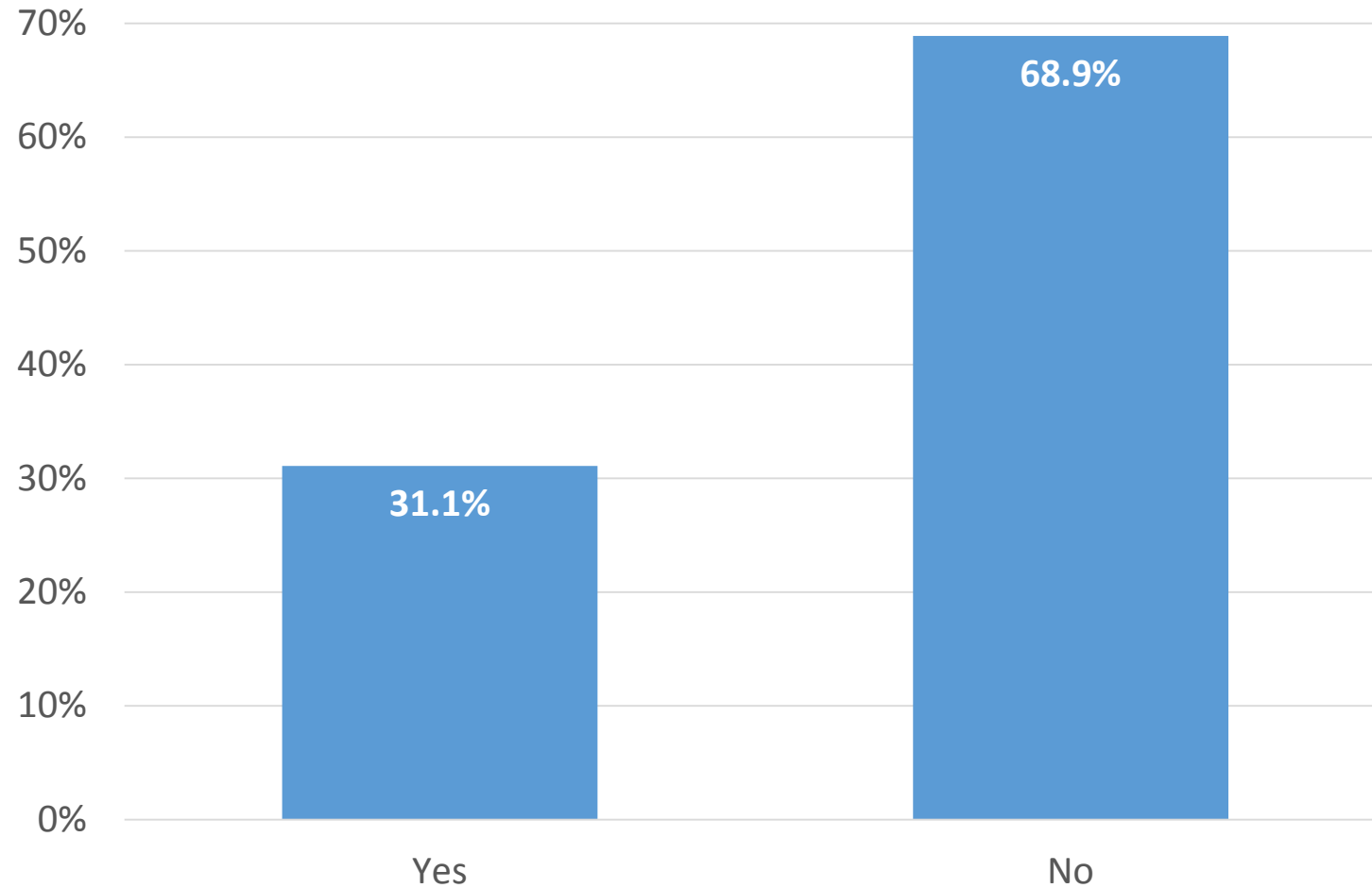
N = 280 (Salt River Fields mean/median)

N = 280 (Salt River Fields percentages)

N = 2,490 (All 10 Ballparks mean/median)

N = 2,490 (All 10 Ballparks percentages)

VISIT OTHER PARTS OF ARIZONA? (OUT-OF-STATE VISITORS)



N = 280

OTHER ARIZONA REGIONS VISITED (31.1% SALT RIVER FIELDS & 26.6% ALL 10 OUT-OF-STATE VISITORS)

	NORTHERN ARIZONA	NORTH CENTRAL ARIZONA	SOUTHERN ARIZONA	WESTREN ARIZONA	CENTRAL ARIZONA	OTHER ARIZONA
Salt River Fields	46.0%	42.5%	21.8%	8.0%	33.3%	10.3%
All 10 Cactus League Ballparks	37.6%	39.8%	24.0%	9.5%	18.1%	9.7%

N = 87 (Salt River Fields)
N = 663 (All 10 Ballparks)

INPUTS INCLUDED IN TOTAL ECONOMIC IMPACT

	2015 STUDY & EARLIER	2018 STUDY
OUT-OF-STATE VISITOR EXPENDITURE	✓	✓
MLB TEAM EXPENDITURE	✗	✓
VENUE EXPENDITURE	✗	✓
MEDIA EXPENDITURE	✗	✗

- The 2018 economic impact estimates are based on more extensive inputs, but unlike prior studies, exclude the expenditure of AZ residents living outside metro Phoenix.
- An IMPLAN model is used to calculate ripple effects.

ECONOMIC IMPACT MEASURES

GDP by State: The dollar value of all goods and services produced for final demand in the State of Arizona

Employment: A statewide count of full and part-time jobs in one 12 month time horizon, including wage and salary workers and the self-employed

Labor Income: This consists of employee compensation (wages and benefits) and proprietor income paid in the State of Arizona

State and Local Taxes: Fiscal revenue directly accrued by Arizona's state and local governments

ESTIMATE OF TOTAL ECONOMIC IMPACTS IN AZ



\$63.3 MILLION TOTAL GDP BY STATE



**1,087
TOTAL JOBS IN 2018**



**\$38.1 MILLION
TOTAL LABOR INCOME**



**\$5.6 MILLION
DIRECT STATE & LOCAL TAXES**

DISTRIBUTION OF TOTAL ECONOMIC IMPACTS

	DIRECT	INDIRECT & INDUCED	TOTAL
GDP BY STATE (Millions \$)	\$29.8	\$33.5	\$63.3
EMPLOYMENT (Jobs in 2018)	668	419	1,087
LABOR INCOME (Millions \$)	\$17.7	\$20.4	\$38.1

ESTIMATED DIRECT EXPENDITURE

	EXPENDITURE
ACCOMMODATION	\$16.6 MILLION
BARS & RESTAURANTS	\$21.6 MILLION
RETAIL	\$11.4 MILLION
IN-STATE TRANSPORTATION	\$4.0 MILLION
OTHER ENTERTAINMENT	\$3.4 MILLION
OTHER	\$1.4 MILLION

\$58.5 MILLION
TOTAL DIRECT EXPENDITURE