

# Downtown Mesa

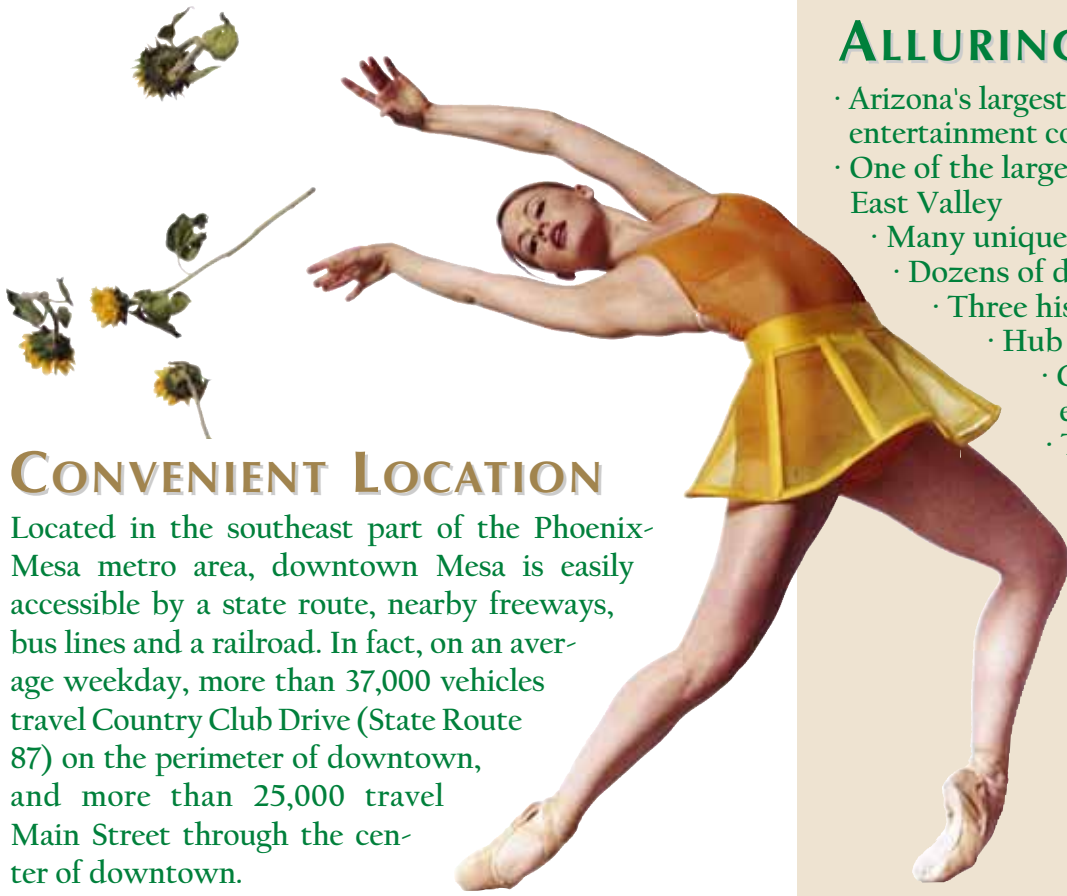
a Square Mile of Unique Style



In Mesa, Arizona, downtown's the place for **art, culture, entertainment** and community **celebrations.**

It's where people enjoy one-of-a-kind **shops** and **restaurants** in a **clean, safe, pedestrian-friendly** environment. It's a thriving hub of **business,** the seat of city **government,** and a district where **historic preservation** is exceeded only by the abundance of exciting **revitalization** projects. It's no wonder so many people choose to live, work, learn, shop and play in Downtown Mesa!



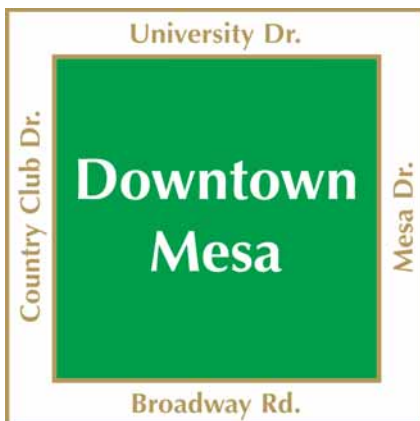
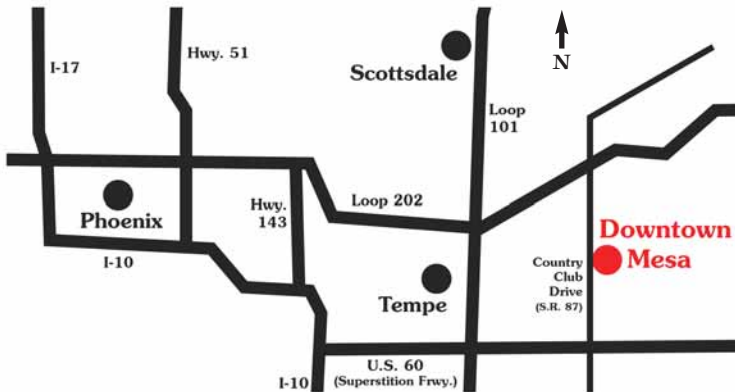


## ALLURING AMENITIES

- Arizona's largest, most versatile arts and entertainment complex
- One of the largest meeting/convention sites in the East Valley
  - Many unique, long-established businesses
  - Dozens of diverse restaurants
  - Three historic residential districts
  - Hub of city government and services
  - Clean, safe, pedestrian-friendly environment
  - Two award-winning, nationally renowned museums
    - Mesa Main Library
    - Mesa Main Post Office
    - Advanced education facilities
  - Senior Services Center
  - Ample and convenient public parking

## CONVENIENT LOCATION

Located in the southeast part of the Phoenix-Mesa metro area, downtown Mesa is easily accessible by a state route, nearby freeways, bus lines and a railroad. In fact, on an average weekday, more than 37,000 vehicles travel Country Club Drive (State Route 87) on the perimeter of downtown, and more than 25,000 travel Main Street through the center of downtown.



### Driving Times From Downtown Mesa

- Sky Harbor International Airport: 20 mins.
- Downtown Phoenix: 30 mins.
- Arizona State University: 15 mins.
- Mesa Community College: 10 mins.



## REMARKABLE REVITALIZATION

While downtown Mesa preserves much of its rich history dating back to 1878, a plethora of exciting private and City of Mesa development projects continue to move downtown into an exciting future. The new Mesa Arts Center attracts world-class performances, and in recent years the Mesa Southwest Museum and Arizona Museum for Youth have more than doubled in size. Many beautiful commercial buildings have been constructed recently, and a number of existing buildings, including multi-tenant buildings on Main Street, have been completely renovated into sparkling "new" offices and retail stores. Main Street itself has been refurbished with wide sidewalks, landscaping and attractive street furniture. The progress continues with many more revitalization projects planned and in the works!



## \$2 BILLION DISTRICT

Downtown Mesa's unique specialty retail shops attract people from across the Phoenix-Mesa metro area. Automotive dealerships, hardware stores, appliance stores and the like offer traditional hard goods. Banks, offices and manufacturers also thrive downtown. Downtown Mesa generated nearly \$264 million in retail sales in 2005, and the square-mile district has an overall economic impact of \$2 billion annually.



## A THRIVING ENVIRONMENT FOR BUSINESS

The large numbers of people in downtown Mesa help provide local businesses with a substantial customer base and workforce. About 3,000 residents live within the downtown square mile. The City of Mesa, East Valley Tribune, Brown & Brown Chevrolet, Marriott Mesa Hotel, Wells Fargo Bank, Mesa Public Schools and 450 other businesses and organizations employ about 7,000 people in downtown. Many more visit downtown to shop, play, learn and do business, bringing the total number of daily users to more than 22,000.



# MOST DESIRED BU

Downtown Mesa offers a wide range of profitable opportunities for anyone looking to buy or lease commercial property. While all new businesses are welcome to join downtown's existing 450 businesses and organizations, some particularly desirable business categories include the following:

## RESTAURANTS

- Fine dining (average size 2,500 sq. ft): European (e.g. Italian), Chinese, BBQ, Southwestern, Japanese/Sushi, Southern, etc.
- Specialty foods/cafés: coffee, desserts, bagels, juices, ice cream
- Drinking establishments: wine bars, brew pubs, night clubs

## RETAIL

- Specialty destination retail shops
- Crafts/fiber arts/beading/pottery
- Books/cards/gifts/novelties
- Music/dance/art schools and supplies
- Hobby shop/toy store/sporting goods
- Galleries/photography/framing
- Apparel/fabrics
- Home décor/furnishings
- Mercado/zocalo

## OFFICES

- Computer hardware/software
- Medical/health related
- Professional offices
- Financial and business services
- High-tech creative businesses
- Personal services: salons, massage

## HIGH-DENSITY RESIDENTIAL

- Condos
- Apartments
- Townhomes
- Lofts

For more information,  
contact DMA (see back cover)



# SINESSES

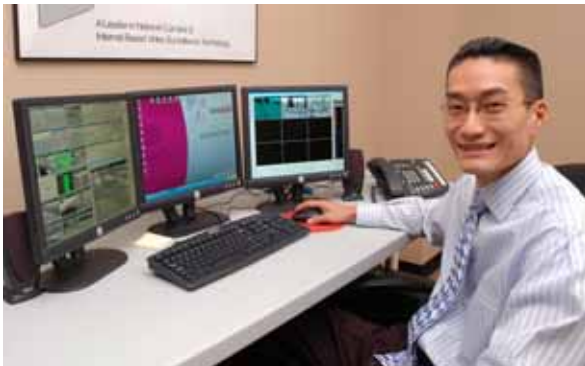


*"I grew up in Mesa. I loved the energy that downtown had when I was a kid. Today, downtown has come full-circle. There are a variety of shops and restaurants. The energy is back. There are people shopping, dining, and just hanging out again."*

*- Jennifer Kavanah, co-owner,  
Closet a la Mode Boutique*

*"From a technology point of view, downtown Mesa is a great location because fiber optic cables run directly beneath our building. This is a big plus for a high-tech company like ours because it gives us access to unlimited bandwidth."*

*- David Ly, CEO/President, IntelSight*



*"For 40 years, downtown Mesa has provided a strategically central location for our company that has been ideal for our growing regional market."*

*- Cliff Hervey, general manager,  
Desert Golf Cars*



*"The high traffic volume on our street generates a lot of exposure for our business. Also, there is a growing sophistication downtown, especially now that the new Mesa Arts Center has been built. After performances there, people enjoy coming to our pub for a glass of wine and a cheese platter."*

*- Lori Eccles, owner  
Sun Devil Liquors and the Cellar Pub*

*"Downtown Mesa revitalization is no longer just around the corner - it has arrived! Downtown is prime for new quality dining establishments, and they will benefit from the growing market and increasing number of downtown activities"*

*- Steve Chucri, President and CEO,  
Arizona Restaurant &  
Hospitality Association*

# DOWNTOWN BY THE

Demographic, trade and business figures for Downtown Mesa and its contiguous areas are important indicators of market conditions for current and future economic successes.

The Downtown Mesa Association (DMA) in working with the City's Town Center Development and Economic Development Offices can obtain a variety of helpful reports for analyzing downtown's target markets pertaining to specific businesses. These reports include: demographic, employment, business, consumer spending, effective buying income, retail store opportunity gaps, and other similar reports that will provide context for Downtown Mesa investment and for its customer market area.

A few significant numbers for Downtown Mesa and its surrounding areas include:

## WHERE THE PEOPLE ARE

22,000 People Utilize Downtown Mesa Daily

## EMPLOYMENT

• 7,000 Employees In Downtown Mesa

*Source: Downtown Mesa Association*

• 23,000 Work Within One Mile of Downtown

*Source: City of Mesa Economic Development Office*

## COMMUTE TO DOWNTOWN (Estimated Population Within)

<u>Drive Time</u>	<u>2005</u>	<u>2010</u>
15-Minute Commute	523,000	557,000
30-Minute Commute	2,075,000	2,297,000

## POPULATION (Round Numbers)

- 3,000 live in the downtown Mesa square mile
- 21,000 live within one mile of downtown
- 175,000 live within three miles of downtown
- 360,000 live within five miles of downtown



# E NUMBERS

## 2005 ANNUAL CONSUMER SPENDING AGGREGATE

Radius From <u>Main &amp; Center Streets</u>	<u>1 Mile</u> (in thousands of dollars)	<u>3 Miles</u>
Total Specific Consumer Spending	\$197,718	\$2,134,217
Total Apparel	\$21,078	\$220,992
Total Entertainment	\$22,170	\$255,250
Total Food At Home	\$21,452	\$192,691
Total Food Away From Home	\$20,939	\$218,294
Total Alcoholic Beverages	\$7,666	\$78,303
Total Furniture & Appliances	\$8,631	\$108,088

Source: Via City of Mesa Economic Development Office Per Claritas, Inc.



## RETAIL MARKET POWER OPPORTUNITY GAP-RELATED STORES

Within the Downtown Mesa square mile, according to Claritas, Inc., there were a number of retail store opportunity gaps in 2005, based upon customer expenditures (demand) versus supply (retail sales). The chart below provides opportunity gap specifics in a few food/drink related businesses:



<u>Category</u>	<u>Demand</u> (Consumer Expenditures)	<u>Supply</u> (Retail Sales)	<u>Opportunity Gap</u>
Food & Beverage Stores	3,558,956	1,446,251	\$2,112,705
Specialty Food Stores	411,077	24,857	\$386,220
Full Service Restaurants	1,191,193	N/A	\$1,191,193

There are even larger retail opportunity gaps within a one to two mile radius of Downtown Mesa for various retail market power categories.

All above downtown and surround numbers, unless otherwise indicated, were obtained from Claritas, Inc. via the City of Mesa's Economic Development Office.

As can be seen, Downtown Mesa and its trade area has considerable strength in its numbers. Likewise, these numbers continue to grow in quantity as well as quality. Downtown Mesa Association (DMA), in conjunction with City Town Center Development and Economic Development Offices, will tailor market reports and other pertinent property information for potential business recruits to assist in their business location planning decisions. See the DMA contact information on the back of this brochure (next page).

# MCC DEVELOPING 'DIGITAL DOWNTOWN' WITH EXPANDED CAMPUS

Mesa Community College (MCC) Business & Industry Institute, already located in downtown Mesa for years, offers computer and network training, professional IT certification, telecommunications/cabling, and many more technology related courses and degrees.

MCC is now pursuing an expanded, state-of-the-art, 21st century downtown campus with a goal of 10,000 students. The campus will include joint facilities with Mesa Public Library and Mesa Fire Department to provide educational programming,

build an advanced technology center focusing on emerging technologies, develop alliances with health care providers, and establish partnerships leading to specialized baccalaureate degrees.



## DOWNTOWN MESA BOUND!

Downtown Mesa offers a wide range of profitable opportunities for anyone looking to buy or lease commercial property. One of downtown's offices, retail spaces, development sites or other types of commercial properties may be just right for your business. Generally, annual retail building square footage lease rates range between \$8 and \$16, and office rates range between \$10 and \$20. For more information, contact Downtown Mesa Association (see below right), which tracks available downtown commercial properties. We can help find a property that's right for you!



## DOWNTOWN MESA ASSOCIATION

Downtown Mesa Association (DMA) is a private, non-profit organization dedicated to the beneficial economic growth and business development of downtown Mesa. For more information, please contact:

**Downtown Mesa Association**  
**58 W. Main St., Mesa, AZ 85201**  
**Ph: (480) 890-2613, Fax: (480) 890-2702**  
**DMA@DowntownMesa.com**  
**www.DowntownMesa.com**

DMA also collaborates closely with the City of Mesa and its Town Center Development Office, which, in its one-stop-shop, primarily oversees physical planning and development in the greater downtown Mesa area as it pertains to revitalization projects, City facilities, and new business and expansion projects.