



BULLHEAD CITY, AZ



RETAIL HUB OF MOHAVE COUNTY & S. CLARK COUNTY

Located in Northwest Arizona, on the banks of the Colorado River, Bullhead City, is just across from ten gaming resorts in Laughlin, NV. The region has a population of **80,000** within 20 miles and welcomes more than **2 million visitors** per year. The area's population swells by an **estimated 30%** during the "Winter Visitor" season.

Bullhead City		Expenditures:	Bullhead City	Laughlin
<u>Demographics</u>		<u>2013 Total:</u>	AZ	NV
Total Population (2012)	40,070	Children Under 2	\$ 730,025	\$ 153,807
Total Households (2012)	16,766	Footwear	\$ 5,329,224	\$ 1,148,034
Population Growth ('00 – '12)	19%	Men and Boys	\$ 6,439,162	\$ 1,326,400
Projected Growth ('12 – '17)	6%	Women and Girls	\$ 11,732,805	\$ 2,741,649
Household Growth ('00 – '12)	20%	Food Away From Home	\$ 41,506,851	\$ 9,486,652
Projected Growth ('12 – '17)	7%			
Total Workplace Population	17,281	<u>2018 Projections:</u>		
		Children Under 2	\$ 922,970	\$ 199,972
<u>Retail Potential:</u>		Footwear	\$ 7,244,711	\$ 1,753,766
Annual Retail Demand:	\$400,963,886	Men and Boys	\$ 8,455,105	\$ 1,815,828
Annual Retail Supply:	\$350,678,161	Women and Girls	\$ 15,543,606	\$ 3,938,688
Annual Retail Leakage:	(\$50,285,725)	Food Away From Home	\$ 49,623,121	\$ 11,844,734

WE ARE OPEN FOR BUSINESS!

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Based on analysis of life-style characteristics of consumers, the Bullhead City area matches core customers of retail concepts like these:



MEXICAN GRILL

Tuesday Morning
First Quality. Legendary Savings.

petco 
where the healthy pets go

Albertsons
You're in for something fresh. 



FIVE GUYS
BURGERS and FRIES



Consumer Profile:*

Booming With Confidence:

Prosperous, established couples in their peak earning years living in suburban homes

Thriving Boomers:

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and suburban homes

Blue Sky Boomers:

Lower-and-class baby boomer-aged households living in small towns

Golden Year Guardians:

Retirees living in settled residences and communities

*(Mosaic USA)

13-Minute Drive Time

Stats:

Population: 51,213

Five Year Projection:
55,546

2010 Census: 50,847

Growth Rate
2000-2010: 18%

Economic Impact

of Tourism:

Annual Sport Tournaments:
\$4 million

Annual Visitors to Laughlin, NV:
\$57.5 million

Annual Bullhead City River Regatta:
\$14.4 million

WWW.BULLHEADCITY.COM