



You're in Good company

GOODYEAR, ARIZONA

#9

Fastest
Growing
U.S. City

- US Census Bureau



RETAIL MARKET GUIDE

Goodyear, Arizona

CITY OF
Goodyear
Arizona

ECONOMIC DEVELOPMENT



Joe Pizzillo
Mayor, City of Goodyear



City of Goodyear
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Dear Friends,

I welcome your consideration of the City of Goodyear, Arizona as the next location for your retail business. Goodyear is the 9th Fastest Growing City according to the US Census Bureau, with more people and businesses calling Goodyear home every day. The American dream is thriving in Goodyear, and we want you to be a part of it! Here are just some of the reasons Goodyear is the perfect place for your retail business:

- A rapidly growing population fueled by extensive housing growth
- High household incomes and strong consumer spending patterns
- A trade area that draws from the entire west Phoenix metro
- Ample opportunity for ground-up development and a strong inventory of existing spaces
- A business-friendly environment and welcoming community

We are committed to seeing your business succeed, and our Economic Development team is here to help you and show you why Goodyear is where your business needs to be. As you explore the city, you will see firsthand why everyone is filled with confidence that Goodyear is an excellent place for businesses to thrive.

Sincerely,

Joe Pizzillo
Mayor, City of Goodyear



Goodyear City Hall at GSQ



BJ's Restaurant Grand Opening



Hobby Lobby Grand Opening



First Credit Union Ribbon Cutting



Goodyear Recreation Campus



Casual and Fine Dining Options



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GOODYEAR BY THE NUMBERS



Population
106,090

Median Age
39.7

Gender
46.6%
Male
53.4%
Female



Total Housing Units
40,916

Median
Home Value
\$410,300

Single-Family
Home Permits
7,309

5 years | FY2018-2022



Median
Household Income
\$90,577

Mean
Household Income
\$103,387

Median Gross Rent
\$1,543

CONSUMER SPENDING

Housing
\$1.25B

Travel
\$145M

Personal Care
\$51.5M

Furniture
\$32M

Food
\$219M

Entertainment
\$180M

Apparel
\$120M

Vehicle
\$65M



EDUCATIONAL ATTAINMENT

71.2% of the adult population has some college or a college degree.

38%

Some College Associate Degree

33.2%

Bachelor Degree or Higher

WORKFORCE OCCUPATIONS

Management, Business, Science, Arts	42.1%
Sales, Office	21.5%
Service (healthcare, fire/police, personal care, food)	14.6%
Production, Transport, Material Moving	12.8%
Natural Resources, Construction, Maintenance	9.1%

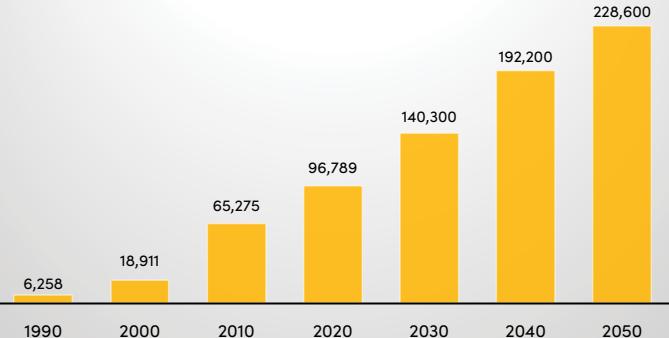
Workforce Population
1.3M



Professional Workers
63.6%
management, business,
sales, office

POPULATION GROWTH 1990-2050

Actuals and Estimated



ECONOMIC GROWTH

Goodyear has grown to a current total of 1,250 businesses with 5 or more employees constituting over 34,830 jobs.

Employer Size	# of Businesses	Total Jobs
5 to 19 jobs	951	7,560
20 to 99 jobs	2247	9,380
100 to 249 jobs	30	4,260
250+ jobs	22	13,630

MAG 2023 Estimates



You're in Good company.

HOUSING BY THE NUMBERS

Single-Family Permits Data / Trends

Single-family permits have averaged over 1,400 new homes per year to keep up with significant growth in Goodyear.

7,104

5 year total | 2018-2022

40,660

West Valley Permits Issued
5 years | FY2018-2022

WEST VALLEY 5-YR SFP TOTALS

City	5 YRS: 2018-2022
Buckeye	12,944
Surprise	10,412
Goodyear	7,220
Peoria	5,629
Avondale	2,734
Glendale	1,721

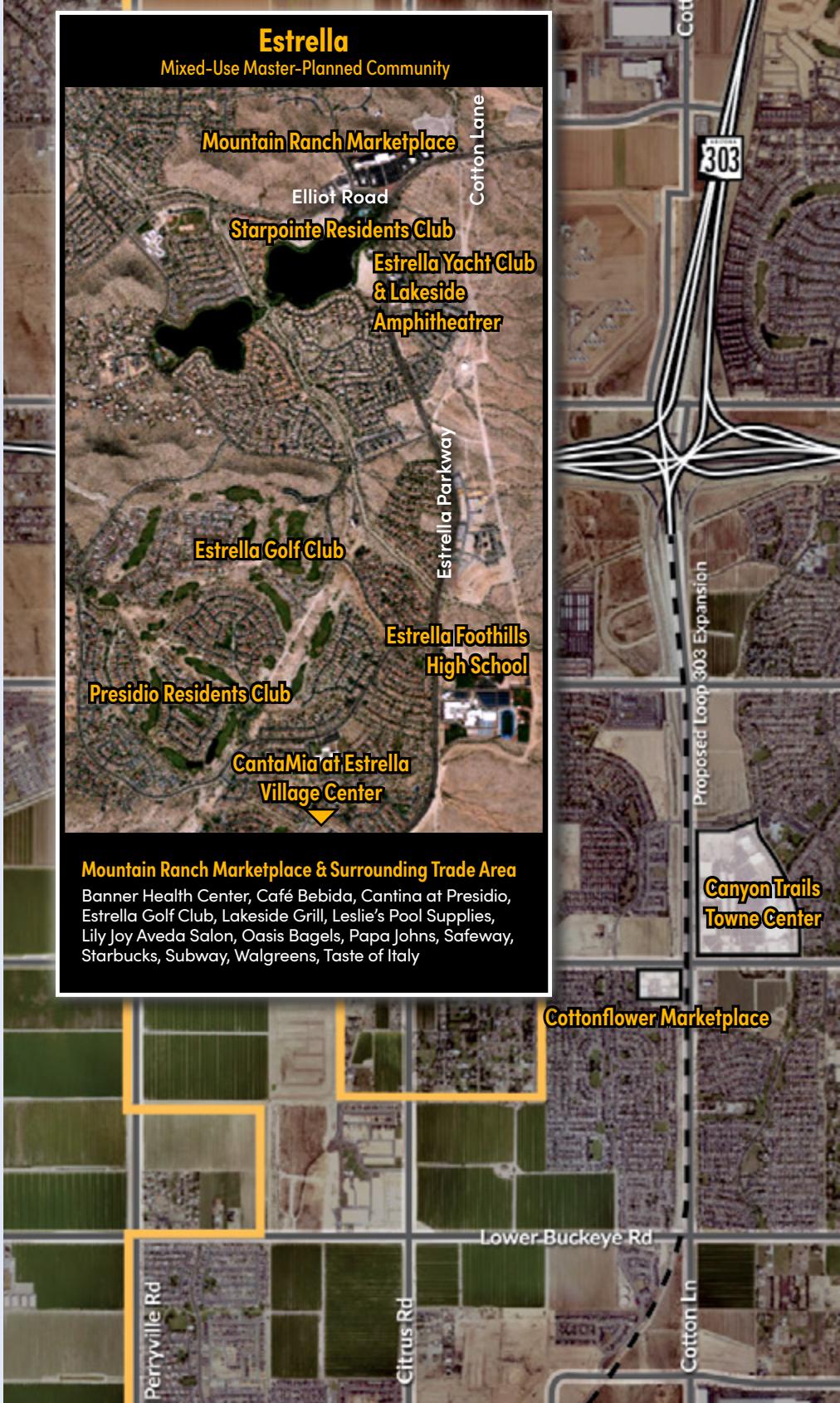
Source: Home Builders Association of America

Multi-family Residential Growth

Multi-family units include certificate of occupancy and final inspections for townhouse units, manufactured homes, apartment building units, and detached luxury rental units.

3,348

5 year total | 2018 to 2022



Baldridge Commons

Golden Corral, Pep Boys, QT, Sketchers

Canyon Trails Towne Center

Chipotle, Five Below, Freddy's, Michael's, PetSmart, Planet Fitness, Orange Theory, Pottery Barn Outlet, Ross, Super Target

Canyon Trails Plaza

ACE Hardware, Dutch Bros. Coffee, Panda Express, Safeway

Centerra Crossings

Dunkin, Sonic, Salad and Go, Yogis Grill

Cottonflower Marketplace

Esporta Fitness, Black Rock Coffee Bar, Federico's, Salad and Go

Cobblestone Creek

Roll-Em-Up Taquitos, Starbucks

Estrella Commons

ALDI, Starbucks, Chick-Fil-A, QuikTrip

Estrella Marketplace

Arizona Pizza Company, Brooklyn Bedding, Easy Vet Clinic, GameStop, Jimmy John's, Pure Barre, Walmart Supercenter, Two Hands Corn Dogs

Goodyear Auto Mall / Palm Valley Crossing

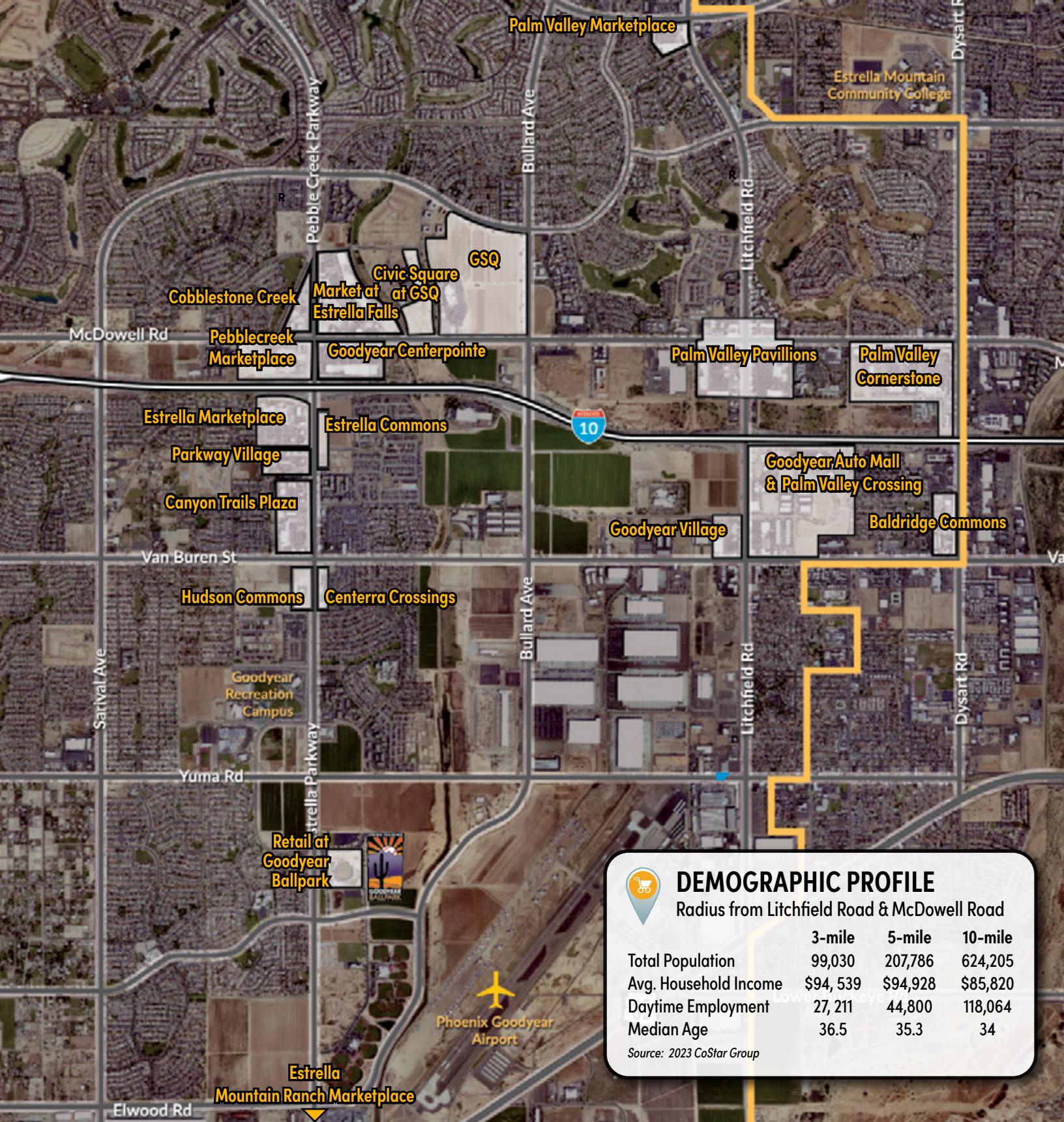
Auto Zone, Big Lots, Planet Fitness, RideNow Powersports, Rodeo Ford, Rudy's Bar-B-Q, Schlotzsky's, Service King, Shooter's World, Trek, Yates Buick GMC

Goodyear Centerpointe

BevMo!, Cantina Gueros, Colados Coffee & Crepes, Conn's, EoS Fitness, Hobby Lobby, Olive Garden, Red Lobster, Texas Roadhouse, Turner's Outdoorsman, Urban Air Adventure Park

Goodyear Village

Angry Crab Shack, Dermatology for Animals, dd's Discounts, Dollar Tree, Goodcents, Goodwill, O'Reilly Auto Parts



DEMOGRAPHIC PROFILE

Radius from Litchfield Road & McDowell Road

	3-mile	5-mile	10-mile
Total Population	99,030	207,786	624,205
Avg. Household Income	\$94,539	\$94,928	\$85,820
Daytime Employment	27,211	44,800	118,064
Median Age	36.5	35.3	34

Source: 2023 CoStar Group

GSQ

BJ's Restaurant & Brewhouse, Civic Square Park, Cheddar's Scratch Kitchen, Copper & Sage, F45, Georgia T. Lord Library, Goodyear City Hall, Harkins Theatres, High Tide Seafood, The Stillery, The Yard Milkshake Bar, Shake Shack, Over Easy

Palm Valley Cornerstone

Booty's Wings Burgers Beer, Buffalo Wild Wings, Chick-Fil-A, Chuck E-Cheese, Discount Tire, JC Penney, Lowe's, Nakama Sushi, Ocho Rios Jerk Spot

Parkway Village

BobaZona, BoSa Donuts, Crumbl Cookies, Dickey's BBQ, Enroute Coffee, Firehouse Subs, Saddle Mountain Brewing Co., Sherwin-Williams

Palm Valley Pavillions

Applebee's, Bath & Body Works, Barnes & Noble, Best Buy, Chili's, Chipotle, Cycle Gear, Famous Footwear, Five Below, Five Guys, Hayashi Hibachi, Journeys, Kirkland's, Macayo's, Michaels, Mod Pizza, Restore Hyper Wellness, Rue 21, Target, Total Wine, Ulta, Wildflower Bread Co.

Palm Valley Marketplace

Safeway, Orange Theory, Whataburger

Pebblecreek Marketplace

Babbo Italian Eatery, Good Feet Store, Panera Bread, Prime IV, Potato Barn, Rock N Roll Sushi, SunWest Credit Union, Twisted Sugar

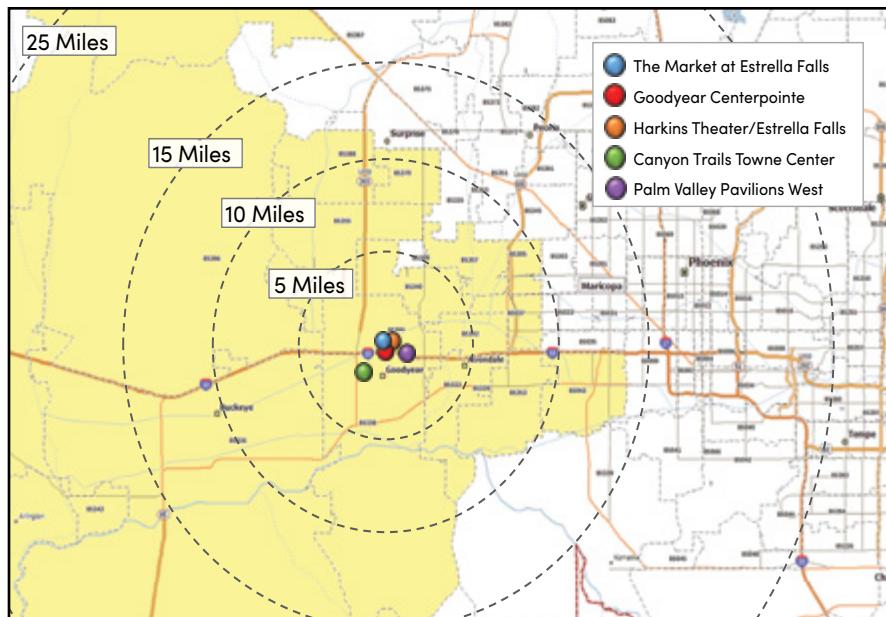
The Market at Estrella Falls

Arriba Mexican Grill, Burlington, CAL Ranch, HomeGoods, La-Z-Boy, Noodles & Company, Old Navy, Oregano's, Party City, Petco, Shoe Carnival, Staples, TJ Maxx

Hudson Commons

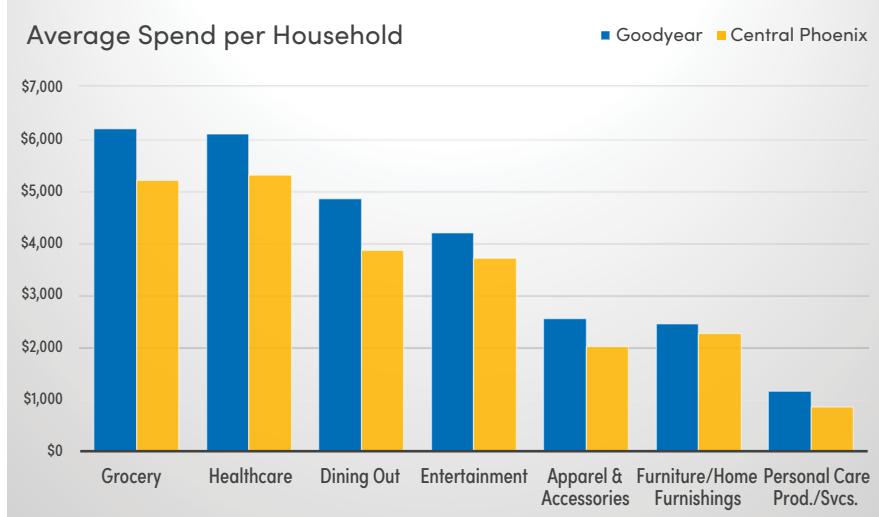
Culver's, Someburros

GOODYEAR TRADE AREA GEOFENCING STUDY



SUMMARY OF SHOPPER DEMOGRAPHICS

Key Shopper Characteristics	The Market at Estrella Falls	Goodyear Centerpointe	Harkins Theatres Estrella Falls	Canyon Trails Towne Center	Palm Valley Pavilions West
Shopping Freq. Index	4.2	4.3	3.3	7.4	4.5
Pop. Density (per sq. mi.)	4,299	4,518	4,863	3,849	4,778
Avg. Household (HH) Income	\$101,530	\$98,710	\$98,989	\$98,033	\$99,345
Median Age	36.8	35.9	35.4	34.5	35.6
\$75K+ HH%	54.0%	52.7%	53.1%	53.6%	53.0%
\$100K+ HH%	36.7%	35.2%	35.6%	35.3%	35.8%
College Grads+	28.4%	27.3%	27.5%	26.2%	28.2%
Ann. Apparel Spend/HH	\$2,711	\$2,702	\$2,738	\$2,690	\$2,687
Ann. Dining Out Spend/HH	\$5,184	\$5,165	\$5,229	\$5,150	\$5,131
Ann. Home Furn. Spend/HH	\$2,731	\$2,686	\$2,692	\$2,679	\$2,689
Ann. Grocery Spend/HH	\$6,396	\$6,396	\$6,460	\$6,363	\$6,344



Goodyear Trade Area Study

In 2020, the city of Goodyear conducted a Geofencing Research Study to gain intelligence about the rapidly growing Goodyear retail trade area.

Five retail venues were studied to compare relevant shopper draw, demographic profiles, and market data to serve as a proxy for the retail trade area.

The study found Goodyear is a:

- Regional powerhouse, drawing shoppers from neighboring communities
- Vibrant, vital, and affluent sub-market of the Phoenix metro area
- Unique and exclusive trade area compared to central Phoenix

Goodyear's Shopper Profile

- Superior underlying market demographics for income and spending power
- Affluent shoppers with high spending levels per household

Goodyear Trade Area Comparisons

- Goodyear trade area shoppers spend significantly more than central Phoenix shoppers
- Goodyear residents spend appreciably more than those in neighboring cities

GOODYEAR AVG. SPEND ADVANTAGE

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

Source: City of Goodyear, AZ Geofence Research Study Summary of Findings Report May 2020 - March 2019 through February 2020



Photography by Andy Klein

GSQ

A regional mixed-use destination answering the demand for familiar, fan-favorite, dining, retail, grocery, and entertainment concepts in the heart of Goodyear. GSQ will be a gathering place drawing in residents and visitors with first-of-its-kind entertainment concepts, restaurants with sprawling patios that satisfy both high-end dining desires to fast-casual cravings, and an eclectic mix of both big-box retail and specialty shops completed with multi-family residential, office space and hotel.



Canyon Trails

A brilliant collection of boutiques, national retail anchors, unique eateries and traditional restaurants. For a quick bite, a special occasion, a gallon of milk, or an afternoon of retail therapy, this area delivers.



Ballpark Village

A unique opportunity for in-line restaurants and retail at and around the Spring Training home of the Cleveland Guardians and Cincinnati Reds. Highly visible area with over 5,000 units of single and multi-family developments planned and under construction.



Estrella

An engaging community filled with new neighborhoods, award-winning builders, more than 50 parks, multiple Residents' Clubs, lakes, schools, commercial offerings, Championship golf, and stunning mountain views.



McDowell Retail Corridor

As one of the Goodyear's major transportation arteries, this strategic location offers a unique opportunity to tap into a burgeoning market and cater to the city's growing appetite for dining, shopping, and entertainment.



Visit our Economic Development website

www.developgoodyearaz.com



What's That? Find out on our Development Map

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