

EXPERIENCE DOWNTOWN TEMPE

WHERE HISTORY MEETS INNOVATION AND THE POSSIBILITIES ARE ENDLESS





URBAN GROWTH

Downtown Tempe is a top submarket for tech companies, with more than 40,000 people working within a mile of Mill Avenue. It's the perfect place for lunch with VIPs or your favorite coworkers. The restaurants and retail shops are steps away from companies like Deloitte, Amazon, Carvana, Waste Management, MOOV and more.

And so much more is coming! New developments are underway, like the 14-story 250 Rio commercial tower and The Arbor, under construction now.

This is where connections and memories are made. Be part of the warm, welcoming and innovative Downtown Tempe atmosphere, where visitors and workforce members enjoy our historic brick buildings, tree lined streets and community art. Hike. Bike. Paddleboard. Take in the sunset from a rooftop bar. Watch a famous band. Run a famous marathon. More than 50 special events a year happen right here!

A HISTORY OF INNOVATION

Embark on a journey through Tempe's rich history of determination and innovation. From the Native Americans who engineered the first canals, to Charles Trumbull Hayden's visionary harnessing of the river's power for transportation and industry, the spirit of progress has always been ingrained in Tempe. This legacy continues to thrive today with the transformation of the once dry riverbed into Tempe Town Lake, a premier destination visited by 2.5 million people annually, generating an economic impact of over \$3 billion for the city. Embrace the pioneering spirit of Tempe and discover the endless possibilities it has to offer.

1 A.D. - 1450 A.D.

Hohokam Native Americans created an extensive desert valley canal system. Signs of their culture remained through the ruins of their dwellings, unearthed artifacts and carved petroglyphs in nearby rocks. Their canal system became the foundation of the canals seen throughout the valley today.

1870s

Charles Trumbull Hayden, owner of a mercantile and freighting business, homesteaded here. Hayden was one of the entrepreneurial pioneers who founded Tempe.

1879

Tempe got its name from Lord Darrell Duppa, an Englishman who helped establish Phoenix. The sight of the butte, wide river and the nearby expanse of green fields, reminded him of the Vale of Tempe in ancient Greece.

1940

Harkins built Harkins Theater. The theater is the last remaining single-screen motion picture auditorium in the Valley.

1965

The idea for Tempe Town Lake was conceived.

1860s

The first settlers to move to the Tempe area were Hispanic families from Southern Arizona.

1874

Hayden opens his flour milling operation using water from the Tempe Irrigating Canal.

1886

The Territorial Normal School opened in Tempe. From a single building that taught teachers for the territory, the school grew over many decades to later become Arizona State University, one of the largest universities in the country today and one heavily driven by cutting-edge high-tech research and innovation.

1958

Sun Devil Stadium was built at the base of Hayden Butte.

1971

Mill Avenue was revitalized into an entertainment and shopping district that attracts people from throughout the Valley. Today, Tempe is eighth largest city in Arizona.

GROWING URBAN



New Developments

2023

Omni Hotel

330 guestrooms, 36,000 square feet of flexible indoor and outdoor meeting space, 4 dining outlets

2023

Tempe Depot

2023

Arbor

5 building adaptive reuse office project centered around wellness

2023

Hardy Rio

2023

DWELL

2023

1st and Farmer

Mixed use development from Wexford

2023

Ash Station

2023

College Ave

150 units, luxury mixed use building with 8,000 SFGF retail

2023

Hayden Flour Mill

Mixed use anchor project for Historic Mill Ave

2023

Pier 202 Phase I

A walkable waterfront district integrating new retail and fine dining, hotel and apartments with office space

2023

Multifamily Developments

Downtown has 2,000 multifamily units under entitlements

UNPARALLELED LOCATION & ACCESSIBILITY



20 MINUTES
TO DRIVE THE CITY



MOST WALKABLE
CITY IN ARIZONA
- WALKSCORE.COM



10 MINUTES
FROM SKY
HARBOR AIRPORT



8 STOPS
ON THE LIGHT RAIL



14 STOPS
ON THE STREETCAR



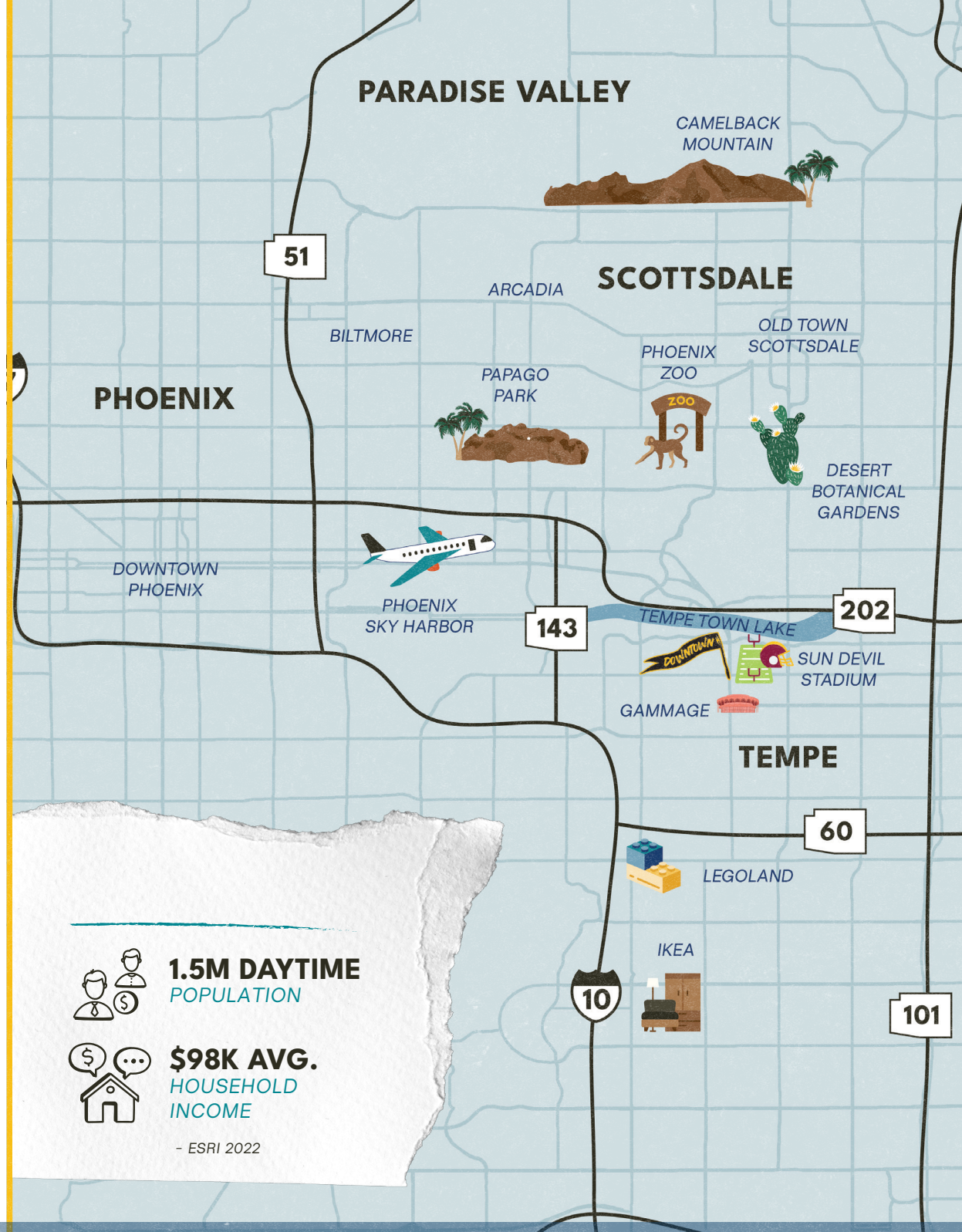
#2 BEST
PLACE TO LIVE
- MONEY MAGAZINE 2022



5 FREEWAYS
NEARBY



215 MILES
OF BIKEWAYS



IMPROVEMENTS PROPOSED FOR DOWNTOWN

Downtown Tempe is getting a refresh. The City is investing an initial \$8M into the streetscape which upon completion will improve connectivity, increase walkability, promote safety and extend the consumer's stay. This investment will maintain and add to Tempe's amenities and improve quality of life for every community member.

HERE'S WHAT'S COMING NEXT:

MILL AVE BRIDGES - STRING LIGHT REPLACEMENT

Construction beginning late Spring 2023.

FESTOON LIGHTING ALONG FOURTH AND SIXTH STREETS

Construction beginning Spring 2023.

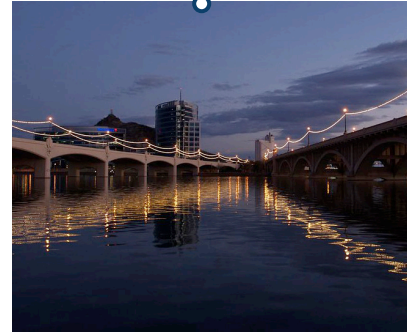
FIFTH STREET - FARMER TO COLLEGE STREETScape

Construction expected to begin Summer 2023

MILL AVENUE - RIO SALADO PARKWAY TO UNIVERSITY DRIVE STREETScape

Design beginning in Spring 2023. First construction phase beginning in 2024

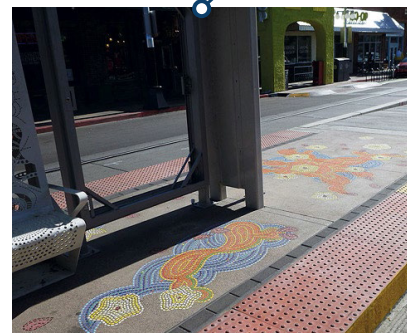
LIGHTS



ART



SIDEWALKS



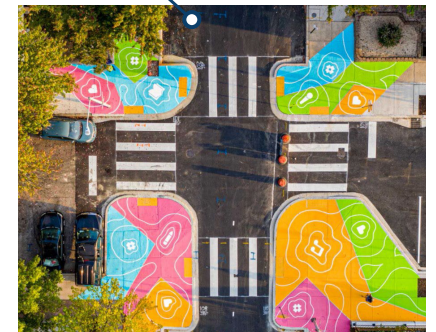
LANDSCAPING



SHADE



INTERSECTION



*CONCEPT DRAWINGS CURRENTLY IN DESIGN



TEMPE TOWN LAKE

IDEA

TEMPE BEACH PARK

TEMPE DEPOT

THE YARD

NEW DEVELOP-

ARBOR

amazon

KPMG

Morgan Stanley

Rio Salado Drive

Rio Salado Drive

NOVUS

Mill Avenue

Deloitte

PRESS

WM

houzz

LOCO PATRON

NEW DEVELOP-

hfm

Daily Ivy

TACO BELL

CORNISH PASTIC

Comerica Bank

Henna

MISSION PALMS

CAFFE BOA

Potions

Starbucks

Variety

Harkins

Tempe CITY HALL

Residence Inn

AGC ANIME CAFE

DICKEY'S

SUN DEVIL STADIUM

Vib

THE BEAM

W6

AVEDA

SNAKES & LATTES

pitaya

DARKSTAR

ANOCH

FIVE GUYS

ROSEBUDS

izakaya

MATERS

THE MUSHROOM

CUP BOP

MORNING SQUEEZE

Jack

Wells Fargo

OMNI HOTELS & RESORTS

WESTIN

Oliv

WEXFORD

NEW DEVELOPMENT

sauce

tocaya

union

canopy

atterego

A+MOSPHERE

Rusty Taco

HAPPY JOE

THE CHUCK-

CAFETAL COFFEE

mya

noca

wich

POSTINO

Snooze

NEW DEVELOPMENT

Chop Shop

ASU

University Drive

University Drive

University Drive
32,080 VPD

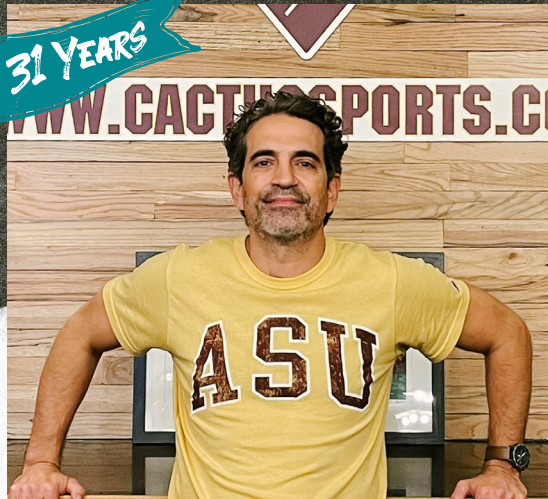
ASU
CAMPUS

Starbucks
néktar

HISTORIC MILL AVE RETAIL LEGENDS

MILL AVE TEMPE

31 YEARS



TROY SCOMA
CACTUS SPORTS

"It's so important being so close to campus at ASU and walking distance to the stadiums. In addition to the seasonal times of the university, tourism & downtown events help bring additional foot traffic to Downtown Tempe to keep us busy nearly year round." Troy attributes his success to "A combination of our attention to detail, our ability to change and being able to react quickly."

26 YEARS



JESSALYN NITALIANO & ZACHARY POWELL
CAFFÈ BOA

After working as a server for years, Jessalyn decided to forego pursuing her graduate degree to take over ownership of Caffè Boa. She attributes her success to the "locals and the Tempe community" and shared her favorite part of being in downtown: "No matter the time of year, there is always some fun activity or event to look forward to and an opportunity to be involved!"

22 YEARS



JULIAN WRIGHT
PEDAL HAUS BREWERY &
THREE NEW CONCEPTS
COMING SOON

Julian's favorite part of being in downtown is that it's "walkable, youthful" and the "proximity to amenities like Tempe Town Lake, the beach park, 'A' Mountain and all the events that take place in Tempe." He attributes his success to "good concepts, local presence, involvement in the neighborhood and hard work."

LEGENDARY

WORLD-CLASS EVENTS



Ironman

30,000
VISITORS



Sun Devil Games

45,000
VISITORS
PER GAME



Festivals

360,000+
VISITORS



Parades

100,000
VISITORS
PER YEAR



Gammage

300,000+
VISITORS



Pat Tillman Run

35,000
VISITORS
PER YEAR



Rock N Roll Marathon

30,000
VISITORS
PER YEAR



Tempe Festival of the Arts

400,000
VISITORS



Tempe Town Lake Sees

2.4M PEOPLE
EACH YEAR



OVER
16,046*
PARKING SPACES
AVAILABLE IN
DOWNTOWN

*NUMBER INCLUDES THE
PARKING LOCATIONS
MANAGED BY DTA -
EXCLUDING THE NEWEST
LOCATION, THE BEAM

TEMPE TOWN LAKE

RIO SALADO PKWY

3RD ST

5TH ST

9TH ST

11TH ST

ASH AVE

MILL AVE

COLLEGE AVE

UNIVERSITY DR

RURAL RD

TERRACE RD

APACHE BLVD

DORSEY LN

TEMPE

LIGHT RAIL

STREETCAR

ASU

LEGEND

-  PUBLIC PARKING
-  LIGHT RAIL
-  STREETCAR
-  PARK & RIDE

*FUTURE STREETCAR ROUTE EXTENSIONS IN THE WORKS

DOWNTOWN CONSUMERS

TOP TIER



MEDIAN AGE 47.3
MEDIAN HH INCOME \$173,200

PROFESSIONAL PRIDE



MEDIAN AGE 40.8
MEDIAN HH INCOME \$138,100

BOOMBURBS



MEDIAN AGE 34
MEDIAN HH INCOME \$113,400

SAVVY SUBURBANITES



MEDIAN AGE 45.1
MEDIAN HH INCOME \$108,700

WORKDAY DRIVE



MEDIAN AGE 37
MEDIAN HH INCOME \$90,500

UP & COMING FAMILIES



MEDIAN AGE 31.4
MEDIAN HH INCOME \$72,000

BRIGHT YOUNG PROFESSIONALS



MEDIAN AGE 33
MEDIAN HH INCOME \$54,000

DORMS TO DIPLOMAS



MEDIAN AGE 21.6
MEDIAN HH INCOME \$16,800*

- ESRI 2022

New commercial and residential developments have brought Fortune 500 businesses, tech companies, a highly skilled workforce and strong purchasing power to Tempe. Combining this with the best aspects of the nation's largest university with this new development, 4 million tourists a year and a steady stream of special events creates a dynamic opportunity to reach consumers of all ages, education and income levels, with a special emphasis on these eight psychographic profiles.

Many of these consumers are looking for sustainability-conscious brands, wellness and self-care products and experience-based concepts. They are looking for opportunities to connect with the local community and each other.



MODERN WORKFORCE

Innovation and entrepreneurship are in Tempe's DNA. Tempe's 54 million square feet of industrial and office space bring top research firms, Fortune 500 companies as well as thriving start-ups. Tempe is Arizona's second largest importer of jobs, with more people working here than living here. Of Tempe's 200,000 jobs, 60,000 are high paying technology positions.



A BEACON FOR BUSINESS TRAVELERS

Due to the proximity of the airport, freeway connectivity, and exceptional hospitality options including the new Omni Hotel, Downtown Tempe is a beacon for business travelers. The exciting innovation is a magnet to visitors across the globe and helps make this city a unique destination.





ASU NAMED #1

in innovation for the 8th year in a row due to being
a world-renowned public research institution of
tremendous societal impact

ASU.EDU

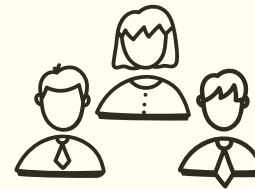


graduate employability
in the nation

Ira A. Fulton Schools
of Engineering is the
largest in the nation

27,000
students enrolled

ASU



ASU employees



TOP UNIVERSITY-

for health and fitness with
the largest fitness center at a
university in the country.



#1

In Fulbright
Faculty Scholars



students enrolled at the Tempe
ASU campus

ASU



DREAMS-

VR immersive
learning experience

WE INVITE YOU TO TAKE YOUR BUSINESS TO NEW HEIGHTS

Join the thriving retail community in Downtown Tempe – a place where you can make your mark and stand out from the crowd. This urban destination is brimming with endless opportunities and potential for connection, community, and groundbreaking innovation. Secure a spot in Downtown Tempe, vacancies are limited!



PLACEMAKER
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tempe
Refreshingly
arizona



tempe.gov/economicdevelopment