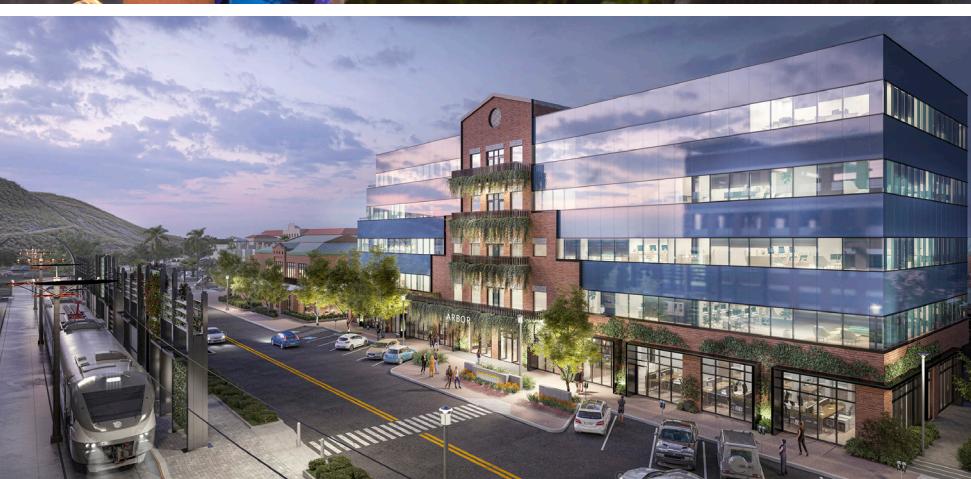


# EXPERIENCE DOWNTOWN TEMPE

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 SFG 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



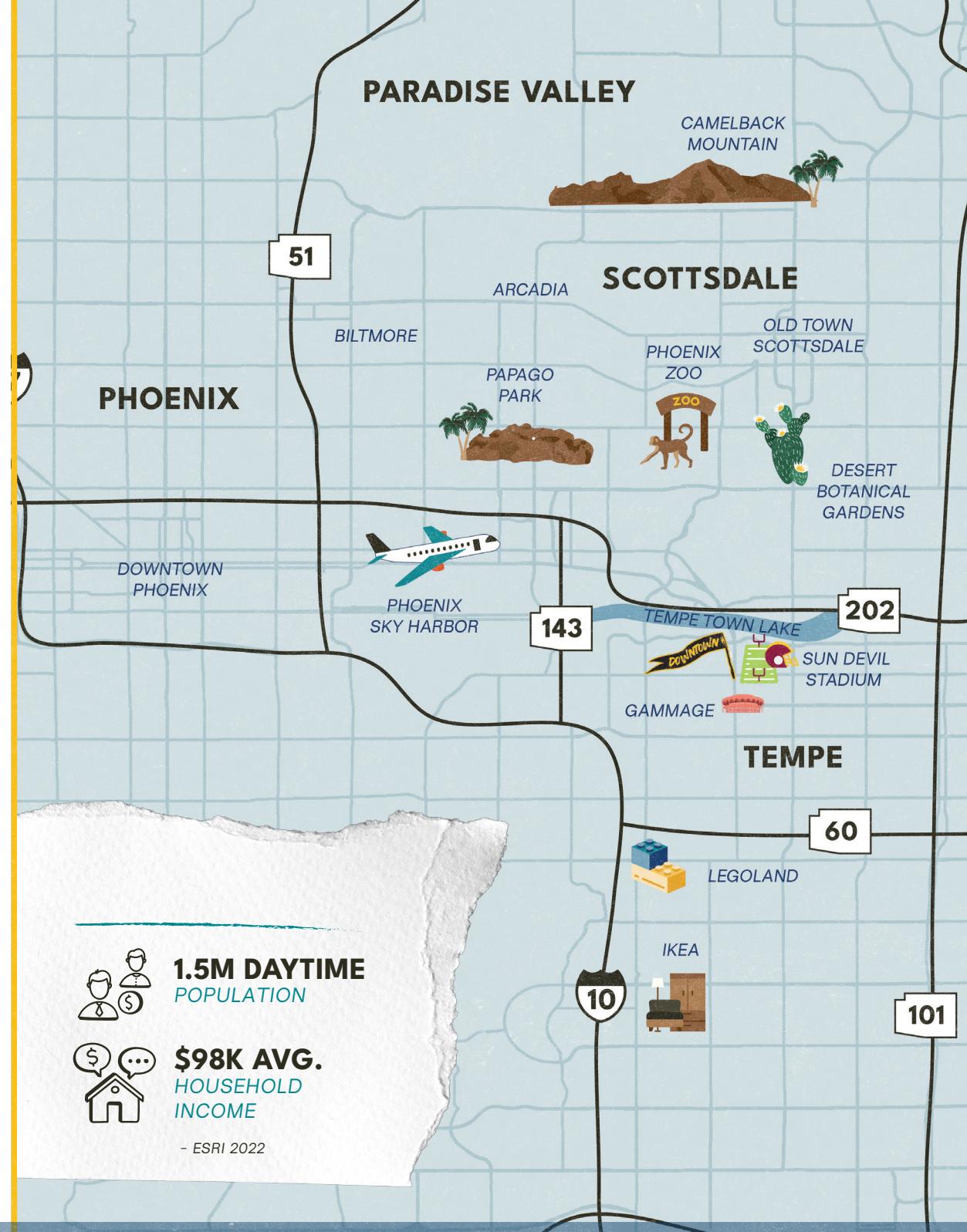
**#2 BEST**  
PLACE TO LIVE  
- MONEY MAGAZINE 2022



**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

## LANDSCAPING



## SHADE



## INTERSECTION

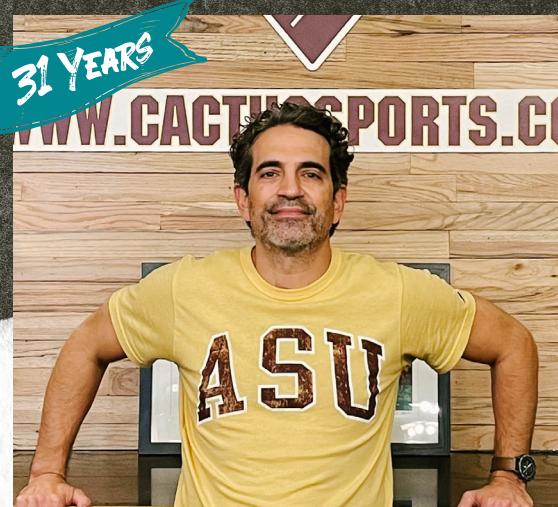


 **Refresh**  
Tempe  
*Investing in Your City*

\*CONCEPT DRAWINGS CURRENTLY IN DESIGN



# HISTORIC MILL AVE RETAIL LEGENDS



**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."



**JESSALYN ITALIANO & ZACHARY POWELL**  
CAFFE BOA

After working as a server for years, Jessalyn decided to forego pursuing her graduate degree to take over ownership of Caffe 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!"

# MILL AVE TEMPE



**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



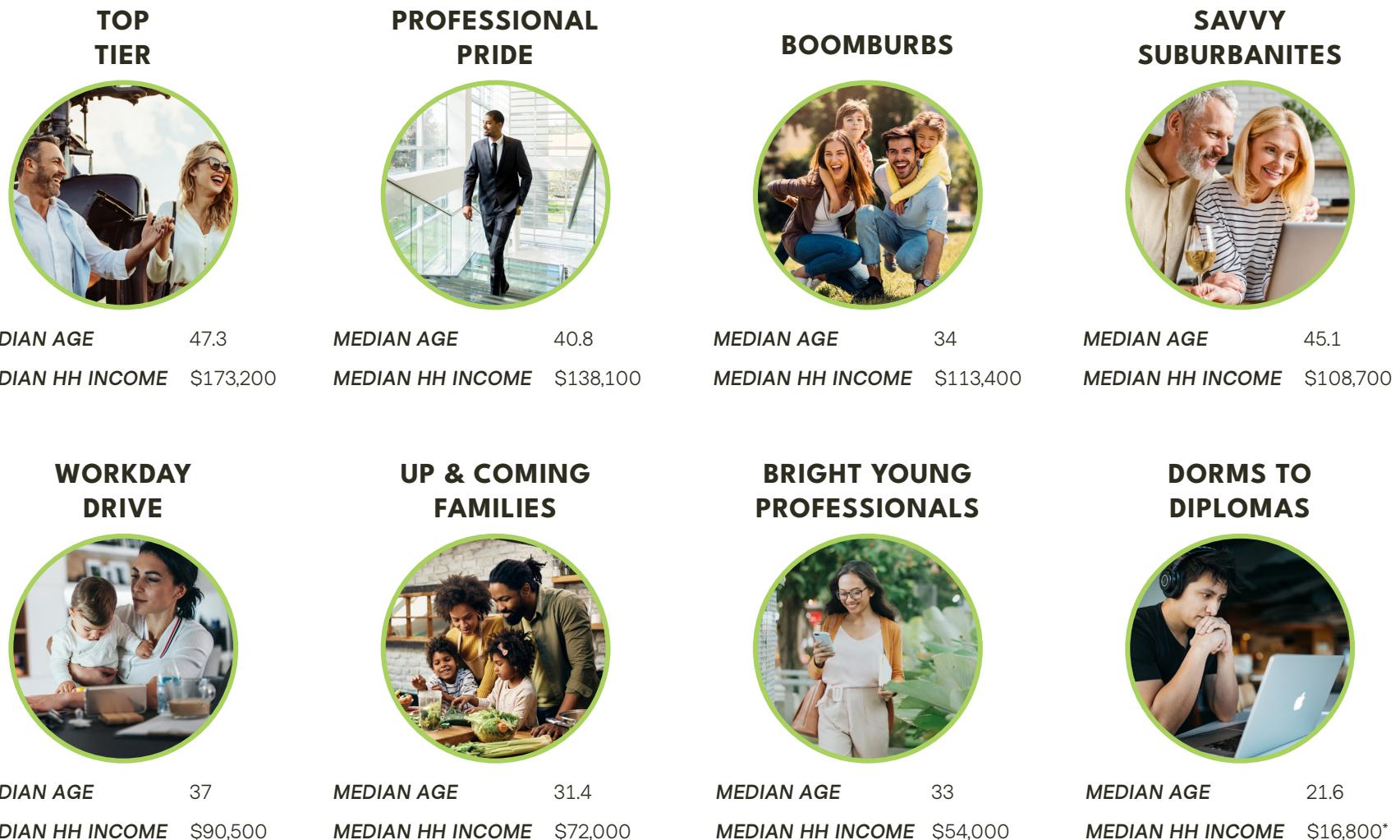
OVER  
**16,046\***  
PARKING SPACES  
AVAILABLE IN  
DOWNTOWN

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



\*FUTURE STREETCAR ROUTE EXTENSIONS IN THE WORKS

# DOWNTOWN CONSUMERS



- 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.

⌘ zenefits



Microsoft



CHASE



ZipRecruiter®

StateFarm®

Deloitte.

KPMG

✓ NortonLifeLock™

amazon

CARVANA

WM  
WASTE MANAGEMENT

ADP®

MetLife®

BD

Honeywell

McKinsey  
& Company

MOOV

# 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.



*canopy*  
by Hilton™



**WESTIN**  
HOTELS & RESORTS

  
TEMPE MISSION PALMS

**aloft**  
HOTELS

**OMNI**  HOTELS®



# 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

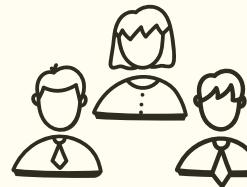


graduate employability  
in the nation

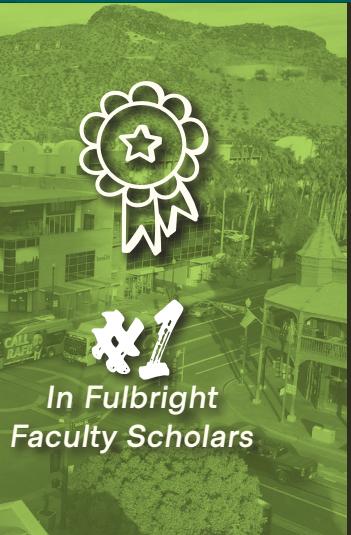
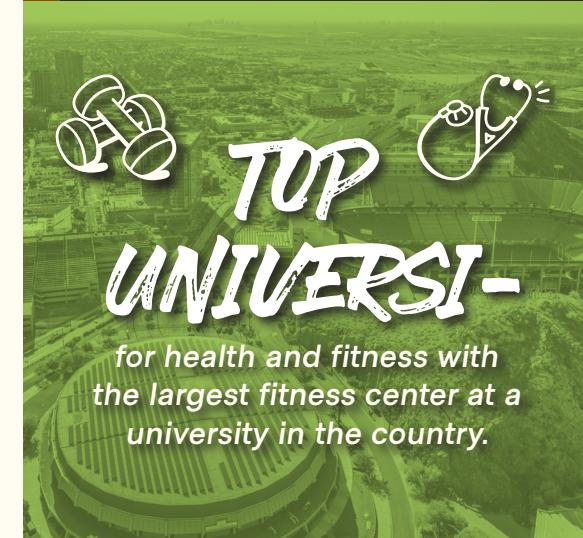
Ira A. Fulton Schools  
of Engineering is the  
largest in the nation

27,000  
students enrolled

ASU



ASU employees



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**  
powered by  LOCATE

**JULIE HARRIS**  
☎ (856) 371-2204  
✉ JULIE.HARRIS@LOCATE.AI  
✉ @JULIE\_HARRIS\_CRE

**CHAD SCHLEICHER**  
☎ (480) 350-8818  
✉ CHAD\_SCHLEICHER@TEMPE.GOV



**tempe**  
Refreshingly  
arizona

 **TEMPE CHAMBER**  
of COMMERCE

[tempe.gov/economicdevelopment](http://tempe.gov/economicdevelopment)