

Downtown Prescott Retail

For Lease



ISW

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Commercial Real Estate

Investment Sales and Leasing

405 W GOODWIN STREET | PRESCOTT AZ 85303

Rare Downtown Retail Opportunity

Downtown Location

In the heart of Prescott's biggest attraction, historic Courthouse Square and Whiskey Row.

Downtown Prescott

Magnet for quality retailers and over 30 restaurants in walking distance.

Hub for locals and tourists with 1,470 hotel rooms and B&B's and over 25 heavily attended special events year round.

Downtown Density provides higher retail sales potential than suburban.

Strong Daily Needs Component with the convenience of a short walk from what's happening.



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Exclusive Representation

Mary Jo Kirk, CCIM 928-710-4045 mj@investSW.com

Property Overview

405 W Goodwin Street

Prescott | Arizona

The Property is situated in a dense downtown setting just 2 blocks west of the central square in the city of Prescott, Arizona. This in-fill location has high barriers to entry and is adjacent to the historical district which requires an extensive review process for future projects.

The vacant suit is 5941 SF, which makes up $\pm 58\%$ of the building, is an open floor plan with a double door storefront, handicap accessible, elevated dock and 2 restrooms. Additionally, the entire building can be available for a total of 10,326 SF.

Site Overview

Premises	$\pm 3,000$ SF to $\pm 10,326$ SF
Rate	\$12.50/SF/YR
NNN	$\pm \$2.75$
Storefront	± 40 - ± 140 Feet
Ceiling Height	± 12 to 14 Feet
Parcel	109-02-040
Zoning	Downtown Business
Utilities	Individually Metered



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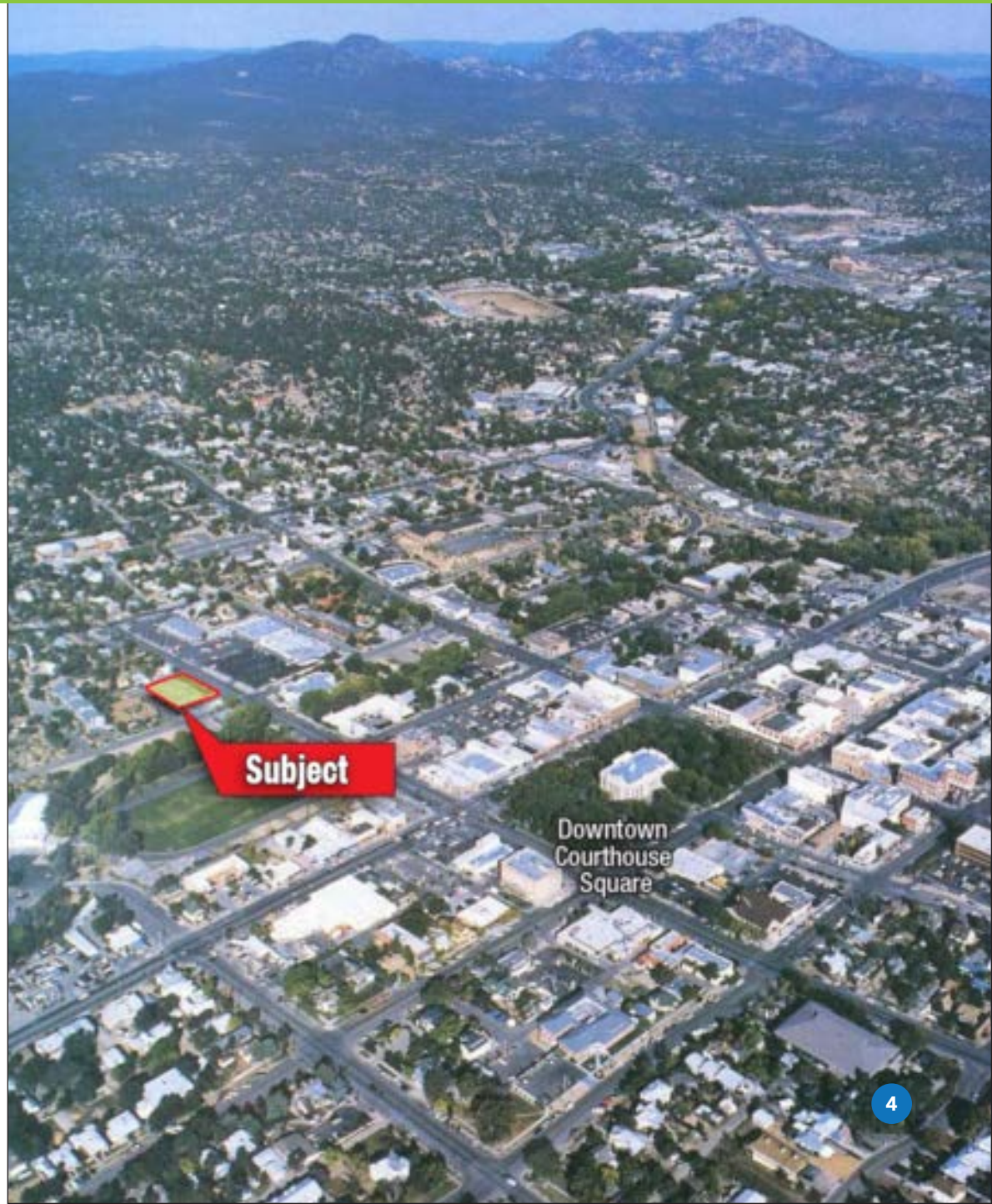
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Prescott Highlights

Downtown Events	Attendees
Monthly Downtown Galleries Art Walk	
Whiskey Row Mountain Bike Festival/Race	15,000
Arizona Craft Brewers Guild Tasting	
Whiskey Row Marathon	7,000
Saint Patricks Day Celebration and Pub Crawl	
Mustang Car Show and Cruise	
Cinco de Mayo Music and Food Tasting	
26th Annual Arts and Crafts Memorial Day Show	5,000
Prescott Frontier Days and Oldest Rodeo in the World	40,000
Frontier Days Parade & Shoot Out on Whiskey Row	
17th Annual Indian Art Market	5,000
Summer Courthouse Plaza Weekly Music & Events	7,000/wk
Cowboy Poets Gathering	3,000
Prescott Corvette Car Show	
Annual Holiday Light Parade	
60th Annual Courthouse Lighting	10,000
32nd Annual Christmas Parade	
Acker Music Festival	10,000
New Years Eve Whiskey Row Boot Drop	8,000



Prescott Overview



Whiskey Row, Downtown Prescott

The City of Prescott is noted by its quality of life, nicknamed “Everybody’s Hometown”. At an elevation of 5,400 feet with a near perfect 4-season climate, it is a highly desirable place to live and work. It offers very low crime rates, easy commuting, affordable housing, excellent air quality and a wide variety of recreational and cultural attractions. Prescott faces few natural disasters making it ideal for companies considering relocating or expanding.

Prescott offers residents a full range of educational, outdoor and cultural activities. There are 20 public schools and five charter schools operated by the Prescott Unified School District in Prescott as well as four private schools. Four colleges include Prescott College (4 year) Yavapai College (2 year), Embry-Riddle Aeronautical University (4 year). Northern Arizona University and Old Dominion University also offer higher education through their satellite campuses. There are 12 parks for hiking and picnicking, five lakes for fishing and water activities, more than 70 miles of hiking and biking trails, two activity and community centers and four golf courses. Cultural activities include plays and performances at four performing arts theaters, three historical museums, a children’s museum and the Heritage Park Zoo.

Prescott’s quaint, small town and slower paced lifestyle appeals most to those nearing retirement as 54% of the population is 45 and older. The City has retained its small town charm with historic buildings, storefronts and Victorian style homes. Over 800 buildings in Prescott are on the National Register of Historic Places.

City of Prescott Snapshot

2013 Estimated Population	51,688
2018 Projected Population	52,710
2010 Census Population	51,295
2000 Census Population	40,490
Growth 2010-2013	0.77%
Growth 2013-2018	3.5%
2013 Estimated Median Age	54.48
2013 Estimated Average Age	48.97

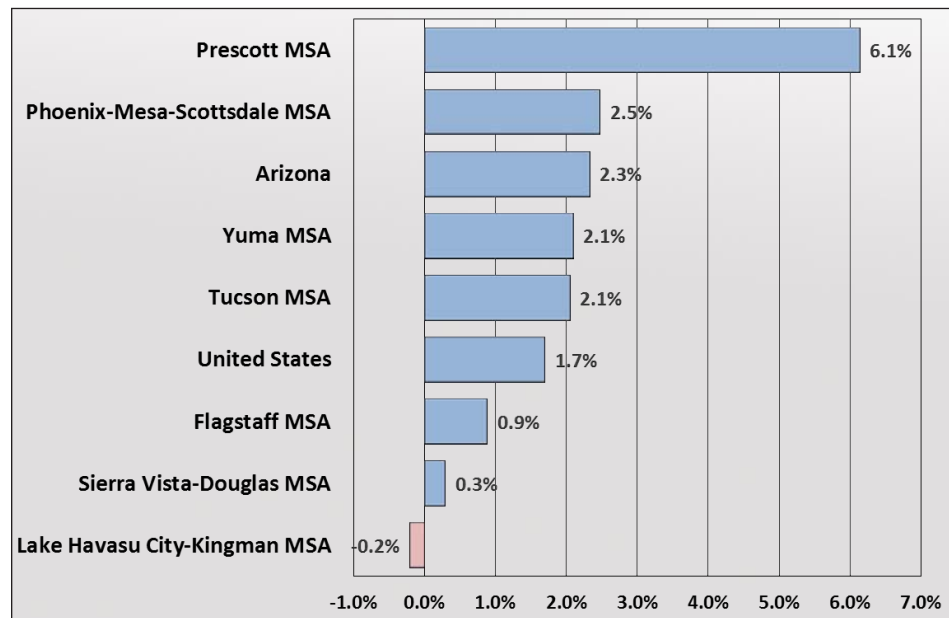
**“ Third in the country for
job growth and economic vitality.”
– INC. Magazine**

Market Overview



The Prescott Metropolitan Service Area houses 82,500 residents within the combined city limits with a population base of approximately 130,000. The trade area is approximately 220,000, the majority of those living within a 10 mile radius of downtown Prescott. The city's growth has been steady at about 4% per year for the past decade and is expected to continue at that rate with an estimated five year market growth projected at 16.2% within a 30 mile radius. Prescott has settled into a strong pace of economic recovery, with employment 3.5% higher than a year ago. The unemployment rate is at 5.9% well below the national average of 6.3%. In addition, every major industry other than information is growing on a year-over-year basis. The trade, transportation and utilities sector is the largest industry in the metro area and has also been one of the strongest. Employment in that industry has reached its prerecession peak and is now 5.0 % higher than a year earlier. Professional & business services are also joining the recovery with payrolls climbing a whopping 8.8% higher over the year.

Prescott 2016 Job Growth Leads the State



Non-Farm Gain/Loss by Region. Source: Office of Economic Opportunity in collaboration with the US Dept. of Labor's Bureau of Labor Statistics; 2016 Current Employment Statistics

Yavapai County Major Employers

Yavapai County Government	1,414
Yavapai Regional Medical Center	1,402
Veterans Admin. Medical Center	889
Phelps Dodge	871
WalMart	750
Humboldt Unified School District	631
Sturm Ruger & Co	579
Yavapai College	564
State of Arizona	560
Prescott Unified School District	495
City of Prescott	463
Embry-Riddle University	375
Yavapai Gaming	294
Lockheed Martin	300

The retail service area extends 50 miles from the center of Prescott. Many residents in outlying areas travel to Prescott for medical services, employment, entertainment, government offices and shopping. Approximately 500,000 visit overnight each year. Those visitors include a growing number of people from the Phoenix area, who make the 90 minute trip during the summer to escape the desert heat, as well as the fall and winter visitors looking to take advantage of the year round mild and sunny climate. Population gains, which are running more than twice the national average thanks to positive net migration, should help move home sales and prices. The influx of residents should also boost consumption of local goods and services.



Prescott Highlights

"Third in the country (all metro areas) for job growth and economic vitality."

– INC. Magazine

"Best Place to Live."

– Money Magazine, 2006

"One of the Top Retirement Towns."

– Top Retirements.com

" In Top 10 Dream Cities."

– Sunset Magazine

"Top 10 True Western Towns."

– True West Magazine

"8th Safest Medium City in the US."

– Farmer's Insurance Group

"Top 100 for Best Small Places for Business."

– Forbes

"Top 50 as one of Americas Best Green Places to Live."

– Sperling's

" Third best metro in the country for job creation."

– Milken Institute

" Prescott is the 2nd best place to retire in the U.S."

– Smart Money/Wall St. Journal

Available



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The information contained herein has been obtained from sources believed reliable. While we do not doubt its accuracy we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions, or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial, and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.

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