

Anthem, Arizona COMMUNITY PROFILE

OVERVIEW

The community of Anthem and its mixture of residential, commercial, office, industrial and public uses make it a unique pioneer among planned communities.

Most “traditional” planned communities concentrate on the residential component, leaving adjacent commercial and other areas loosely related and not integrated into the residential fabric. Anthem was designed to be a blend of the two.

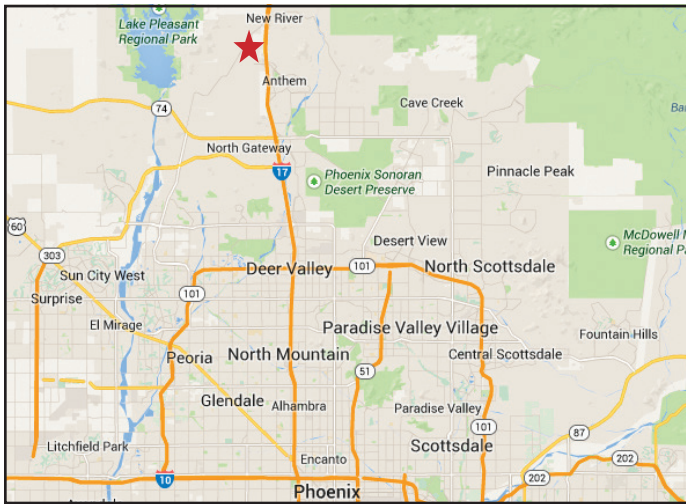
For businesses looking to establish or expand in the North Valley, Anthem offers opportunity and economic vitality. For business owners and residents who call it home, Anthem offers amenities and fine living. Together, everyone can preserve, protect and enhance a genuine sense of community where they live, work and play.

HISTORY

1998 Community founded	1999 Officially opened for residential living	2001 Roads, golf courses complete	2002 Commercial properties & retail in full force	2014 Anthem celebrated 15 th Anniversary
			2008 Initial build out reached	

GEOGRAPHY

- Anthem is approximately 5,920 acres (or 9.25 square miles).
- Anthem is bordered by state lands to the north, state lands and the city of Phoenix to the west, and unincorporated private Maricopa County to the east and south.
- The Anthem Market Area (AMA) is 13,431 acres (or approximately 21 square miles) and includes Anthem, New River and Tramonto.



Source: Google Maps

KEY DATA

AMA population	40,123*
Household median income	\$75,404 (City of Phoenix: \$48,596)
Retail vacancy	8%
Total square feet of retail	1.3 million
Trade leakage	37%
Anthem median age	36.8 yrs.
Distance to Phoenix proper	17 miles via I-17 to Loop 101

Source: ESI Corp. 2012
*2015 projection

(over)

COMMUNITY STRUCTURE

Anthem is a master planned community with residential areas divided into three homeowners’ associations—Parkside (7,031 homes), Country Club (2,866 homes) and The Village Condominiums (210 homes). Parkside extends across I-17 to the west, and is served by the City of Phoenix, whereas the east side of the freeway is governed as Maricopa County. The three HOAs serve as a governing structure over the residential areas, whereas the Anthem Community Council serves as the umbrella agency with the mission to preserve, protect and enhance a genuine sense of community. Anthem is an unincorporated community, governed by a seven-member Board of Directors.

Anthem has been described as one of the best places to raise a family by *Parenting* magazine and one of the best family-friendly neighborhoods in the Phoenix area by *Phoenix Magazine*. The community is served by the Deer Valley Unified School District, as well as several private and charter schools. Between 2010 and 2015, Maricopa County was projected to realize an 11% population growth; whereas AMA was projected 34%.

COMMUNITY AMENITIES

The Anthem Community Council (ACC) provides and maintains a variety of amenities, including:

- Outdoor pool and water park
- Community Park and Liberty Bell Park
- Walking and biking trails
- Skate Park and roller hockey rink
- Catch-and-release fishing ponds
- Sports and multi-use fields
- Fitness facility and Rock Wall
- Facility and room rentals

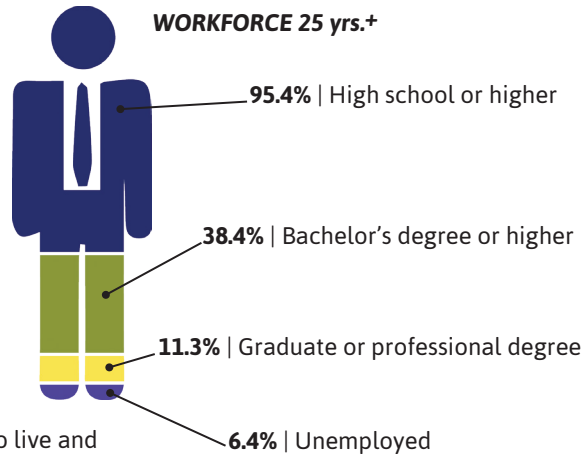
CRIME RATE

The crime rate in Anthem is lower than that of Phoenix, the state of Arizona and the nation. The most common crimes are those of opportunity: property and vehicle theft, burglary and vandalism.

WORKFORCE

In 2009, Anthem had a workforce of 9,466 people, of which 8,594 or 91 percent commuted outside of Anthem to work. Of the 3,862 jobs in Anthem, 77 percent are held by people who commute to Anthem for work, which means that only 23 percent of Anthem residents are employed in local Anthem jobs.

Through the work of the Economic Development Committee, the goal is to lessen that gap by creating more jobs and offering gainful employment to Anthem residents to live and work in the community.



AMA JOB MARKET

Management Occupations	1519
Office/Administrative Support	1304
Business/Financial Occupations	1111
Health Diagnosing/Treating	482
Education/Library	467
Computer/Technical	351
Food preparation/Serving	339
Production	247
Construction/Extraction	204
Transportation	204

Workforce/Job Market Source: Labor Force Data 2012

RETAIL MARKET

When analyzing the retail marketing in Anthem, it was determined in 2010 that about one third (37%) of the spending potential by residents of Anthem is leaked into surrounding communities (Tramonto, Happy Valley). That translates to roughly \$268 million of trade leakage.

With new business opportunities and retail to vitalize the community, it is expected that this gap would shrink.



RETAIL OPPORTUNITIES IN ANTHEM MARKET

- Pet store
- Bulk store
- Organic grocery
- Sporting goods
- Video game store
- Car dealership
- Arts/crafts/fabric store
- Electronics store
- Bridal shop/formalwear
- Higher education
- Garden/nursery
- Bookstore
- Bakery
- Formal dining chain
- Entertainment (movie, bowling)
- Lingerie
- Cards, candy, gift, floral
- Tailor
- Diagnostic facilities
- Home health care

GROW & REVITALIZE

In 2014, the Anthem Civic Building was opened, and the community's original park structure, Adventure Playground, was completely reconstructed. A new eight-acre park, including two multi-use fields, a playground and other amenities, is set to open in 2016. In September 2015, Pulte Homes initiated annexation of a new 202-unit, single-family development on the west side. These homes will become part of the Anthem Parkside Community Association. Construction is set to begin in 2016.

COMMUNITY EVENTS

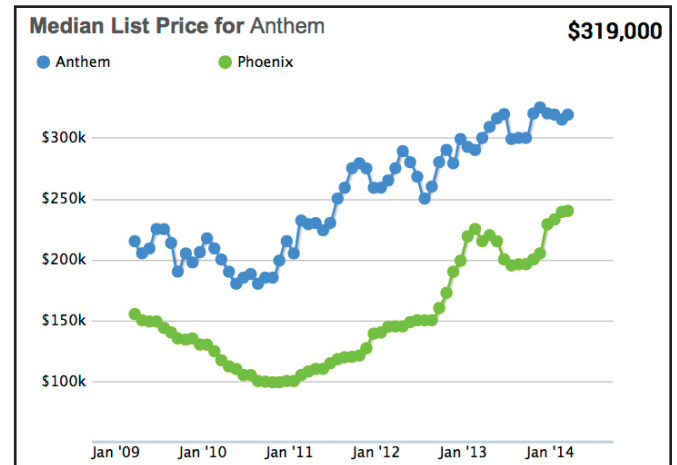
Annual events create a sense of community and are enjoyed by Anthem residents, business owners and others throughout the Valley. These events include:

- Anthem Days (March)
- Music in May (Fridays in May)
- Independence Day Celebration (July)
- Autumnfest (October)
- Memorial Day (May) and Veterans Day (November) ceremonies at the Anthem Veterans Memorial

REAL ESTATE

The residential real estate market remained stable during the downturn of the economy and has sustained remarkably.

Selling prices of homes continue to rise with a median listing price of \$320,000 and sales price of \$290,000. Average days on the market hover around 70 days. Foreclosures and delinquent mortgages are below the state and national levels.



anthem
community council

For more information:
OnlineAtAnthem.com/economic-development