

# PHX Surf Park

## Citizen Participation Plan & Preliminary Report

SWC State Route 238 & North Loma Road

August 15, 2022

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### Purpose:

The purpose of this Citizen Participation Plan & Preliminary Report is to provide the City of Maricopa staff with information regarding the efforts made by the applicant to inform citizens and property owners in the vicinity concerning the applicant’s requests to the City of Maricopa for a Minor General Plan Amendment, Planned Area Development (PAD) and Preliminary Development Plan Review. These requests are for PHX Surf, a world-class entertainment and lifestyle venue with a destination surf and water park, on-site hospitality, retail, restaurant, and outdoor entertainment located on the approximately 71 acres located at the southwest corner of State Route 238 and North Loma Road in the City of Maricopa (the “Property”).

By providing opportunities for citizen participation, the applicant will ensure that those affected by this application have had an adequate opportunity to learn about and comment on the proposed development. The applicant will provide neighborhood notice for a neighborhood meeting and future public hearings. The format proposed is consistent with the City’s guidelines for the Citizen Participation and neighborhood outreach process.

### Contact Information:

Those coordinating the Citizen Participation activities are listed as follows:

**Reese L. Anderson**

Pew & Lake, P.L.C.  
1744 S. Val Vista Drive, Ste. 217  
Mesa, Arizona 85204  
(480) 461-4670 (office)  
(480) 461-4676 (fax)  
Reese.Anderson@pewandlake.com

**Jon Gillespie**

Pew & Lake, P.L.C.  
1744 S. Val Vista Drive, Ste. 217  
Mesa, Arizona 85204  
(480) 461-4670 (office)  
(480) 461-4676 (fax)  
Jon.Gillespie@pewandlake.com

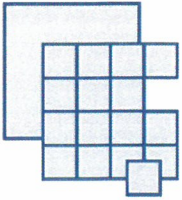
### Action Plan:

To provide effective citizen participation in conjunction with this application, the following actions have been taken to provide opportunities to understand and address any real or perceived impacts that members of the community may have relating to the proposed development:

1. A contact list has been created for interested citizens and agencies in this area including:
  - a. Interested neighbors – focused on 1,000 feet from the parent parcel
2. A neighborhood meeting was held by the applicant on July 11, 2022 to provide the opportunity for members of the public to discuss the proposed project. A sign-in sheet with attendee contact information and a summary of the meeting were created.
3. The notification list for the neighborhood meeting included the above-referenced contact list of all property owners within 1,000 feet of the subject property (which notification area is more than the 600 feet typically required by the City). A copy of the notification letter for the neighborhood meeting and contact list is attached.
4. Those who provided contact information to the applicant were added to the public hearing notification list.
5. Presentations will be made to groups of citizens or neighborhood associations upon request.
6. For public hearing notice, applicant will comply with City requirements, which requires posting a minimum of one (1) 4' x 4' sign(s) on the property, mailing the notice to the required contact list, and advertising the public meeting in a local newspaper. The applicant has placed two notice signs on the property.

### **Attached Exhibits:**

- 1) Letter for the neighborhood meeting
- 2) Notification map of surrounding property owners within 1,000 ft. of the Property
- 3) Notification list of property owners within 1,000 feet of the Property
- 4) Summary of Neighborhood Meeting & Sign-In Sheet
- 5) Draft Sign Posting Notice
- 6) Draft Newspaper Notice



**Pew & Lake, P.L.C.**  
Real Estate and Land Use Attorneys

**W. Ralph Pew**  
Certified Real Estate Specialist  
**Sean B. Lake**  
**Reese L. Anderson**

June 24, 2022

## NOTICE OF NEIGHBORHOOD MEETING

RE: PHX Surf (Case No. PAD22-11); This site is generally located at the southwest corner of Smith Enke Road (State Route 238) and North Loma Road in Maricopa

Dear Neighbor:

Together with our client, PHX Surf, LLC, we are pleased to share with you that we have formally submitted to the City of Maricopa a Planned Area Development rezoning application for the development of PHX Surf, a world-class entertainment and lifestyle venue featuring a destination surf and water park, on-site hospitality, retail, restaurant, and outdoor entertainment. This commercial and recreational amenity is proposed to be located on the +/- 71 acres at the southwest corner of Smith Enke Road (State Route 238) and North Loma Road.

We are inviting you to a neighborhood meeting to receive your input regarding this proposal. We have included with this letter some conceptual plans and drawings to help illustrate the proposal. The neighborhood meeting will be held as follows:

<b>Date:</b>	July 11 <sup>th</sup> , 2022
<b>Time:</b>	7:00 p.m. (Arizona Time)
<b>Location:</b>	Copper Sky Multigenerational Center (Room B) 44345 M.L.K. Jr. Blvd. Maricopa, AZ 85138

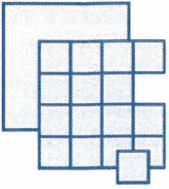
Should you have any questions, please contact Reese Anderson or myself, via email at [reese.anderson@pewandlake.com](mailto:reese.anderson@pewandlake.com) or [jon.gillespie@pewandlake.com](mailto:jon.gillespie@pewandlake.com) or by phone at 480-461-4670. We welcome any comments and feedback which you may have on this case and would be happy to discuss it with citizens or groups upon request. All comments shared will be submitted to the City and incorporated into the reports and briefing that will be prepared for the public hearings for this case. If you wish to provide input on this matter directly to the City of Maricopa Planning Department, Mr. Byron Easton has been assigned to this case and may be reached at 520-568-9098. You may also email him any questions or comments at [byron.easton@maricopa-az.gov](mailto:byron.easton@maricopa-az.gov).

At this time, no public hearings with the City of Maricopa have been scheduled. When any meeting date is known, the property will be properly noticed, and anyone who reaches out to us and provides their contact information will be notified.

Sincerely,

Jon C. Gillespie  
**PEW & LAKE, PLC**

Enclosures



**Pew & Lake, P.L.C.**  
Real Estate and Land Use Attorneys

**W. Ralph Pew**  
Certified Real Estate Specialist  
**Sean B. Lake**  
**Reese L. Anderson**

June 24, 2022

## AVISO DE JUNTA VECINDARIA

RE: PHX Surf (Número de Caso PAD22-11); Este sitio generalmente está ubicado en la esquina suroeste de Smith Enke Road (Ruta Estatal 238) y North Loma Road en Maricopa

Querido Vecino:

Junto con nuestro cliente, PHX Surf, LLC, nos complace compartir con usted que hemos presentado formalmente a la Ciudad de Maricopa una solicitud de rezonificación del Desarrollo del Área Planificada para el desarrollo de PHX Surf, un lugar de entretenimiento y estilo de vida de clase mundial que presenta un destino de surf y parque acuático, hospitalidad en el lugar, comercio minorista, restaurante y entretenimiento al aire libre. Se propone ubicar este servicio comercial y recreativo en la +/- 71 acres en la esquina suroeste de Smith Enke Road (Ruta Estatal 238) y North Loma Road.

Lo estamos invitando a una reunión vecinal para recibir su opinión sobre esta propuesta. Hemos incluido con esta carta algunos planos conceptuales y dibujos para ayudar a ilustrar la propuesta. La junta de vecinos se realizará de la siguiente manera:

<b>Fecha:</b>	July 11 <sup>th</sup> , 2022
<b>Tiempo:</b>	7:00 p.m. (Hora de Arizona)
<b>Ubicación:</b>	Copper Sky Multigenerational Center (Habitación B) 44345 M.L.K. Jr. Blvd. Maricopa, AZ 85138

Si tiene alguna pregunta, comuníquese conmigo o con Reese Anderson, por correo electrónico a [reese.anderson@pewandlake.com](mailto:reese.anderson@pewandlake.com) o [jon.gillespie@pewandlake.com](mailto:jon.gillespie@pewandlake.com) o por teléfono al 480-461-4670. Damos la bienvenida a cualquier comentario y retroalimentación que pueda tener sobre este caso y estaremos encantados de discutirlo con los ciudadanos o grupos que lo soliciten. Todos los comentarios compartidos se enviarán a la Ciudad y se incorporarán a los informes y sesiones informativas que se prepararán para las audiencias públicas de este caso. Si desea brindar información sobre este asunto directamente al Departamento de Planificación de la Ciudad de Maricopa, se le asignó este caso al Sr. Byron Easton y se lo puede contactar al 520-568-9098. También puede enviarle un correo electrónico con cualquier pregunta o comentario a [byron.easton@maricopa-az.gov](mailto:byron.easton@maricopa-az.gov).

En este momento, no se han programado audiencias públicas con la Ciudad de Maricopa. Cuando se conozca la fecha de una reunión, se notificará debidamente a la propiedad y se notificará a cualquier persona que se comunique con nosotros y proporcione su información de contacto.

Sinceramente,

  
Jon C. Gillespie  
**PEW & LAKE, PLC**

Recintos



NORTH LOMA ROAD

NORTH GREEN ROAD



PHX SURF  
Phoenix, AZ



0 | 150' | 300' | 450' | 600'

CONCEPTUAL PLAN  
SCALE: 1" = 150'



03  
2023-007  
2023-04-24



PHX SURF  
Phoenix, AZ

RETAIL DISTRICT RENDERING



File No. 2023-134  
Date: 03/20/2024

**AFFIDAVIT OF MAILING**  
**NEIGHBORHOOD MEETING NOTICES**

The undersigned Applicant has complied with the City of Maricopa's Neighborhood Meeting notification requirements for PHX Surf, (Case No. PAD22-11) located at the SWC of Smith Enke Rd and Loma Road in the City of Maricopa, on June 24, 2022.

By:

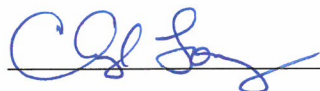


\_\_\_\_\_  
Jon C. Gillespie for:

Pew & Lake, PLC, Applicant

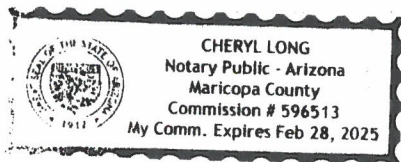
Subscribed and sworn to me on this 28<sup>th</sup> day of June, 2022 by Jon Gillespie.

IN WITNESS WHEREOF, I Hereto set my hand and official seal.



\_\_\_\_\_  
Notary Public

My Commission expires: 2/28/2025



LECUORE PROPERTIES LLC  
51556 W DEER RUN RD  
MARICOPA, AZ 85139

HOGENES FARMS LTD PSHIP  
PO BOX 570  
MARICOPA, AZ 85139

ESTRELLA GIN BUSINESS PAR...  
3463 S RIM RD  
GILBERT, AZ 85297

ELECTRICAL DISTRICT NO 3  
41630 W LOUIS JOHNSON DR  
MARICOPA, AZ 85138

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

VNS INV LLC  
19132 W TOWNLEY CT  
WADDELL, AZ 85355

WEST EDISON LLC  
55 MADISON ST STE 625  
DENVER, CO 80206

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

MARICOPA CONSOLIDATED DO...  
314 E 8TH ST  
CASA GRANDE, AZ 85122

FORESTAR (USA) REAL ESTATE...  
2221 E LAMAR BLVD STE 790  
ARLINGTON, TX 76006

FORESTAR (USA) REAL ESTATE...  
2221 E LAMAR BLVD STE 790  
ARLINGTON, TX 76006

MARICOPA 35 LLC  
10446 N 74TH ST STE 200  
SCOTTSDALE, AZ 85258

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

MARICOPA 64 PARTNERS LLC  
7373 N SCOTTSDALE RD STE B...  
PARADISE VALLEY, AZ 85253

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

HOGENES AL & BARBARA CO-T...  
PO BOX 570  
MARICOPA, AZ 85139

MARICOPA CONSOLIDATED DO...  
314 E 8TH ST  
CASA GRANDE, AZ 85122

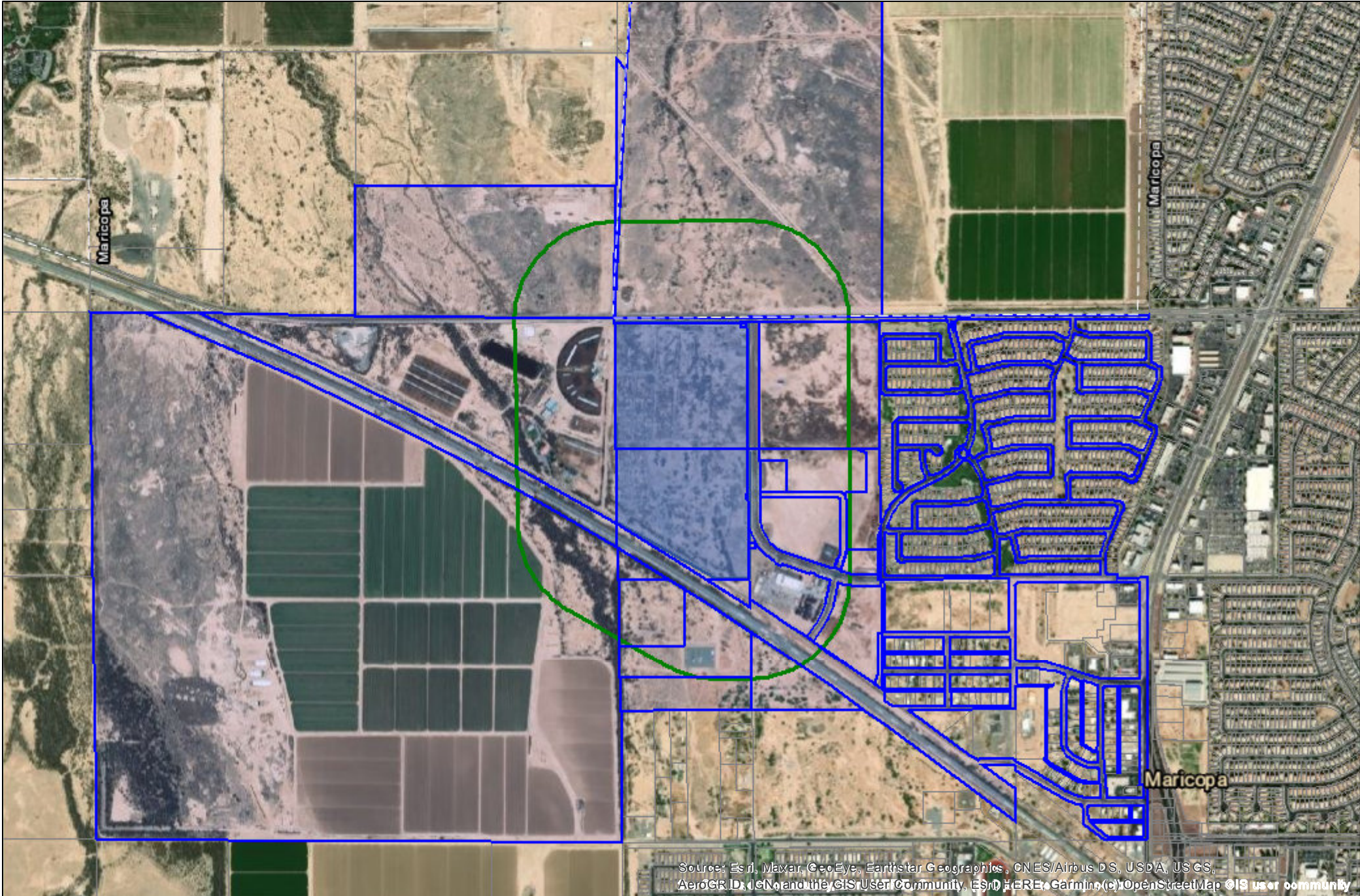
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MARICOPA, AZ 85138





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# AFFIDAVIT OF SIGN POSTING

The undersigned Applicant has complied with the City of Maricopa's sign posting requirements, located at the Smith Enke Rd & Loma Rd, in the City of Maricopa, on 06/24/22.

See attached photo exhibit.

For applicant:

Pew & Lake, P.L.C.

Dynamite Signs

Sign Company Name

Meghan Liggett

Sign Company Representative

Subscribed and sworn to be on 06/24/22 by Meghan Liggett.

IN WITNESS WHEREOF, I Hereto set my hand and official seal.

Marybeth Conrad  
Notary Public

My Commission expires: 10-25-24



# ZONING

City of Maricopa - Planning Division

**Proposal:** Rezone from CI-2 Industrial Zone to Planned Area Development (PAD) to facilitate development of PHX Surf, a destination water park and entertainment facility featuring various hospitality, restaurant, retail and recreational uses.

## NEIGHBORHOOD MEETING

July 11, 2022 at 7:00 PM  
Copper Sky Multigenerational Center  
(Room B)  
44345 M.L.K. Jr. Blvd.  
Maricopa, AZ 85138

## PLANNING AND ZONING

Date: TBD  
Time:  
Address: City Hall  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

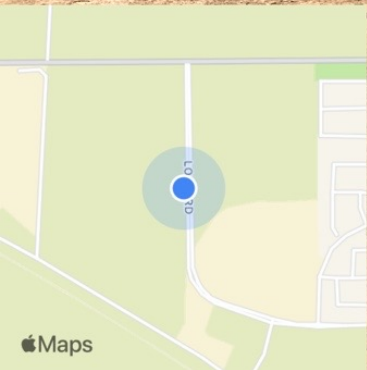
FOR QUESTIONS OR COMMENTS  
REGARDING THIS CASE CONTACT  
CASE PLANNER:

Byron Easton, Senior Planner  
(520) 316-6936  
Byron.Easton@maricopa-az.gov

## CITY COUNCIL MEETING

Date: TBD  
Time:  
Address: City Hall  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

Posting Date:  
6/24/2022



Loma Rd  
Maricopa AZ 85139  
+33.068892,-112.061139

Friday, June 24, 2022 at 1:29:45 PM

# ZONING

City of Maricopa - Planning Division

**Proposal:** Rezone from CI-2 Industrial Zone to Planned Area Development (PAD) to facilitate development of PHX Surf, a destination water park and entertainment facility featuring various hospitality, restaurant, retail and recreational uses.

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FOR QUESTIONS OR COMMENTS  
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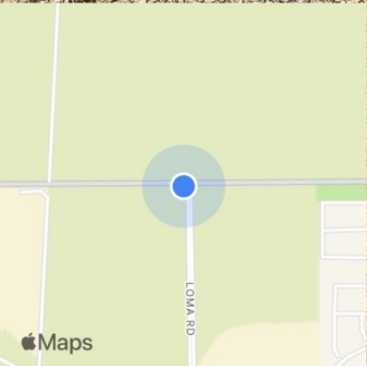
## PLANNING AND ZONING

Date: TBD  
Time:  
Address: City Hall  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

## CITY COUNCIL MEETING

Date: TBD  
Time:  
Address: City Hall  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

Posting Date:  
6/24/2022



W Smith Enke Rd  
Maricopa AZ 85139

+33-072256-412-061195

Friday, June 24, 2022 at 1:10:43 PM

## PHX Surf Park Neighborhood Meeting Summary

*PAD22-11*

*SWC State Route 238 & North Loma Road*

July 11, 2022 at 7:00 pm

Location of Meeting:  
Copper Sky Multigenerational Center (Room B)  
44345 M.L.K. Jr. Blvd.  
Maricopa, AZ 85138

The neighborhood meeting began at 7:00 pm. Four total neighbors, from three households, attended the meeting including Al Hogenes who owns significant property directly west of the site, Susan and Van Pelleran who own property south of the train tracks, and Sara Sheehan who was representing the Maricopa Consolidated Domestic Water Improvement District (See attached sign-in sheets). Present for the applicant was Erin La Grassa, Steve Howard and several other members of the PHX Surf team along with Reese L. Anderson and Jon Gillespie from Pew & Lake, PLC (Legal Representatives).

The format of the meeting took on an open house format given the limited number of attendees. Mr. Anderson and Ms. La Grassa each provided short PowerPoint presentations (See attached for PowerPoint slides provided). The Presentation comments are summarized below:

- Provided information on the Existing General Plan and Zoning classifications, and the PAD Request
- Described the PHX Surf conceptual site plan, program offerings, and building renderings
- Provided outline of next steps in the city review process

Mr. Anderson then responded to attendees comments, questions, and suggestions. After questions and comments were taken, including responses given by Mr. Anderson, the meeting concluded around 7:50 pm.

Questions from attendees were presented throughout and are encapsulated on the next page with answers provided by Mr. Anderson summarized in *red* italics.

1. How will Garvey Road be affected? *We currently do not intend to connect into Garvey Road.*
2. What is the size of the surf pools compared to Big Surf? *We are proposing around 260-foot-wide pools. Big Surf was something like 160 feet wide.*
3. What is the cost to park an RV? *We do not have pro forma pricing completed for the RVs at this stage. They will be market rate and include full hookups to sewer, electrical and water.*
4. Where are you getting your water? *Global Water has provided us Will Serve letters. We will be a regular customer of Global Water. Our understanding is that the water comes*

*from the Palo Verde reservoir. Global Water has both recycled and reclaimed water which both could be used on site.*

5. I have some concern about the water supply itself. Is this water use going to drain my well? *There are certainly some statewide water considerations which are in discussion outside of this project but on a local level, Global Water has a 100 year supply certified with ADWR and this proposed park will not be prioritized over other water users.*
6. The Maricopa Consolidated DWID has two wells near the site. We are interested in understanding the water consumption and also discussing whether the park has water needs from the DWID. *Acknowledged thank you.*
7. How is traffic access going to be controlled? *We are expecting additional cooperation with ADOT and the City of Maricopa on the traffic improvements and movements. The only full access for the site will be at the Green and 238 intersection. Everything else is expected to be right in-right out only. There will be some “back of house” entries to Loma Road.*
8. How does this proposal compare to Westgate’s Crystal Lagoon? *Our understanding is that Westgate is more for kayaking and not a large surf lagoon. It is an 11-acre site which is smaller than the proposed 71 acre site.*
9. How does the pump track work? *A pump track is different than a typical skatepark because the users are circling the park which helps to eliminate conflicts between skaters and bikers. As an FYI, we envision a training performance center in conjunction with the pump track.*
10. Is the water heated? *We have discussed heating element options, but we are not planning on heating the water as of now. 60-degree water is typical. Wetsuits will likely be used, particularly in the winter months.*
11. I know a great 10-acre site south of the tracks which would be great for the RV Park or for a solar field. *Acknowledged thank you.*

**Summary completed by Jon Gillespie on July 12, 2022**

## Neighborhood Meeting Sign-In Sheet

**Applicant:**

**Pew & Lake, PLC/ Phx Surf, LLC**

**Meeting Location:**

**Copper Sky Multigenerational Center-(Room B)  
44345 M.L.K. Jr. Blvd, Maricopa, AZ 85138**

**Property Location:**

Approximately 71 acres at the southwest corner of Smith Enke Road  
(State Route 238) and North Loma Road in Maricopa

**Time:**

**7:00 PM**

**Date:**

**July 11<sup>th</sup>, 2022**

**Case:**

#	NAME	ADDRESS	ZIP	Email	PHONE
1	AL. HOGANES	Garvey Rd	85139	/	/
2	Susan Van Pelleran	Green Rd	85139	Susan.Pelleran@gmail.com	623-256-4759
3	Sara Sheehan	45290 W. Garvey Ave	85139	mdwid85239@hotmail.com	520-568-2239
4					
5					
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7					
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10					
11					
12					
13					



# PHX SURF PARK NEIGHBORHOOD MEETING

A 71.21-ACRE DESTINATION WATER PARK LOCATED  
AT THE SWC STATE ROUTE 238 & NORTH LOMA ROAD  
IN THE CITY OF MARICOPA

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July 11, 2022





# Development Team

## APPLICANT/DEVELOPER

Contact: Erin La Grassa & Steve Howard  
PHX Surf, LLC  
480-290-1591  
erin@phxsurf.com

## ARCHITECT

AO Architects  
144 N Orange Street  
Orange, CA 92866  
714-639-9860  
info@aoarchitects.com

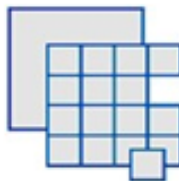


## ENGINEER

Contact: Craig Smith  
KSE Design Group, PLC  
2525 W Greenway Rd,  
Phoenix, AZ 85023  
602-347-7007  
craig@kseaz.com

## LEGAL REPRESENTATION

Contact: Reese L. Anderson  
Pew & Lake, PLC  
1744 S. Val Vista Dr.  
Mesa, AZ 85203  
480-461-4670  
reese.anderson@pewandlake.com



Pew & Lake, P.L.C.  
Real Estate and Land Use Attorneys

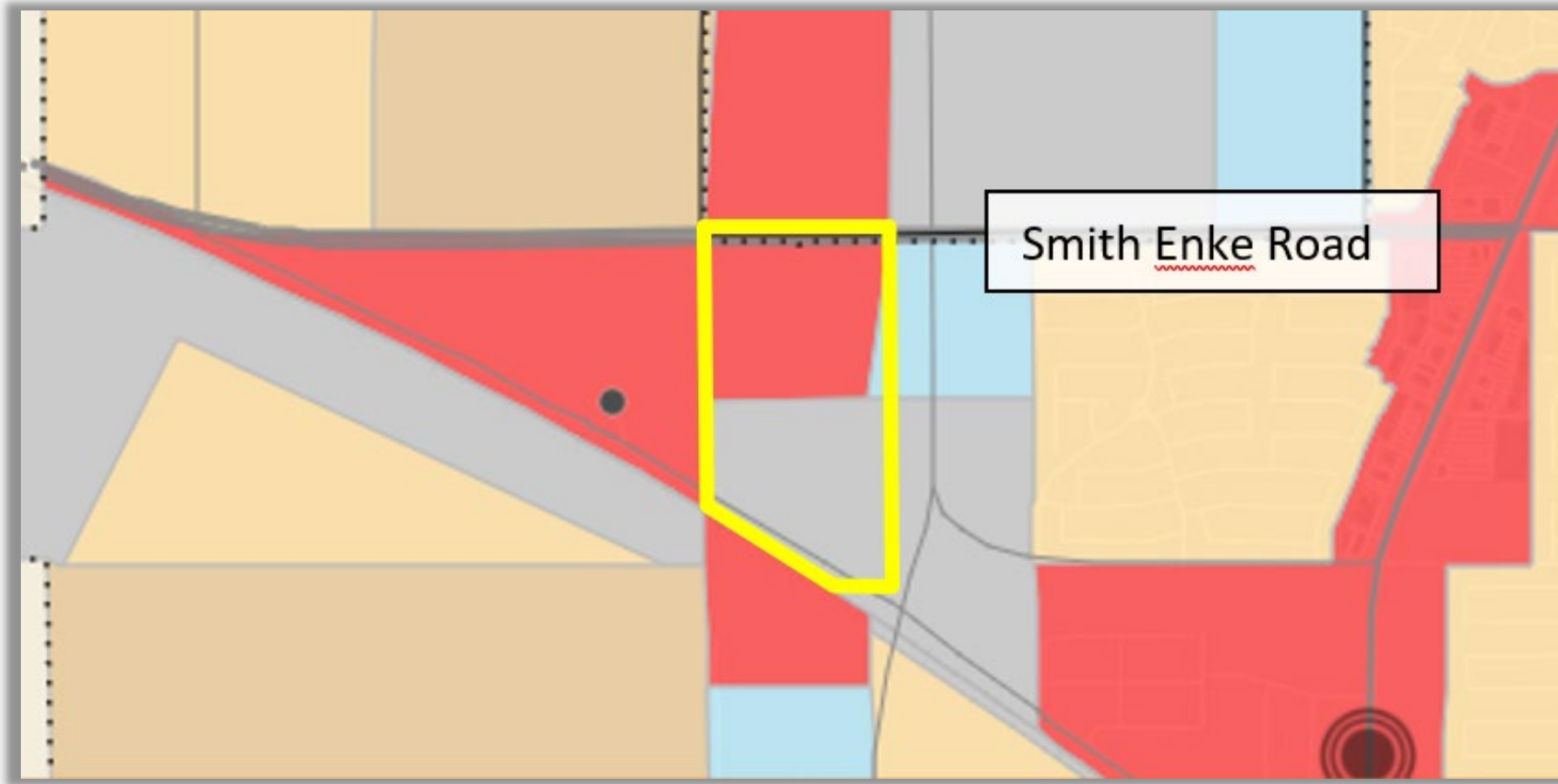
# Aerial Map



# Vicinity Map



# General Plan – Future Land Use Map



 Commercial

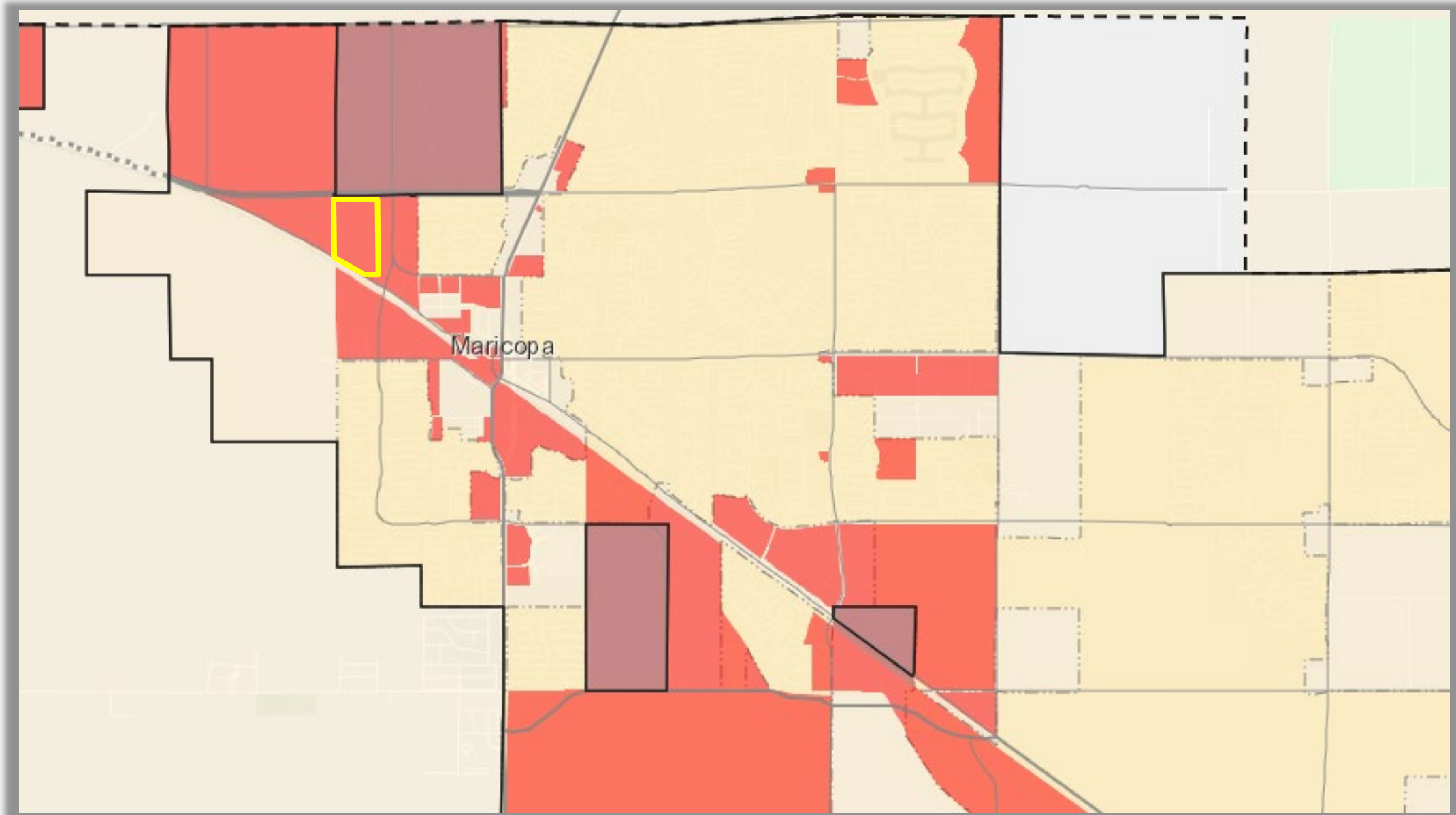
 Employment

 Mixed Use

 Medium Density Residential

 Master Planned Community

# General Plan - Growth Areas Map



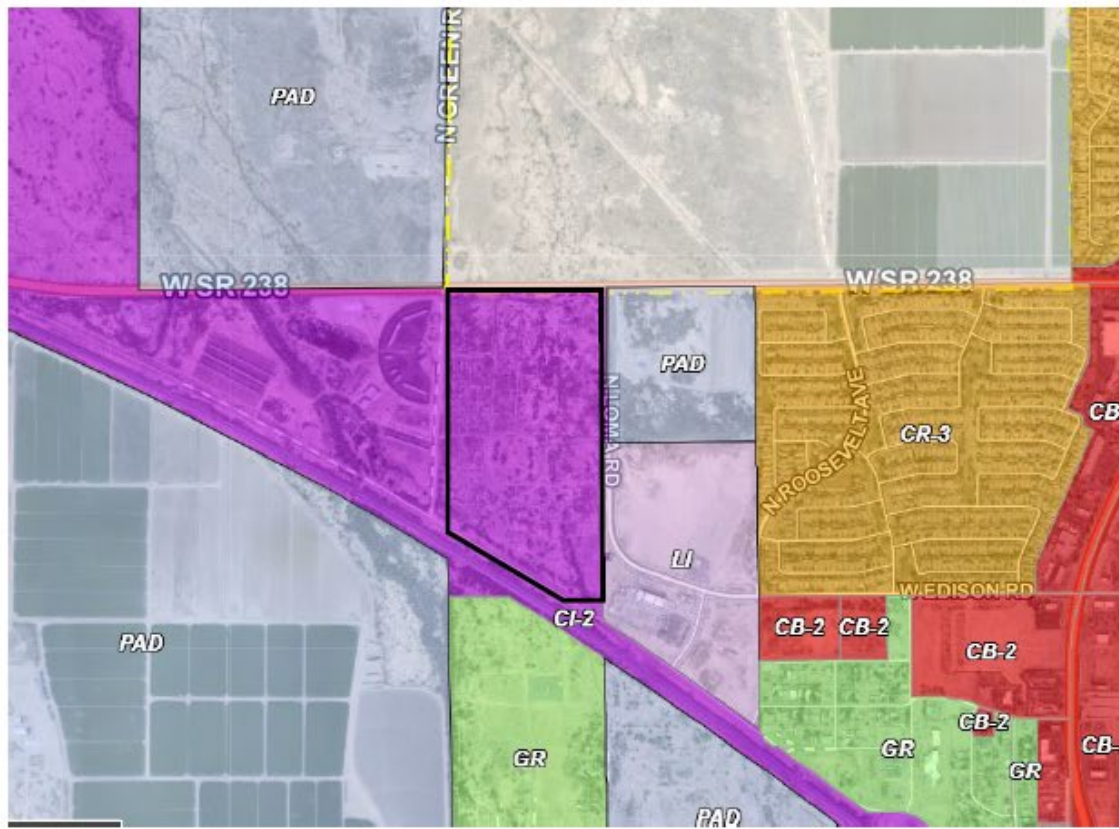
# Specific Request to City of Maricopa

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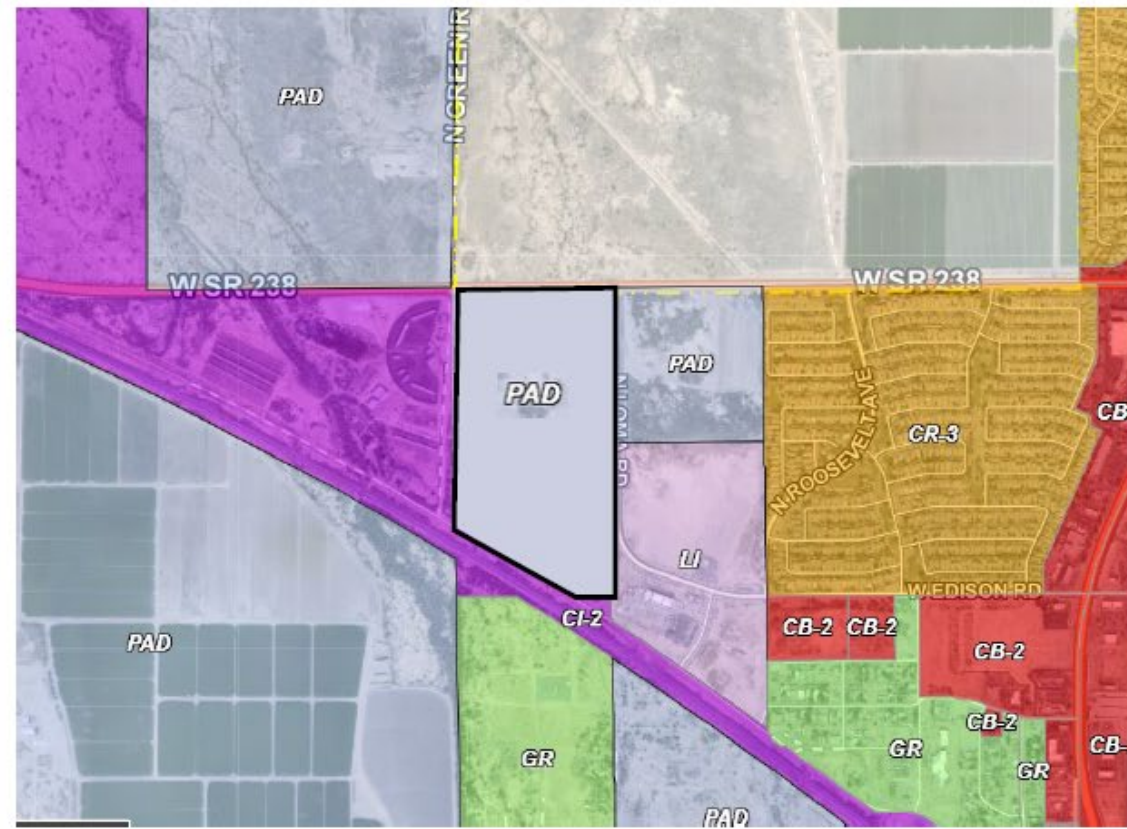
- Zone change from CI-2 Industrial Zone to Planned Area Development (PAD)
- Development of world-class entertainment and lifestyle venue with a destination surf and water park, on-site hospitality, retail, restaurant, and outdoor entertainment

# Zoning Map: Existing CI-2 Industrial Zone Proposed PAD

Existing Zoning Map



Proposed Zoning Map





# Conceptual Plan



# Conceptual District Plan

NORTH LOMA ROAD



STATE ROUTE 238

NORTH GREEN ROAD

DISTRICT SUMMARY		AC.
	PARKING	11.2
	R.V. PARK DISTRICT	4.37
	SURF VILLAGE	3.1
	SURF VILLAS DISTRICT	6.03
	RETAIL DISTRICT & BOARDWALK	1.7
	NORTH SURF LAGOON	5.86
	HOTEL	3.6
	SOUTH SURF LAGOON	5
	EVENT / ENTERTAINMENT VENUE	3.73
	WATER PARK	17.81
	PUMP TRACK	1.2
	B.O.H. MAINTENANCE	2.2

# Conceptual Plan - Key Points of Interest

- Two 5-acre lagoons for surfing
- Hotel is expected to be 4.5-star rated hotel with 80 rooms
- Additional hospitality options:
  - 42 Surf Villas
  - Recreational Vehicle Campsites
- Water Park with slides, lazy river, other features
- Retail and Restaurant opportunities



# Conceptual Renderings - Retail District



# Conceptual Renderings – Hotel District

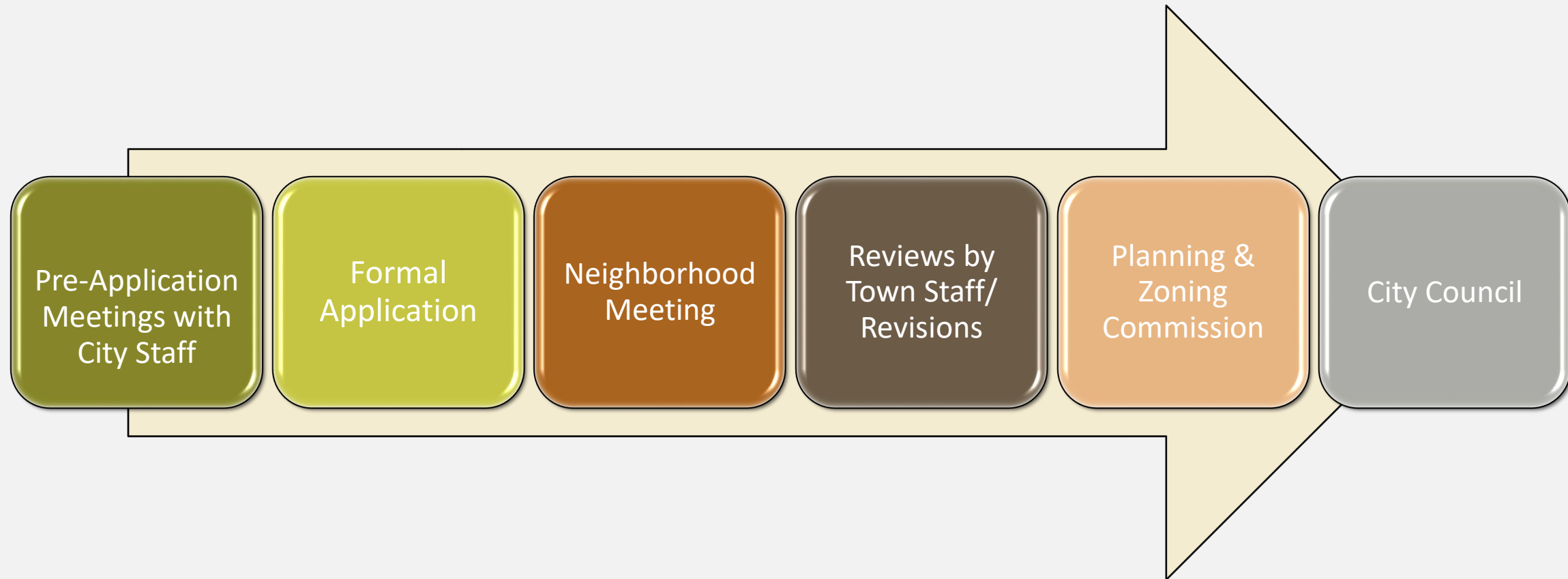


# Conceptual Renderings – Main Arrival Plaza



# City of Maricopa Zoning Process

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# Questions?

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## **Pew & Lake, PLC**

1744 S. Val Vista, Suite 217

Mesa, AZ 85204

Ph: 480-461-4670

Fx: 480-461-4676

### **Reese L. Anderson**

Email: [reese.anderson@pewandlake.com](mailto:reese.anderson@pewandlake.com)

### **Jon Gillespie**

Email: [jon.gillespie@pewandlake.com](mailto:jon.gillespie@pewandlake.com)







PHXSURF



Market

# Total global economic impact.

The economic impact of the global  
Surf Industry is US \$50-\$130 Billion.

## Market

### 60,000 Transplants

An estimated 60,000 Californians are currently moving to Arizona annually.

### 600,000 Beach Seekers

Of the 7.278 million Arizona residents, an estimated 600,000 travel to California and its beaches, at least once a year.

There is an established and growing connection to beach culture in Arizona. A desire for the beach coupled with a desire for the desert climate, provide a real opportunity to create a surf-based lifestyle experience in Arizona.



Market

# Who is a surfer?

Estimated total addressable market  
of 11.027M potential customers  
in Arizona.

## Market

### 61,000 Locals

61,000 local Arizona residents that already surf.

### 400,000+ Tourists

409,000 surfers who visit Arizona each year as tourists.

### 1.64 Million Locals

1,640,000 Arizona residents that do not surf, but are interested in surfing and surf culture.

### 8.14 Million Tourists

8,144,000 tourists with an interest in surfing and beach culture that visit Arizona each year.

### 125k 'Switchfoot' Locals

125,000 local residents are proficient in water skiing, wake boarding and wake surfing, are a target to 'switchfoot.'

### 648k 'Switchfoot' Tourists

648,000 switchfoot tourists that visit Arizona each year as tourists.

## Economic Impact

**\$287 Million**

in economic output indirectly generated from construction  
(based on an assumed industry multiplier of 2.8664)

**500+ Jobs Created**

through both the construction phase and full-time employment,  
including 179 indirect employment opportunities.

~

**95 Million**

gross economic contribution to Maricopa City area  
through construction.

**\$560 Million**

gross economic contribution to Maricopa City area through  
operation by 2050.

**500,000+ Visitations**

visitations to the facility per annum (including a significant number  
of school aged children and visitors to Maricopa City area)

**9 Million**

in annual operating expenditure (including \$5M + in salaries p.a)

# Perfect Waves

Two world-class wave pools featuring the latest Surf Loch technology, producing waves for both pros and amateurs.

PHXSURF







# Surf Club

Carving the next generation of surfers  
with surf teams, clubs and lessons.

PHXSURF





# Pump Track

Cruise on an epic 1.5 Acre pump track designed for both amateurs and pros.

PHXSURF



# Live Music

Concert and entertainment venue for live music festivals and competitions.

PHXSURF

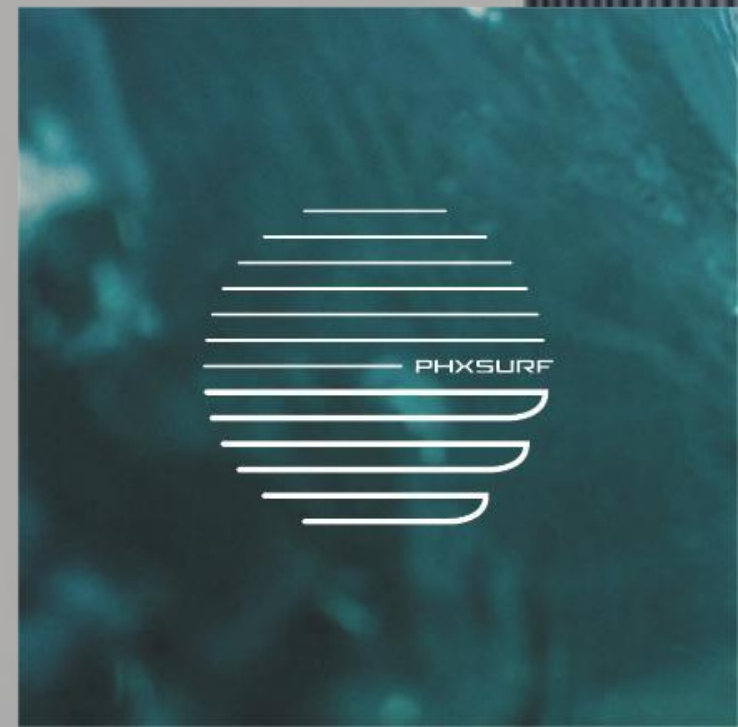




# Staycation

Comfortable hospitality with modern amenities  
for both staycations and vacations.

PHXSURF



# Poolside

Relax, cool off and unwind in a number of pools designed for both friends and families.

PHXSURF





# Lounge

Shaded common areas for relaxation and peaceful quality time.

PHXSURF



PHXSURF



# Bungalows

Minimal and stylish surf bungalows designed for a private and casual surf experience.

PHXSURF



# Wellness

Health and wellness emphasis including spa, yoga, gym and meditation.

PHXSURF





# Boutiques

Premium retail featuring the world's leading surf lifestyle brands and accessories.

PHXSURF





# Healthy Foods

A range of dining options featuring healthy foods in both fast casual and unique sit down restaurants.

PHXSURF



# Night Surfing

Experience the feeling of riding perfect waves under the cool desert sky at night.

PHXSURF



# Grinds

Fresh coffee, cold juices, healthy snacks  
at grab and go stations.

PHXSURF





# Amtrak

Travel in comfort and style with an Amtrak station in Maricopa, just steps away from our destination.

PHXSURF





## Disclaimer:

This presentation (Presentation) has been prepared by PHX Surf LLC solely for use at presentations to investors held in connection with a project capital raising for PHX Surf. No part of this Presentation constitutes an offer, invitation or recommendation to enter into a transaction or to invest in the Company (the Proposed Transaction), or a representation by or on behalf of the Company that it will be entering into the Proposed Transaction, either at all, with you, or with any other person. This Presentation is confidential information and is governed by the Confidentiality Agreement you entered into with the Company. At all times, this Presentation remains the property of the Company who reserves the right to require the return of the Presentation and all other information provided in connection with it at any time. No representation or warranty, express or implied, is given by or on behalf of the Company or any of its directors, employees, agents or advisers as to the quality, accuracy or completeness of the information in this Presentation or any part of it, that reasonable care has been taken in compiling or preparing the information in this Presentation or any part of it, or that this Presentation contains all of the information that may be required or may be expected to be found or provided in order to evaluate the Proposed Transaction. By receiving this Presentation, you acknowledge that you have read and understood the terms of this disclaimer and accept and agree to the terms and conditions set out in this disclaimer.

## Public Notice Sign

The applicant will be required to post public notice sign(s) on the property 15 days prior to the neighborhood meeting. The size of the sign shall be a minimum size of 24" x 32" and the proposed sign shall be reviewed and approved by staff prior to posting.

Number of signs required shall be determined by staff. Below are the elements that the sign shall include:

- Sign shall be colored (orange background with black lettering)
- Sign shall be made of durable material (no cardboard or paper sign)
- Sign shall include a description of the request, the entity requesting the request and location of the request.
- Sign shall include all meeting dates (e.g. Neighborhood meeting, P&Z and City Council).
- Shall include the contact information of the case planner.
- Shall include a description of the request
- The header of the sign shall read ZONING in BOLD CAPITAL letters.

--SIGN TEMPLATE--

# ZONING

**City of Maricopa – Planning Division**

**Proposal: Rezone from CI-2 Industrial Zone to Planned Area Development (PAD) to facilitate development of PHX Surf, a destination water park and entertainment facility featuring various hospitality, restaurant, retail and recreational uses.**

<p><b>NEIGHBORHOOD MEETING</b></p> <p><b>July 11, 2022 at 7:00 PM</b></p> <p>Copper Sky Multigenerational Center (Room B) 44345 M.L.K. Jr. Blvd. Maricopa, AZ 85138</p>	<p><b>PLANNING AND ZONING</b></p> <p style="text-align: center;"><b>September 12, 2022 at 6:00 PM</b></p> <p>39700 W. Civic Center Plaza Maricopa, AZ 85138</p>
<p><b>FOR QUESTIONS OR COMMENTS REGARDING THIS CASE CONTACT CASE PLANNER:</b></p> <p>Byron Easton, Senior Planner Ph: (520) 316-6936 Byron.easton@maricopa-az.gov</p>	<p><b>CITY COUNCIL MEETING</b></p> <p style="text-align: center;"><b>October 18, 2022 at 7:00 PM</b></p> <p>39700 W. Civic Center Plaza Maricopa, AZ 85138</p>

**NEWSPAPER NOTICE**

**NOTICE OF NEIGHBORHOOD MEETING, PUBLIC HEARING AND  
PUBLIC MEETING**

**Rezoning and Development Review Permit Case No.**

**Neighborhood Meeting**

**July 11th, 2022**

**7:00 p.m. (Arizona Time)**

**Copper Sky Multigenerational Center (Room B) 44345 M.L.K. Jr.  
Blvd.**

**Maricopa, AZ 85138**

**Planning & Zoning Commission**

**Meeting (PUBLIC HEARING)**

**September 12, 2022 at 6:00 pm**

**Maricopa City Hall Council Chambers**

**Maricopa, AZ**

**39700 W. Civic Center Plaza**

**Maricopa, AZ 85138**

**City Council Meeting**

**October 18, 2022 at 7:00 pm**

**Maricopa City Hall Council Chambers**

**Maricopa, AZ**

**39700 W. Civic Center Plaza**

**Maricopa, AZ 85138**

NOTICE IS HEREBY GIVEN THAT at the above listed meeting, a PUBLIC HEARING will be held at the above stated date, time, and location.

Pew & Lake, PLC, as authorized by the property owners, PHX Surf, LLC, is proposing a rezoning of the property generally located at the approximately 71.21 gross acres at the southwest corner of Smith Enke Road (State Route 238) and North Loma Road in the City of Maricopa from CI-2 Industrial Zone to Planned Area Development (PAD) to facilitate a commercial entertainment and recreational large-scale facility.

The Planning and Zoning Division is processing this proposal in accordance with the Zoning Code as a PAD rezoning. Anyone wishing to appear and make comment is encouraged to attend. Written comments are welcome and if received prior to the meeting, will be included in the record.



Questions regarding the process and official comments for the public record may be sent in a written form to the Planning and Zoning Division, Attn: Byron Easton, Planner at 39700 W Civic Center Plaza, Maricopa, AZ 85138 or by email at [byron.easton@maricopa-az.gov](mailto:byron.easton@maricopa-az.gov). For questions, contact the Planning and Zoning Division at (520) 568-9098.

For any questions for the applicant, please contact: Pew & Lake, PLC, Attn: Reese Anderson or Jon Gillespie, at 1744 S. Val Vista Drive, Ste. 217, Mesa, Arizona 85204, Phone 480-461-4670.

Published in:

- Maricopa Monitor (DATE OF PUBLICATION: August 23, 2022)
- Casa Grande Dispatch (DATE OF PUBLICATION: August 23, 2022)

**CASA GRANDE VALLEY  
NEWSPAPERS INC**

200 W. 2ND ST.  
CASA GRANDE AZ 85122

(520) 836-7461  
Fax (520) 836-2944

Advertising Memo Bill

1  Memo Bill Period 09/2022		2  Advertiser/Client Name PEW & LAKE, PLC	
23  Total Amount Due 70.55		*Unapplied Amount	3  Terms of Payment
21  Current Net Amount Due .00	22  30 Days .00	60 Days .00	Over 90 Days .00
4  Page Number 1	5  Memo Bill Date 09/08/22	6  Billed Account Number 15829 CHRIS.	7  Advertiser/Client Number 15829

8  Billed Account Name and Address PEW & LAKE, PLC 1744 S VAL VISTA DR SUITE 217 MESA AZ 85204		Amount Paid:  Comments:  Ad #: 150435
---	--	---

Please Return Upper Portion With Payment

10  Date	11  Newspaper Reference	12 13 14  Description-Other Comments/Charges	15  SAU Size 16  Billed Units	17  Times Run 18  Rate	19  Gross Amount	20  Net Amount
09/10/22	150435 PCG  AZTPT	PAD22-11 NEWSPAPER NOTICE 09/10 CGCG CGIT AZ TPT TAX	1.0X 8.02 8.25	1 69.30  1.25	69.30	70.55

 **PAID**  
9-8-22

**Statement of Account - Aging of Past Due Amounts**

21  Current Net Amount Due 0.00	22  30 Days 0.00	60 Days 0.00	Over 90 Days 0.00	*Unapplied Amount	23  Total Amount Due 70.55
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**CASA GRANDE VALLEY NEWSPAPERS INC.**

(520) 836-7461

\* UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

24  Invoice 150435	25  Billing Period 09/2022	Advertiser Information			
6  Billed Account Number 15829	7  Advertiser/Client Number 15829	2  Advertiser/Client Name PEW & LAKE, PLC			

} SS.

**Affidavit of Publication**

NEWSPAPER NOTICE  
NOTICE OF NEIGHBORHOOD  
MEETING, PUBLIC HEARING  
AND PUBLIC MEETING  
Rezoning and Development  
Review Permit Case No. PAD22-  
11

Neighborhood Meeting  
July 11th, 2022  
7:00 p.m. (Arizona Time)  
Copper Sky Multigenerational  
Center (Room B) 44345 M.L.K.  
Jr. Blvd.

Maricopa, AZ 85138  
Planning & Zoning Commission  
Meeting (PUBLIC HEARING)  
September 26, 2022 at 6:00 pm  
Maricopa City Hall Council  
Chambers  
Maricopa, AZ

39700 W. Civic Center Plaza  
Maricopa, AZ 85138  
City Council Meeting  
October 18, 2022 at 7:00 pm  
Maricopa City Hall Council  
Chambers  
Maricopa, AZ

39700 W. Civic Center Plaza  
Maricopa, AZ 85138  
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written form to the Planning and  
Zoning Division, Attn: Byron  
Easton, Planner at 39700 W  
Civic Center Plaza, Maricopa,  
AZ 85138 or by email at byron.  
easton@maricopa-az.gov. For  
questions, contact the Planning  
and Zoning Division at (520) 568-  
9098.

For any questions for the  
applicant, please contact: Pew &  
Lake, PLC, Attn: Reese Anderson  
or Jon Gillespie, at 1744 S. Val  
Vista Drive, Ste. 217, Mesa,  
Arizona 85204, Phone 480-461-  
4670.

No. of publications: 1; date of  
publication: Sep. 10, 2022.

**Kara K. Cooper**, first being duly sworn deposes and says: That  
he/she is a native born citizen of the United States of America, over  
21 years of age, that I am an agent and/or publisher of the Casa  
Grande Dispatch, a newspaper published at Casa Grande, Pinal  
County, Arizona, Tuesday, Thursday, and Saturday of each week;  
that a notice, a full, true and complete printed copy of which is  
hereunto attached, was printed in the regular edition of said  
newspaper, and not in a supplement thereto, for ONE issue. The  
publications thereof having been on the following date:

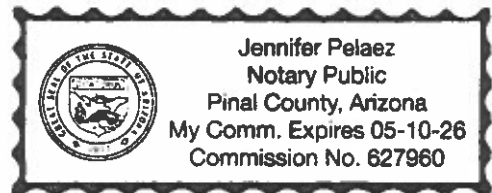
**09/10/2022**

**CASA GRANDE DISPATCH**

By *Kara K. Cooper*  
agent and/or publisher of the Casa Grande Dispatch

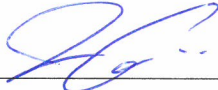
Sworn to before me this 12th  
day of September A.D., 2022

*Jennifer Pelaez*  
Notary Public in and for the County  
of Pinal, State of Arizona



**AFFIDAVIT OF MAILING**  
**PUBLIC HEARING NOTICES**

The undersigned Applicant has complied with the City of Maricopa's Public Hearing Notification requirements for PHX Surf, (Case No. PAD22-11) located at the SWC of Smith Enke Rd and Loma Road in the City of Maricopa. Notice was provided in compliance with Section 18.140.060 of the City of Maricopa Zoning Ordinance with mailings completed on September 9, 2022.

By: 

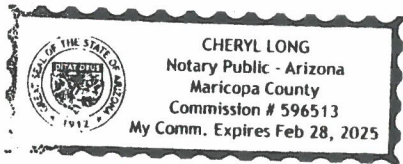
Jon C. Gillespie for:  
Pew & Lake, PLC, Applicant

Subscribed and sworn to me on this 12 day of SEPTEMBER, 2022 by JON GILLESPIE.

IN WITNESS WHEREOF, I Hereto set my hand and official seal.

  
Notary Public

My Commission expires: 2/28/2025



LECUORE PROPERTIES LLC  
51556 W DEER RUN RD  
MARICOPA, AZ 85139

HOGENES FARMS LTD PSHIP  
PO BOX 570  
MARICOPA, AZ 85139

ESTRELLA GIN BUSINESS PAR...  
3463 S RIM RD  
GILBERT, AZ 85297

ELECTRICAL DISTRICT NO 3  
41630 W LOUIS JOHNSON DR  
MARICOPA, AZ 85138

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

VNS INV LLC  
19132 W TOWNLEY CT  
WADDELL, AZ 85355

WEST EDISON LLC  
55 MADISON ST STE 625  
DENVER, CO 80206

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

MARICOPA CONSOLIDATED DO...  
314 E 8TH ST  
CASA GRANDE, AZ 85122

FORESTAR (USA) REAL ESTATE...  
2221 E LAMAR BLVD STE 790  
ARLINGTON, TX 76006

FORESTAR (USA) REAL ESTATE...  
2221 E LAMAR BLVD STE 790  
ARLINGTON, TX 76006

MARICOPA 35 LLC  
10446 N 74TH ST STE 200  
SCOTTSDALE, AZ 85258

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

MARICOPA 64 PARTNERS LLC  
7373 N SCOTTSDALE RD STE B...  
PARADISE VALLEY, AZ 85253

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

URBAN STORAGE MARICOPA LLC  
918 S HORTON ST, STE 1000  
SEATTLE, WA 98134

HOGENES AL & BARBARA CO-T...  
PO BOX 570  
MARICOPA, AZ 85139

MARICOPA CONSOLIDATED DO...  
314 E 8TH ST  
CASA GRANDE, AZ 85122

ESTRELLA GIN BUSINESS PARK  
2880 E 14TH N  
IDAHO FALLS, ID 83401

ELECTRICAL DISTRICT NO 3  
41630 W LOUIS JOHNSON DR  
MARICOPA, AZ 85138

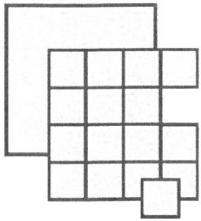
CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

PRLG HOLDINGS LLC  
940 N VALE  
MESA, AZ 85201

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

CITY OF MARICOPA  
39700 W CIVIC CENTER PLZ  
MARICOPA, AZ 85138

COPA SURF LLC  
2976 E CAMPBELL RD  
GILBERT, AZ 85234



Pew & Lake, P.L.C.  
Real Estate and Land Use Attorneys

W. Ralph Pew  
Certified Real Estate Specialist  
Sean B. Lake  
Reese L. Anderson

September 8, 2022

## NOTICE OF PUBLIC HEARINGS

RE: PHX Surf (Case No. PAD22-11); This site is generally located at the southwest corner of Smith Enke Road (State Route 238) and North Loma Road in Maricopa

Dear Neighbor:

Together with our client, PHX Surf, LLC, we are pleased to share with you that public hearings have been scheduled for the PHX Surf Planned Area Development rezoning application. PHX Surf is a proposed world-class entertainment and lifestyle venue featuring a destination surf and water park, on-site hospitality, retail, restaurant, and outdoor entertainment. This commercial and recreational amenity is proposed to be located on the +/- 71 acres at the southwest corner of Smith Enke Road (State Route 238) and North Loma Road. We have included with this letter some conceptual plans and drawings to help illustrate the proposal.

Notice is hereby given that public hearings will be held at the below stated dates, times, and locations. The neighborhood meeting will be held as follows:

*City of Maricopa Planning & Zoning Commission Meeting*

**Date:** September 26, 2022  
**Time:** 6:00 p.m. (Arizona Time)  
**Location:** Maricopa City Hall Council Chambers  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

*City of Maricopa City Council Meeting*

**Date:** October 18, 2022  
**Time:** 7:00 p.m. (Arizona Time)  
**Location:** Maricopa City Hall Council Chambers  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

Anyone wishing to appear and make comment is encouraged to attend. Written comments are welcome and if received prior to the meeting, will be included in the record.

Questions regarding the process and official comments for the public record may be sent in a written form to the Planning and Zoning Division, Attn: Byron Easton, Planner at 39700 W Civic

Center Plaza, Maricopa, AZ 85138 or by email at [byron.easton@maricopa-az.gov](mailto:byron.easton@maricopa-az.gov). For questions, contact the Planning and Zoning Division at 520-568-9098.

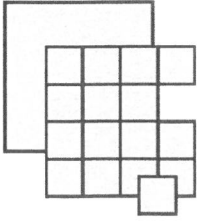
For any questions for the applicant, please contact Reese Anderson or myself, via email at [reese.anderson@pewandlake.com](mailto:reese.anderson@pewandlake.com) or [jon.gillespie@pewandlake.com](mailto:jon.gillespie@pewandlake.com) or by phone at 480-461-4670.

Sincerely,



Jon C. Gillespie  
**PEW & LAKE, PLC**

Enclosures



Pew & Lake, P.L.C.  
Real Estate and Land Use Attorneys

W. Ralph Pew  
Certified Real Estate Specialist  
Sean B. Lake  
Reese L. Anderson

8 de septiembre de 2022

## AVISO DE AUDIENCIAS PÚBLICAS

RE: PHX Surf (Número de Caso PAD22-11); Este sitio generalmente está ubicado en la esquina suroeste de Smith Enke Road (Ruta Estatal 238) y North Loma Road en Maricopa

Querido Vecino:

Junto con nuestro cliente, PHX Surf, LLC, nos complace compartir con usted que se han programado audiencias públicas para la solicitud de rezonificación del Desarrollo del Área Planificada de PHX Surf. PHX Surf es un lugar propuesto de entretenimiento y estilo de vida de clase mundial que cuenta con un destino de surf y parque acuático, hospitalidad en el lugar, tiendas, restaurantes y entretenimiento al aire libre. Se propone que este servicio comercial y recreativo se ubique en los +/- 71 acres en la esquina suroeste de Smith Enke Road (ruta estatal 238) y North Loma Road. Hemos incluido con esta carta algunos planos conceptuales y dibujos para ayudar a ilustrar la propuesta.

Por la presente se notifica que las audiencias públicas se llevarán a cabo en las fechas, horas y lugares indicados a continuación. La reunión vecinal se llevará a cabo de la siguiente manera:

*City of Maricopa Planning & Zoning Commission Meeting*

**Fecha:** 26 de septiembre de 2022  
**Tiempo:** 6:00 pm. (Hora de Arizona)  
**Ubicación:** Maricopa City Hall Council Chambers  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

*City of Maricopa City Council Meeting*

**Fecha:** 18 de octubre de 2022  
**Tiempo:** 7:00 pm. (Hora de Arizona)  
**Ubicación:** Maricopa City Hall Council Chambers  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

Cualquier persona que desee aparecer y hacer comentarios está invitada a asistir. Los comentarios por escrito son bienvenidos y, si se reciben antes de la reunión, se incluirán en el registro.



Las preguntas sobre el proceso y los comentarios oficiales para el registro público pueden enviarse por escrito a la División de Planificación y Zonificación, Attn: Byron Easton, Planner en 39700 W Civic Center Plaza, Maricopa, AZ 85138 o por correo electrónico a [byron.easton@maricopa-az.gov](mailto:byron.easton@maricopa-az.gov). Si tiene preguntas, comuníquese con la División de Planificación y Zonificación al 520-568-9098.

Si tiene alguna pregunta para el solicitante, comuníquese con Reese Anderson o conmigo, por correo electrónico a [reese.anderson@pewandlake.com](mailto:reese.anderson@pewandlake.com) o [jon.gillespie@pewandlake.com](mailto:jon.gillespie@pewandlake.com) o por teléfono al 480-461-4670.

Sinceramente,



Jon C. Gillespie  
**PEW & LAKE, PLC**

Recintos



NORTH LOMA ROAD

NORTH GREEN ROAD



PHX SURF  
Phoenix, AZ



0 | 150' | 300' | 450' | 600'

CONCEPTUAL PLAN  
SCALE: 1" = 150'



03  
2023-007  
2023-04-24



PHX SURF  
Phoenix, AZ

RETAIL DISTRICT RENDERING



File No. 2023-134  
Date: 2023-09-20

# AFFIDAVIT OF SIGN POSTING

The undersigned Applicant has complied with the City of Maricopa's sign posting requirements, located at the Smith Enke Rd & Loma Rd, in the City of Maricopa, on 09/08/22.

See attached photo exhibit.

For applicant:

Pew & Lake, P.L.C.

Dynamite Signs

Sign Company Name

Meghan Liggett

Sign Company Representative

Subscribed and sworn to be on 09/08/22 by Meghan Liggett.

IN WITNESS WHEREOF, I Hereto set my hand and official seal.

Marybeth Conrad  
Notary Public



My Commission expires: 10.25.24

# ZONING

City of Maricopa - Planning Division

**Proposal:** Rezone from CI-2 Industrial Zone to Planned Area Development (PAD) to facilitate development of PHX Surf, a destination water park and entertainment facility featuring various hospitality, restaurant, retail and recreational uses.

## NEIGHBORHOOD MEETING

July 11, 2022 at 7:00 PM  
Copper Sky Multigenerational Center  
(Room B)  
44345 M.L.K. Jr. Blvd.  
Maricopa, AZ 85138

FOR QUESTIONS OR COMMENTS  
REGARDING THIS CASE CONTACT  
CASE PLANNER:

Byron Easton, Senior Planner  
(520) 316-6936  
Byron.Easton@maricopa-az.gov

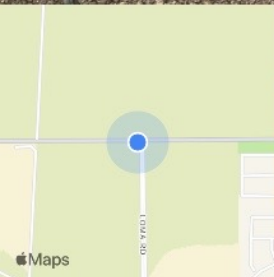
## PLANNING AND ZONING

Date: September 26, 2022  
Time: 6:00 PM  
Address: City Hall  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

## CITY COUNCIL MEETING

Date: October 18, 2022  
Time: 7:00 PM  
Address: City Hall  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

Updated: 9/8/2022 Posting Date: 8/24/2022



Sep 08, 2022 08:25AM  
W Smith Enke Rd  
Pinal County

# ZONING

City of Maricopa - Planning Division

**Proposal:** Rezone from CI-2 Industrial Zone to Planned Area Development (PAD) to facilitate development of PHX Surf, a destination water park and entertainment facility featuring various hospitality, restaurant, retail and recreational uses.

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FOR QUESTIONS OR COMMENTS  
REGARDING THIS CASE CONTACT  
CASE PLANNER:

Byron Easton, Senior Planner  
(520) 316-6936  
Byron.Easton@maricopa-az.gov

## PLANNING AND ZONING

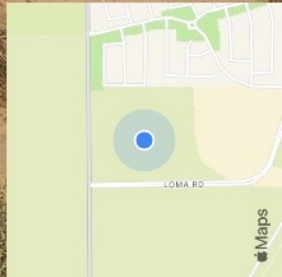
Date: September 26, 2022  
Time: 6:00 PM  
Address: City Hall  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

## CITY COUNCIL MEETING

Date: October 18, 2022  
Time: 7:00 PM  
Address: City Hall  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

Updated  
9/8/2022

Posting Date:  
6/24/2022



Sep 08, 2022 08:30AM  
85139  
Pinal County