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SUN CITIES PROVIDE SOURCE OF STABLE ECONOMIC GROWTH FOR ARIZONA

Phoenix, AZ (December, 1994) -- The economic impact of Sun City and Sun City West on Arizona is measured in more than their direct contributions in state and county taxes and is gaining increasing notice as a source of stable economic growth. The two retirement communities provide a financial shot in the arm by creating the need for jobs in and out of their cities, patronizing local businesses and maintaining \$6 billion in deposits in local financial institutions.

"The residents of the Sun Cities are a very important economic force locally," said Debbie Wilden, executive director for the Northwest Valley Chamber of Commerce. "The impact is substantial just due to the sheer size of the population."

The nearly 70,000 residents in both communities account for 3 percent of the total population in metropolitan Phoenix and 10 percent of Arizona's retirement population.

"The communities consist primarily of people who have made their fortunes and lives elsewhere and have come to Arizona for lifestyles reasons," Wilden said. "They have purchased homes in the Sun Cities which impacts the construction industry and they purchase goods and services which impacts the entire state."

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The personal income these retirees bring to Arizona - primarily Social Security, pensions and investments - are less vulnerable to local economic downturns allowing Sun Cities residents to provide a steady source of economic growth to the state.

With \$6 billion in deposits alone in the approximately 50 financial institutions in Sun City and Sun City West, the state's financial industry is particularly interested in the communities.

According to Richard Brown, president of Norwest Banks Sun Cities Area, the average account balance in the two cities is \$50,000. And that, he says, is good news for the banks which rely on these deposits to make loans to the entire system.

"Sun City is recognized as a deposit base which contributes greatly to the system" Brown said. He points out that it is important to remember that Sun Cities depositors take out few loans from their banks or thrifts and invest heavily in bank products such as certificates of deposit and money market and trust accounts.

The significance of the residents' deposit base is certainly felt at Norwest, which has three branches in the Sun Cities with deposits of approximately \$120 million and increasing. Norwest Banks' goal is to be the premier community bank in the Sun Cities.

Sun Cities residents do more than put money in the bank. They spend nearly \$300 million annually on goods and services and the need for those goods and services has created 11,000 jobs locally -6,500 of them in the Sun Cities.

The northwest Valley, including Glendale and Peoria, is the major benefactor of the Sun Cities residents spending power because of their proximity to the communities. "The northwest Valley is

extremely fortunate," Wilden said. "Retirees tend to create a safe haven and stay out of fast-paced environments. Most Sun Cities residents use services and trade establishments in their own neighborhood."

Wilden says that while dollar figures are unavailable as to just how much Sun Cities residents spend in the area, it is unmatched. "The presence the Sun Cities has on the northwest Valley is significant," she said. "The surrounding communities - Youngtown, El Mirage, Surprise, Peoria - depend on that business. With 70,000 people, the businesses both in and out of the Sun Cities feel the effects."

The population of the Sun Cities drew the attention of Westcor, a major commercial developer, to the area for a regional shopping mall at 75th Avenue and Bell Road, just a few miles east of the retirement communities.

"The proximity of the Sun Cities did factor in to the decision to build the Arrowhead Town Center at that location," said Westcor partner Bill Whiteside. "The fact that Sun City was already established when we looked at the site in the mid-1970's had an effect on the whole process. If the Sun Cities were not there, this mall would at best have been delayed and at worst not be going up at all."

"We appreciate the patronage of the Sun Cities residents," he said. "They take the time to frequently drive to our El Pedregal shopping mall in Carefree."

Businesses located in the two communities but owned by non-Sun Cities residents, provide income that is generated into metropolitan Phoenix.

Steve Pohle of Golf Cars Ltd., which has facilities in Sun City and Mesa, said 35 percent of the company's business is conducted with Sun Cities residents.

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"The effect those residents have on our business is immense," he said. "They understandably make up our largest client base. The population of privately owned golf cars in the Sun Cities is the largest in the country."

The travel industry also benefits from the leisurely lifestyle of the residents. According to Darl Bachmann, vice president and treasurer of Ford's Travel in Sun City and Sun City West, travel is big business in the communities because residents' travel plans are unaffected by the economy.

"These people have saved for the future and have the money to travel," he said. "Unlike business travelers, their itineraries don't change when the economy is bad."

Ford's Travel first opened in Sun City in 1969 with the hopes that the residents would be frequent travelers. "It was a good move for us financially," said Bachmann. "Other travel agencies soon began to move into the area to capitalize on the financial opportunities."

Where do Sun Cities residents travel to? Bachmann said the most popular packages are cruises, but the retirees are also fond of European tours, Hawaiian vacations and trips to Canada and Alaska.

"Sun City has a unique niche in the construction market. Its influence on the construction industry has been countercyclical," said Ron Simon, manager of economic analysis for Arizona's Department of Economic Security. "Many people there buy their homes with cash so they don't need to rely on low interest loans."

Del Webb Corporation is the nation's leading builder of active adult communities, with projects in Phoenix, Tucson, Las Vegas and Palm Springs metropolitan areas. For more information on any of Del Webb's Sun Cities, call 1-800-433-5932, and ask for Extension 27.

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Public Relations News

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SENIORS IN SUN CITIES LIVING HEALTHIER, HAPPIER LIVES

Sun City West, AZ ----- At age 71, Amos Childers is at his peak. He rises at 5:30 AM each morning for a brisk four-mile run, and on weekends he's likely to be found winning awards in his age group at local amateur running events.

Some might call it retirement, but when Childers left General Motors after 32 years, he called it "the beginning of a new chapter."

He and his wife, Mary, left their Indiana home in 1983 and settled in Sun City West. There they found all the ingredients they wanted in their new life - a sense of community, mild climate, shopping and medical facilities, security and affordable, well-built homes.

However, according to Childers, the deciding factor for him was the lifestyle fostered in the well-planned environment.

"When I began considering retirement, a thought came to me that has had a tremendous impact on my outlook - wouldn't it be a tragedy to have spent 32 years planning and saving for my retirement only to have it shattered by poor health?" said Childers.

"I've been health-conscious and an exercise enthusiast since 1975, so when I discovered a community that promoted a lifestyle

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which would secure my future, I didn't hesitate to make the move."

Childers is just one of 64,000 adults living in Sun City and Sun City West. The communities collectively represent a 30-year innovation that began when Del Webb, a builder of national prominence, recognized the need for a community for adults age 55 and over which would promote "life after retirement."

By building fully-equipped recreation centers and golf courses before the first homes were sold in 1960, Webb demonstrated a commitment to this "active adult lifestyle" that persists even stronger today.

The residents who live in the Sun Cities, separated by only two miles, contribute heavily to what today's 55-plus population is proving about the aging process.

In 1900 the average life expectancy was only 47. Today, it is 74, which represents a staggering increase of 27 years. In a time when one out of 10 Americans is over the age of 65, the nation is becoming increasingly concerned with life expectancy trends and the impact of lifestyle on general health.

When examining communities such as the Sun Cities, problems so often associated with aging appear to be more implications of lifestyle that results of the aging process itself.

In a study conducted by the University of Arizona's long term Gerontology Center (1982), Michael Baker, Ph.D., reported that residents in the Sun Cities appear to lead healthier lives.

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"More than 78 percent of the over-65 group surveyed in the Sun Cities study indicated that present health was excellent or good. This is substantially above the 69 percent reported in national surveys," reported Baker.

Data obtained by the study regarding the prevalence of common diseases associated with aging indicates that residents of the two communities experience similar patterns of disease but with a lower rate of incidence than do aged Americans in general.

"The relatively superior health status reported by area residents," said Baker, "leads us to expect low levels of functional limitations."

Walter Bortz, M.D., President of the American Geriatrics Society and a nationally-recognized authority on aging, is a vocal advocate of the "Use it or lose it" philosophy which calls for a lifestyle of regular activity in the interest of disease prevention.

"The major reason we go into decline is disuse. Exercise and activity reduces our vulnerability to disease by increasing the body's oxygen-carrying capacity. However, in spite of the obvious benefits of regular exercise, the sedentary lifestyle remains prevalent in American society," he said.

It is this sedentary lifestyle that Del Webb Corporation has set out to discourage in the Sun Cities by offering residents more than \$370 million in active lifestyle amenities.

Sun City provides seven recreational centers, while Sun City West, still being developed, offers three, including the \$14

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million R.H. Johnson Recreation Center, the largest-privately owned facility of its type in America's southwest.

These centers feature swimming pools, tennis courts, lawn bowling greens, shuffleboard courts, miniature golf courses, exercise gyms, therapy pools, bocce courts, racquetball courts, jogging tracks and fully-equipped craft studios - all available to residents for a nominal annual fee.

In addition, residents in Sun City enjoy ten 18-hole and one 9-hole golf course, while Sun City West residents can play any one of seven challenging 18-hole layouts.

More than 100 activity clubs, founded by Sun Cities residents themselves, complement the communities' facilities and represent a collective membership of more than 15,000 people who participate in some form of exercise regularly.

But just as activity appears to contribute to lower incident of disease in the Sun Cities, social interaction continues to enhance the quality of life.

Deborah Rhoades, Ph.D., an environmental psychologist and president of Humanspace Associates in Tempe, Arizona, has researched the social implication of adult communities.

"When you have retired people who no longer have the support often found in the workplace, it becomes very important to form new social relationships to replace the one they've lost," said Rhoades.

"People in communities such as the Sun Cities are surrounded by others who share their values and approach to life. An active

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retirement community that is properly planned and managed can lengthen the time people can be independent and in control of their lives."

Baker's Sun Cities study supports Rhoades' assessment and indicates that 92 percent of Sun Cities residents are able to take care of themselves and 94 percent are completely satisfied with their surroundings.

"I went back to Indiana to visit my son recently and realized, much to my surprise, that I no longer belonged there," said Childers. "In a work-oriented, family community, values and needs are different. Retirees are has-beens. I belong with my peers where we are the present and the future. In Sun City West we are the community."

The University of Arizona study reported that more than 63 percent of Sun Cities residents are members of a religious group, more than one-third engage in volunteer activities and 75 percent make regular use of the facilities and/or programs which operate at the recreation centers.

Not only do activity clubs thrive in the communities, but Sun Cities residents have also formed more than 300 social organizations, representing more than 30,000 members.

According to Rhoades, this balance of physical and sociological emphasis is essential to the well-being of individuals in any age group. "Such a holistic approach should be the challenge of our society as a whole," said Rhoades. "Many

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lessons can be learned from those specializing in housing, recreation and fitness for seniors."

Between one and two million people presently live in 2,300 non-governmental retirement communities - communities which were non-existent 30 years ago. In the next 50 years, the number of senior adults is expected to rise by 140 percent so that 21 percent of the population will be 65 or older. As the impact of that population shift gains momentum, the influence of Del Webb's vision in the Sun Cities is certain to continue.