

REOPENING PHOENIX

#STRONGERARIZONA

We understand that the past few weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Phoenix's Phase 1 reopening and current traffic patterns.

PHASE 1 REOPENING

- May 11th: Restaurants, retail, and some state parks can reopen with certain capacity restrictions.
- May 13th: Barber shops, hair & nail salons, and gyms.

TRAFFIC PATTERNS

- Phoenix is seeing a 28% increase in traffic over the past two weeks without regression.
- We are currently delivering 79% of impressions, a significant increase since the National Emergency was declared on March 15.

