

# REOPENING PHOENIX

## #STRONGERARIZONA

We understand that the past few months 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 open business status and current traffic patterns.

### PHASE 2 CURRENT STATUS

- May 11th: Restaurants, retail, and some state parks can reopen with certain capacity restrictions
- May 13th: Barber shops, hair and nail salons, and gyms reopen
- June 30th: Rollback of Gyms, bars & movie theaters
- July 9: Restaurants must be at 50%

### TRAFFIC PATTERNS

- Phoenix traffic has stabilized since the May 11th reopening, and is at the 80% range of average impressions since March 15th.
- Traffic is normally lighter in summer months in the Phoenix area

SOURCE: smartSCOUT™ | Tier 1 Cellular Carrier Data

