

GUADALUPE

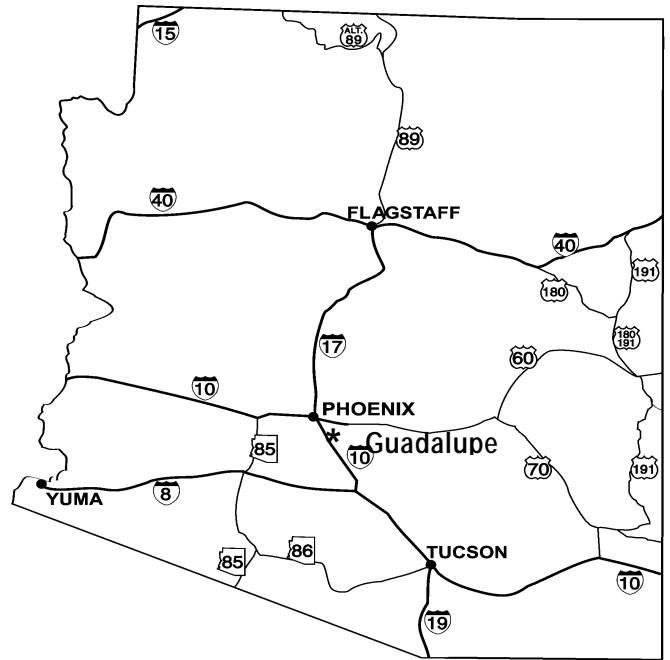
Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Guadalupe is a Yaqui Indian and Mexican community between Phoenix and Tempe at the base of South Mountain. The town maintains a strong cultural and ethnic identity. Named for the Virgin of Guadalupe, the patron saint of Mexico, Guadalupe was founded around the turn of the century by Yaqui Indians who had fled their homeland in Sonora to avoid persecution and enslavement by the Mexican government under Porforio Diaz. Many Yaquis entered Arizona and established villages. Over the years many Mexican families also located in Guadalupe. It is "surrounded" by man-made boundaries: I-10 and Phoenix to the west; Tempe to the north and south; and Salt River Project's Highline Canal to the east.

FOUNDED: 1904
 COUNTY: Maricopa County
 DISTANCE TO PHOENIX: 15 miles
 HIGHWAYS: I-10

INCORPORATED: Yes - 1975
 ELEVATION: 1,248 feet
 DISTANCE TO TUCSON: 103 miles



POPULATION

	1990	2000	2002
Guadalupe	5,458	5,228	5,325
Maricopa County	2,122,101	3,072,149	3,296,250
Arizona	3,665,228	5,130,632	5,472,750

Sources: Arizona Department of Economic Security and U.S. Census Bureau.

PRINCIPAL ECONOMIC ACTIVITIES

Guadalupe is primarily residential with retail and service businesses catering to locals and visitors. Commercial districts include one along Baseline Road and I-10 with several restaurants and hotels, and another on Avenida Del Yaqui which caters to tourists and locals. El Tianguis is a Mexican-style 22,000-square-foot shopping square, with restaurants and shops offering imported products. Manufacturing, service and agriculture also provide jobs. Most residents commute to Phoenix or Tempe.

County Employment	1990	2002
Agriculture	21,506	23,637
Construction	55,300	114,900
FIRE	75,300	124,000
Government	134,600	194,000
Manufacturing	138,700	143,000
Mining	800	900
Services	273,100	504,900
TCPU	58,700	80,900
Trade	247,000	376,500

Sources: Arizona Department of Economic Security

NOTE: Agriculture figure from 2001 4th Qtr., AZ ES 202 Data, AZ Dept. of Econ. Sec. in cooperation with the U.S. Dept. of Labor, Bureau of Labor Statistics.

Major Private Employers

All Star Materials	Arizona Mills
Holiday Inn Express	Inn Suites Hotel
Red Roof Inn	

Major Public Employers

Centro de Amistad	Pascua Yaqui Tribe
Town of Guadalupe	

LABOR FORCE DATA

	1990	2000	2002
Civilian Labor Force	2,061	2,669	3,002
Unemployed	254	206	440
Unemployment Rate	12.3%	7.7%	14.7%

Sources: Arizona Department of Economic Security.

Growth Indicators

	1990	2000	2002
New Bldg. Permit	206*	N/R	N/R
Taxable Sales (\$)	17,157,660	35,868,200	33,000,700
Net Assessed Valuation (\$)	5,440,108	8,527,764	7,727,881

Sources: Arizona State University; AZ Dept. of Revenue; AZ Tax Research Foundation

* Incomplete data: One or more months not available; N/R: No report

SCENIC ATTRACTIONS

Guadalupe has a large open area in the center of town. This traditional plaza is bordered by Our Lady of Guadalupe Catholic Church and the Yaqui Temple (El Templo). Both buildings have historic significance. Each Easter season Yaqui ceremonial rites are held in the plaza. The rites blend traditional Indian beliefs with Christian teachings. These rituals are an ancient and sacred obligation of the participants and date back some 300 years. Although not performed for tourists, respectful visitors are welcome to observe. It is illegal to take photographs. Nearby attractions include Arizona Mills, Guadalupe Cemetery, South Mountain Park, Papago Park with its zoo and botanical gardens, Arizona State University with a variety of activities, and Firebird Lake with powerboat races.

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TAXES

Property Tax Rate	1990	2000	2002
Elem/High School	8.42	8.00	7.59
City/Fire District	0.00	0.00	0.00
Countywide	3.51	3.35	3.29
Total	\$11.93	\$11.35	\$10.88

Sources: Arizona Tax Research Foundation
Note: Tax rate per \$100 assessed valuation.

Sales Tax Rate

City	2.00%
County	0.70%
State	5.60%

Sources: League of Arizona Cities and Towns, Arizona Dept. of Revenue

COMMUNITY FACILITIES

Guadalupe offers many community facilities including a library, a community center, a senior center, a park, a recreation center, an East Valley Boys and Girls Club and four ball parks.

Educational Institutions

	Public	Private
Community College	Y	N
Elementary	Y	N
High School	N	Y

Financial

Banking services are available in nearby Tempe, 1 mile north.

Governmental Agencies

Fire Department: Staffed City/Local Fire Department

Law Enforcement: Sheriff's Office

Airports Nearby Phoenix Sky harbor International Airport is 7 miles northwest of town

Medical

Las Fuentes Health Clinic, Maricopa County Primary Care Ctr., Centro de Amistad-Mental Health Serv.

Hotel and Lodging Facilities

Number of Rooms: 351

Meeting Rooms: 16

Capacity of Largest Facility: 60

Industrial Properties

Although there is no designated industrial zoning, an estimated 55 acres of prime commercial/mixed use land is available for development with easy access to I-10 and Phoenix Sky Harbor International Airport.

Utilities

Electricity	Salt River Project	602.236.8888
Natural Gas	Southwest Gas Corporation	602.861.1999
Sewer	Municipal (Guadalupe)	480.730.3080
Telephone	Qwest (statewide)	800.244.1111
Water	City of Tempe	480.350.8361

Cable Providers: Yes Cable Internet Service Provider: Yes

Digital Switching Station: Yes Fiber Optics: Yes

Internet Service Provider: Yes

Weather

Month	Average Temperature (°F)		Average Total
	Daily Minimum	Daily Maximum	Precipitation (Inches)
January	33.8	63.2	0.88
February	37.6	67.7	0.92
March	41.3	73.8	0.80
April	47.2	82.8	0.45
May	53.1	92.8	0.15
June	60.9	101.9	0.09
July	72.0	103.9	1.06
August	71.5	101.8	1.27
September	63.7	97.4	0.83
October	50.9	86.0	0.52
November	40.1	73.1	0.63
December	34.7	64.0	1.07
Yearly Avg	50.6	84.0	8.69

Western Regional Climate Center, wrcc@dri.edu. Period of record 1948-1976. Nearest data available from Tempe, AZ (3S).

This profile was prepared by the Arizona Department of Commerce Communications Division in cooperation with local sources.

For further information, contact:

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