

Guadalupe is a predominantly Pascua Yaqui Native American and Mexican community, maintaining a strong cultural and ethnic identity. The town lies between Phoenix and Tempe at the base of South Mountain. Named for the Virgin of Guadalupe, the patron saint of Mexico, Guadalupe was founded around the turn of the century by Pascua Yaqui Native Americans who had fled their homeland in Sonora to avoid persecution and enslavement by the Mexican government under Porfirio Diaz. Many Yaqui and Mexican immigrants came to Arizona and established villages such as Guadalupe and New Pascua near Tucson. Guadalupe, once a small community outside of Phoenix, is now integrated culturally and economically with its neighbors, Tempe and Phoenix. The town is bordered by Tempe on the north and south, the Salt River Project's Highline Canal to the east and Interstate 10 to the west.

Principal Economic Activities

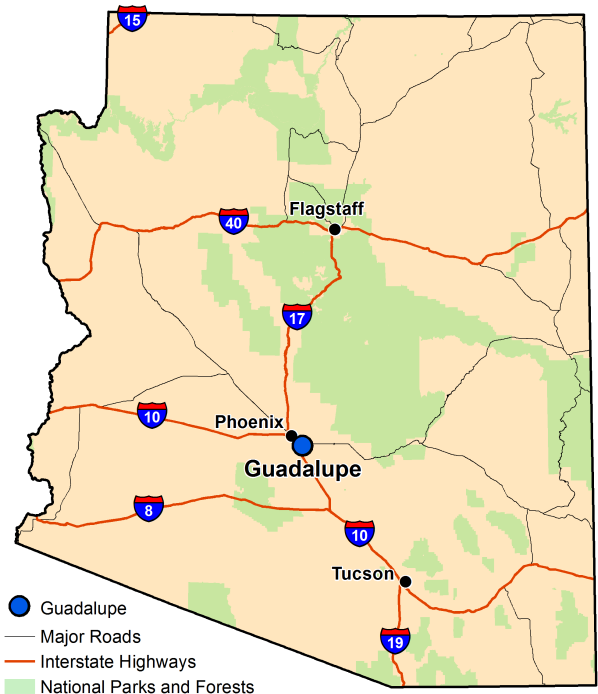
Although primarily a residential community, Guadalupe has business sectors along Baseline Road with hotels and restaurants. To the south, the town offers light-industrial commerce. The best known business center is the Mercado de Guadalupe Business Complex located in the heart of town at Avenida del Yaqui and Calle Guadalupe Roads. The Mercado is an open-air, Mexican-style 22,000-square-foot shopping center which provides visitors and locals authentic Mexican restaurants, retail shopping and a variety of other services.

Scenic Attractions

Built in the fashion of many traditional Mexican communities, Guadalupe's open plaza in the center of town is home to two historic sites: Our Lady of Guadalupe Catholic Church and the Santa Lucia Pascua Yaqui Temple. Every Easter season, Yaqui (Pascua in Spanish) ceremonial rites are held in the plaza. The rites blend traditional Native American beliefs with Catholic Christian teachings. These rituals are a historic and sacred obligation of the participants and date back roughly 300 years. Although not performed for tourists, respectful visitors are welcome to observe. Nearby attractions include South Mountain, Kiwanis and Papago Parks, the Phoenix Zoo, Arizona Mills mall, Guadalupe Cemetery and two Gila River Casinos.

Community Facilities

Guadalupe offers many community facilities including Guadalupe Public Library, Boys and Girls Club Thunderbird Branch, Guadalupe Senior Center, South Mountain Community College Guadalupe Campus, Maricopa County Integrated Health Clinic and four community parks with baseball diamonds.



BASIC INFORMATION	
Founded:	1904
Incorporated:	1975
Elevation:	1,248 ft.
Location:	Maricopa
Distance to major cities:	
Phoenix:	15 miles
Tucson:	103 miles
Las Vegas:	304 miles
San Diego:	352 miles
Los Angeles:	383 miles

POPULATION			
	2000	2010	2023 (est.)
Guadalupe	5,228	5,540	5,329

Office of Economic Opportunity

SALES TAX / TRANSACTION PRIVILEGE TAX	
Guadalupe	4.00%
Maricopa	0.70%
State	5.60%

Arizona Dept. of Revenue & Arizona Tax Research Foundation

LABOR FORCE			
	2000	2010	2022
Civilian Labor Force	2,217	2,543	2,825
Unemployed	134	481	173
Unemployment Rate	6.0%	18.9%	6.1%

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT		
	Count	Share
Less than high school	1,624	35.8%
High school or equivalent, no college	1,373	30.3%
Some college or Associate degree	1,291	28.5%
Bachelor's degree or advanced degree	248	5.5%

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)		
	Count	Share
Education, health care & social assistance	622	24.3%
Public administration	404	15.8%
Retail trade	276	10.8%
Transportation, warehousing, & utilities	229	9.0%
Construction	225	8.8%
Arts, entertainment, food & recreation services	214	8.4%
Manufacturing	185	7.2%
Professional, scientific, & administrative services	149	5.8%
Other services, except public administration	119	4.7%
Finance, insurance & real estate	79	3.1%
Information	34	1.3%
Agriculture, forestry, fishing, hunting, & mining	20	0.8%

American Community Survey

This profile was prepared by the Arizona Commerce Authority in cooperation with local sources. For further information, please contact:

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