

Bay City Mall is the *primary retail and entertainment destination* for an extensive six county region located along the eastern shoreline of Michigan's lower peninsula.



Property Overview

Location	4101 East Wilder Road Bay City, Michigan
Anchors	JC Penney, Sears, Target, Youngers
Total GLA	526,314 square feet
Year Opened/Expanded	Open 1991/Expanded 1993 & 2007
Major Roadways	East Wilder Road: AADT 23,843
Consumer Website	www.baycitymall.com

Trade Area Stats

Population (2010)	164,143
Households (2010)	67,772
Average HH Income (2010)	\$56,675

Market Highlights

- ❑ The immediate Bay City area is home to a boom in green technology with numerous firms developing state of the art Solar Energy Cells resulting in the addition of 3,200 new jobs over the next 4 years.
- ❑ A mix of major employers representing manufacturing, healthcare, education, retail and government provides an diverse economic base for the region. Major employers include: Dow Corning, S.C. Johnson, General Motors, Hemlock Semiconductor, Delta College, Michigan Sugar Co., and Consumer's Energy.



- ❑ Delta College, a large junior college and technology center with 12,000 full and part-time students, is located within 5 miles of the center. An additional 15,000 students are enrolled at nearby Saginaw Valley State University and Northwood University.
- ❑ Tourism is a strong local economic driver with attractions such as Bay City State Recreation area with over 1 mile of beach on Lake Huron, Saganing Eagles Landing Casino, 25 marinas, dozens of local events and festivals and a downtown convention center that attracts events from the greater mid-west region.