

# BELLIS FAIR

BELLINGHAM, WASHINGTON



## DYNAMIC SHOPPING CENTER FOR NORTHWESTERN WASHINGTON AND SOUTHWESTERN BRITISH COLUMBIA

- Bellis Fair is uniquely located directly on Interstate 5, just 20 miles south of the U.S./Canadian border and 90 miles north of Seattle. With its five major department stores, including Target, Macy's and Macy's Home Store, Bellis Fair is the shopping hub for the many families, college students and tourists visiting and residing in the area.

### YOU'LL BE IN GREAT COMPANY

- As the only regional shopping center within a 25-mile radius, Bellis Fair offers one-stop shopping with more than 100 fashion retailers.
- Bellis Fair's anchor tenants include Macy's, Macy's Home Store, Kohl's, jcpenny and Sports Authority (opening fall 2013).
- Key national tenants include Victoria's Secret, Chico's, Forever 21, Bath & Body Works, Ben Bridge Jeweler, The Children's Place, Hollister Co., American Eagle Outfitters, Zumiez and Red Robin.
- New tenants in 2012/2013 include Sports Authority, francesca's collections, Forever 21, Chico's, Vans, Hallmark, Panda Express, Things Remembered, Teavana, Best Buy Mobile, Torrid, crazy 8 and rue21.
- Retailers in teen apparel, family apparel and footwear categories perform very well. Specialty foods and Food Court tenants have sales that often exceed levels of their peer group in similar centers.

### A LEADER IN KEY DEMOGRAPHICS

- 52% of customers are between 25 and 54 years old. Over 20% of the general population are women between 25-54.
- Bellis Fair has a strong tourism draw, with more than 450 tour buses visiting the shopping center annually.
- Bellis Fair caters to the nearly 20,000 students attending nearby Western Washington University and local community colleges.

### COMPELLING STATISTICS

- Consistently rated a top 10 community to live, retire and/or do business by national media, including CNN, Forbes Magazine, Men's Journal and Outside Magazine.
- Canadian shoppers at Bellis Fair demonstrate a 50% longer average visit duration than U.S. shoppers.
- Bellis Fair has a captured market of close-in residents who average 48 visits per year.
- Over 50% of Bellis Fair shoppers purchase food during their visit.
- Bellingham's airport, just 2 miles from the center, has increased its passenger count by 300%, or 600,000 passengers annually since 2004.
- Canadian same-day travel to the U.S. hit a 14-year high in 2012.
- The Canadian consumer saves an average of 14% on goods and services purchased in the U.S.

## MALL INFORMATION

LOCATION: We are located in Bellingham, Washington, at I-5 and Meridian, exit 256B.

MARKET: Bellingham

DESCRIPTION: Single-level, enclosed, regional center

ANCHORS: Macy's, Macy's Home Store, jcpenny, Sports Authority, Kohl's, Target

TOTAL RETAIL SQUARE FOOTAGE: 773,711

PARKING SPACES: 4,291

OPENED: 1988

RENOVATED: 2013

## TRADE AREA PROFILE

2013 POPULATION 852,411

2018 PROJECTED POPULATION 948,640

2013 HOUSEHOLDS 312,080

2018 PROJECTED HOUSEHOLDS 354,646

2013 MEDIAN AGE\* 36.8

2013 AVERAGE HOUSEHOLD INCOME \$83,245

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$98,380

## 20 - MILE RADIUS

2013 POPULATION 327,969

2018 PROJECTED POPULATION 349,856

2013 HOUSEHOLDS 128,605

2018 PROJECTED HOUSEHOLDS 139,767

2013 MEDIAN AGE\* 37.5

2013 AVERAGE HOUSEHOLD INCOME\* \$66,322

2018 PROJECTED AVERAGE HOUSEHOLD INCOME\* \$76,774

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 46,608

5 - MILE RADIUS 58,116

\*UNITED STATES DATA ONLY U.S. Data Source: GGP Research+Strategy

