

BURLINGTON TOWN CENTER

BURLINGTON, VERMONT



5 COMPELLING REASONS TO LOCATE HERE

UNIQUE SETTING

- Burlington Town Center is a 230,000-square-foot regional shopping center located on Church Street Marketplace, which is a 4-block open-air pedestrian mall with 72 additional retail shops, 30 restaurants and 25 street vendors. It is a prime destination for work, higher education, entertainment, recreation and the arts. As a result, Burlington has evolved into a full-fledged city that is cosmopolitan, yet manages to retain the character of a small town.

MULTIPLE TRAFFIC DRIVERS

- 25% of Vermont's population lives and works in the greater Burlington area.
- 3.5 million tourists visit Burlington each year.
- 22,000 college students attend 3 institutions of higher learning within 15 minutes of Burlington Town Center.
- Burlington's downtown business district has a dense population of white-collar workers within walking distance of Burlington Town Center.

BIG BUSINESS IN VERMONT

- The top employer in the state is IBM, with 6,800 employees. Other significant employers include Fletcher Allen Health Care, University of Vermont, GE Healthcare, Adecco, TDBank and well-renowned Ben & Jerry's.

OUTSTANDING MERCHANDISING MIX

- Macy's and a number of notable national retailers have located their only store in the state of Vermont at Burlington Town Center. These retailers include Chico's, J.Jill, Pottery Barn, Williams-Sonoma, J.Crew, Coldwater Creek, LOFT, Abercrombie & Fitch and White House | Black Market.

STRONG CUSTOMER PROFILE

- 32% of the trade area earns over \$75,000, and more than half earns over \$50,000.
- 70% of primary trade area is employed in executive, professional and administrative occupations.
- An estimated 25-30% of sales between May and October come from Canadian tourists.
- Vermonters are nature enthusiasts, whether hikers, bikers, runners, skiers, skaters, boaters, fishers or hunters.

MALL INFORMATION

LOCATION: Off I-89, downtown Burlington, Vermont, within Church Street Marketplace

MARKET: Burlington, Vermont - the largest city in the state

DESCRIPTION: Two-level, enclosed, mixed-use center, including 55,000 square feet of office space

ANCHORS: Macy's

TOP THREE PERFORMING CATEGORIES: Teens' apparel, women's apparel and home furnishings/accessories

TOTAL RETAIL SQUARE FOOTAGE: 317,107

PARKING SPACES: 1,550

OPENED: 1976

EXPANDED: 1980, 1985

RENOVATED: 2001

COSMETIC UPGRADE: 2006

TRADE AREA PROFILE

2013 POPULATION 235,762

2018 PROJECTED POPULATION 238,399

2013 HOUSEHOLDS 94,271

2018 PROJECTED HOUSEHOLDS 96,147

2013 MEDIAN AGE 38.4

2013 AVERAGE HOUSEHOLD INCOME \$74,527

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$78,576

20 - MILE RADIUS

2013 POPULATION 214,072

2018 PROJECTED POPULATION 216,486

2013 HOUSEHOLDS 85,361

2018 PROJECTED HOUSEHOLDS 87,058

2013 MEDIAN AGE 37.3

2013 AVERAGE HOUSEHOLD INCOME \$73,348

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$77,962

DAYTIME EMPLOYMENT

3 - MILE RADIUS 55,166

5 - MILE RADIUS 79,610

Source: Nielsen

