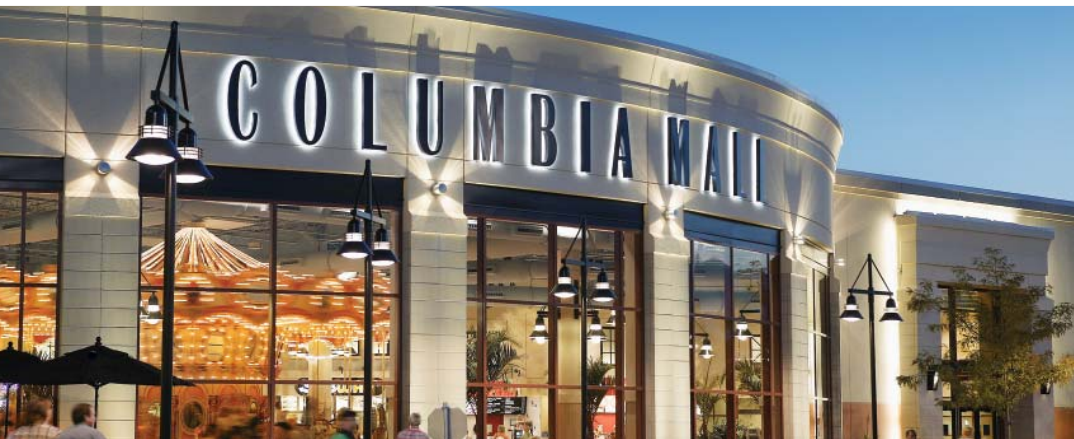
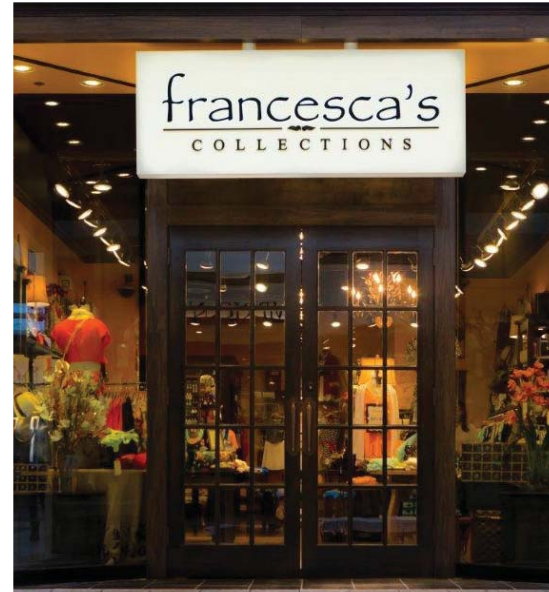
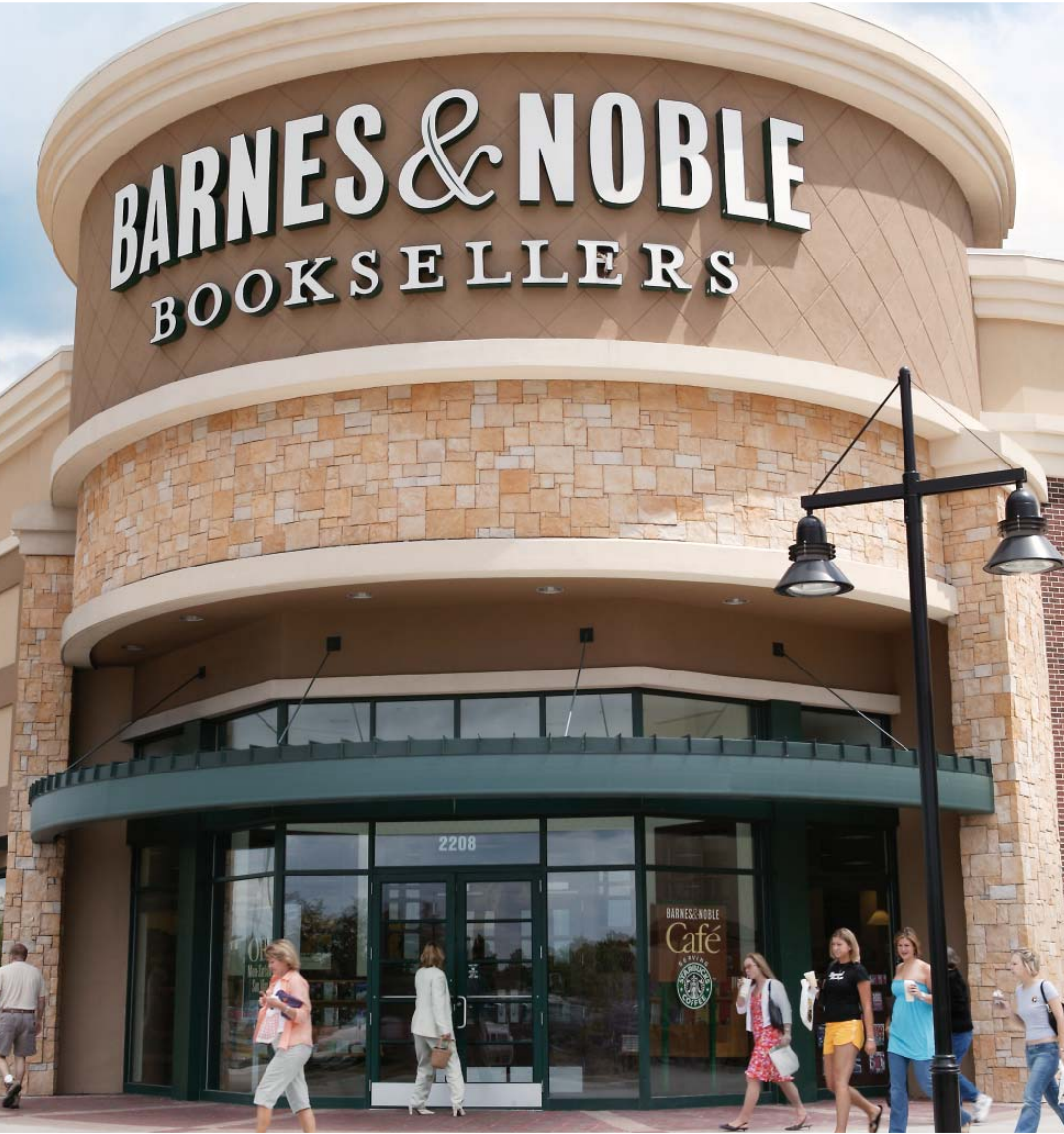


# COLUMBIA MALL

COLUMBIA, MISSOURI



## MISSOURI'S FLAGSHIP UNIVERSITY AND A HEALTHY MEDICAL HUB

- Conveniently located on I-70, with over 51,000 vehicles per day.
- Largest enclosed shopping mall in the Heart of Missouri.
- More than 54,000 college students attend one of eight universities and colleges in the area.
- Columbia is home to the flagship campus of the University of Missouri, a Life Sciences Technology-focused educator, Business Incubator at Monsanto Place and Discovery Ridge, an 800-acre Life Sciences Research Park with over 1,000 employees and growing.
- Columbia is Central Missouri's Medical Hub with 7 hospitals, 1 in 5 city residents employed in the health care industry, and Columbia ranks as the 2nd highest rate of physicians per capita in the nation.

## A GROWING CUSTOMER BASE

- 47% of primary trade area residents are between the ages of 18 and 44, an important shopper group.
- Our customers come to the center an average of 40.1 times per year and spend more than 82 minutes per trip.
- 42% of the primary trade area households have children under the age of 18.
- Population in the city grew 28% over the past decade and is predicted to grow by 5.6% in the next 5 years.

## RETAIL STRENGTH WITH A HEALTHY OUTLOOK

- Anchored by Dillard's, jcpenny, Sears and Target.
- Mall features 120 retail stores including Barnes & Noble, francesca's collections, White House | Black Market, Aerie, The Children's Place, Justice, Aéropostale, Victoria's Secret, Kay Jewelers, American Eagle Outfitters, MC Sports and Panera Bread.
- Fountain Court includes fashion retailers Talbots, Chico's, Coldwater Creek, JoS. A. Bank and LOFT.
- 8-unit Café Court with seating for 650; 2 sit-down restaurants.
- The Top 3 performing categories at the mall are teen apparel, women's apparel and women's accessories.

## MALL INFORMATION

LOCATION: I-70 and Stadium Blvd  
MARKET: Columbia, home of the University of Missouri  
DESCRIPTION: Single-level, enclosed, regional  
ANCHORS: Dillard's, jcpenny, Sears, Target  
PERIPHERAL LAND USE: Hotels, strip malls, restaurants, financial  
TOTAL RETAIL SQUARE FOOTAGE: 740,384  
PARKING SPACES: 3,650  
OPENED: 1985  
RENOVATED: 2004

## TRADE AREA PROFILE

2013 POPULATION 268,485  
2018 PROJECTED POPULATION 277,847  
2013 HOUSEHOLDS 103,653  
2018 PROJECTED HOUSEHOLDS 107,536  
2013 MEDIAN AGE 33.1  
2013 AVERAGE HOUSEHOLD INCOME \$57,985  
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,230

## 20 - MILE RADIUS

2013 POPULATION 182,204  
2018 PROJECTED POPULATION 191,143  
2013 HOUSEHOLDS 71,445  
2018 PROJECTED HOUSEHOLDS 75,108  
2013 MEDIAN AGE 31.6  
2013 AVERAGE HOUSEHOLD INCOME \$60,442  
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$63,178

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 48,011  
5 - MILE RADIUS 88,220

Source: Nielsen

