

FOX RIVER MALL

APPLETON, WISCONSIN



IMPRESSIVE MARKET AREA

- Conveniently located on Highways 41 and 96.
- The primary shopping destination for consumers in central and northeastern Wisconsin, as well as Michigan's Upper Peninsula.
- Tourism base of more than 1,200,000 people per year.
- 16 million guest visits annually.

EXTRAORDINARY ARRAY OF SHOPPING CHOICES

- Stores unique to the market create impressive drawing power.
- Strong merchant line-up featuring the latest in store designs including Pottery Barn, Coldwater Creek, Buckle, LOFT, Victoria's Secret, aerie, Teavana, Talbots, Banana Republic, Ruum, Williams-Sonoma, Hollister Co. and American Eagle Outfitters.
- 2011 and 2012 new stores include Teavana, francesca's collections, Pandora, PINK, Buca di Beppo, Chicken Max and HH Gregg.

GREAT FOOD AND ENTERTAINMENT

- Home of Fox River Brewing Co., a 7,000-square-foot microbrewery and restaurant.
- Northwoods Café Food Court features 11 quick-service restaurants with seating for over 900 and a large children's soft play area.

TOP THREE PERFORMING CATEGORIES

- Teen Apparel
- Women's Apparel and Accessories
- Jewelry

MALL INFORMATION

LOCATION: Cross streets: Hwy. 41 and both College and Wisconsin Avenues

MARKET: Appleton/Oshkosh/Neenah

DESCRIPTION: Single-level, enclosed, super-regional

ANCHORS: jcpenney, Macy's, Sears, Target, Younkers, Scheels All Sports

TOTAL RETAIL SQUARE FOOTAGE: 1,206,803

PARKING SPACES: 5,640

OPENED: 1984

EXPANDED: 1985, 1986, 1991, 1997, 2002, 2003

PERIPHERAL LAND USE: Eight restaurants, one community center, one big-box center

TRADE AREA PROFILE

2013 POPULATION 536,761

2018 PROJECTED POPULATION 547,233

2013 HOUSEHOLDS 216,083

2018 PROJECTED HOUSEHOLDS 221,867

2013 MEDIAN AGE 38.7

2013 AVERAGE HOUSEHOLD INCOME \$60,470

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$59,167

10 - MILE RADIUS

2013 POPULATION 234,824

2018 PROJECTED POPULATION 240,378

2013 HOUSEHOLDS 95,012

2018 PROJECTED HOUSEHOLDS 97,756

2013 MEDIAN AGE 37.5

2013 AVERAGE HOUSEHOLD INCOME \$63,323

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,685

DAYTIME EMPLOYMENT

3 - MILE RADIUS 45,642

5 - MILE RADIUS 97,944

Source: Nielsen

