



Fox River Mall

APPLETON, WISCONSIN



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IMPRESSIVE MARKET AREA

- Conveniently located on Highways 41 and 96.
- Destination for shoppers in central and northern Wisconsin and the upper peninsula of Michigan.
- 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 design including Pottery Barn, Coldwater Creek, Chico's, Abercrombie & Fitch, Ann Taylor, Talbots, Godiva, Banana Republic, Build-a-Bear Workshop, Williams-Sonoma, Hollister Co. and American Eagle.
- 2007 new openings include: Subway, S&K Menswear, Aerie, Starbucks and Ulta.

GREAT FOOD AND ENTERTAINMENT

- Home of Fratello's, a 7,000 square-foot microbrewery and restaurant.
- Northwoods Café food court features 13 quick-service restaurants with seating for 900 and a large children's soft play area.



MALL INFORMATION

LOCATION

Cross Streets: Hwy. 41 and College Avenue

MARKET

Appleton/Oshkosh/Neenah

DESCRIPTION

Single-level, enclosed, super-regional

ANCHORS

JCPenney, Macy's, Sears, Target, Younkers, Scheels All Sports

TOTAL RETAIL SQUARE FOOTAGE 1,227,317

PARKING SPACES 5,640

OPENED 1984

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

PERIPHERAL LAND USE

7 restaurants, 1 community center, 1 big-box center

TRADE AREA PROFILE

2007 POPULATION 541,159

2012 PROJECTED POPULATION 560,456

2007 HOUSEHOLDS 212,708

2012 PROJECTED HOUSEHOLDS 223,293

2007 MEDIAN AGE 37.7

2007 AVERAGE HH INCOME \$65,221

2012 PROJECTED AVERAGE HH INCOME \$72,335

10-MILE RADIUS PROFILE

2007 POPULATION 218,697

2012 PROJECTED POPULATION 226,201

2007 HOUSEHOLDS 86,876

2012 PROJECTED HOUSEHOLDS 90,994

2007 MEDIAN AGE 37.0

2007 AVERAGE HH INCOME \$69,387

2012 PROJECTED AVERAGE HH INCOME \$76,934

DAYTIME EMPLOYMENT

3-MILE RADIUS 51,068

5-MILE RADIUS 100,808

SOURCE: CLARITAS, INC.