

GOVERNOR'S SQUARE

TALLAHASSEE, FLORIDA



LOCATED IN THE CENTER OF FLORIDA'S BIG BEND

- Easily accessible from I-10, Tallahassee is in the center of the nine (9) county Big Bend area of North Florida and is the only major city within a 120-mile radius.
- Governor's Square is located one mile east of the Capitol in the downtown area and just inside of Tallahassee's recently expanded Capital Circle (Rte. 319).

THE TRADE AREA

- Governor's Square's total trade area is comprised of nine Florida and two Georgia counties with an estimated population of 440,875.
- More than 2.3 million visitors come to the Tallahassee area annually, representing a direct economic impact of \$553 million dollars.
- Tallahassee is home to over 70,000 students attending Florida State University, Florida A & M University, Tallahassee Community College and seven other colleges and technical schools.
- Over the next decade, the Southwood, Falls Chase, Welaunee and Southside communities will build up to 12,000 additional new and upscale residential units. All are located within 5 miles of our center.

AREA EMPLOYMENT

- The state of Florida is the area's largest employer, employing over 25,000 residents of the trade area.
- Florida State University, Florida A & M University and Tallahassee Community College employ nearly 18,000 area residents.
- The local governments employ 4,900 area residents.
- The healthcare industry provides over 7,000 area jobs.

A STRONG RETAIL LINEUP

- The Dillard's at Governor's Square is currently the top performing department store in the Tallahassee trade area. Better offerings, such as BCBGMAXAZRIA, Brahmin, Cole Haan, Eileen Fisher, Lilly Pulitzer, Ellen Tracy, Chanel, Dior, Origins, Pure Minerals and M.A.C. Cosmetics are only found at the Governor's Square Dillard's.
- The jcpenny at Governor's Square features shops for Sephora, Joe FRESH, Levi Strauss, Izod and Arizona Jean Company.
- The top performing categories include teen apparel, family apparel and food court.
- Governor's Square features the following market-exclusive specialty stores:
 - Abercrombie & Fitch
 - Aéropostale
 - American Eagle Outfitters
 - Ann Taylor
 - Banana Republic
 - Buca di Beppo
 - Buckle
 - Caché
 - Coach
 - Hollister Co.
 - The Limited
 - LOFT
 - Pandora
 - p.s. from aéropostale
 - Sephora
 - Swarovski
 - Talbots
 - White House | Black Market

MALL INFORMATION

LOCATION: 1500 Apalachee Parkway
MARKET: Tallahassee
DESCRIPTION: Two levels, enclosed, with a super-regional draw
ANCHORS: Dillard's, jcpenny, Macy's, Sears
TOTAL RETAIL SQUARE FOOTAGE: 1,022,000
PARKING SPACES: 5,200
OPENED: 1979
EXPANDED: 1993

TRADE AREA PROFILE

2013 POPULATION 440,875
2018 PROJECTED POPULATION 458,123
2013 HOUSEHOLDS 172,464
2018 PROJECTED HOUSEHOLDS 179,749
2013 MEDIAN AGE 33.9
2013 AVERAGE HOUSEHOLD INCOME \$55,209
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$55,173

20 - MILE RADIUS

2013 POPULATION 326,758
2018 PROJECTED POPULATION 340,440
2013 HOUSEHOLDS 129,647
2018 PROJECTED HOUSEHOLDS 135,341
2013 MEDIAN AGE 32.4
2013 AVERAGE HOUSEHOLD INCOME \$58,370
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$58,508

DAYTIME EMPLOYMENT

3 - MILE RADIUS 86,491
5 - MILE RADIUS 125,749

Source: Nielsen

