

GREENWOOD MALL

BOWLING GREEN, KENTUCKY



MAJOR KEY PLAYER IN THE AREA

- Strong market position – only regional mall between Louisville, KY, and Nashville, TN.
- Primary trade area spans 9 counties and over 260,000 residents.
- Bowling Green serves as the industrial, health care, business and educational hub for a 10-county area.
- Located minutes from Western Kentucky University's 21,000 students.

OUR CUSTOMERS LOVE TO SHOP

- Average shopper expenditure is \$108, well above the GGP benchmark of \$84.
- 68% of customers shop at mall stores, also above the GGP benchmark of 54%.
- Shoppers with children are productive in the mall, contributing 63% of sales.
- Western Kentucky University's students fall into the 18-24 age group. This group makes up 28% of Greenwood's shoppers.

OUR TENANTS AND AMENITIES ARE TOP NOTCH

- Over 100 stores, including American Eagle Outfitters, crazy 8, Dunham's Sports, Express, Forever 21, francesca's collections, GAP, Hollister Co., Old Navy, ULTA and Victoria's Secret.
- Other features include a great restaurant and entertainment lineup: Applebee's, Longhorn Steakhouse, O'Charley's, Pizza Hut, Red Lobster and Regal Greenwood Mall 10 Stadium Theatre.
- A Food Court with six quick-serve restaurants, 600 seats, a full-size antique-style carousel, family restrooms and lounge.

TOP THREE PERFORMING CATEGORIES

- Teen apparel
- Family apparel
- Women's apparel

MALL INFORMATION

LOCATION: Scottsville Road and Cave Mill Road

MARKET: Bowling Green

DESCRIPTION: Single-level, enclosed, regional center

ANCHORS: Dillard's, 150,800 sq. ft.; Macy's, 122,157 sq. ft.; jcpenney, 68,100 sq. ft.; Sears, 87,996 sq. ft.

TOTAL RETAIL SQUARE FOOTAGE: 851,581

PARKING SPACES: 4,756

OPENED: October 1979

EXPANDED: 1987, 1996, 2001

RENOVATED: 2002

TRADE AREA PROFILE

2013 POPULATION 262,311

2018 PROJECTED POPULATION 270,563

2013 HOUSEHOLDS 101,881

2018 PROJECTED HOUSEHOLDS 105,147

2013 MEDIAN AGE 36.6

2013 AVERAGE HOUSEHOLD INCOME \$49,567

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$48,919

20 - MILE RADIUS

2013 POPULATION 162,738

2018 PROJECTED POPULATION 169,151

2013 HOUSEHOLDS 62,872

2018 PROJECTED HOUSEHOLDS 65,452

2013 MEDIAN AGE 35.0

2013 AVERAGE HOUSEHOLD INCOME \$52,626

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$52,417

DAYTIME EMPLOYMENT

3 - MILE RADIUS 26,328

5 - MILE RADIUS 53,577

Source: Nielsen

