



Hickory Point Mall

Forsyth, IL

Location	U.S. Route 51 and Highway 72
Anchors	Bergner's, Kohl's, Sears and Von Maur
Size	812,853 square feet
Website	HickoryPoint.com

Mall Facts Hickory Point Mall is a regional mall featuring more than 80 specialty stores including Aéropostale, American Eagle Outfitters, Bath & Body Works, Christopher & Banks, Finish Line, Journeys, MC Sports, The Limited and a 25,000 square-foot Shoe Dept. Encore.

New specialty retailers include Book World, Justice, rue21 and, opening in Fall 2014, Ross Dress for Less.

The Hickory Point Mall shopping complex offers more than 80,000 square feet of restaurants, retail and entertainment options on its periphery including Pier 1 Imports, Applebee's, Red Lobster, Texas Roadhouse and a 12-screen Carmike Cinema.

Trade Area Facts Hickory Point Mall is well situated within its trade area being strategically located at the intersection of Highway 72 and U.S. Route 51 with approximately 30,000 travelers daily. The nearest enclosed mall is 45 miles away from Hickory Point Mall.

Major employers that thrive in the Forsyth/Decatur area include Caterpillar (4,300 employees), the international headquarters of ADM (4,000 employees), Decatur Memorial Hospital (2,297 employees), Decatur Public Schools (1,500 employees) and St. Mary's Hospital (1,200 employees).

Forbes magazine rates Decatur as No. 1 out of 94 smaller metropolitan areas as "Best Places For Small Business."

Millikin University and Richland Community College are both located within the Hickory Point Mall trade area and enroll more than 6,000 students combined.

St. Mary's Hospital has completed the first phase of a \$31 million redevelopment project. This venture is projected to bring up to 280 new jobs to the Decatur/Forsyth area for construction as well as additional jobs at St. Mary's after completion.

Located adjacent to Hickory Point Mall is the Hickory Point Golf Course which has hosted many national tours including FUTURES Charity Golf Classic, PGA of America's Junior Golf Series, NCAA Division III National Golf Championships for Women and the Illinois Women's Golf Association's Senior Open.

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Demographics

Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	118,910	119,403	238,313
2011 Estimate	115,202	116,237	231,439
2000 Census	118,110	116,105	234,215

Average Household Income

2016 Projection	\$60,938	\$58,926	\$59,909
2011 Estimate	\$56,447	\$54,265	\$55,368

Median Age

2011 Estimate	39	41	40
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Source: 2000 Census; Scan/US 2011/2016 Estimates

Location Map



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