

OGLETHORPE MALL

SAVANNAH, GEORGIA



THE CUSTOMERS YOU WANT

- 35,000 preK-12 students are enrolled in the Savannah Chatham County Public School System.
- 27,000 college students attend Savannah College of Art and Design, Savannah State University, Armstrong Atlantic University and Savannah Technical College. The Savannah College of Art and Design is one of the world's most respected design schools.
- Home to a wide range of art galleries and museums, Savannah hosts a rapidly growing cultural scene.
- Savannah is a significant tourist destination, garnering international attention for events such as the Savannah Book Festival, Savannah Film Festival and the world-renowned Savannah Music Festival. Over 6 million people visit Savannah annually, spending \$1.7 billion.

LOCATION IS EVERYTHING

- Oglethorpe Mall is situated in the trade area's commerce, transportation, educational and retail hub.
- The center's regional draw encompasses 12 counties in two states.
- Oglethorpe Mall is accessible by 3 major thruways, with an average daily traffic count of over 100,000 cars. This convenient location allows easy access to approximately 89,770 households within 10 miles of Oglethorpe Mall.
- Since 2000, the market has grown more than 9%, placing it in the country's top 100 growth areas.

TRADE AREA WITH UNLIMITED POTENTIAL

- Fort Stewart and Hunter Army Airfield, located 30 miles and 1 mile from the mall, respectively, are home to more than 42,000 people combined, generating an annual direct federal expenditure of \$1.4 billion and a local economic impact of \$2.1 billion.
- Savannah enjoys a strong and diversified manufacturing base. In total, 246 manufacturers employ more than 13,000 people and have a combined payroll of almost \$700 million.
- The Port of Savannah is one of the top three ports in the United States, and the Georgia Ports Authority is headquartered in Savannah.
- Gulfstream Aerospace, which currently employs approximately 6,000 people locally, continues to see healthy sales and is expanding its Savannah site, thereby adding another 1,000 jobs.
- 29% of the trade area's households earn \$75,000+ a year, and this percentage is expected to grow to 33% by 2015.
- Savannah's overall cost of living is 7% below the national average, which translates into more disposable income.

TOP CATEGORIES

- Home furnishings and accessories
- Jewelry
- Food court

MALL INFORMATION

LOCATION: Abercorn Extension and White Bluff
INTERSTATE ACCESS: I-95, I-16, I-516
MARKET: Savannah, Georgia
DESCRIPTION: Single-level, enclosed, super-regional center
ANCHORS: Belk, JCPenney, Macy's, Sears (each exclusive to the area)
TOTAL RETAIL SQUARE FOOTAGE: 948,000
PARKING SPACES: 4,655
OPENED: April 1969
EXPANDED: 1974, 1977, 1982, 1992, 2002
RENOVATED: 1985, 1992, 2002

TRADE AREA PROFILE

2013 POPULATION 379,832
2018 PROJECTED POPULATION 410,222
2013 HOUSEHOLDS 145,773
2018 PROJECTED HOUSEHOLDS 158,378
2013 MEDIAN AGE 34.4
2013 AVERAGE HOUSEHOLD INCOME \$60,525
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,801

20 - MILE RADIUS

2013 POPULATION 333,786
2018 PROJECTED POPULATION 359,839
2013 HOUSEHOLDS 128,610
2018 PROJECTED HOUSEHOLDS 139,403
2013 MEDIAN AGE 35.0
2013 AVERAGE HOUSEHOLD INCOME \$61,624
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,811

DAYTIME EMPLOYMENT

3 - MILE RADIUS 49,396
5 - MILE RADIUS 82,119

Source: Nielsen

