

PARK PLACE

TUCSON, ARIZONA



PREMIER SHOPPING, DINING & ENTERTAINMENT IN TUCSON

- Customers love shopping the convenient, one-level format featuring a great selection of stores and merchandise.
- Park Place offers a state-of-the-art 4,000-seat 20-screen Century Cinema, a large desert-themed children's play area, a 12-foot video wall and multiple casual dining options.
- A strong lineup of specialty stores includes Abercrombie & Fitch, Banana Republic, Brighton Collectibles, Chico's, Coach, Coldwater Creek, Fossil, GUESS, H&M, Hollister Co., Love Culture, Origins, Pandora, Starbucks, Swarovski, Teavana, Typo and White House | Black Market.

GROWING WITH OUR CUSTOMERS

- Park Place anchors the Broadway retail corridor on Tucson's growing east side, one of the strongest retail areas in the Tucson market.
- Within a 5-mile radius of Park Place, approximately 91,000 people are employed in executive and professional positions or support.
- Tucson is a popular destination for leisure and business travel, featuring some of the country's best golf courses and spas. Tourism accounts for over 33,000 jobs and adds over \$2.398 billion per year in travel spending to the local economy.
- Multiple consumer groups include approximately 1 million year-round residents, 300,000 affluent seasonal residents, 2.5 million tourists annually, 38,000 students at the University of Arizona and 7,700 military personnel.
- Tucson is located within the Mexican free travel and trade zone (60 miles to the south of Tucson), making it a popular destination for affluent Mexican nationals. A recent study showed that 72% of Mexican national visitors come to the area primarily to shop, spending \$1 billion in Pima County annually.



MALL INFORMATION

LOCATION: Cross streets: Broadway and Wilmot

MARKET: Tucson

DESCRIPTION: Single-level, enclosed, regional center

ANCHORS: Dillard's, Macy's, Sears

TOTAL RETAIL SQUARE FOOTAGE: 1.1 million

PARKING SPACES: 5,300

OPENED: 1975

RENOVATED: Dillard's expansion 1999, interior renovation 2000, Food Court/theater addition 2001, Sears renovation 2003

PERIPHERAL LAND USE: Big-box retail, fitness center, new car dealership, office, restaurants

OTHER FEATURES: Park Place offers a state-of-the-art, 4,000-seat, 20-screen Century Theatre, a large, desert-themed children's play area, and multiple casual dining options.

TOP THREE PERFORMING CATEGORIES

- Food court
- Jewelry
- Personal care

TRADE AREA PROFILE

2013 POPULATION 576,570

2018 PROJECTED POPULATION 593,010

2013 HOUSEHOLDS 221,861

2018 PROJECTED HOUSEHOLDS 229,264

2013 MEDIAN AGE 34.8

2013 AVERAGE HOUSEHOLD INCOME \$53,354

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$52,515

5 - MILE RADIUS

2013 POPULATION 250,566

2018 PROJECTED POPULATION 252,585

2013 HOUSEHOLDS 110,829

2018 PROJECTED HOUSEHOLDS 113,014

2013 MEDIAN AGE 37.8

2013 AVERAGE HOUSEHOLD INCOME \$50,402

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$49,401

DAYTIME EMPLOYMENT

3 - MILE RADIUS 92,212

5 - MILE RADIUS 188,214

Source: Nielsen