



# Pierre Bossier Mall

BOSSIER CITY, LOUISIANA



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## DYNAMIC CENTER IN THE ARK-LA-TEX REGION

- With four department stores and 90 mall shops and services, Pierre Bossier Mall draws customers from southwestern Arkansas, east Texas and northwestern Louisiana.
- Population exceeds 1.8 million within a 100-mile radius.
- The thriving riverboat casino industry, located just minutes from the center, draws over 14 million tourists each year, from a 300-mile radius.
- A Shreveport/Bossier City Tourist Information Center is located in the center.
- The only enclosed center in the region with a Food Court (400 seats).

## THRIVING METROPOLITAN AREA

- A new \$85 million convention center opened in January 2006.
- Several new residential sub-divisions are being built within a six-mile radius of the center. The average new home value is \$225,000.
- The booming local economy includes two regional medical facilities, the LSU School of Medicine, two General Motors production facilities, Barksdale Air Force Base and five riverboat casino gaming operations. In addition, jobs in education, manufacturing and agriculture help to drive this thriving economy.
- The metropolitan area's projected average household income is expected to increase 11% between 2004 and 2009.
- 56% of primary trade area residents are employed in Management, Business, Professional or Sales/Office positions, while 47% are college-educated.
- Bossier Parish is one of the state's top 3 school districts.
- Per the 2000 Census, Bossier Parish population increased 14% between 1990 and 2000.
- Shreveport/Bossier City is the #3 gaming destination behind Las Vegas and Atlantic City in terms of gaming revenues.
- Over 1,200 new hotel rooms have been added to the metro area since 2000.
- Total annual retail sales for Shreveport/Bossier City are over \$4 billion.



## MALL INFORMATION

### LOCATION

Cross Streets: I-20, U.S. Highway 80 and Airline Drive

### MARKET

Shreveport/Bossier City, LA

### DESCRIPTION

Single-level, enclosed, regional

### ANCHORS

Dillard's, JCPenney, Sears, Stage

TOTAL RETAIL SQUARE FOOTAGE 650,000

OPENED 1982

EXPANDED 1985

RENOVATED 1992, 2005

### OTHER FEATURES

Located just minutes from Barksdale Air Force Base (16,200 employees), five riverboat casinos, and the Louisiana Downs horse racing facility

## TRADE AREA PROFILE

2007 POPULATION 388,812

2012 PROJECTED POPULATION 392,988

2007 HOUSEHOLDS 152,713

2012 PROJECTED HOUSEHOLDS 155,501

2007 MEDIAN AGE 35.9

2007 AVERAGE HH INCOME \$54,619

2012 PROJECTED AVERAGE HH INCOME \$61,349

## 10-MILE RADIUS PROFILE

2007 POPULATION 254,537

2012 PROJECTED POPULATION 257,070

2007 HOUSEHOLDS 99,746

2012 PROJECTED HOUSEHOLDS 101,266

2007 MEDIAN AGE 34.8

2007 AVERAGE HH INCOME \$53,843

2012 PROJECTED AVERAGE HH INCOME \$60,454

## DAYTIME EMPLOYMENT

3-MILE RADIUS 78,893

5-MILE RADIUS 126,735

SOURCE: CLARITAS, INC.