

PROVO TOWNE CENTRE

PROVO, UTAH



PROPERTY HIGHLIGHTS

- Provo Towne Centre serves as the gateway into Northern Utah, conveniently located off the I-15 interstate and University Avenue. This artery receives an impressive average of 124,000 car counts daily.
- Top performing categories include home furnishings and accessories, health and beauty, jewelry and casual dining.
- JCPenney underwent a key renovation in 2010, adding 1,900 square feet, including a Sephora department.
- Prompted by the changes in the Utah County retail landscape, Dillard's now carries 30+ high-end brands new to the trade area.
- No state can match the consistent performance of Utah. It is the only state that ranks among Forbes' top 15 states in each of six main categories: business costs, labor supply, regulatory environment, economic climate, growth prospect and quality of Life. (Forbes, November 2011)

ALL ABOUT FAMILY

- Provo Towne Centre boasts over 70 family-inspired community events annually, including Provo City's 15,000+ attendance New Year's Eve event.
- New woodland-themed children's soft play area, illuminated carousel and Mini Express train are enjoyed by tens of thousands of our littlest customers.
- Cinemark's Tinseltown 16 entertains a wide shopper base from Brigham Young University and Utah Valley University students to larger-than-average families and countless senior shoppers.
- Provo City ranked first in Forbes Best Places to Raise a Family in 2010. Affordability, safety and education were given the greatest weight in consideration of rankings.

COMPELLING STATISTICS

- Primary trade area extends approximately 26 miles south of Provo City.
- Two higher learning facilities – Brigham Young University and Utah Valley University – provide superior education to over 60,000 students.
- Provo has a strong workforce of more than 70,000. Woods and Poole Economics declared Provo, "one of the nation's most intelligent workforces," with proven ability in foreign languages, foreign service experience, high education levels and strong work ethic.
- Trade area is home to numerous billion-dollar global companies, including Adobe, Access Technology Solutions, Dynix Corporation, Excelgraphics, Henry Schein, Heritage Makers, Morinda-Tahitian Noni International, Nature Sunshine Products, Inc., Novell, Nuskin, Overstock.com, Property Solutions International, Raser Technologies, just to name a few. The Economist describes the area as, "the world's second-biggest swath of software and computer engineering firms after California's Silicon Valley."
- 66% of the population within five miles is employed in a white-collar occupation.

MALL INFORMATION

LOCATION: I-15 and University Avenue cross streets

MARKET: Salt Lake City-Orem/Provo, Utah

DESCRIPTION: Two-level, enclosed, regional center

ANCHORS: Dillard's, JCPenney, Sears, Cinemark Theatres

OTHER FEATURES: 16-screen stadium-style theater, children's soft play area, 8-unit food court with children's seating, and floor-to-ceiling panoramic windows

TOTAL RETAIL SQUARE FOOTAGE: 801,601

PARKING SPACES: 3,959

OPENED: 1998

TRADE AREA PROFILE

2013 POPULATION 530,431

2018 PROJECTED POPULATION 577,685

2013 HOUSEHOLDS 145,014

2018 PROJECTED HOUSEHOLDS 158,155

2013 MEDIAN AGE 25.1

2013 AVERAGE HOUSEHOLD INCOME \$60,869

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$56,435

10 - MILE RADIUS

2013 POPULATION 297,948

2018 PROJECTED POPULATION 316,280

2013 HOUSEHOLDS 84,752

2018 PROJECTED HOUSEHOLDS 90,786

2013 MEDIAN AGE 24.9

2013 AVERAGE HOUSEHOLD INCOME \$54,289

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$49,890

DAYTIME EMPLOYMENT

3 - MILE RADIUS 44,237

5 - MILE RADIUS 74,342

Source: Nielsen

