

RIVERTOWN CROSSINGS

GRANDVILLE, MICHIGAN



LOCATION, LOCATION, LOCATION

- RiverTown Crossings opened in November 1999, the first regional shopping center built in the area in 30 years.
- The center is located in the Grand Rapids Combined Statistical Area (CSA), the second-largest market in Michigan (1.3 million residents).
- The Grand Rapids Area has been recognized by many well-known publications, including:
 - #1: U.S. Travel Destinations in 2014, Lonely Planet
 - #1: Best Cities for Raising A Family, Forbes Magazine (2013)
 - One of 15 Best Cities' Emerging Downtowns, Forbes Magazine (2013)
 - Holland named America's 14th Prettiest Towns by Forbes Magazine (2013)
 - One of 20 cities leading the economic recovery, Atlantic Magazine (2012)
- In 2013, Maserati opened its first dealership in Michigan outside of the Detroit area in Grandville, just a mile from RiverTown Crossings.
- The trade area population is expected to increase nearly 3% over the next five years.
- Average household income for the CSA is projected to grow to \$61,033 over the next five years.
- Five college campuses with enrollment of nearly 54,000 students are housed in the Grand Rapids market, including Grand Valley State University with an enrollment of 26,000 students and located just twelve miles from RiverTown Crossings.
- Approximately 18 million visitors annually.

RELAX. DINE. SHOP.

- RiverTown Crossings' lineup includes exclusive retailers Brighton Collectibles, Charming Charlie, Clarks, Coach, Love Culture, Pandora and White House | Black Market, as well as high-profile retailers Banana Republic, Chico's, Sephora, Teavana and Victoria's Secret.
- A 20-screen Celebration Cinema movie theatre provides star attraction to RiverTown Crossings, and consistently performs in the top 3 of all theatres in the state of Michigan.
- An antique-style carousel serves as the centerpiece for the Food Court, which features eight quick-serve restaurants.
- Relaxed dining can be found in seven sit-down restaurants.
- Smaller shoppers highlight their trips at the indoor children's play area.
- Popular customer amenities include conveniently located family restrooms, nursing rooms, six soft-seating areas and a carousel.

TOP THREE PERFORMING CATEGORIES

- Women's apparel and accessories
- Teen apparel
- Children's apparel

MALL INFORMATION

LOCATION: Cross streets: RiverTown Parkway and Wilson Avenue, 1 mile east of I-196

MARKET: Grand Rapids, Michigan

DESCRIPTION: Two-level, enclosed, regional center

ANCHORS: Dick's Sporting Goods, JCPenney, Kohl's, Macy's, Sears, Younkers, Celebration Cinema

TOTAL RETAIL SQUARE FOOTAGE: 1,249,697

PARKING SPACES: 6,405

OPENED: November 3, 1999

TRADE AREA PROFILE

2013 POPULATION 725,259

2018 PROJECTED POPULATION 746,505

2013 HOUSEHOLDS 270,558

2018 PROJECTED HOUSEHOLDS 279,470

2013 MEDIAN AGE 33.8

2013 AVERAGE HOUSEHOLD INCOME \$61,778

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$71,652

5 - MILE RADIUS

2013 POPULATION 132,072

2018 PROJECTED POPULATION 135,757

2013 HOUSEHOLDS 50,274

2018 PROJECTED HOUSEHOLDS 51,826

2013 MEDIAN AGE 34.8

2013 AVERAGE HOUSEHOLD INCOME \$57,727

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$66,144

DAYTIME EMPLOYMENT

3 - MILE RADIUS 29,016

5 - MILE RADIUS 64,486

Source: Esri 2013

