



Santa Rosa Mall

Ft. Walton Beach, FLORIDA

Key Retailers

Aéropostale
American Eagle Outfitters
Baby Gap
Gap
Old Navy
Victoria's Secret

Mall at a Glance

- Anchored by Belk, Dillard's, JCPenney, Sears and a United Artist ten-screen cinema, Santa Rosa Mall is the only enclosed regional shopping center within an 1.5 hour driving distance
- Under the 2005 Base Re-alignment and Closing (BRAC), Eglin Air Force Base and Hurlburt Field will add an additional 5,600 military personnel by 2009. An additional 14,000 new jobs will be created to support this increase in military personnel. BRAC 2005 is estimated to infuse some \$473 million in construction and related spending and about \$474 million annually in payroll and purchasing power
- Eglin Air Force Base and Hurlburt Field, Okaloosa County's largest employers, have a combined economic impact of \$3.3 billion annually on the Fort Walton Beach area
- The mall attracts a diverse customer base comprised of baby boomers, early retirees, Gen-Y, visitors/tourists and the largest Military installation in the world, located just north of the center
- Projected population growth of Fort Walton Beach to exceed 50% within the next 20 years, one of the fastest growing areas in the U.S. Okaloosa Regional Airport expanded in 2005 and is slated for future expansion
- Known for being one of "The World's Most Beautiful Beaches," the Fort Walton Beach area attracts 4.5 million visitors annually and is undergoing significant development activity – new homes, a new convention center and new high-rises
- Interior renovation in 2000; exterior renovations in 2007

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Site Plan

Santa Rosa Mall

Statistics & Demographics

Property Data	
Opening Date	1976
Renovation Date	2000
Site	75 acres
Parking	3,746 spaces
Total Stores	103
Levels	1
Leasable Area	
Total Mall GLA	740,269 s.f.
Mall Shops	246,864 s.f.
Outparcels	80,417 s.f.
Anchors (Total)	412,968 s.f.
JCPenney	87,650 s.f.
Dillard's	117,900 s.f.
Sears	124,918 s.f.
Belk	82,500 s.f.
Trade Area	
	35-Mile Radius
Population	409,986
Total Households	167,880
Avg. Household Income	\$59,571
Median Age	38.5 yrs.
Population Growth Rate	6.8%
Source: Asterop, Claritas 2007	

Location Map

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