THE MAINE MALL
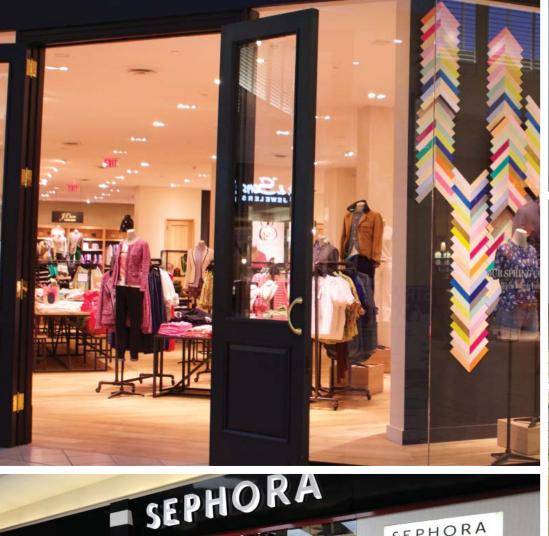## SOUTH PORTLAND, MAINE

SUPERB LOCATION

- The Maine Mall, located in South Portland, ME, lies 45 miles north of the Maine/New Hampshire border and adjacent to Maine's largest city, Portland. The mall is easily accessible via dedicated exits from both I-95, the significant north-south corridor in the state of Maine, and I-295, the "interbelt" that connects I-95 to Portland.
- The Maine Mall is the largest and most successful mall in the state and enjoys a trade area that includes the state's most affluent communities and also extends beyond a 30-mile radius.

MARKET FEATURES

- Maine is a year-round destination with peak tourism during its summer months. In the summer of 2012, Maine welcomed 23.4 million visitors. 50% of day visitors and 65% of overnight visitors listed shopping as a primary activity and spent an average $134 per capita on retail. Maine has the highest percentage of second home owners in the country at 16.4%. This seasonal resident segment is affluent, lifestyle oriented and brand conscious. June-August center sales represent 27% of annual sales for the center, whereas November-December sales represent 23% of annual sales.
- The state of Maine possesses a globally known brand built on images of livable communities, stunning scenery and great recreational opportunities. The city of Portland is consistently recognized by independent organizations because of its vibrancy, vitality and livability. In 2012, Wall Street Journal listed Portland, Maine, in its "Best Places to Retire."
- The annual Port of Portland cruise ship season runs from June to October and sees nearly 60 cruise ships carrying approximately 81,000 passengers and over 31,000 crew members.

KEY SHOPPING FEATURES

- The Maine Mall is the only choice for full-price fashion shopping in the state of Maine. The Maine Mall features the state's largest Macy's department store and a first-to-market Bon-Ton. State exclusive fashion and/or specialty retailers include Apple, Sephora, Teavana, J.Crew, White House | Black Market, Pandora, Forever 21, H&M, Pottery Barn, Williams-Sonoma, Banana Republic, Coldwater Creek, Brighton Collectibles, Coach, Swarovski and Chico's.
- The Maine Mall and its retail partners are well positioned for future growth owing to the mall's sales performance, low vacancy, impressive alignment of national retailers exclusive to the region, excellent location and access, stable demographics, significant barriers to entry, unique opportunities for peripheral development and a robust tourism and in-flow market.

ATTRACTIVE DEMOGRAPHICS

- The Maine Mall serves a trade area population of 506,000 people, or approximately 40% of the entire state population, extending beyond a 30-mile radius of the mall. The trade area can be described as stable and modest with commensurately appropriate trends and demographics.
- On a national scale, Maine's economy is more even than some other parts of the country. Relatively speaking, Maine's unemployment rate is lower than the national average. Forbes Magazine ranked Greater Portland in the top ten metropolitan areas in the country for job hunting in 2012. There has been better home value retention in Maine than in other parts of the country.

TOP TWO PERFORMING CATEGORIES

- Home entertainment and electronics
- Food court

MALL INFORMATION

LOCATION: Located at the South Portland intersection of the Maine Turnpike/I-95 and I-295

MARKET: Portland, Maine

DESCRIPTION: One-level, enclosed, super-regional shopping center

ANCHORS: Bon-Ton (opens September 2013), jcpenney, Macy's, Sears, Best Buy and Sports Authority

TOTAL RETAIL SQUARE FOOTAGE: 1.2 million

PARKING SPACES: 5,895

OPENED: 1971

EXPANDED: 1989

RENOVATED: 1994

TRADE AREA PROFILE

2013 POPULATION 489,560

2018 PROJECTED POPULATION 491,327

2013 HOUSEHOLDS 204,405

2018 PROJECTED HOUSEHOLDS 206,153

2013 MEDIAN AGE 41.5

2013 AVERAGE HOUSEHOLD INCOME $69,151

2018 PROJECTED AVERAGE HOUSEHOLD INCOME $74,309

20 - MILE RADIUS

2013 POPULATION 314,275

2018 PROJECTED POPULATION 316,538

2013 HOUSEHOLDS 131,483

2018 PROJECTED HOUSEHOLDS 133,097

2013 MEDIAN AGE 41.4

2013 AVERAGE HOUSEHOLD INCOME $73,868

2018 PROJECTED AVERAGE HOUSEHOLD INCOME $80,305

DAYTIME EMPLOYMENT

3 - MILE RADIUS 53,663

5 - MILE RADIUS 145,508

Source: Nielsen