



# The Boulevard Mall

LAS VEGAS, NEVADA



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## BOULEVARD AT A GLANCE

- 1.2 million square foot super-regional shopping center, the second largest in Nevada.
- Anchored by Dillard's, JCPenney, Macy's and Sears.
- Dynamic tenant mix of 140 shops, services and eateries, including Victoria's Secret, Charlotte Russe, Forever 21, Express, Marianne, Yankee Candle, The Body Shop and Circuit City.

## STRATEGICALLY LOCATED WITHIN THE TRADE AREA

- Located less than two miles from the famous Las Vegas Strip.
- Situated on a major six-lane thoroughfare; vehicle count exceeds 43,000 daily.
- Minutes from the Las Vegas Convention Center, downtown and McCarran International Airport.
- One mile from The University of Nevada, Las Vegas, a 350-acre campus with more than 28,000 enrolled students.

## BOULEVARD ENJOYS THE PROSPERITY OF LAS VEGAS AND SOUTHERN NEVADA

- Nearly 2 million residents live within the metropolitan area. The population is projected to grow to nearly 2.3 million by 2010.
- An average of 8,000 new residents each month, one of the fastest growing populations in the nation. In 2006 there were 96,000 new residents.
- Fifth largest school district in the nation, with over 308,000 enrolled students.
- In 2006 there were more than 286,000 retirees, a 7.5% increase from 2005.
- Las Vegas hosted over 39 million visitors in 2007 and is forecasting to host 43 million annual visitors by 2009.

## SHOPPING FOR THE REAL LAS VEGAS

- 45% of Boulevard Mall shoppers have household incomes of \$50,000 or more.
- Boulevard Mall shoppers are culturally diverse. Almost a quarter of shoppers are Hispanic, a group that is expected to grow 27% within the trade area by 2011.
- 50% of Boulevard Mall shoppers have children under the age of 18 living in their household.



## MALL INFORMATION

### LOCATION

Located on Maryland Parkway between Desert Inn Road and Twain Avenue

### MARKET

Las Vegas, Nevada

### DESCRIPTION

Single-level, enclosed, super-regional

### ANCHORS

Dillard's, JCPenney, Macy's, Sears

TOTAL RETAIL SQUARE FOOTAGE 1,180,000

PARKING SPACES 5,825

OPENED 1968

EXPANDED 1992

## TRADE AREA PROFILE

2007 POPULATION 659,363

2012 PROJECTED POPULATION 721,885

2007 HOUSEHOLDS 239,702

2012 PROJECTED HOUSEHOLDS 261,361

2007 MEDIAN AGE 33.0

2007 AVERAGE HH INCOME \$50,641

2012 PROJECTED AVERAGE HH INCOME \$55,390

## 5-MILE RADIUS PROFILE

2007 POPULATION 444,348

2012 PROJECTED POPULATION 456,718

2007 HOUSEHOLDS 173,434

2012 PROJECTED HOUSEHOLDS 178,405

2007 MEDIAN AGE 34.4

2007 AVERAGE HH INCOME \$46,809

2012 PROJECTED AVERAGE HH INCOME \$49,698

## DAYTIME EMPLOYMENT

3-MILE RADIUS 347,921

5-MILE RADIUS 668,596

SOURCE: CLARITAS, INC.