

WESTROADS MALL

OMAHA, NEBRASKA



LOCATION, LOCATION, LOCATION

- 1.2 million-square-foot, three-level, super-regional mall.
- Located on I-680, Westroads is the only major shopping center in the Omaha area with interstate access.
- Omaha is the 43rd largest city in the U.S.
- Omaha is home to five Fortune 500 company corporate headquarters.
- Population within the Omaha MSA is 865,350.
- The MSA is expected to grow 5.5% by 2015.
- Omaha has an unemployment rate of only 4.2%.

AFFLUENT, WHITE-COLLAR CUSTOMERS

- Omaha has more millionaires and billionaires per capita than any other mid- or large-sized city in the U.S.
- Households with income of \$100,000+ make up the area's fastest growing market segment.
- Located in the heart of Omaha's most affluent neighborhoods.
- 30% of households within the trade area have incomes exceeding \$75,000.
- 72% of residents who live within a 5-mile radius work in white-collar occupations.
- 632,503 people live within ten miles of Westroads Mall.
- Westroads Mall receives 13.5 million visitors per year.
- 86,137 people within a 5-mile radius work in an executive or professional position.

WE'RE TRENDSETTERS

- Westroads Mall is Nebraska's largest shopping mall.
- Exciting line-up of specialty stores include Buckle, DSW, Forever 21, Helzberg Diamonds, Von Maur, The Afternoon, Teavana, Victoria's Secret, bareMinerals and Old Navy
- Restaurants include P.F. Chang's China Bistro, T.G.I. Friday's, Panera Bread, 11 Food Court restaurants, Granite City Food & Brewery, The Cheesecake Factory and Joe's Crab Shack.
- Featuring Camp Westroads soft play area and a partnership with the Omaha Children's Museum for the Westroads Mall Kids Club.
- Westroads has the highest sales per square foot over any other shopping center in Nebraska.
- Nebraska's only P.F. Chang's China Bistro, The Cheesecake Factory, Forever 21, dELIA's, Torrid, Teavana, bareMinerals, Joe's Crab Shack and Tilly's.

MALL INFORMATION

LOCATION: I-680 and Dodge Street

MARKET: Omaha

DESCRIPTION: Three-level, enclosed, super-regional center

ANCHORS: Von Maur, Younkers, jcpenny, Dick's Sporting Goods and AMC Westroads 14

TOTAL RETAIL SQUARE FOOTAGE: 1,200,000

PARKING SPACES: 4,865

OPENED: 1968

EXPANDED: 1990, 1995, 1999, 2003

OTHER FEATURES: 11-unit Food Court with seating for 650, full-service Guest Services Desk, family restroom area and Metro Transit Center.

TOP 3 PERFORMING MERCHANDISE CATEGORIES: Teen, Jewelry and Family

TRADE AREA PROFILE

2013 POPULATION 672,234

2018 PROJECTED POPULATION 708,077

2013 HOUSEHOLDS 260,262

2018 PROJECTED HOUSEHOLDS 274,651

2013 MEDIAN AGE 34.0

2013 AVERAGE HOUSEHOLD INCOME \$71,833

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$76,535

10 - MILE RADIUS

2013 POPULATION 651,702

2018 PROJECTED POPULATION 686,146

2013 HOUSEHOLDS 252,662

2018 PROJECTED HOUSEHOLDS 266,476

2013 MEDIAN AGE 34.0

2013 AVERAGE HOUSEHOLD INCOME \$70,063

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$74,113

DAYTIME EMPLOYMENT

3 - MILE RADIUS 105,751

5 - MILE RADIUS 238,833

Source: Nielsen

