



KANSAS CITY, MO

MARKET PROFILE 2020

MAJOR RETAILERS Anthropologie, Apple, Athleta, BLDWN Market, Free People, H&M, Kate Spade, Kendra Scott, Lululemon, M•A•C, Madewell, Made in KC Marketplace, Nike, The North Face, Sephora, Sur La Table, Tiffany & Co., Tivol, UNTUCKit, Warby Parker

RESTAURANTS & ENTERTAINMENT Brio Tuscan Grille, The Capital Grille, The Cheesecake Factory, Gram & Dun, Jack Stack Barbecue, Kona Grill, McCormick & Schmick's, P.F. Chang's, Starbucks, True Food Kitchen

COMING SOON Nordstrom (2021)

PROPERTY TYPE Mixed-use Destination | **TOTAL SQUARE FEET** 904,000 | **BUILT** 1922

FOR MORE INFORMATION 602-953-6200 | Macerich.com

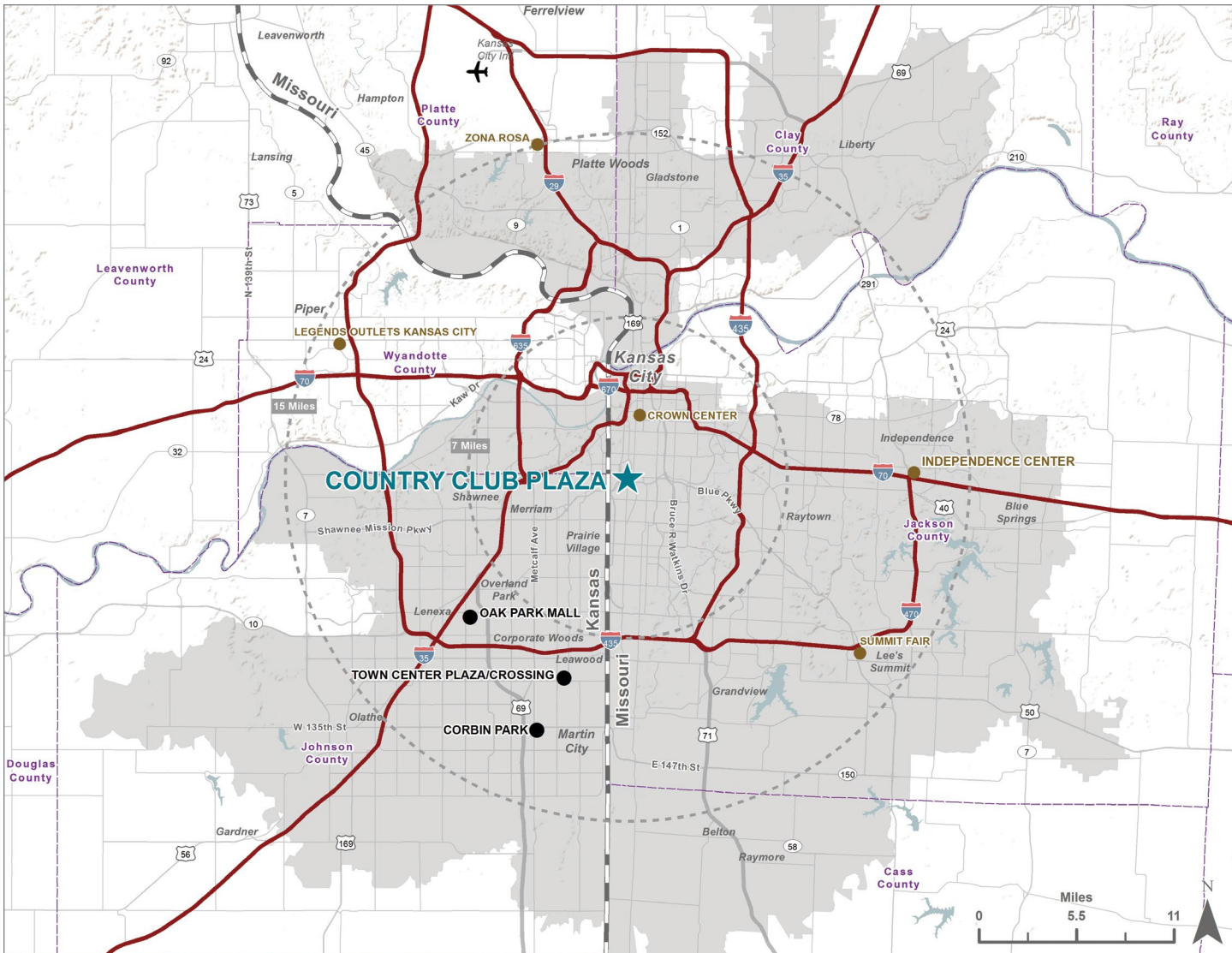


DEMOGRAPHIC SUMMARY

POPULATION		TOTAL TRADE AREA		KANSAS CITY, MO-KS [MSA]		SHOPPER PROFILE	
2019 Total Population		1,469,052		2,179,053		Scarborough Research Shopped/Visited past 3 months Market/Release: Kansas City, MO 2019 Release 2	
2024 Total Population		1,538,043		2,273,074			
2019-2024 Population Growth		4.7%		4.3%			
HOUSEHOLDS							
2019 Total Households		592,236		855,210			
2024 Total Households		619,785		891,815			
2019-2024 Household Growth		4.7%		4.3%			
Households with Children		178,933	32.9%	269,043	34.1%	41.0%	
INCOME							
Average Household Income		\$93,547		\$88,209		\$104,596	
Median Household Income		\$67,501		\$64,438		\$89,127	
Per Capita Income		\$37,749		\$34,712			
HOUSEHOLD INCOME RANGES							
\$50,000 +		378,260	63.9%	532,832	62.3%	70.6%	
\$75,000 +		271,722	45.9%	374,845	43.8%	59.2%	
\$100,000 +		192,421	32.5%	257,225	30.1%	42.9%	
\$150,000 +		90,322	15.3%	114,206	13.4%	23.6%	
AGE							
Median Age		37.9		38.0		38.5	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		436,284	43.4%	555,521	37.5%	61.4%	
White Collar		531,880	68.5%	716,426	64.4%	72.8%	
RACE / ETHNICITY							
White		1,095,397	74.6%	1,667,422	76.5%	78.0%	
Black		213,078	14.5%	272,800	12.5%	14.6%	
Asian		51,381	3.5%	67,077	3.1%	3.1%	
Other Race		109,196	7.4%	171,754	7.9%	4.4%	
Hispanic or Latino		128,021	8.7%	205,585	9.4%	6.1%	
Not Hispanic or Latino		1,341,031	91.3%	1,973,468	90.6%	93.9%	
EMPLOYMENT / DAYTIME POPULATION		1 MILE		2 MILE		3 MILE	
Total Businesses		1,837		3,622		5,589	
Total Employees		38,568		65,176		109,808	
Daytime Population		44,334		91,268		160,888	

Source: U.S. Census Bureau. ESRI 2019
Shopper profile is based on a 2018 Fall Intercept Survey.
Shopper median age is based on Adults 18+, whereas median age under area demographics includes those of all ages.

TRADE AREA MAP

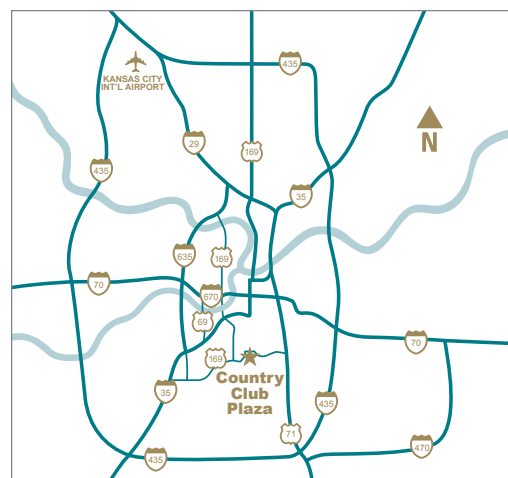


LEGEND

- ★ COUNTRY CLUB PLAZA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

DEVELOPED IN 1922, COUNTRY CLUB PLAZA COVERS MORE THAN 55 ACRES AND OFFERS NEARLY **781,000 SQUARE FEET OF RETAIL SPACE** AND 420,000 SQUARE FEET OF ON-SITE OFFICE SPACE

25 MILLION ANNUAL VISITORS TO KANSAS CITY
CCP IS THE **#1 TOURIST DESTINATION** IN THE KANSAS CITY AREA
PLAZA ART FAIR AND PLAZA LIGHTING CEREMONY DRAW **HUNDREDS OF THOUSANDS OF LOCALS**

“THE PREMIER” FASHION SHOPPING DESTINATION IN KANSAS CITY AND GREATER MIDWESTERN REGION WITH 40% OF SHOPPERS TRAVELING FROM 50+ MILES AWAY

MORE THAN **40,000 WHITE COLLAR EMPLOYEES** WITHIN 2 MILES OF THE CENTER
CCP IS ADJACENT TO THE **WEALTHIEST ZIP CODE** IN KANSAS CITY

NEARBY FEEDER MARKETS: OMAHA, WICHITA, DES MOINES, ST. LOUIS, TOPEKA AND TULSA
2,500+ HOTEL ROOMS SURROUND THE CENTER
SERVES THE LOCAL MARKET OF OVER 2.2 MILLION PEOPLE AND AN EXTENDED DRIVING MARKET OF ANOTHER 3.6 MILLION PEOPLE



21 COMPANIES HEADQUARTERED IN KANSAS CITY WITH OVER 1,000 EMPLOYEES SUCH AS SPRINT, HALLMARK, CERNER, GARMIN, COMMERCE BANK, WESTAR ENERGY AND BLACK & VEATCH

WITHIN 2 MILES THERE ARE 6 COLLEGES/UNIVERSITIES WITH A COMBINED **40,000 STUDENTS**
WITHIN 1 MILE, THERE ARE **8 PRIVATE K-12 SCHOOLS** WITH NEARLY 2,700 STUDENTS
LOCATED ADJACENT TO COUNTRY CLUB PLAZA, **ST. LUKE’S HOSPITAL** EMPLOYS **7,000** PEOPLE INCLUDING 600 PHYSICIANS, IS AN ELITE HOSPITAL RANKING IN THE **TOP 5% IN THE NATION** AND IS A TEACHING HOSPITAL FOR THE UNIVERSITY OF MISSOURI-KANSAS CITY SCHOOL OF MEDICINE

YEARLY SALES

JAN	7.1%	MAY	6.2%	SEP	9.3%
FEB	7.0%	JUN	10.3%	OCT	7.4%
MAR	12.3%	JUL	8.0%	NOV	8.7%
APR	5.7%	AUG	7.0%	DEC	11.1%



SHERATON
SUITES

CBIZ

JEFFERSON STREET

47TH STREET

NICHOLS ROAD

WARD PARKWAY

BROADWAY

PENNSYLVANIA STREET

ST. LUKE'S HOSPITAL

OFFICE BUILDING

COACH

TOMMY BAHAMA

NORTH FACE

THE CHEESECAKE FACTORY

P.F. CHANG'S

JACK STACK BARBECUE

NIKE

APPLE

KATE SPADE

WARBY PARKER

TIFFANY & CO

SEASONS 52

THE CAPITAL GRILLE

KONA GRILL

TRUE FOOD KITCHEN

VICTORIA'S SECRET

SEPHORA

LUCKY JEANS

VINEYARD VINES

CHICO'S

SHAKE SHACK

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