



KANSAS CITY, MO

## MARKET PROFILE 2021

**MAJOR RETAILERS** Anthropologie, Apple, Athleta, Evereve, Free People, H&M, Indochino, Kate Spade, Kendra Scott, Lululemon, Madewell, Made in KC Marketplace, Nike, The North Face, Sephora, 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 (2023)

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

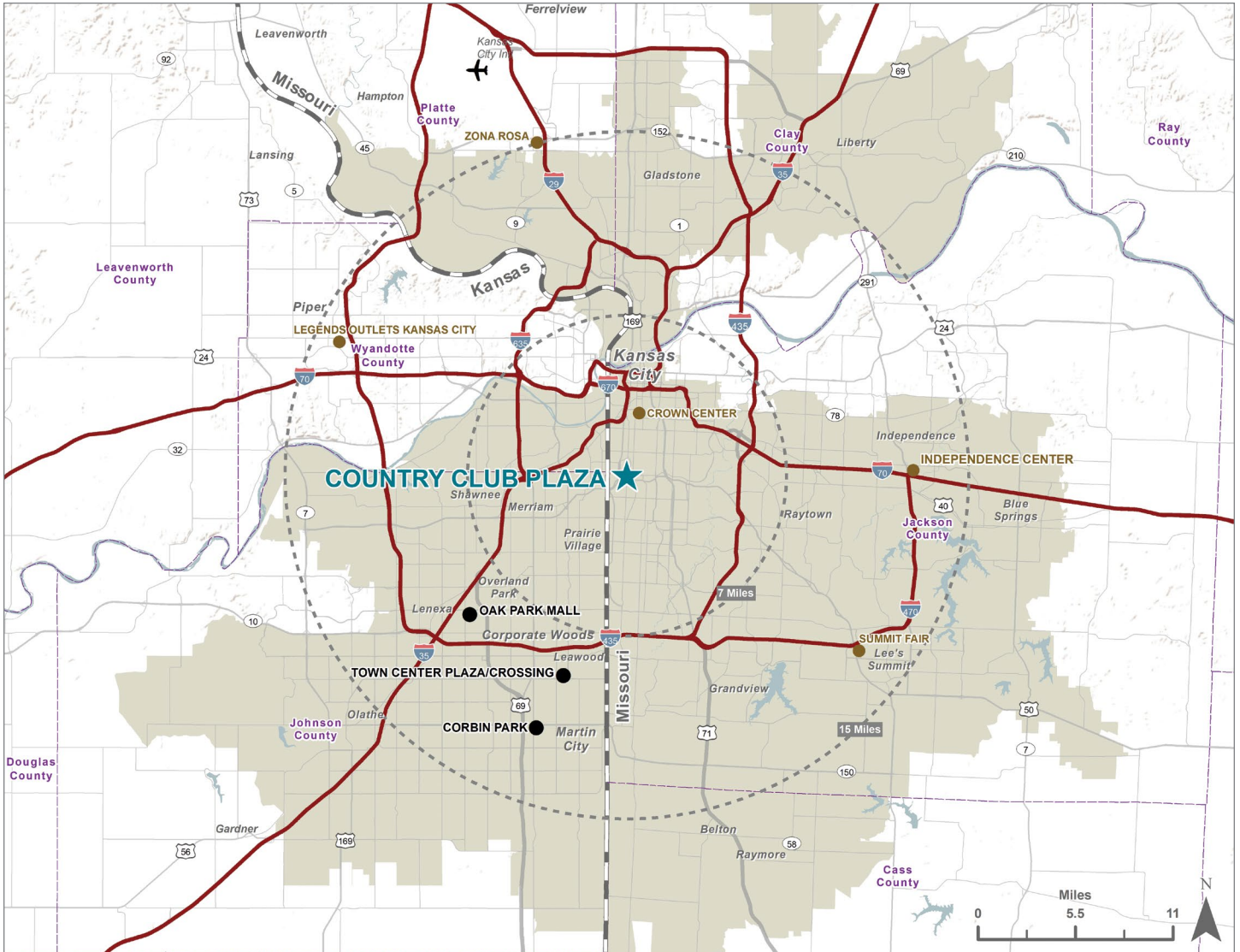
**FOR MORE INFORMATION** 602-953-6200 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION		15-MILE RADIUS		TOTAL TRADE AREA		KANSAS CITY, MO-KS [MSA]	
2020 Total Population		1,366,696		1,476,931		2,191,128	
2025 Total Population		1,422,150		1,545,196		2,283,728	
2020-2025 Population Growth		4.1%		4.6%		4.2%	
HOUSEHOLDS							
2020 Total Households		561,684		598,131		863,629	
2025 Total Households		585,543		626,548		901,044	
2020-2025 Household Growth		4.2%		4.8%		4.3%	
INCOME							
Average Household Income		\$88,978		\$96,701		\$91,084	
Median Household Income		\$61,340		\$70,268		\$66,447	
Per Capita Income		\$36,597		\$39,196		\$35,988	
HOUSEHOLD INCOME RANGES							
\$50,000 +		335,501	59.7%	388,288	64.9%	543,603	62.9%
\$75,000 +		235,761	42.0%	284,468	47.6%	391,479	45.3%
\$100,000 +		164,993	29.4%	203,915	34.1%	274,142	31.7%
\$150,000 +		81,553	14.5%	101,199	16.9%	127,464	14.8%
AGE							
Median Age		37.9		38.0		38.0	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		373,433	39.9%	443,250	43.8%	565,160	37.9%
White Collar		434,685	65.6%	503,524	68.7%	677,793	64.5%
RACE / ETHNICITY							
White		944,875	69.1%	1,099,306	74.4%	1,674,330	76.4%
Black		236,250	17.3%	213,618	14.5%	272,819	12.5%
American Indian		6,595	0.5%	6,432	0.4%	11,164	0.5%
Asian		55,269	4.0%	52,861	3.6%	69,243	3.2%
Pacific Islander		3,968	0.3%	3,106	0.2%	4,952	0.2%
Other Race		119,738	8.8%	101,607	6.9%	158,620	7.2%
Hispanic or Latino		159,918	11.7%	129,087	8.7%	207,097	9.5%
Not Hispanic or Latino		1,206,778	88.3%	1,347,844	91.3%	1,984,031	90.5%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		2 MILE		3 MILE	
Total Businesses		1,739		3,478		5,420	
Total Employees		35,305		67,065		109,664	
Daytime Population		34,552		86,332		147,767	

# TRADE AREA MAP

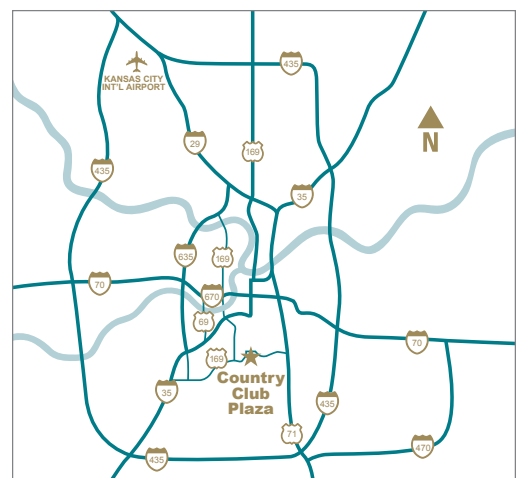


### LEGEND

- ★ 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 **28,000 WHITE COLLAR EMPLOYEES** WITHIN 2 MILES OF THE CENTER WORKING IN FINANCIAL SERVICES, EDUCATION, LAW, CONSULTATION AND MORE

**NEARBY FEEDER MARKETS:** OMAHA, WICHITA, DES MOINES, ST. LOUIS, TOPEKA AND TULSA  
**2,400+ HOTEL ROOMS** SURROUNDING THE CENTER INCLUDING TOP RATED RAPHAEL HOTEL, INTERCONTINENTAL, THE FONTAINE AND SHERATON SUITES  
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 T-MOBILE, HALLMARK, CERNER, GARMIN, COMMERCE BANK, WESTAR ENERGY AND BLACK & VEATCH

**40,000 COLLEGE STUDENTS** ARE WITHIN 2 MILES OF THE CENTER AT COLLEGES/UNIVERSITIES SUCH AS UNIVERSITY OF KANSAS SCHOOL OF MEDICINE, UNIVERSITY OF MISSOURI AND METROPOLITAN COMMUNITY COLLEGE  
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 6,000** 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%



- |   |                       |    |                |    |                |    |              |
|---|-----------------------|----|----------------|----|----------------|----|--------------|
| 1 | NORDSTROM COMING 2023 | 6  | INDOCHINO      | 11 | CAPITAL GRILLE | 16 | SHAKE SHACK  |
| 2 | ANTHROPOLOGIE         | 7  | H&M            | 12 | SEASON'S 52    | 17 | EVEREVE      |
| 3 | URBAN OUTFITTERS      | 8  | WEST ELM       | 13 | WARBY PARKER   | 18 | FOGO DE CHAO |
| 4 | GRAM & DUN            | 9  | VINEYARD VINES | 14 | NORTH FACE     | 19 | APPLE        |
| 5 | MCCORMICK & SCHMICK'S | 10 | INDUSTRIOUS    | 15 | TIVOL          | 20 | NIKE         |

