



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

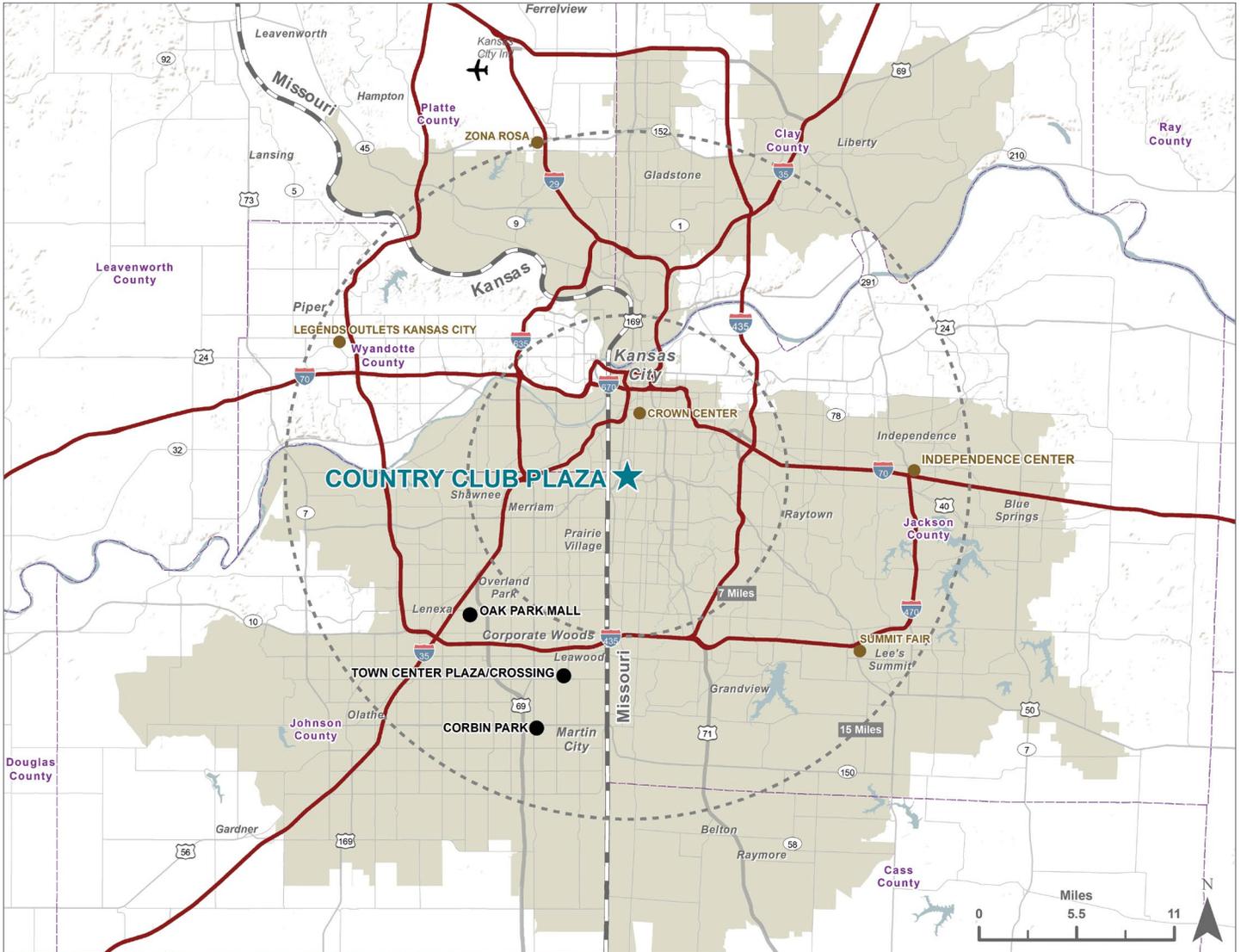
FOR MORE INFORMATION 602-953-6200 | Macerich.com



DEMOGRAPHIC SUMMARY

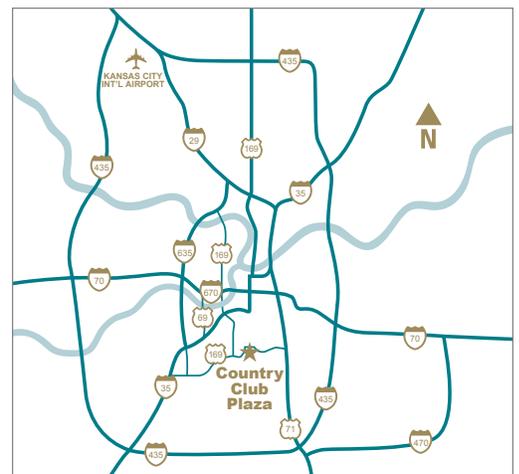
POPULATION	15-MILE RADIUS		TOTAL TRADE AREA		KANSAS CITY, MO-KS [MSA]	
2020 Total Population	1,366,696		1,476,931		2,191,128	
2025 Total Population	1,422,150		1,545,196		2,283,728	
2020-2025 Population Growth	4.1%		4.6%		4.2%	
HOUSEHOLDS						
2020 Total Households	561,684		598,131		863,629	
2025 Total 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



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%

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|-------------------------|------------------|-------------------|-----------------|
| 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 |

