



KANSAS CITY, MO

## MARKET PROFILE 2022

**MAJOR RETAILERS** Anthropologie, Apple, Athleta, Coach, Evereve, Free People, H&M, Indochino, Kendra Scott, Lululemon, Madewell, Made in KC Marketplace, The North Face, Sephora, Tiffany & Co., Tivol, UNTUCKit, Warby Parker, West Elm

**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

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

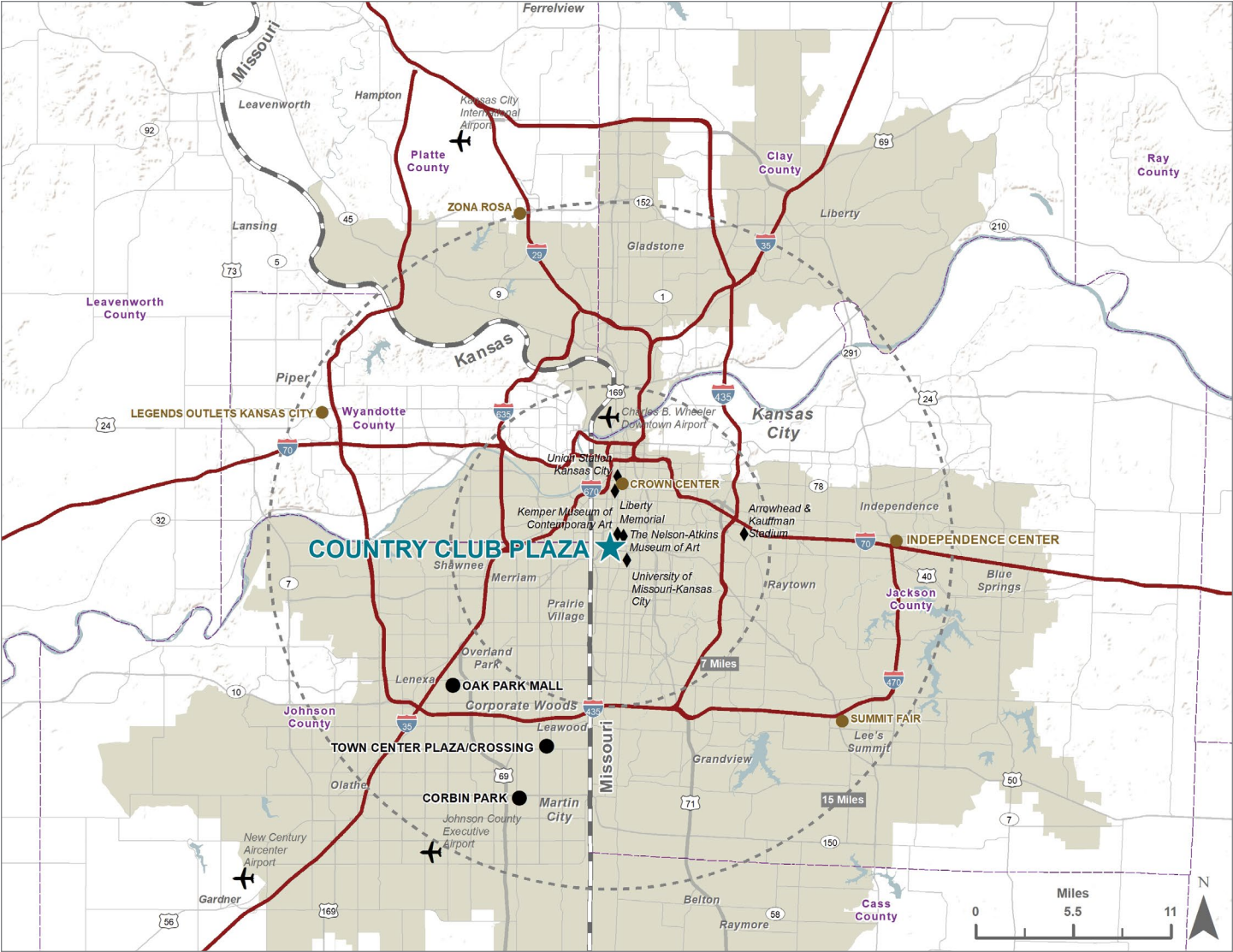
**FOR MORE INFORMATION** 602-953-6200 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

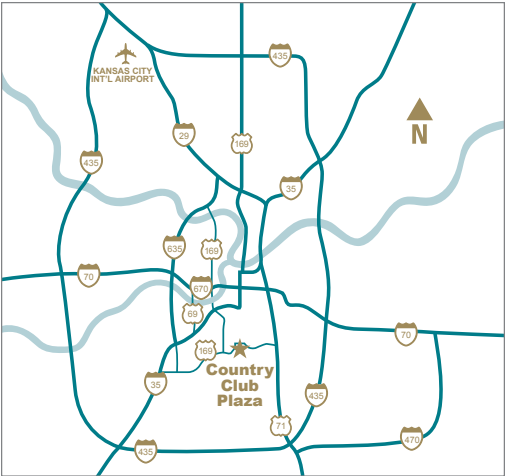
POPULATION		15-MILE RADIUS		TOTAL TRADE AREA		KANSAS CITY, MO-KS [MSA]	
2021 Total Population		1,363,188		1,476,071		2,188,599	
2026 Total Population		1,419,072		1,543,996		2,281,512	
2021-2026 Population Growth		4.1%		4.6%		4.2%	
HOUSEHOLDS							
2021 Total Households		561,514		599,123		864,791	
2026 Total Households		585,852		627,776		903,027	
2021-2026 Household Growth		4.3%		4.8%		4.4%	
INCOME							
Average Household Income		\$89,997		\$97,619		\$92,146	
Median Household Income		\$64,153		\$74,116		\$70,082	
Per Capita Income		\$37,093		\$39,649		\$36,452	
HOUSEHOLD INCOME RANGES							
\$50,000 +		345,276	61.5%	400,496	66.8%	562,111	65.0%
\$75,000 +		246,609	43.9%	296,943	49.6%	410,188	47.4%
\$100,000 +		169,197	30.1%	209,630	35.0%	283,393	32.8%
\$150,000 +		82,297	14.7%	102,235	17.1%	130,168	15.1%
AGE							
Median Age		38.2		38.3		38.3	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		380,852	40.6%	452,956	44.5%	577,675	38.5%
White Collar		467,506	67.6%	542,612	70.8%	731,192	66.5%
RACE / ETHNICITY							
White		939,555	68.9%	1,094,946	74.2%	1,667,820	76.2%
Black		234,875	17.2%	213,391	14.5%	272,106	12.4%
American Indian		6,633	0.5%	6,500	0.4%	11,240	0.5%
Asian		56,702	4.2%	54,561	3.7%	71,165	3.3%
Pacific Islander		3,912	0.3%	3,149	0.2%	4,893	0.2%
Other Race		121,511	8.9%	103,524	7.0%	161,375	7.4%
Hispanic or Latino		162,397	11.9%	131,580	8.9%	210,856	9.6%
Not Hispanic or Latino		1,200,791	88.1%	1,344,491	91.1%	1,977,743	90.4%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		2 MILE		3 MILE	
Total Businesses		1,693		3,440		5,378	
Total Employees		35,427		68,015		109,420	
Daytime Population		35,197		86,909		147,654	

# TRADE AREA MAP



## LEGEND

- ★ COUNTRY CLUB PLAZA
- TOTAL TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



UPDATED 3/22



# 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

AT 9 MILLION VISITS A YEAR, CCP IS ONE OF THE **TOP 5 TOURIST DESTINATIONS** IN KANSAS CITY, DRAWING SHOPPERS FROM **7 STATES AND OVER 200 MILES**. NEARLY **70% OF SHOPPERS** LIVE WITHIN 30 MILES OF THE CENTER

**“THE PREMIER” FASHION SHOPPING DESTINATION** IN KANSAS CITY AND GREATER MIDWESTERN REGION WITH 30% OF SHOPPERS TRAVELING FROM 50+ MILES AWAY

**NEARBY FEEDER MARKETS:** OMAHA, WICHITA, DES MOINES, ST. LOUIS, TOPEKA AND TULSA

RANKED #14 IN THE U.S. FOR MOST TECH JOBS PER CAPITA, WITH LOCAL EMPLOYMENT DEVOTED TO COMPUTER SYSTEMS **84% LARGER THAN THE NATION’S AVERAGE**

MORE THAN **35,000 WHITE COLLAR EMPLOYEES** WITHIN 1 MILE AND **OVER 365,000 EMPLOYEES** WITHIN 5 MILES. CENTER **RANKED #6** IN THE MAC PORTFOLIO OF 40+ PROPERTIES FOR DAYTIME EMPLOYEES.

**16 HOTELS AND 2,700+ HOTEL ROOMS** LESS THAN 1 MILE FROM THE CENTER INCLUDING TOP RATED RAPHEAL HOTEL, INTERCONTINENTAL AND THE FONTAINE. ALOFT AND TRIBUTE PORTFOLIO HOTEL TO OPEN IN 2022, **A \$100 MILLION DEVELOPMENT** IN THE DISTRICT.

SERVES THE LOCAL MARKET OF OVER **2.2 MILLION PEOPLE** AND AN EXTENDED DRIVING MARKET OF ANOTHER **3.6 MILLION PEOPLE**



**25+ COMPANIES HEADQUARTERED IN KANSAS CITY** WITH OVER 1,000 EMPLOYEES SUCH AS HONEYWELL, CERNER, T-MOBILE, AMC, HALLMARK, 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 5 MILES, THERE ARE **33 PRIVATE K-12 SCHOOLS** WITH AN AVERAGE TUITION RATE OVER \$10,000

LOCATED ADJACENT TO COUNTRY CLUB PLAZA, **ST. LUKE’S HOSPITAL EMPLOYS 9,000 PEOPLE** INCLUDING 600 PHYSICIANS, AND REPRESENTS MORE THAN 60 MEDICAL SPECIALTIES. RANKED IN THE **TOP 5% OF THE NATION**, ST LUKE’S SERVES AS A TEACHING HOSPITAL FOR THE UNIVERSITY OF MISSOURI-KANSAS SCHOOL OF MEDICINE.

## YEARLY SALES

JAN	6.4%	MAY	8.8%	SEP	8.5%
FEB	5.0%	JUN	8.6%	OCT	8.3%
MAR	8.0%	JUL	8.5%	NOV	9.2%
APR	7.8%	AUG	7.6%	DEC	13.3%



## MAJOR RETAILERS INCLUDE:

ANTHROPOLOGIE	ATHLETA	GRAM & DUN	LULULEMON	TRUE FOOD KITCHEN
APPLE	CAPITAL GRILLE	INDOCHINO	NORTH FACE	URBAN OUTFITTERS
H&M	EVEREVE	INDUSTRIOUS	SEASON'S 52	VINEYARD VINES
WARBY PARKER	FOGO DE CHAO	KENDRA SCOTT	TIFFANY & CO	WEST ELM

