



KANSAS CITY, MO

MARKET PROFILE 2023

MAJOR RETAILERS Anthropologie, Apple, Athleta, Coach, Evereve, Free People, H&M, Indochino, Johnny Was, Kendra Scott, Lululemon, Madewell, Made in KC Marketplace, Nike Live, The North Face, Parachute, 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, True Food Kitchen

PROPERTY TYPE Mixed-use Destination | **TOTAL SQUARE FEET** 965,000 | **BUILT** 1922

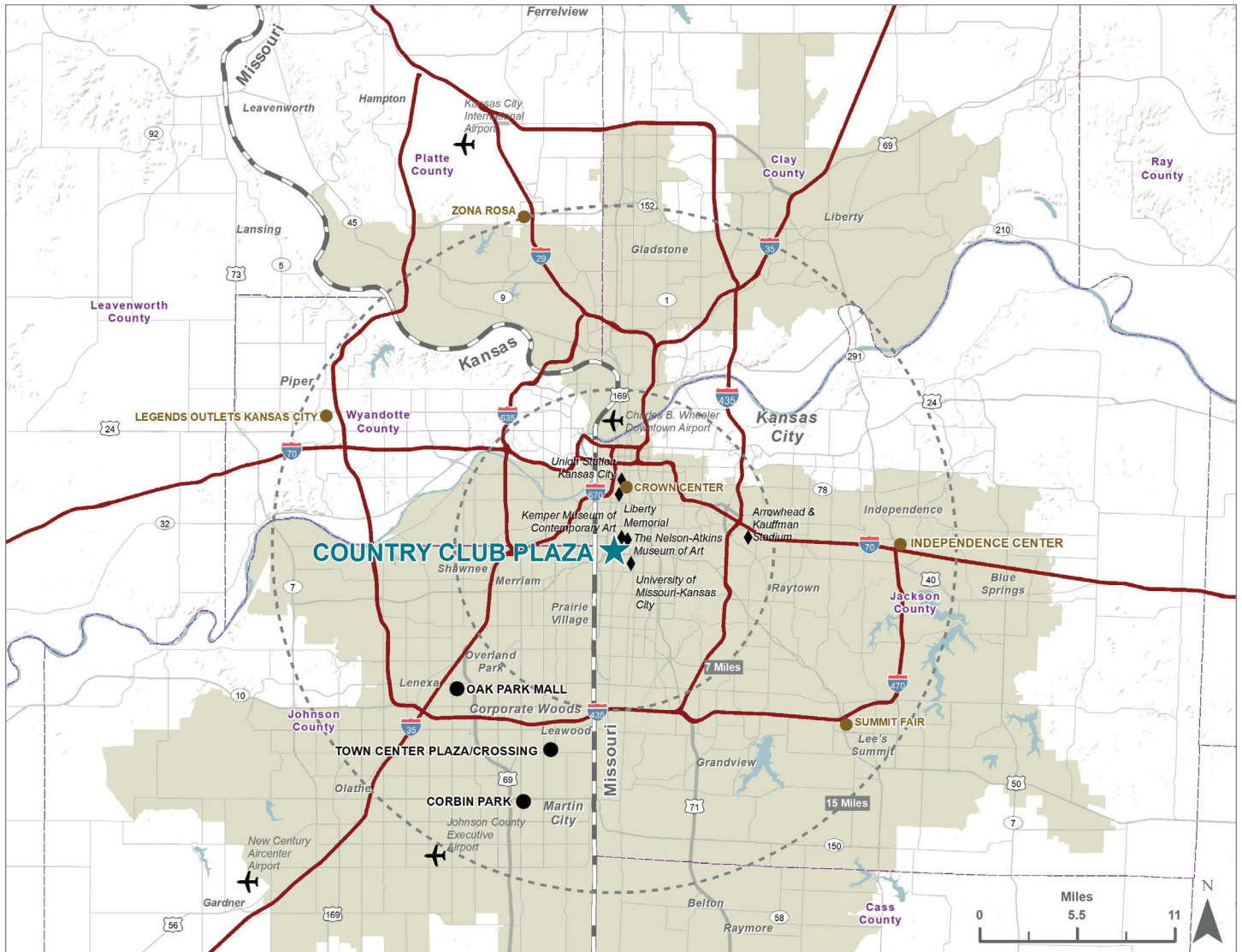
FOR MORE INFORMATION 602-953-6200 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION		15-MILE RADIUS		TOTAL TRADE AREA		KANSAS CITY, MO-KS [MSA]	
2022 Total Population		1,376,536		1,504,984		2,229,421	
2027 Total Population		1,397,369		1,534,831		2,269,147	
2022-2027 Population Growth		1.5%		2.0%		1.8%	
HOUSEHOLDS							
2022 Total Households		572,171		614,932		884,847	
2027 Total Households		582,746		628,960		903,138	
2022-2027 Household Growth		1.8%		2.3%		2.1%	
INCOME							
Average Household Income		\$100,048		\$108,753		\$103,038	
Median Household Income		\$69,759		\$79,032		\$76,500	
Per Capita Income		\$41,609		\$44,476		\$40,955	
HOUSEHOLD INCOME RANGES							
\$50,000 +		371,730	65.0%	431,687	70.2%	607,329	68.6%
\$75,000 +		270,215	47.2%	326,277	53.1%	453,104	51.2%
\$100,000 +		188,772	33.0%	235,318	38.3%	319,905	36.2%
\$150,000 +		93,522	16.3%	118,033	19.2%	151,234	17.1%
AGE							
Median Age		38.3		38.4		38.4	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		395,468	43.0%	475,707	47.2%	608,117	40.9%
White Collar		449,082	60.7%	520,574	63.0%	699,755	58.9%
RACE/ETHNICITY							
White		865,980	62.9%	1,036,193	68.9%	1,570,931	70.5%
Black/African American		226,065	16.4%	206,257	13.7%	266,066	11.9%
American Indian		8,652	0.6%	8,011	0.5%	13,144	0.6%
Asian		55,260	4.0%	53,638	3.6%	69,666	3.1%
Pacific Islander		3,797	0.3%	3,118	0.2%	4,751	0.2%
Other Race		216,782	15.7%	197,767	13.1%	304,863	13.7%
Hispanic or Latino		181,906	13.2%	147,759	9.8%	235,112	10.5%
Not Hispanic or Latino		1,194,630	86.8%	1,357,224	90.2%	1,994,309	89.5%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		2 MILE		3 MILE	
Total Businesses		1,809		3,845		5,912	
Total Employees		36,777		63,553		106,534	
Daytime Population		41,320		89,752		155,914	

TRADE AREA MAP

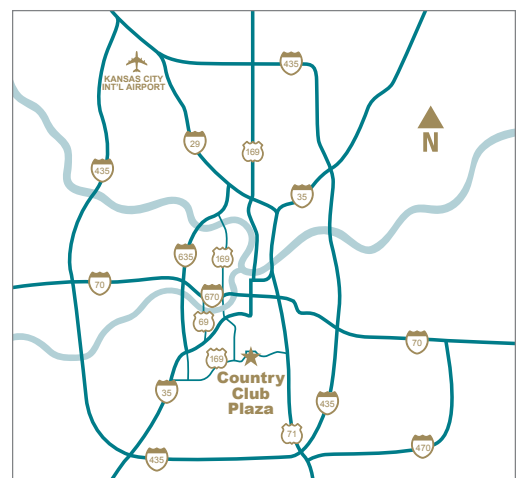


LEGEND

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



10% PCW



UPDATED 3/23



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 10 TOURIST DESTINATIONS** IN KANSAS CITY, DRAWING SHOPPERS FROM **7 STATES AND OVER 200 MILES** (2019)

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 DAYTIME EMPLOYEES** WITHIN 1 MILE AND OVER **365,000 EMPLOYEES** WITHIN 5 MILES. CENTER **RANKED 5TH** 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 NEWLY OPENED ALOFT AND TRIBUTE PORTFOLIO HOTEL, A **\$100 MILLION DEVELOPMENT** FOR THE DISTRICT WHICH WILL INCLUDE A FOOD HALL. VISITORS HAVE A **\$5.3 BILLION ANNUAL EFFECT** ON THE GREATER KANSAS CITY AREA.

MORE THAN **40,000 JOBS** IN THE REGION ARE SUSTAINED BY TOURISM EITHER DIRECTLY OR INDIRECTLY, SUPPORTING **\$1.8 BILLION IN WAGES**



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

60,000 COLLEGE STUDENTS ARE WITHIN 10 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 **7 PRIVATE K-12 SCHOOLS** WITH AN AVERAGE TUITION RATE OF \$15,000+

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	6.88%	MAY	8.42%	SEP	8.67%
FEB	6.62%	JUN	8.17%	OCT	7.73%
MAR	8.61%	JUL	8.30%	NOV	7.84%
APR	8.51%	AUG	8.26%	DEC	11.98%

MAJOR RETAILERS INCLUDE:

ANTHROPOLOGIE
APPLE
H&M
WARBY PARKER

ATHLETA
CAPITAL GRILLE
FOGO DE CHAO
GRAM & DUN

INDOCHINO
KENDRA SCOTT
LULULEMON
NIKE LIVE

NORTH FACE
PARACHUTE
SEASONS 52
TIFFANY & CO

TIVOL
TRUE FOOD KITCHEN
URBAN OUTFITTERS
WEST ELM

