



# WILTON MALL

— AT SARATOGA —

SARATOGA SPRINGS, NY

## MARKET PROFILE 2020

**MAJOR RETAILERS** BJ's Wholesale, Dick's Sporting Goods, Healthy Living Market and Café, HomeGoods, JCPenney, Old Navy, Saratoga Hospital, Shoe Dept. Encore, ULTA Beauty, Victoria's Secret

**RESTAURANTS & ENTERTAINMENT** Bow Tie Cinemas, Divine Wines, Friendly's Restaurant, Ninety Nine Restaurant and Pub, Planet Fitness | **FOOD COURT** 10 units

**PROPERTY TYPE** Regional | **TOTAL SQUARE FEET** 709,000 | **BUILT** 1990

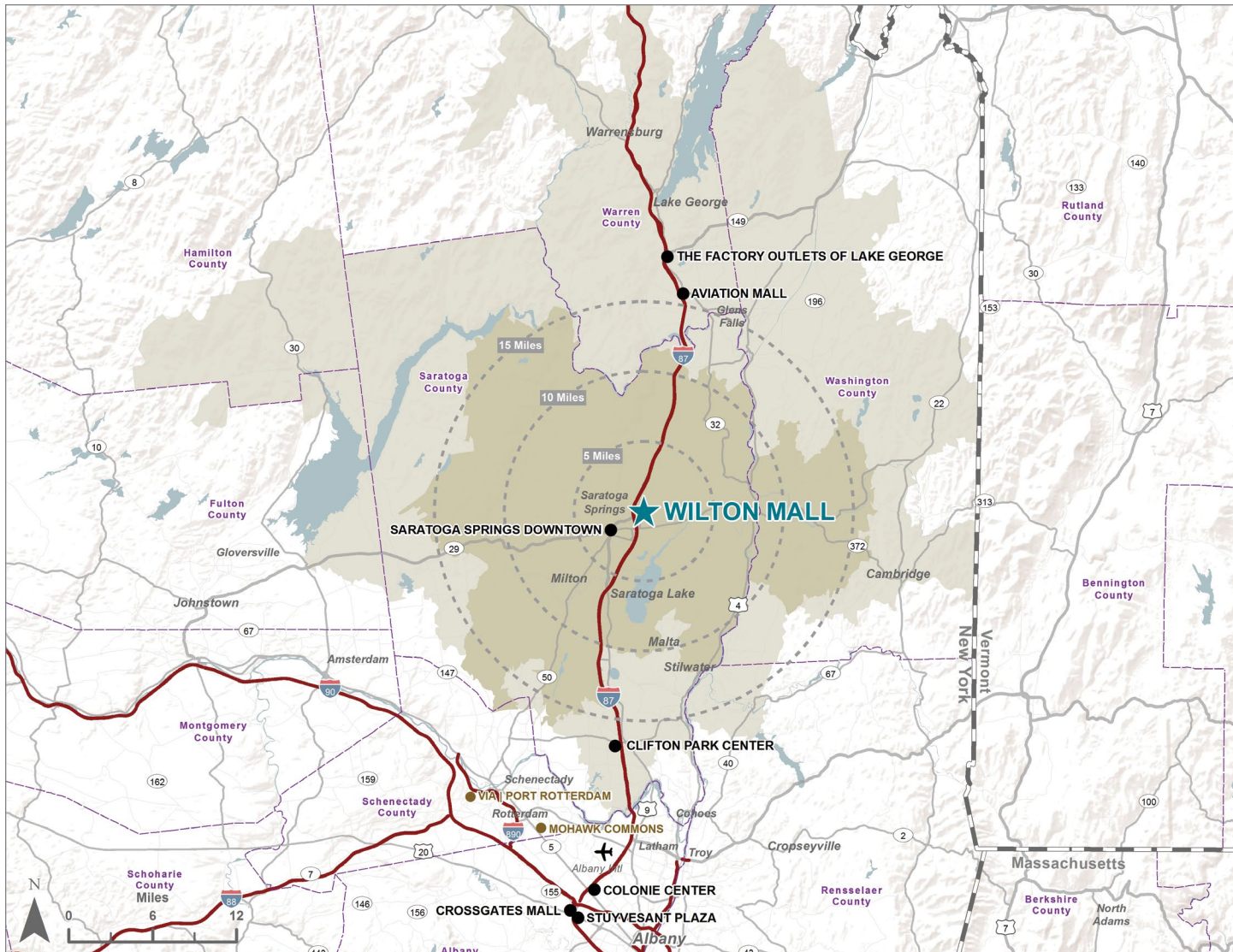
**FOR MORE INFORMATION** 518-583-2138 | [Macerich.com](http://Macerich.com)








# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		ALBANY-SCHENECTADY-TROY, NY [MSA]	
2019 Total Population	143,383		333,638		911,500	
2024 Total Population	148,881		342,007		927,005	
2019-2024 Population Growth	3.8%		2.5%		1.7%	
HOUSEHOLDS						
2019 Total Households	57,412		135,721		371,518	
2024 Total Households	59,775		139,271		377,757	
2019-2024 Household Growth	4.1%		2.6%		1.7%	
INCOME						
Average Household Income	\$103,859		\$96,199		\$92,242	
Median Household Income	\$83,699		\$76,819		\$69,858	
Per Capita Income	\$41,686		\$39,169		\$37,793	
HOUSEHOLD INCOME RANGES						
\$50,000 +	40,361	70.3%	90,609	66.8%	236,384	63.6%
\$75,000 +	32,301	56.3%	69,835	51.5%	176,491	47.5%
\$100,000 +	23,706	41.3%	49,494	36.5%	125,474	33.8%
\$150,000 +	10,798	18.8%	21,810	16.1%	57,295	15.4%
AGE						
Median Age	42.8		43.6		41.5	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	42,935	41.7%	88,918	36.8%	240,556	37.4%
White Collar	52,322	68.6%	118,542	65.4%	321,475	67.1%
RACE / ETHNICITY						
White	133,285	93.0%	309,549	92.8%	739,204	81.1%
Black	2,785	1.9%	6,157	1.8%	79,386	8.7%
American Indian	328	0.2%	833	0.2%	2,481	0.3%
Asian	2,808	2.0%	7,933	2.4%	44,437	4.9%
Pacific Islander	86	0.1%	150	0.0%	454	0.0%
Other Race	4,090	2.9%	9,017	2.7%	45,538	5.0%
Hispanic or Latino	5,006	3.5%	10,918	3.3%	50,485	5.5%
Not Hispanic or Latino	138,377	96.5%	322,720	96.7%	861,015	94.5%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	1,653		2,425		2,794	
Total Employees	18,994		31,344		35,232	
Daytime Population	33,340		55,724		67,863	

# TRADE AREA MAP



## LEGEND

-  WILTON MALL
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS

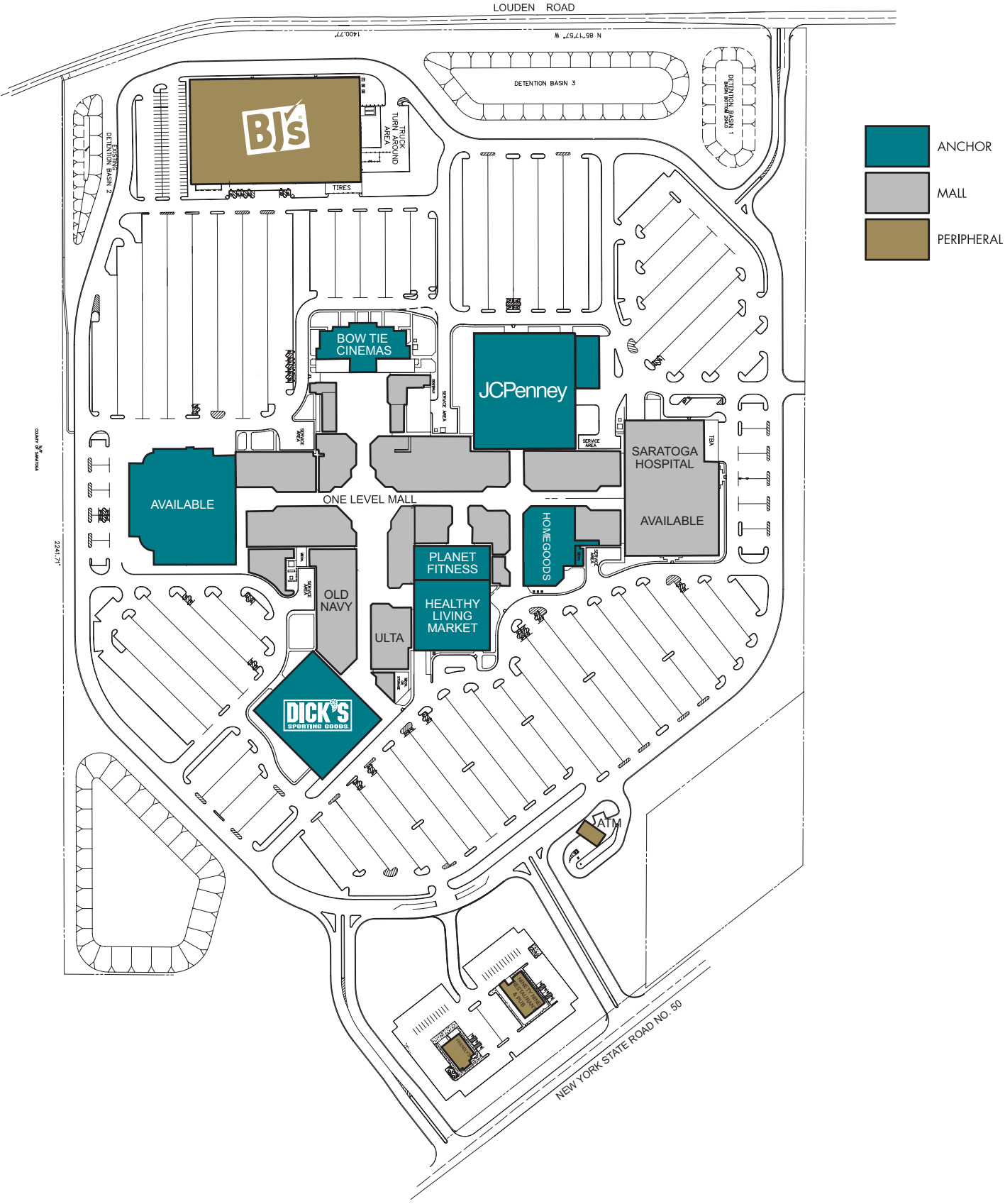


10% PCW





# SITE PLAN



# MARKET FACT SHEET

WILTON MALL IS  
**EASILY ACCESSIBLE**  
OFF OF INTERSTATE 87 AND  
ROUTE 50 AND THE ONLY  
INDOOR SHOPPING CENTER  
WITHIN AN 18-MILE RADIUS

AVERAGE DAILY TRAFFIC AT  
INTERSTATE 87 AND ROUTE 50 IS  
**53,000 VEHICLES**

ANNUAL TOURISM IN  
SARATOGA COUNTY HAS AN  
**ECONOMIC IMPACT  
OF \$1 BILLION**

NEARBY U.S. NAVAL BASE'S  
**ANNUAL ECONOMIC  
IMPACT IS \$597 MILLION**

5 MILES AWAY FROM  
WILTON MALL, SARATOGA  
CASINO AND HOTEL HAS  
**2.5 MILLION VISITORS**  
EACH YEAR

**1,747 HOTEL ROOMS**  
IN 17 HOTELS WITHIN A  
5-MILE RADIUS OF THE CENTER

**GLOBALFOUNDRIES**  
IN 2018, 6-MONTH REVENUE WAS  
\$3.03 BILLION WITH YOY GROWTH

**AVERAGE SALARY IS \$97,619**  
AND TWO-THIRDS OF THEIR  
WORKFORCE COMES FROM  
SARATOGA COUNTY

CAPITAL REGION COMPETING WITH  
SILICON VALLEY FOR TECH TALENT;  
**161% INCREASE IN JOBS**

SARATOGA COUNTY HAD THE STATE'S  
**FASTEST GROWING  
YOUNG ADULT POPULATION**

CAPITAL REGION IS HOME TO  
**21 COLLEGES AND UNIVERSITIES**  
WITH A TOTAL ENROLLMENT  
OF ALMOST 105,000 STUDENTS  
AND 750 DEGREE OPTIONS

SUNY ADIRONDACK COLLEGE IS 3  
MILES FROM WILTON MALL AND HAS  
**10,500 STUDENTS**

SARATOGA COUNTY RANKED  
**#1 HEALTHIEST  
COUNTY IN NEW YORK**

SARATOGA SPRINGS VOTED THE  
**BEST PLACES TO TRAVEL**  
IN JUNE  
(TRAVEL & LEISURE 2019)

## SARATOGA RACE COURSE

- WITHIN 40 DAYS ATTENDANCE IS **1 MILLION PEOPLE**
- GENERATES **\$237 MILLION IN ECONOMIC ACTIVITY** (60% FROM TOURISTS)
- OLDEST CONTINUALLY OPERATING SPORTING VENUE IN THE U.S. (1863)
- 2018 SEASON WAS THE **2ND HIGHEST HANDLE IN HISTORY** AT \$148 MILLION
- HOSTS 2 OF THE **BIGGEST RACES IN NORTH AMERICA** (\$1.25 MILLION TRAVERS STAKES AND \$1.2 MILLION WHITNEY)

## YEARLY SALES

JAN	6.9%	MAY	7.5%	SEP	8.0%
FEB	7.1%	JUN	8.6%	OCT	7.0%
MAR	8.9%	JUL	7.5%	NOV	8.8%
APR	8.2%	AUG	8.9%	DEC	12.4%



ROUTE 87



LOUDEN ROAD

NY STATE ROUTE 50