



WILTON MALL

AT SARATOGA

SARATOGA SPRINGS, NY

MARKET PROFILE 2021

MAJOR RETAILERS Bath & Body Works, BJ's Wholesale, Dick's Sporting Goods, Francesca's, Healthy Living Market and Café, HomeGoods, JCPenney, Old Navy, Saratoga Hospital, Shoe Dept. Encore, Talbots, ULTA Beauty

RESTAURANTS & ENTERTAINMENT Divine Wines, Ninety Nine Restaurant and Pub, Planet Fitness

FOOD COURT 10 units

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

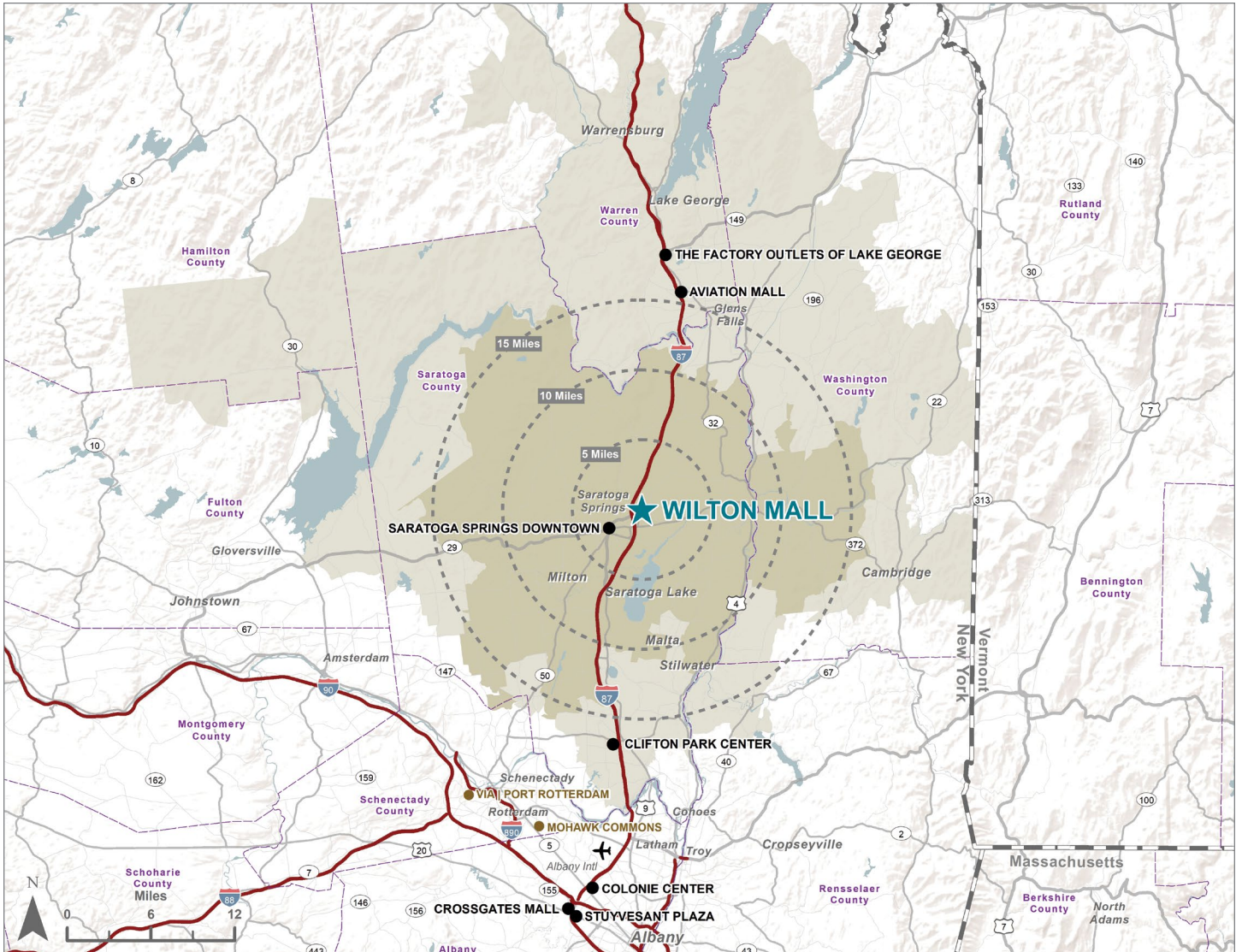
FOR MORE INFORMATION 518-583-2138 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		ALBANY-SCHENECTADY-TROY, NY [MSA]	
2020 Total Population	143,933		333,288		905,403	
2025 Total Population	149,046		340,382		917,006	
2020-2025 Population Growth	3.6%		2.1%		1.3%	
HOUSEHOLDS						
2020 Total Households	58,349		137,042		372,771	
2025 Total Households	60,788		140,565		378,647	
2020-2025 Household Growth	4.2%		2.6%		1.6%	
INCOME						
Average Household Income	\$105,360		\$97,139		\$92,530	
Median Household Income	\$83,954		\$76,179		\$71,536	
Per Capita Income	\$42,833		\$39,993		\$38,242	
HOUSEHOLD INCOME RANGES						
\$50,000 +	42,154	72.2%	93,659	68.3%	243,753	65.4%
\$75,000 +	32,678	56.0%	69,766	50.9%	179,897	48.3%
\$100,000 +	24,468	41.9%	50,062	36.5%	128,375	34.4%
\$150,000 +	11,342	19.4%	22,711	16.6%	55,878	15.0%
AGE						
Median Age	42.9		43.7		41.5	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	45,278	43.8%	93,618	38.7%	250,581	39.1%
White Collar	47,357	69.8%	107,002	66.7%	294,267	68.4%
RACE / ETHNICITY						
White	133,790	93.0%	309,208	92.8%	734,854	81.2%
Black	2,856	2.0%	6,300	1.9%	79,478	8.8%
American Indian	333	0.2%	843	0.3%	2,548	0.3%
Asian	2,720	1.9%	7,627	2.3%	42,013	4.6%
Pacific Islander	59	0.0%	112	0.0%	414	0.0%
Other Race	4,176	2.9%	9,199	2.8%	46,096	5.1%
Hispanic or Latino	5,176	3.6%	11,238	3.4%	51,694	5.7%
Not Hispanic or Latino	138,757	96.4%	322,050	96.6%	853,709	94.3%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE			5 MILE		7 MILE	
Total Businesses	1,589		2,384		2,744	
Total Employees	18,629		31,174		35,089	
Daytime Population	30,290		51,926		65,932	

TRADE AREA MAP



LEGEND

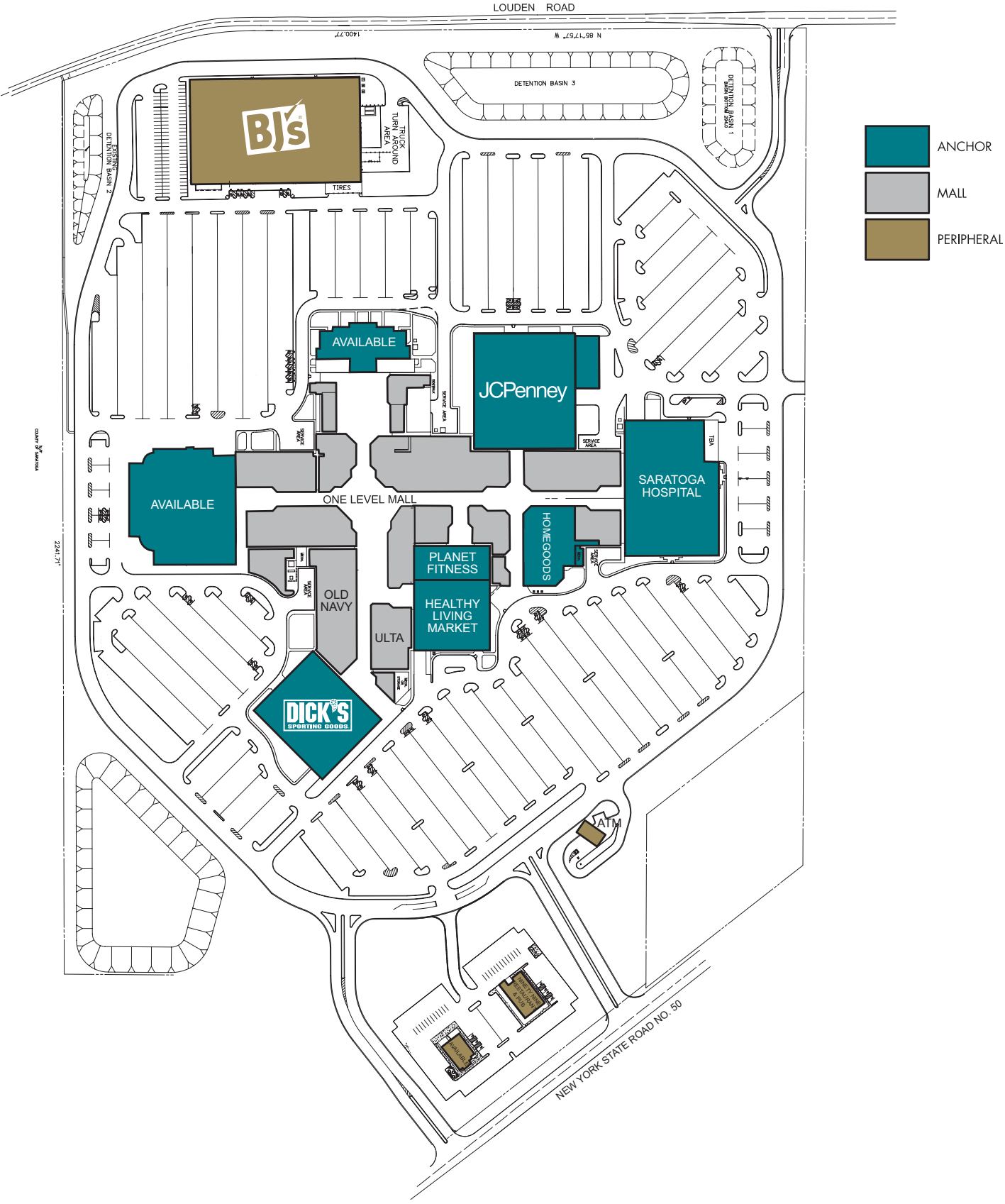
- ★ WILTON MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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**

SARATOGA HOSPITAL
2ND LARGEST EMPLOYER
IN THE COUNTY WITH A
LOCATION AT **WILTON MALL**

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

GLOBALFOUNDRIES
CONTRIBUTES **\$107 MILLION TO
THE LOCAL ECONOMY** THROUGH
DONATIONS AND TAXES

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

5 MILES AWAY FROM
WILTON MALL, SARATOGA
CASINO AND HOTEL AVERAGE
2.5 MILLION VISITORS
ANNUALLY

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

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 SPRINGS
VOTED BEST CITY
OF THE CAPITAL REGION
(TIMES' UNION 2020)

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

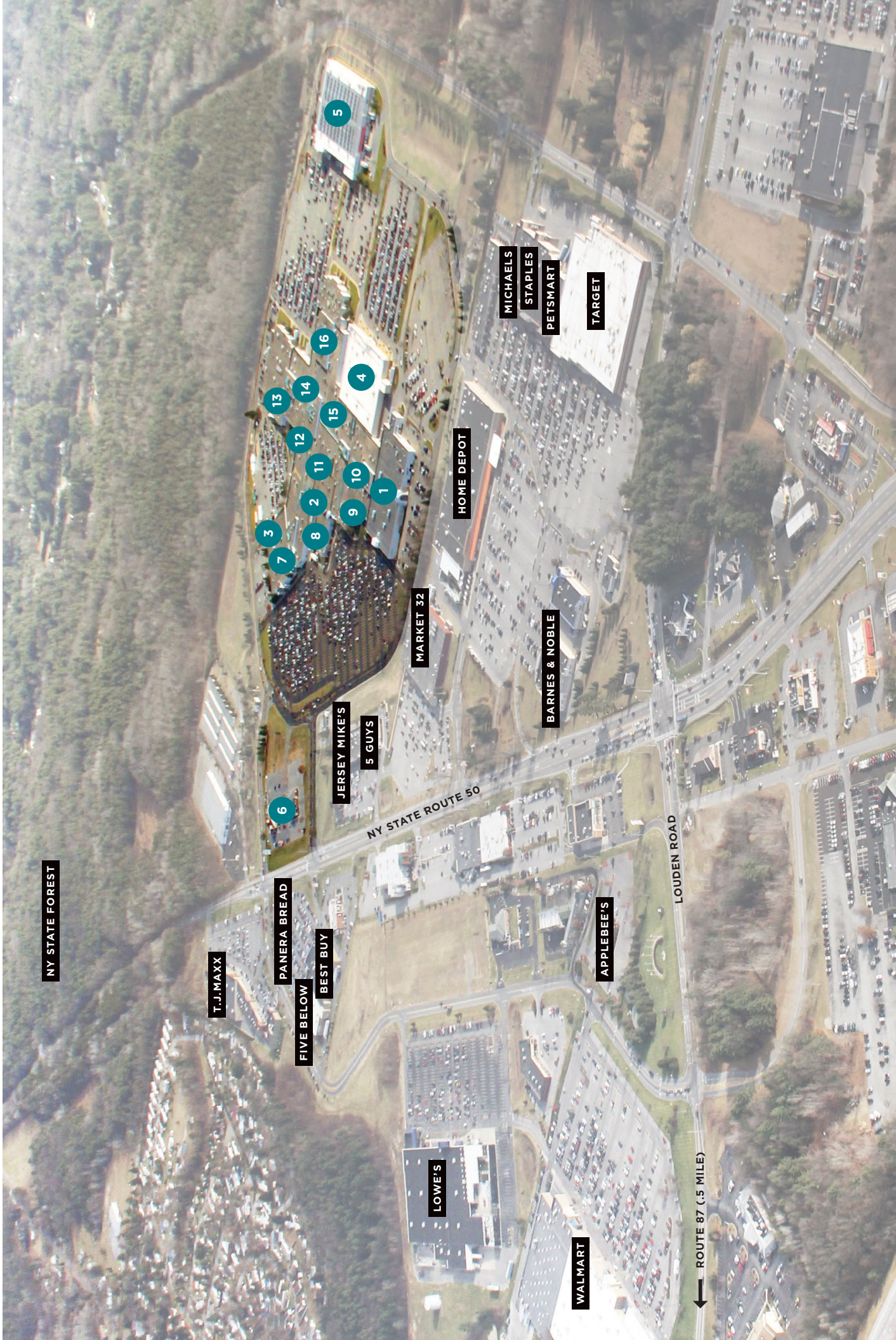
SARATOGA SPRINGS VOTED THE **BEST PLACES TO TRAVEL** IN JUNE
(TRAVEL & LEISURE 2019)

- 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%

- | | | | | | | | |
|---|--------------------------------------|---|---------------------|----|------------|----|-------------------|
| 1 | SARATOGA HOSPITAL | 5 | BJ'S WHOLESALE CLUB | 9 | HOME GOODS | 13 | SARATOGA DMV |
| 2 | HEALTHY LIVING MARKET & DIVINE WINES | 6 | 99 RESTAURANT | 10 | CUDDLEBUGS | 14 | SHOE DEPT. ENCORE |
| 3 | DICK'S SPORTING GOODS | 7 | ULTA BEAUTY | 11 | TALBOTS | 15 | EXPRESS |
| 4 | JCPENNEY | 8 | PLANET FITNESS | 12 | OLD NAVY | 16 | TRUSTCO BANK |



NY STATE FOREST

T.J. MAXX

PANERA BREAD

FIVE BELOW

BEST BUY

JERSEY MIKE'S

5 GUYS

MARKET 32

HOME DEPOT

MICHAELS

STAPLES

PETS MART

TARGET

BARNES & NOBLE

APPLEBEE'S

LOWE'S

WALMART

NY STATE ROUTE 50

LOUDEN ROAD

ROUTE 87 (.5 MILE)