



WILTON MALL

AT SARATOGA

SARATOGA SPRINGS, NY

MARKET PROFILE 2022

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, Wendy's, Planet Fitness

FOOD COURT 10 units

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 708,000 | **BUILT** 1990

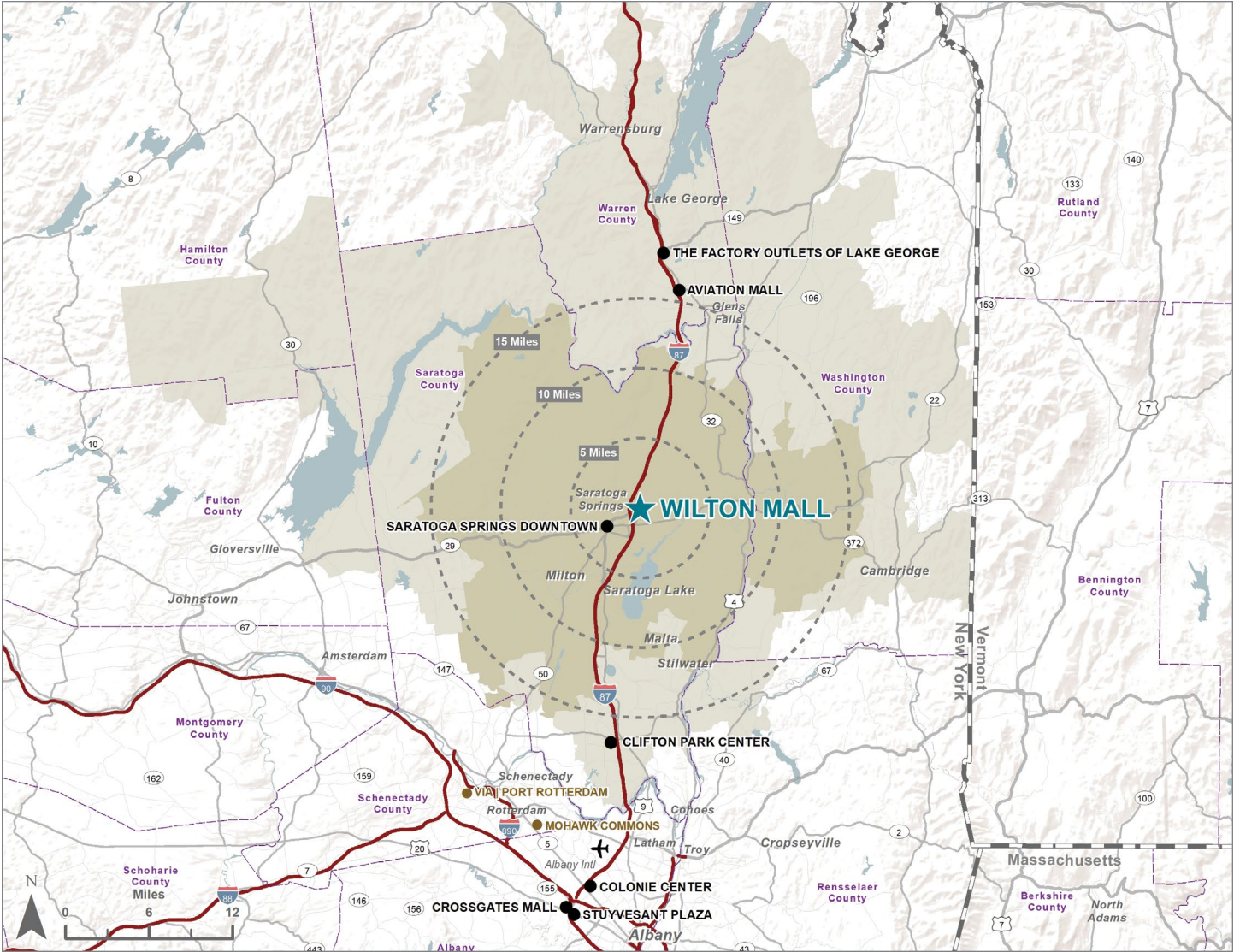
FOR MORE INFORMATION 518-583-2138 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		ALBANY-SCHENECTADY-TROY, NY [MSA]	
2021 Total Population	142,983		329,832		894,390	
2026 Total Population	147,865		336,176		904,339	
2021-2026 Population Growth	3.4%		1.9%		1.1%	
HOUSEHOLDS						
2021 Total Households	58,281		136,044		370,401	
2026 Total Households	60,730		139,407		376,187	
2021-2026 Household Growth	4.2%		2.5%		1.6%	
INCOME						
Average Household Income	\$106,961		\$98,876		\$93,418	
Median Household Income	\$86,270		\$77,795		\$73,488	
Per Capita Income	\$43,729		\$40,843		\$38,795	
HOUSEHOLD INCOME RANGES						
\$50,000 +	42,063	72.2%	93,232	68.5%	244,326	66.0%
\$75,000 +	32,959	56.6%	70,587	51.9%	182,507	49.3%
\$100,000 +	25,589	43.9%	52,764	38.8%	134,797	36.4%
\$150,000 +	12,886	22.1%	25,538	18.8%	60,151	16.2%
AGE						
Median Age	43.2		44.0		41.8	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	44,757	43.3%	93,065	38.6%	250,849	39.4%
White Collar	51,030	71.2%	112,586	68.0%	315,140	69.5%
RACE / ETHNICITY						
White	132,905	93.0%	305,929	92.8%	724,574	81.0%
Black	2,942	2.1%	6,504	2.0%	79,321	8.9%
American Indian	343	0.2%	846	0.3%	2,590	0.3%
Asian	2,604	1.8%	7,319	2.2%	41,315	4.6%
Pacific Islander	53	0.0%	106	0.0%	400	0.0%
Other Race	4,135	2.9%	9,129	2.8%	46,190	5.2%
Hispanic or Latino	5,177	3.6%	11,258	3.4%	51,542	5.8%
Not Hispanic or Latino	137,806	96.4%	318,574	96.6%	842,848	94.2%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	1,607		2,384		2,745	
Total Employees	21,126		33,357		37,369	
Daytime Population	31,051		52,230		65,871	

TRADE AREA MAP



LEGEND

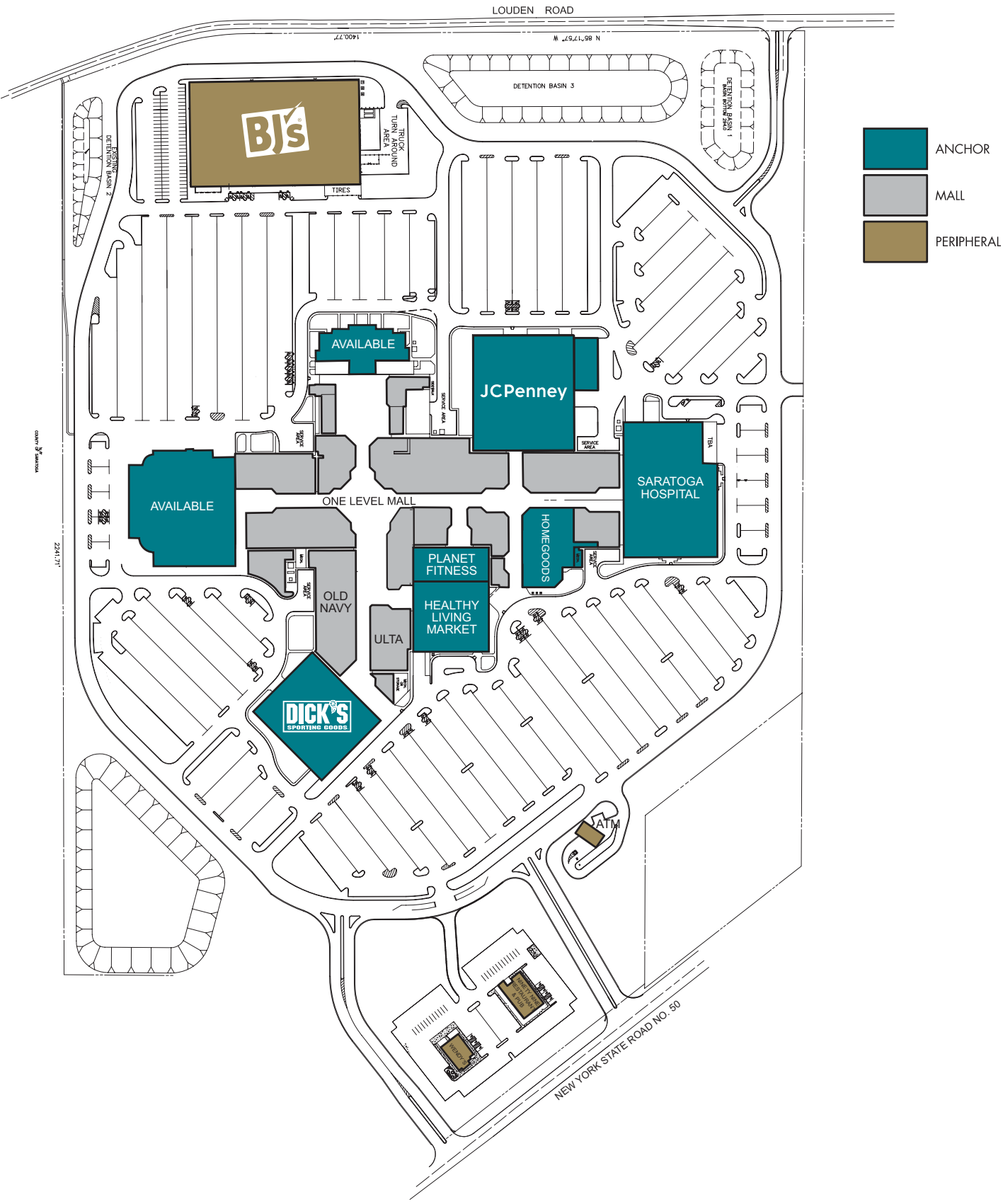
- ★ WILTON MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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 \$106,961
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	6.4%	MAY	8.2%	SEP	8.6%
FEB	5.8%	JUN	9.1%	OCT	7.2%
MAR	8.9%	JUL	8.0%	NOV	8.5%
APR	8.1%	AUG	8.6%	DEC	12.6%

WILTON MALL

AT SARATOGA

MAJOR RETAILERS INCLUDE:

JCPENNEY
SARATOGA HOSPITAL
HEALTHY LIVING MARKET & DIVINE WINES
DICK'S SPORTING GOODS

BJ'S WHOLESALE CLUB
HOMEGOODS
99 RESTAURANT
AMERICAN EAGLE

BATH & BODY WORKS
EXPRESS
FRANCESCA'S
KAY JEWELERS

LENSCRAFTERS
OLD NAVY
PLANET FITNESS
SHOE DEPT. ENCORE

TALBOTS
ULTA BEAUTY
WENDY'S
YANKEE CANDLE



NY STATE FOREST

T.J. MAXX

PANERA BREAD

FIVE BELOW

BEST BUY

JERSEY MIKE'S

5 GUYS

MARKET 32

LOWE'S

WALMART

APPLEBEE'S

LOUDEN ROAD

ROUTE 87 (.5 MILE)

DICK'S
SPORTING GOODS

Healthy Living
MARKET & CO.

HomeGoods

SARATOGA HOSPITAL
Saratoga Community Center

JCPenney

BJ's
WHOLESALE CLUB

HOME DEPOT

MICHAELS

STAPLES

PETSMART

TARGET

BARNES & NOBLE