



WILTON MALL

AT SARATOGA

SARATOGA SPRINGS, NY

MARKET PROFILE 2023

MAJOR RETAILERS American Eagle, Bath & Body Works, BJ's Wholesale, Dick's Sporting Goods, Francesca's, Healthy Living Market and Café, HomeGoods, JCPenney, Kay Jewelers, 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

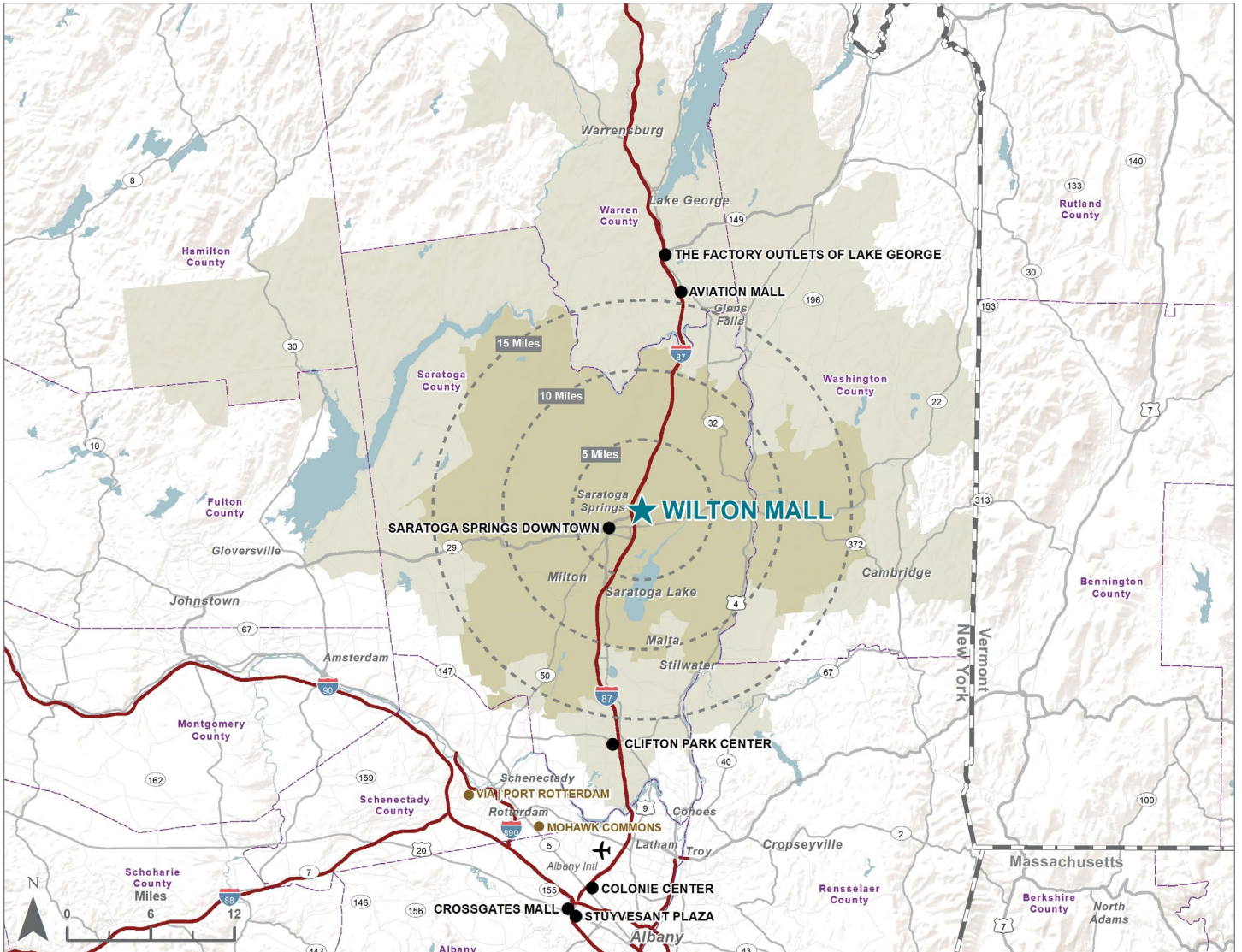
FOR MORE INFORMATION 518-583-2138 | [Macerich.com](https://www.macerich.com)








DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		ALBANY-SCHENECTADY-TROY, NY [MSA]	
2022 Total Population	140,598		326,683		895,503	
2027 Total Population	142,105		327,370		893,221	
2022-2027 Population Growth	1.1%		0.2%		-0.3%	
HOUSEHOLDS						
2022 Total Households	59,043		138,613		376,079	
2027 Total Households	60,301		140,245		377,660	
2022-2027 Household Growth	2.1%		1.2%		0.4%	
INCOME						
Average Household Income	\$121,802		\$112,509		\$106,708	
Median Household Income	\$95,098		\$84,195		\$80,046	
Per Capita Income	\$51,282		\$47,824		\$44,936	
HOUSEHOLD INCOME RANGES						
\$50,000 +	44,367	75.1%	99,091	71.5%	259,474	69.0%
\$75,000 +	35,669	60.4%	77,107	55.6%	200,001	53.2%
\$100,000 +	28,361	48.0%	59,134	42.7%	152,280	40.5%
\$150,000 +	15,506	26.3%	31,098	22.4%	74,402	19.8%
AGE						
Median Age	43.1		44.0		42.0	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	44,793	45.5%	94,086	40.7%	257,307	41.8%
White Collar	48,671	66.1%	108,865	61.6%	301,794	64.0%
RACE/ETHNICITY						
White	124,745	88.7%	288,721	88.4%	675,778	75.5%
Black/African American	2,114	1.5%	5,026	1.5%	77,608	8.7%
American Indian	270	0.2%	676	0.2%	2,964	0.3%
Asian	2,828	2.0%	7,834	2.4%	47,395	5.3%
Pacific Islander	53	0.0%	90	0.0%	437	0.0%
Other Race	10,589	7.5%	24,336	7.4%	91,321	10.2%
Hispanic or Latino	5,178	3.7%	11,179	3.4%	53,662	6.0%
Not Hispanic or Latino	135,420	96.3%	315,504	96.6%	841,841	94.0%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE						
5 MILE						
7 MILE						
Total Businesses	1,608		2,409		2,794	
Total Employees	21,373		33,472		37,521	
Daytime Population	32,756		56,034		68,242	

TRADE AREA MAP



LEGEND

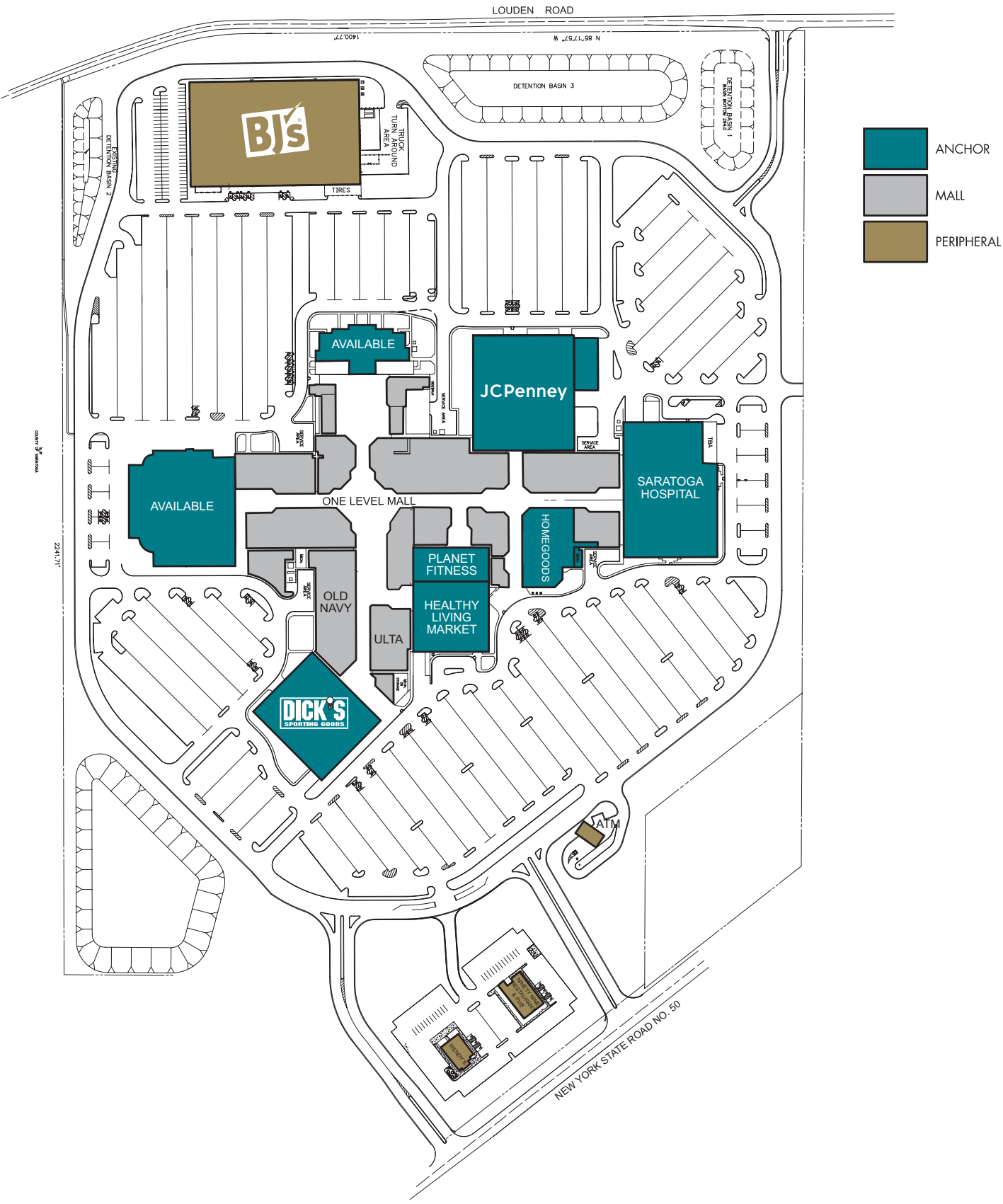
-  WILTON MALL
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



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
RECENTLY ANNOUNCED PLANS
TO **BUILD A SECOND PLANT** –
ANTICIPATED TO EMPLOY 1,000

5 MILES AWAY FROM
WILTON MALL, SARATOGA
CASINO AND HOTEL AVERAGES
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	6.22%	MAY	7.62%	SEP	8.67%
FEB	6.24%	JUN	9.18%	OCT	7.56%
MAR	7.98%	JUL	8.35%	NOV	8.63%
APR	7.82%	AUG	8.85%	DEC	12.87%

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
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

NY STATE ROUTE 50

MARKET 32

HOME DEPOT

BARNES & NOBLE

MICHAELS

STAPLES

PETSMART

TARGET

APPLEBEE'S

LOUDEN ROAD

ROUTE 87 (.5 MILE)

WALMART

LOWE'S

BJ's

JCPenney

DICK'S

Healthy Living

HomeGoods

SARATOGA HOSPITAL