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# WILTON MALL

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AT SARATOGA

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SARATOGA SPRINGS, NY

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## MARKET PROFILE 2024

**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, Orangetheory Fitness, Planet Fitness, Scene One Cinemas

**FOOD COURT** 10 units

**PROPERTY TYPE** Regional | **TOTAL SQUARE FEET** 741,000 | **BUILT** 1990

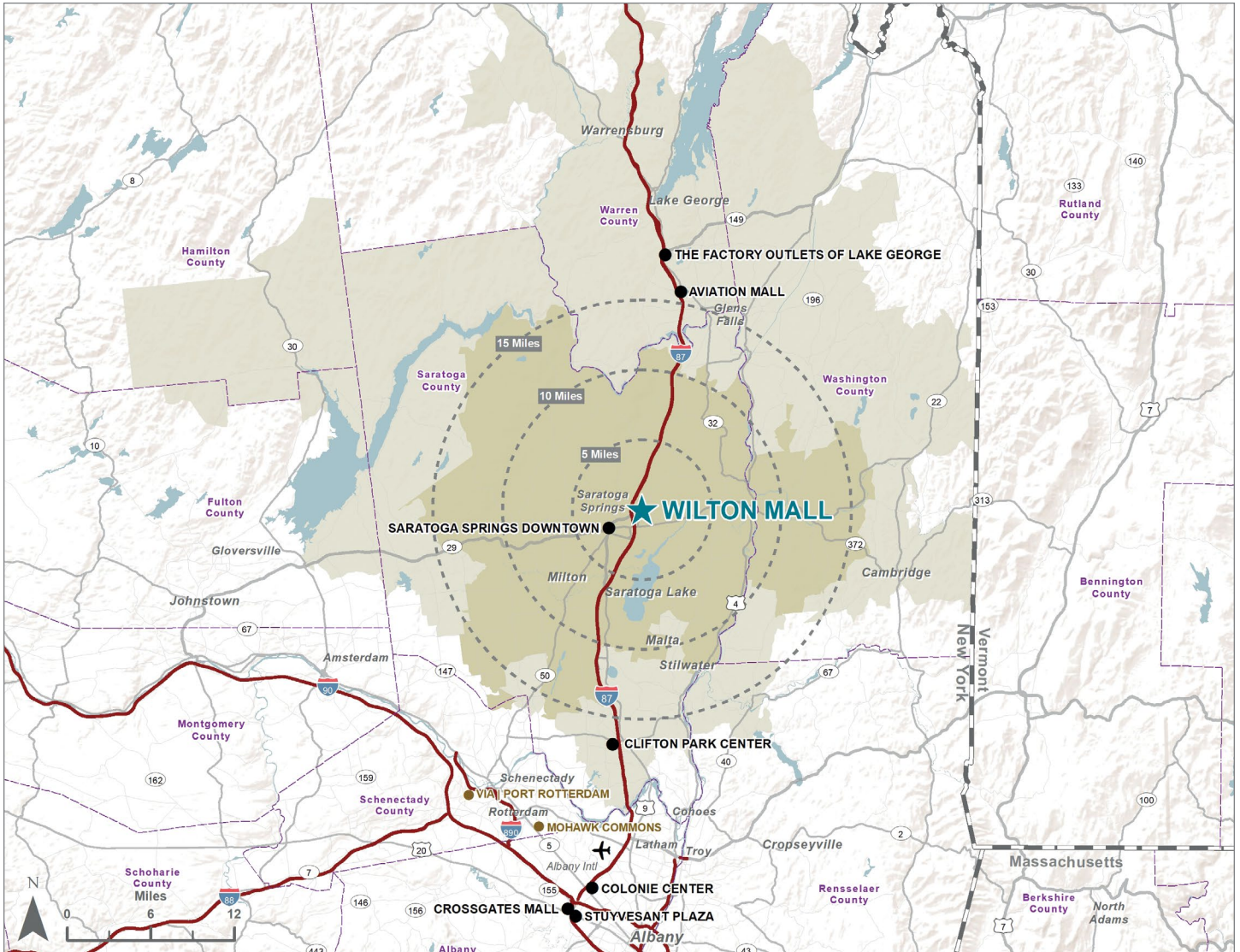
**FOR MORE INFORMATION** 518-583-2138 | [Macerich.com](https://www.macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		ALBANY-SCHENECTADY-TROY, NY [MSA]	
2023 Total Population	142,484		330,010		901,664	
2028 Total Population	144,317		331,573		900,969	
2023-2028 Population Growth	1.3%		0.5%		-0.1%	
<b>HOUSEHOLDS</b>						
2023 Total Households	60,286		141,014		381,518	
2028 Total Households	62,334		144,423		388,205	
2023-2028 Household Growth	3.4%		2.4%		1.8%	
<b>INCOME</b>						
Average Household Income	\$117,281		\$110,762		\$107,766	
Median Household Income	\$88,504		\$83,313		\$79,935	
Per Capita Income	\$49,751		\$47,430		\$45,741	
<b>HOUSEHOLD INCOME RANGES</b>						
\$50,000 +	44,794	74.3%	101,091	71.7%	262,895	68.9%
\$75,000 +	36,339	60.3%	79,964	56.7%	205,437	53.8%
\$100,000 +	26,259	43.6%	56,660	40.2%	146,989	38.5%
\$150,000 +	14,114	23.4%	29,405	20.9%	74,415	19.5%
<b>AGE</b>						
Median Age	43.3		44.0		42.1	
<b>EDUCATION / OCCUPATION</b>						
Bachelor's Degree Plus	46,940	45.5%	98,139	40.7%	271,181	42.2%
White Collar	51,922	70.5%	117,697	68.1%	322,371	70.0%
<b>RACE/ETHNICITY</b>						
White	126,491	88.8%	291,917	88.5%	680,228	75.4%
Black/African American	2,165	1.5%	5,126	1.6%	78,357	8.7%
American Indian	282	0.2%	699	0.2%	3,028	0.3%
Asian	2,977	2.1%	8,145	2.5%	48,849	5.4%
Pacific Islander	54	0.0%	93	0.0%	440	0.0%
Other Race	10,515	7.4%	24,031	7.3%	90,762	10.1%
Hispanic or Latino	5,285	3.7%	11,389	3.5%	54,567	6.1%
Not Hispanic or Latino	137,199	96.3%	318,621	96.5%	847,097	93.9%
<b>EMPLOYMENT / DAYTIME POPULATION</b>						
	3 MILE		5 MILE		7 MILE	
Total Businesses	1,578		2,351		2,734	
Total Employees	21,721		34,094		38,196	
Daytime Population	34,328		57,562		69,649	

# 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 **53K 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 IS THE **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 \$107K** AND TWO-THIRDS OF THEIR WORKFORCE COMES FROM SARATOGA COUNTY

PLANS TO BUILD A **2ND PLANT** ANTICIPATED TO EMPLOY 1,000

NAMED TO NEWSWEEK'S "AMERICA'S **MOST RESPONSIBLE COMPANIES**" IN 2023

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

**1,868 HOTEL ROOMS** IN 18 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 EMPIRE STATE COLLEGE IS 3 MILES FROM WILTON MALL AND HAS **10,724 STUDENTS**

SARATOGA SPRINGS **VOTED BEST CITY** OF THE CAPITAL REGION

(TIMES' UNION, 2020)

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

GLENN FALLS NAMED SAFEST CITY IN THE U.S.

SARATOGA SPRINGS VOTED THE **BEST PLACES TO TRAVEL** IN JUNE

(TRAVEL & LEISURE, 2019)

## SARATOGA RACE COURSE

– WITHIN 40 DAYS ATTENDANCE IS **1.1 MILLION PEOPLE**

– GENERATES **\$371 MILLION IN ECONOMIC ACTIVITY**

– OLDEST CONTINUALLY OPERATING SPORTING VENUE IN THE U.S. (1863)

– HOSTS 2 OF THE **BIGGEST RACES IN NORTH AMERICA** (\$1.25 MILLION TRAVERS STAKES AND \$1.2 MILLION WHITNEY)

## YEARLY SALES

JAN	6.7%	MAY	7.7%	SEP	8.6%
FEB	6.3%	JUN	9.2%	OCT	7.2%
MAR	7.8%	JUL	8.2%	NOV	8.5%
APR	8.1%	AUG	8.8%	DEC	12.9%

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AT SARATOGA

## MAJOR RETAILERS INCLUDE:

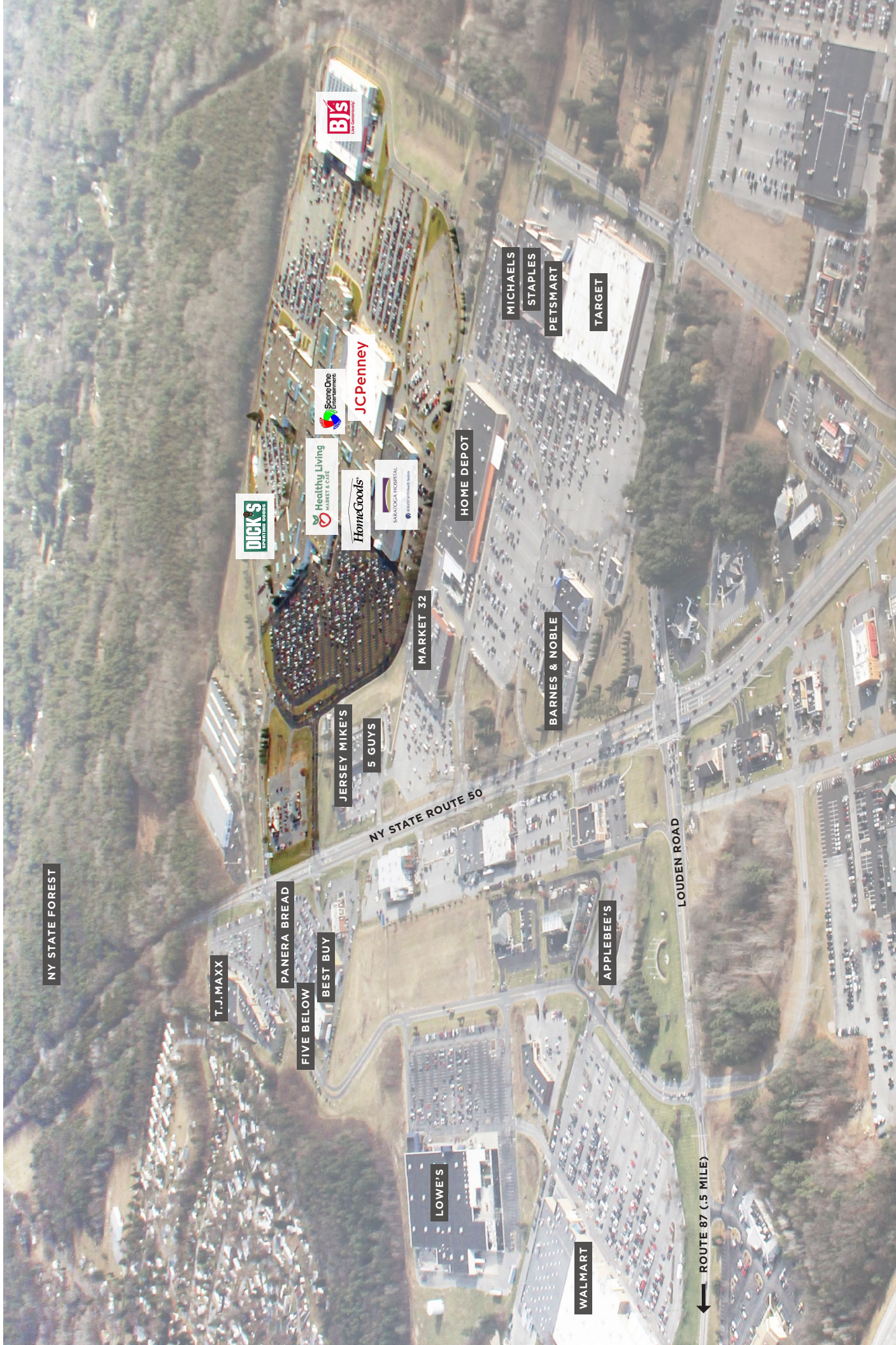
JCPENNEY  
 SARATOGA HOSPITAL  
 SCENE ONE CINEMAS  
 HEALTHY LIVING MARKET & DIVINE WINES

DICK'S SPORTING GOODS  
 BJ'S WHOLESALE CLUB  
 HOME GOODS  
 99 RESTAURANT

AMERICAN EAGLE  
 BATH & BODY WORKS  
 FRANCESCA'S  
 KAY JEWELERS

LENSCRAFTERS  
 OLD NAVY  
 ORANGETHEORY FITNESS  
 PLANET FITNESS

SHOE DEPT. ENCORE  
 TALBOTS  
 ULTA BEAUTY  
 WENDY'S



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 (0.5 MILE)

DICK'S  
SPORTING GOODS

Healthy Living  
MARKET & CAFE

HomeGoods

SARATOGA HOSPITAL

Scene One  
Entertainment

JCPenney

HOME DEPOT

BARNES & NOBLE

MICHAELS

STAPLES

PETSMART

TARGET

BJ'S  
WHOLESALE CLUB