

**HONEST SAVINGS. FAMOUS NAMES.
THE OUTLETS AT SPRINGFIELD.**

SPRINGFIELD, ILLINOIS



THE OUTLETS AT
SPRINGFIELD

Legacy Pointe



**2012
Marketing & Leasing Plan**

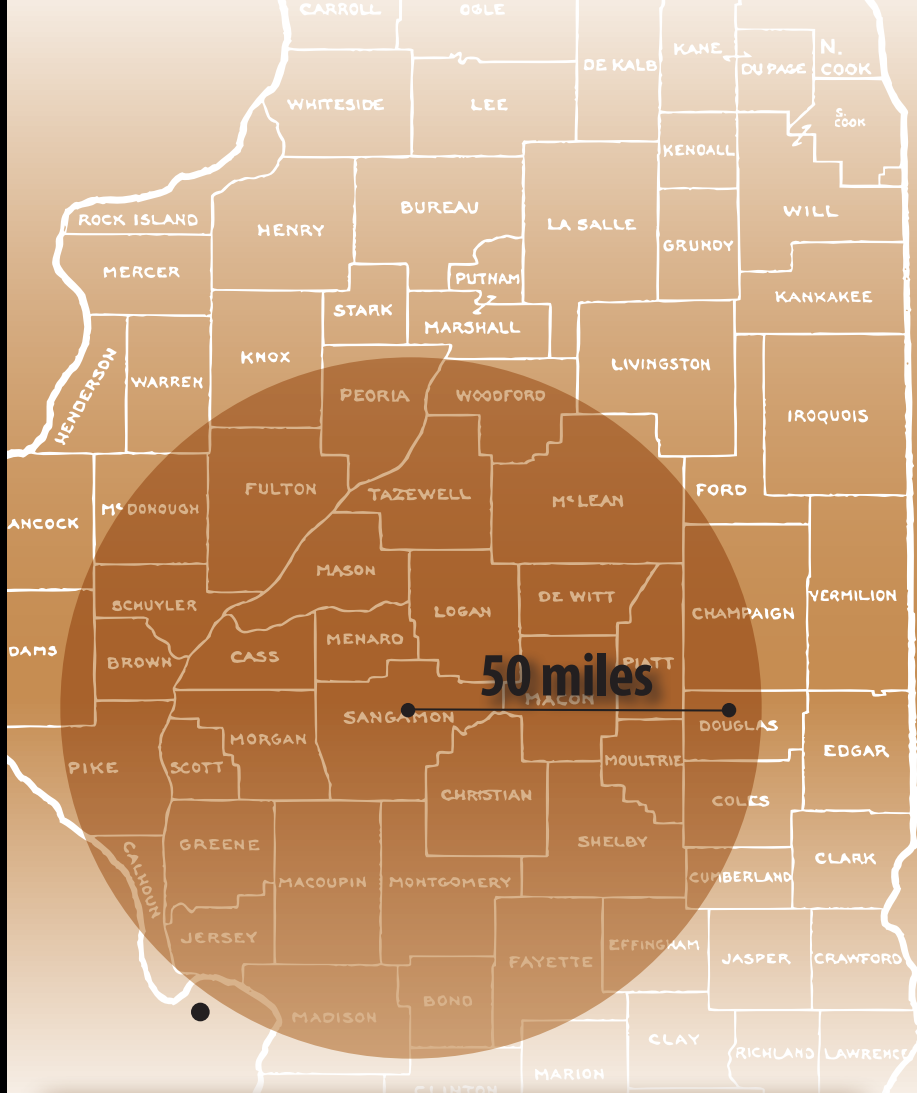
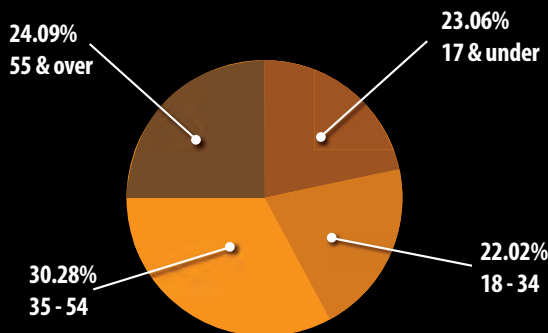
The Outlets at Springfield

Unlike many tourist-dependent outlets, The Outlets at Springfield offers a unique opportunity for increasing sales with consistent foot traffic drawn from a strong local trade area and a four-season tourist market. The local trade area holds solid buying potential. One-fifth of all households within a 5-mile radius hold annual incomes in excess of \$75,000, which at a 25% below-average cost of living, translates to \$100,000 nationwide. Springfield and surrounding communities are home to people who are ripe for a higher class shopping experience with the disposable income to match, even in tough economic times.

The Outlets at Springfield will also serve a distinct trade area that will not overlap local trade areas served by outlets for a minimum 50 mile radius. Residents of the trade area have an average income of \$62,300. This is approximately 10% higher than the national average for all households when reduced cost of living is a factor.

Additionally, 20% of the nation's population lives within 400 miles of the metro area.

SHOPPER AGE PROFILE



A third of the projected adult shoppers at The Outlets at Springfield are between the ages of 35 - 54. The Sangamon County MSA has a median age of 38. This places many of its residents within the lifestyle stage in which consumer purchasing peaks on apparel & shoes, furniture and appliances, household goods, children's merchandise, and sporting goods.



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2012 Leasing & Marketing Program

Demographics - 2015 projections

70 miles:

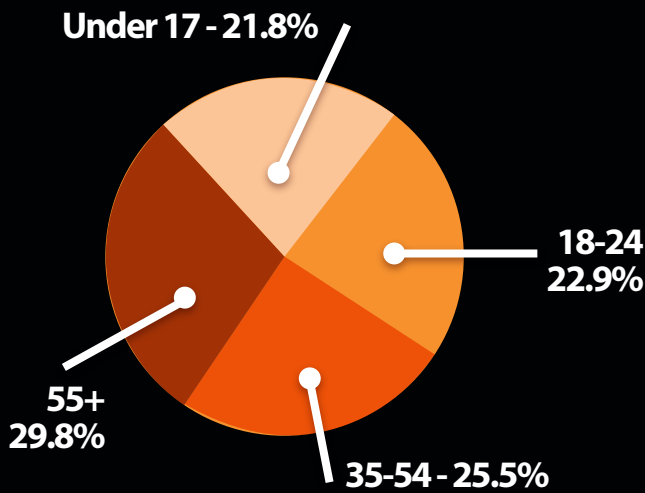
Population: 1,326,031

Median Household Income: \$58,599*

*35% of the population earns in excess of \$75,000 per year

*nearly 20% earns over \$100,000 per year

Shopper Age Profile:



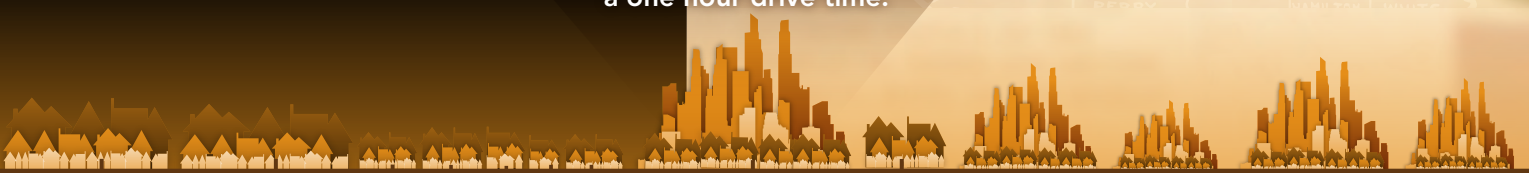
With income growth trends already exceeding the national averages by over half a percentage, The Outlets at Springfield is poised in the hub of rising affluence featuring a large portion of the population in a position with the disposable income to buy for themselves, their children, and grandchildren.



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1.3 million people live within a one hour drive time.



St. Clair County	270,056	Madison County	269,282	Jersey County	22,985	Alton	27,865	Jacksonville	19,446	Effingham	12,528	Charleston	21,838	Springfield	210,170	Quincy	40,633	Champaign/Urbana	122,305	Decatur	76,122	Bloomington/Normal	129,107	Peoria	115,007
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COMPETITION MAP

NORTHFIELD/NO DIRKSEN

- Walmart
- Lowe's
- Menards
- Big R
- Ryan's Steakhouse
- Steak 'N Shake
- Hickory River Smokehouse
- Wings Etc.
- Buffalo Wild Wings

SO GRAND

- J C Penney
- Pontiac Dealership
- Volvo Dealership

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PRAIRIE CROSSING

Menards	Steak 'N Shake
Meijer Superstore	O'Charley's
Furniture Row	Bob Evans
Ashley Furniture	Monical's Pizza
Gander Mountain	
Tractor Supply Co.	
Ford Dealership	
Cadillac Dealership	
Jeep Dealership	

PARKWAY POINTE

Walmart	Applebee's
Target	Baker's Square
Menards	Kiku
AMC Theater	Mariah's
Walgreens	Cara Mongolian
Carpet Weaver's	Shoe Carnival
Friar Tuck	Dress Barn
Family Christian Bookstore	

SO 6TH STREET

- Walmart
- Aldi
- Lincoln Mercury Dealership
- Golden Corral

SOUTHWEST PLAZA

Barnes and Noble	Gordman's
Michael's	Bed, Bath & Beyond
Office Depot	Old Navy
Deals	Pasta House
Party City	Best Buy
Petco	Sports Aulthority
David's Bridal	

LEGEND

- UNPAVED HIGHWAY
- PAVED HIGHWAY
- STATE HIGHWAY
- NATIONAL HIGHWAY
- INTERNATIONAL HIGHWAY
- RAILROAD
- WATERWAY
- POUR POINT
- LAKE
- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- OFFICE
- SCHOOL
- RELIGIOUS
- PARK
- UNDEVELOPED
- UNSPECIFIED
- ROADWAY NAME
- RAILROAD NAME
- WATERWAY NAME
- LAKE NAME
- OFFICE
- COMMERCIAL
- INDUSTRIAL
- SCHOOL
- RELIGIOUS
- PARK
- UNDEVELOPED
- UNSPECIFIED

CommunityLink

WHITE OAKS MALL

Bergners	Express	Denny's
Macys	Limited	Long Horn Steakhouse
Sears	Claire's	Texas Roadhouse
Dicks Sporting Goods	Gymboree	Chipotle
Aeropostal	Hollister	Victoria Secret
Yankee Candle	Children's Place	Crazy 8
Hallmark	American Eagle	Spencers
Kay Jewelers		

WHITE OAKS WEST AREA

Babies 'R Us	Olive Garden
Toys 'R Us	Lone Star
Ulta	Chili's
T J Maxx	Sam's Club
Pet Smart	Office Max
Bath & Body Works	Kohls
Hallmark	County Market
Pier One	
Discount Tire	

