

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

**SPRINGFIELD, ILLINOIS**



THE OUTLETS AT  
**SPRINGFIELD**

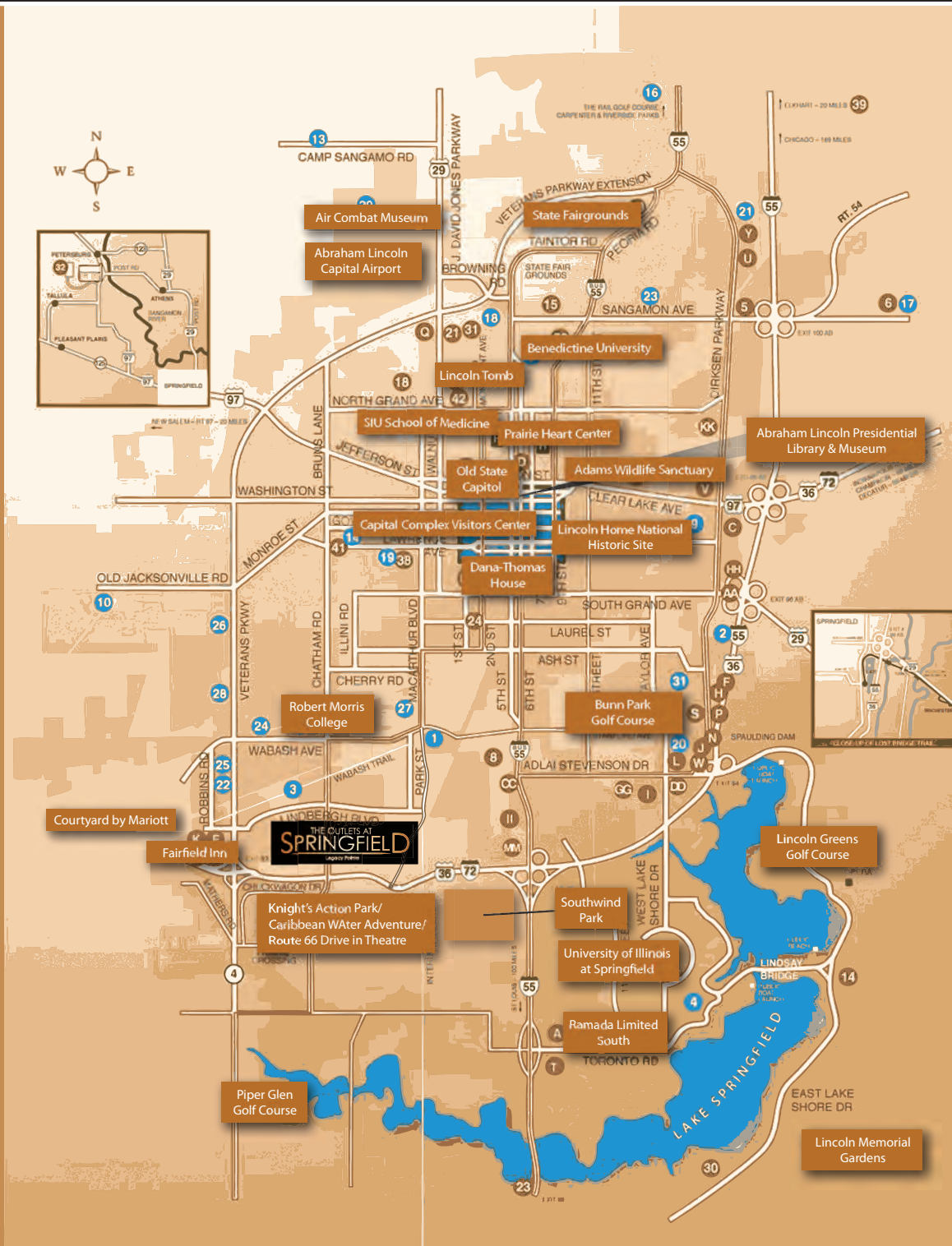
Legacy Pointe



**2012  
Marketing & Leasing Plan**

Springfield, IL, the home of President Lincoln and state capital draws over 5.2 million visitors annually.

For more information, please contact The Outlets at Springfield's Marketing Department at [dfisco@globaloutletmanagement.com](mailto:dfisco@globaloutletmanagement.com)



*Beyond Springfield's rich history, retail awaits . . .*

Springfield, Illinois, known as the home of President Abraham Lincoln, draws over 5.2 million visitors each year to Springfield tourism sites. As the state capital and home to the renowned Prairie Heart Institute, Springfield is also the home to manufacturing plants for multiple national industries. Tourists and locals alike are ready for higher end stores and boutiques to fit their shopping needs. Located a mere 15 minutes from the most highly visited historical sites in the area, The Outlets at Springfield are positioned to deliver just that.

Combining the best of both worlds - a large, affluent local consumer market and a robust, family-oriented, tourist market - the center is poised to serve as both a year round attraction and a local shopping destination for residents.

Recently ranked

in the top 20 list of

Best Places to Raise a

Family by *MSNBC*, and

voted one of the top

50 greenest places

by *Popular Science*,

*Springfield* is the go-to

location for affluent

families on the move.



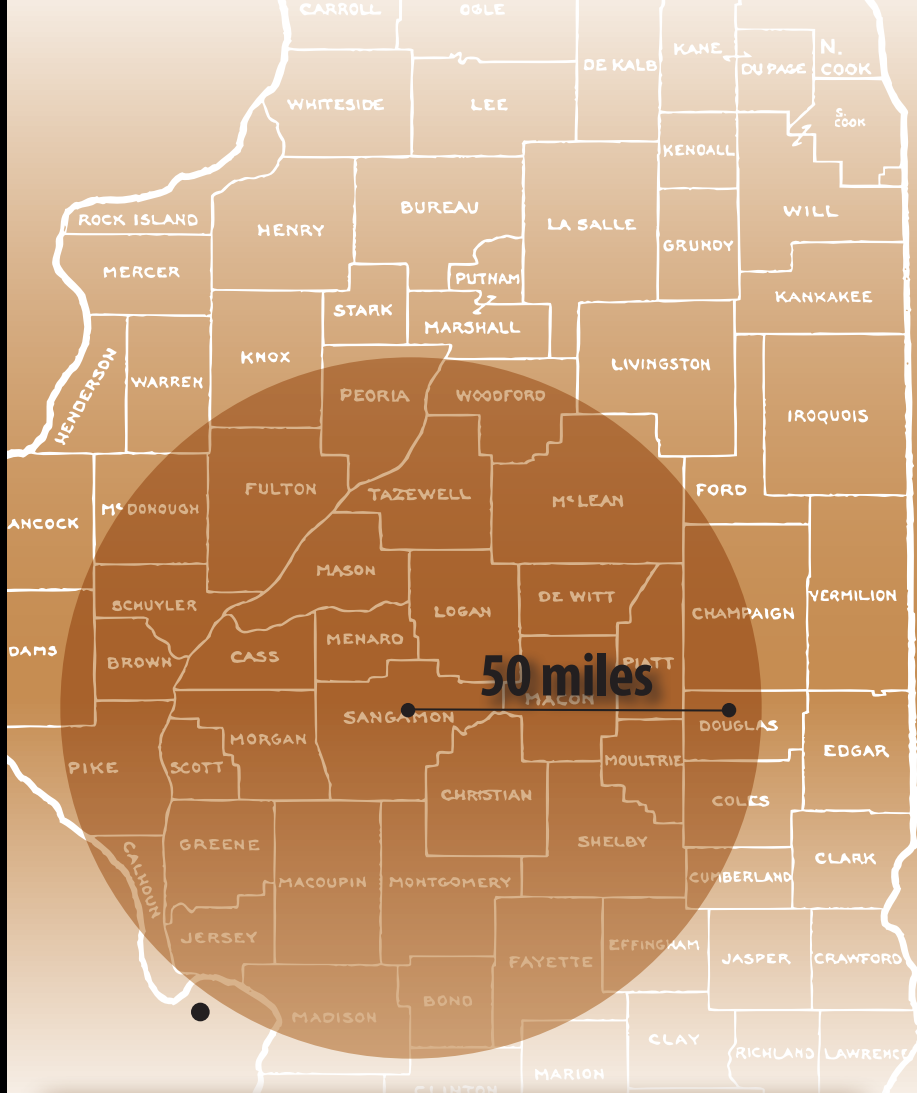
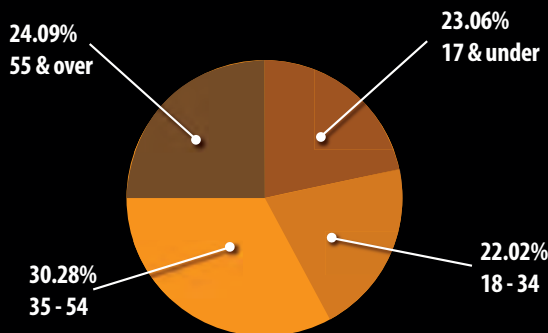
# The Outlets at Springfield

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.



THE OUTLETS AT  
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2012 Leasing & Marketing Program

# Demographics - 2015 projections

## 70 miles:

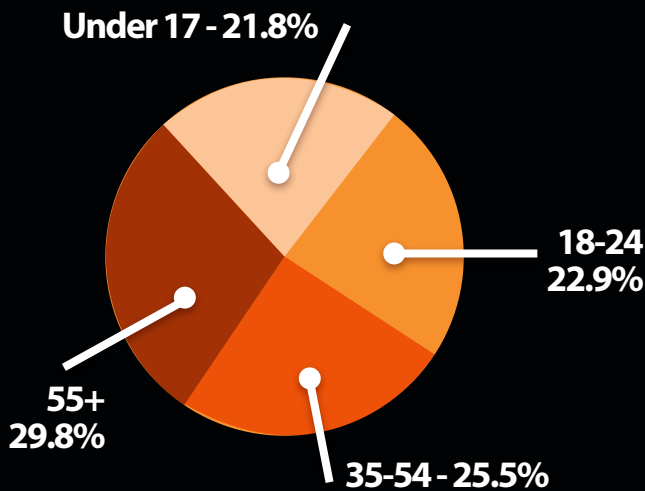
Population: 1,326,031

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:



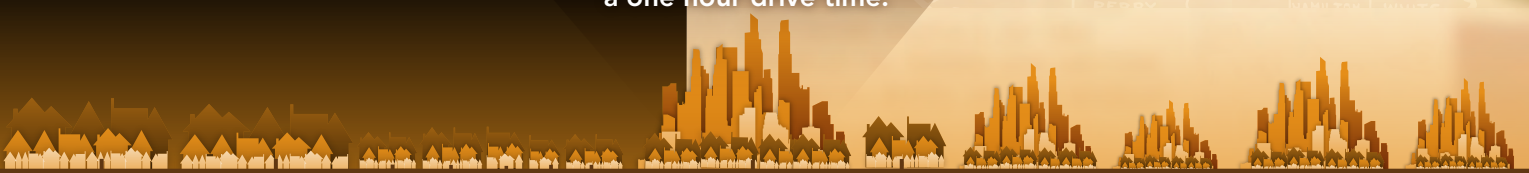
With income growth trends already exceeding the national averages by over half a percentage, The Outlets at Springfield is poised in the hub of rising affluence featuring a large portion of the population in a position with the disposable income to buy for themselves, their children, and grandchildren.



## THE OUTLETS AT SPRINGFIELD

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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 |
|------------------|---------|----------------|---------|---------------|--------|-------|--------|--------------|--------|-----------|--------|------------|--------|-------------|---------|--------|--------|------------------|---------|---------|--------|--------------------|---------|--------|---------|



# STATISTICAL COMPARISON

## THE OUTLETS AT SPRINGFIELD

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**MSA POPULATION:** 658,500

**MSA MEDIAN AGE:** 38 years old

**COST OF LIVING INDEX:** 85

**MSA AVERAGE INCOME:** \$62,300

**ANNUAL COMBINED  
TOURISM DRAW:** 5.2 Million people

**PROXIMITY TO METRO AREAS:**

St. Louis - 2 Hours

Chicago - 4 Hours

**LOCAL BUSINESS PROFILE:**

State Capital

Prairie Heart Center

SIU School of Medicine

Bunn-O-Matic Corporation

Coca-Cola Bottling Co.

Springfield Pepsi-Cola Co.

UPS

## THE OUTLETS AT HERSHEY

**MSA POPULATION:** 632,500

**MSA MEDIAN AGE:** 37 years old

**COST OF LIVING INDEX:** 105

**MSA AVERAGE INCOME:** \$56,800

**ANNUAL COMBINED  
TOURISM DRAW:** 5.2 Million People

**PROXIMITY TO METRO AREAS:**

Philadelphia - 2 Hours

New York - 3 Hours

**LOCAL BUSINESS PROFILE:**

15 minutes from the state capital

Penn State Hershey

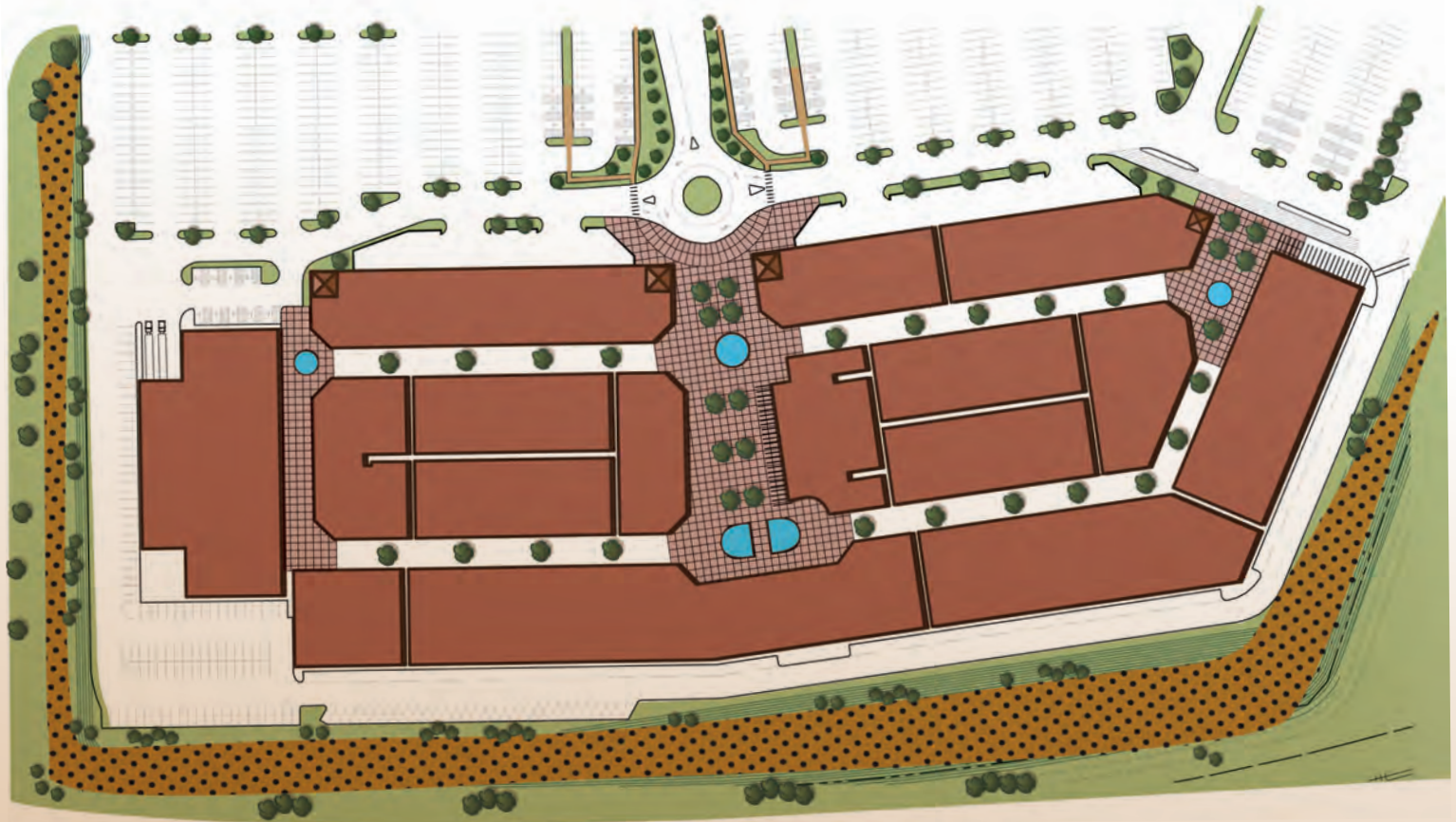
Milton S. Hershey Medical Center  
& College of Medicine

Hershey Foods Corporation

Kellogg's Foods

Masterfoods USA (M&M Mars)

Tyco & RiteAid Corporate Offices



2012 Leasing & Marketing Program

# Electronic Marketing

The Outlets at Springfield's website is a tool that will drive traffic and provide promotional information for the customer. Features include: popup windows that allow for store graphics, Calendar of Events page, and downloadable coupon pages that capture customer data for marketing use to scrolling graphics highlighting property events and brand names as well as RSS feeds and Social Media updates

Utilizing the website data capture and onsite VIP Club Card, our goal is to build a large customer data base that we use to send out several e-blasts a month. These blasts will provide specific store promotions, general fashion news and property updates. Cost to participate is free and inclusion is limited. Another feature we offer our tenants is customized e-blasts to advertise a promotion or special offer.



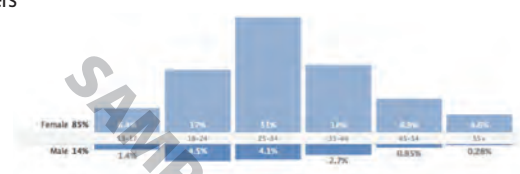
## SOCIAL MEDIA



The past two years have shown incredible results in this rapidly expanding marketing medium. Successful Social Media needs to be multi layered. Our goal is to utilize Facebook, Twitter, YouTube, a Fashion Blog page as well as mobile couponing, Foursquare and Gowalla.

Using the free service of Facebook and Twitter, store-specific offers can be passed almost instantly from the store to the consumer. YouTube will feature our commercials, snippets of onsite events and video blogging messages on fashion and value. Mobile couponing and check-in mobile applications help us reward customers as they visit the property.

Analytic tools with each social medium allow our marketing staff to monitor progress of our campaigns in addition to ensuring a more informed approach to future promotions.



## YOU TUBE

Beyond the ability to post our TV campaigns, we have the opportunity to showcase tenant video blogs as our "Fashion Features" as well as top sale picks of the season, as a way to build conversation and interest in the Outlets at Springfield among our target consumer group.





# Advertising - Print



While the majority of our print advertising will focus on the large base of shoppers who live within 5 miles of the center, The Outlets at Springfield will also include several new publications that target tourist travelers throughout the year. Advertising will fall within two categories:

- 1) **General Image advertising** – print ads that promote The Outlets at Springfield as Central Illinois' Premier Lifestyle Outlet Destination; and
- 2) **Call-to-action advertising** – offer-based advertisements that feature a collection of merchant-based coupon opportunities folded with The Outlets at Springfield brand.



Coupon advertising will take place during the following seasons: Mother's Day, Back to School, and Holidays. The marketing team will solicit all merchants for offers approximately 4-6 weeks prior to print dates. While we always try to include all willing merchants in our advertising, The Outlets at Springfield reserves the right to select those offers that are the most compelling to our shopper base.



Publications in which we plan to advertise in 2012 include:

- The State Journal Register – 51,500 / 60,000 Circulation
- Illinois Times – 30,000 Circulation/ 70,000 Readership
- SO Magazine – bi-monthly – 12,000 Circulation
- Special sections, programs and playbills throughout the year



# Advertising - Television & Radio



Through our combined collection of demographic information and media market research from local market surveys, our goal is to saturate the local clientele with broadcast television and spot radio.

Sangamon, Morgan, Macon, and Montgomery Counties will be the focus of most advertising efforts. We will utilize television, radio, and print to blanket our target, and it is our goal to continually remind the local market that The Outlets at Springfield is the ultimate place for superior bargains and outlet shopping. We will lead with the strength of our brand name merchants and showcase a clean, friendly, and convenient place to shop. Lastly, we will continually monitor consumer feedback, intercept surveys, and work with our merchants to ensure that we are hitting our target market and maximizing our advertising investment.

**TELEVISION: WCIA (CBS), WAND (NBC), WICS (ABC 20), WBIU (CW 23), WCFN (MY CFN TV), WSEC TV, WRSP (FOX 55/27)**

We plan to purchase a combination of morning and evening programming based on the viewing behaviors of our target shoppers. In addition to network and cable programming, we continuously work with our advertising representatives to identify meaningful buy opportunities year round. This includes special programs such as awards shows, parades, and sporting events that are watched by our core demographics. Our dayparts include:

**Mornings (6-7am – 5.0 Rating/41 Share)**

**Mornings (7-9am – 4.2 Rating/30 Share)**

**Late Morning (11-Noon – 2.7 Rating/22 Share)**

**Afternoon (12-12:30p – 2.6 Rating/27 Share)**

**Afternoon (3-5p – Dr. Phil/Oprah - 4.9 Rating/42 Share)**

**Evening (5-6p – 5.4 Rating/26 Share)**

**Evening (6-6:30p – 6.2 Rating/29 Share)**

**Evening (11-11:30p – 5.6 Rating/27 Share)**

**Prime (8-11p)\***

\*Note that we will be reallocating some of the morning television dollars to select "prime" programs to increase our reach in the market.

\*\*Note rating and share numbers are based on females 18-54. Numbers in most cases increase when changing the demographic to 50+ female.



# Advertising - Television & Radio

Comcast

USA

Lifetime

abc family

HGTV  
HOME & GARDEN TELEVISION

FOX  
NEWS  
channel

MTV  
MUSIC TELEVISION

WDBR 103.7 FM

98.7  
WNNS  
80's, 90's & NOW

BOSS  
96.7

970 AM  
WMAY  
THE NEWS AND TALK OF SPRINGFIELD

104.5 WFMB

## CABLE: COMCAST (SPRINGFIELD METRO REGION)

Programming on select cable systems and specific programs will help us reach our targeted audience in particular areas.

### Partial Station Lineup

USA  
Lifetime  
HGTV  
TNT  
ABC Family  
Nickelodeon  
VH1  
MTV  
Hallmark  
TBS  
Fox News  
The Food Network

## RADIO: (SELECTED STATION DEMOGRAPHIC MATCH BELOW)

WDBR 103.7 FM Springfield's #1 Hit Music Station

WNNS 98.7 FM Springfield's Mix of 80's 90's & Now

WCVS-FM 96.7 FM "Boss 96.7" New Classic Station

WFMB 104.5 FM New Country & All Time Favorites

WMAY 970 AM Talk Radio

We will utilize radio to promote events and sales promotions within the center. This would include Wednesday – Sunday flights and run 8-10 spots per day to saturate the market. Added value billboard mentions and giveaway strategies will be utilized to maximize marketing dollars.

Our goal in 2012 will be to expand media buys to offer a bigger reach and expose the center for more weeks throughout the year. This will be accomplished through sponsorships, live remotes, radio billboards, events, and continued added value.

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Legacy Foods

# Tourism/ Group Marketing



Carribbean adventure waterpark



Display at Abraham Lincoln Presidential Library & Museum



Lincoln Tomb

With over 5 million annual visitors, the Springfield market is dominated by the historical significance of this region. With an average stay of 2.5 nights we look to create partnerships with local lodging properties. To capitalize on this tourism we will position ourselves as the shopping destination recommended by hotel concierge through discount coupons exclusive for their guests and partnership stay and shop packages.

By partnering with the Springfield CVB, we can increase our marketing dollars through fund matching campaigns to take our promotional messages to the feeder markets as well as build strength to our local awareness message.

## BUS CONVENTIONS AND OUTREACH

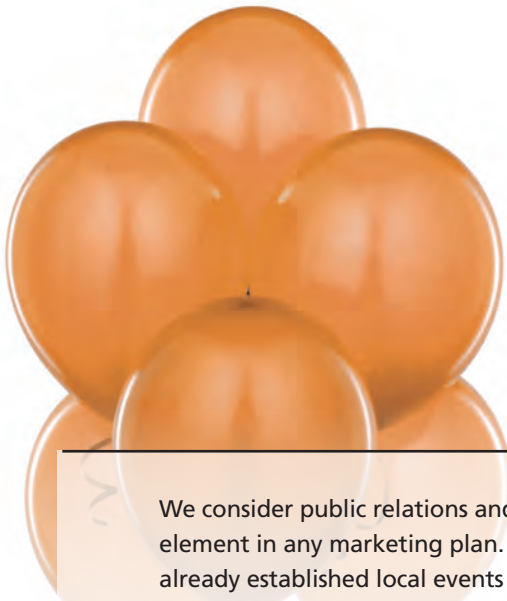
Bus tourism is still a major factor in travel plans for many and Springfield draws 3,275 buses annually. To capture that market we'll travel to the American Bus Association Marketplace each January as well as work with smaller state and regional bus organizations from feeder markets. Group tours love the shopping experience and by providing outstanding guest relations and an exemplary shopping experience we can expect to see over 2,000 bus groups annually. With an average of 43.5 passengers per bus and average spending of \$109 per passenger over \$9 million in revenue can be generated annually via Group tourism.

## LOCAL SHOPPER REWARD/TOURISM PROGRAMS

Local Shopper Rewards-Working with our merchants, we will create a VIP treatment to our local shoppers through reward programs, shopping discounts and member events. In exchange for personal data we offer a shopping card that allows our shopper access to various perks throughout the year.



Tourism Rewards- A coupon- book catering to tourists, large groups (AAA members) and local convention attendees. This piece will also contain offers from complementary attractions and hotels in the marketplace, transforming the piece into a valuable tool that will attract more day trippers and overnight guest, thus extending the shopping time of center visitors.



# Public Relations/ Special Events

We consider public relations and special events a critical element in any marketing plan. Our efforts will tie in with already established local events as well as Sidewalk Sales, Community Egg Hunts and Midnight Madness.

Our PR team is constantly networking with local, regional and national press to position ourselves as leading authorities on retail trends. Examples of the stories we are working on include:

- New store openings
- Product/Retail trend stories
- What's Hot/Seasonal Merchandise
- How to stories- from makeovers to dressing on a budget



## On-Site Marketing Opportunitites



### FREE ADVERTISING

- Under Canopy Announcements
- VIP Shopper Rewards program
- On-site signage
- Window Displays
- Holiday & Special Event Promotions
- Social Media posts & advertisements
- Inclusion in our newsletter e-blast

### FEE BASED ADVERTISING

- Merchant Exclusive e-blast
- Tourism Coupon book



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For more information, contact The Outlets at Springfield  
marketing staff at [dfrisco@globaloutletmanagement.com](mailto:dfrisco@globaloutletmanagement.com)