



SOUTH PLAINS MALL



OVERVIEW

Lubbock is home to South Plains Mall, the largest super-regional mall between Fort Worth, TX and Albuquerque, NM. A strong lineup of first-to-region brands, market exclusives and dining experiences attracts shoppers from a vast trade area.

This is a must-visit destination for shoppers in a 100-mile radius and an ideal location for retailers for its affordable business costs, and low economic and employment volatility. Coupled with a cost-of-living index of 92%, Lubbock reflects a high standard of living at a lower cost than almost anywhere in the nation.

Retailers at South Plains Mall have also benefited from the presence of Texas Tech University and TTU Health Sciences Center, which enrolls more than 40,000 students and employs nearly 10,000 faculty and staff members.

MARKET OVERVIEW *AT A GLANCE*

130+

Storefronts including:
American Eagle, Boot Barn, H&M,
PINK, and Vans

2nd

Largest city in
West Texas

104K

Daytime employees
within 3 miles

401K

Total Trade Area Population

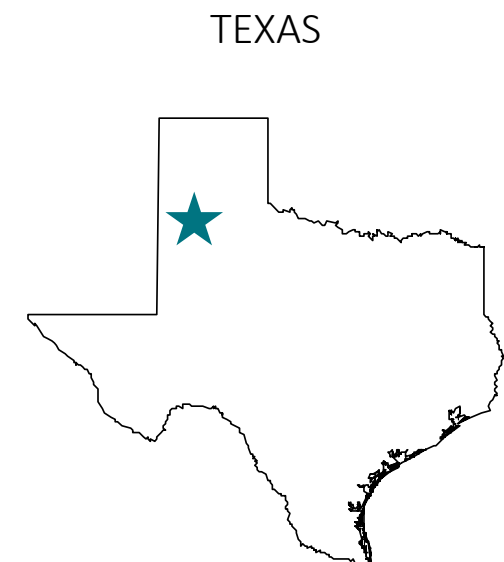
3.3%

Population growth in Primary Trade
Area over the next five years

40K

Students enrolled at nearby
Texas Tech University

- South Plains Mall
- Primary Trade Area
- Secondary Trade Area
- Competitive Centers
- Other Centers



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (Lubbock, TX)
2022 Population	305,913	401,115	328,842
Five-Year Population Growth	3.3%	2.4%	3.4%
Average Household Income	\$84,967	\$82,916	\$84,625
Gen Z Population (ages 7-24)	85,610 28%	108,746 27.1%	90,887 27.6%
Millennial Population (ages 25-42)	80,843 26.4%	103,429 25.8%	85,408 26%
Median Age (U.S. avg 38.8)	32.8	33.6	33.2
White Collar	55.5%	54.2%	55%
	3 MILE	5 MILE	7 MILE
Daytime Employees	104,498	221,198	276,569

Source: ESRI 2022. ESRI forecasts for 2022 and 2027

WELCOME TO HUB CITY

Lubbock, known as “Hub City” – a major economic, educational and healthcare epicenter – has seen strong retail sales, job growth and new home construction.

The city boasts a diverse and thriving economy including a growing medical sector, a world-class university system at Texas Tech with nearly two thousand employees, and a robust agricultural industry with cotton growers producing two-thirds of the Texas cotton crop.

- **31%** Steady Economic Growth in the Last Seven Years
- **\$735M+** Economic Impact from Healthcare
- **17K+** People Employed by the Healthcare Sector
- Job Growth at the Highest Levels since 2016



A STUDENT HUB

Lubbock is the only city in the nation with a comprehensive university, health sciences center, medical school, agricultural college and law school all in one location – Texas Tech University.

Less than five miles from South Plains Mall, Texas Tech is the heart of the Lubbock community. Rich tradition abounds and passion runs deep for Red Raider football with the entire community gathering to tailgate and cheer at more than 100 annual events.

- 57K average attendance at Texas Tech University football games – part of the Big 12 Athletic Conference
- **#11 Best City** for Young Professionals (Yahoo! Finance, 2021)
- **5th Best** Midsize City for New College Graduates (OnlineDegrees.com, 2019)



SHOPPER INSIGHTS

South Plains Mall is attracting younger shoppers with higher income levels.

- Primary Trade Area average HH Income of \$84,967
- Median age of our shopper is 34.9, slightly higher than the trade area age of 32.8, but younger than the U.S. median age of 38.8
- Over 50% of our shoppers are Millennials or Gen Z



SOUTH PLAINS MALL AERIAL



MAJOR RETAILERS INCLUDE:

DILLARD'S WOMEN'S
DILLARD'S MEN'S & CHILDREN
JCPENNEY
PREMIERE CINEMAS

BARNES & NOBLE
BUBBA'S 33
H&M
THE CHEESECAKE FACTORY

OLIVE GARDEN
RAISING CANES
UNCLE JULIO'S
AMERICAN EAGLE

BUILD-A-BEAR
CHICK-FIL-A
THE CHILDREN'S PLACE
OAKLEY

PANDORA
PINK
VICTORIA'S SECRET
ZALES





MERCHANDISING

National retailers see strong sales and achieve desirable market penetration at South Plains Mall. Adding strength to an already strong merchandising mix, efforts are continually underway to attract new and new-to-market retailers.

AMERICAN EAGLE

BARNES & NOBLE
BOOKSELLERS

WILD-A-BEAR
WORKSHOP

B
BOOT BARN

CHAMPS
SPORTS

Dillard's

H&M

HOLLISTER
CALIFORNIA

JCPenney

OAKLEY

PANDORA

The
Cheesecake
Factory

Bath & Body Works

VANS
"OFF THE WALL"

PREMIERE IMAX

PINK
VICTORIA'S SECRET

SOUTH PLAINS MALL SITE PLAN





VEHICLE TRAFFIC COUNTS

Major Highways Near Center

	DAILY	ANNUAL
Loop 289	83,333	30,416,545

Roads with Center Entrances

	DAILY	ANNUAL
Slide Road	26,470	9,661,550



MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS,
INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR