

EASTLANDMALL

CAFE COURT

YANKEE CANDLE

TOI
FRIDAYS

EASTLAND MALL





OVERVIEW

As the only Super Regional Mall within a two-hour radius, Eastland is well positioned as the Tri-State's leading shopping destination and is the exclusive home in the Tri-State area for most stores.

Eastland Mall is a destination draw for shoppers from outside Evansville's MSA and is one of the top tourist destinations in the region as confirmed by the Evansville Convention & Visitor's Bureau.

Eastland Mall draws 8-9 million visitors annually, of which upwards of 50% are from outside Evansville's MSA and includes visitors coming to the city for soccer and softball tournaments, conventions, concerts, professional sporting events and other recreational activities.

MARKET OVERVIEW *AT A GLANCE*

800K

Drawing power from 26 counties in three states with population base of 800K

467K

People in the total trade area including 10 counties in three states

\$100K+

26% of households in the total trade area make over \$100K

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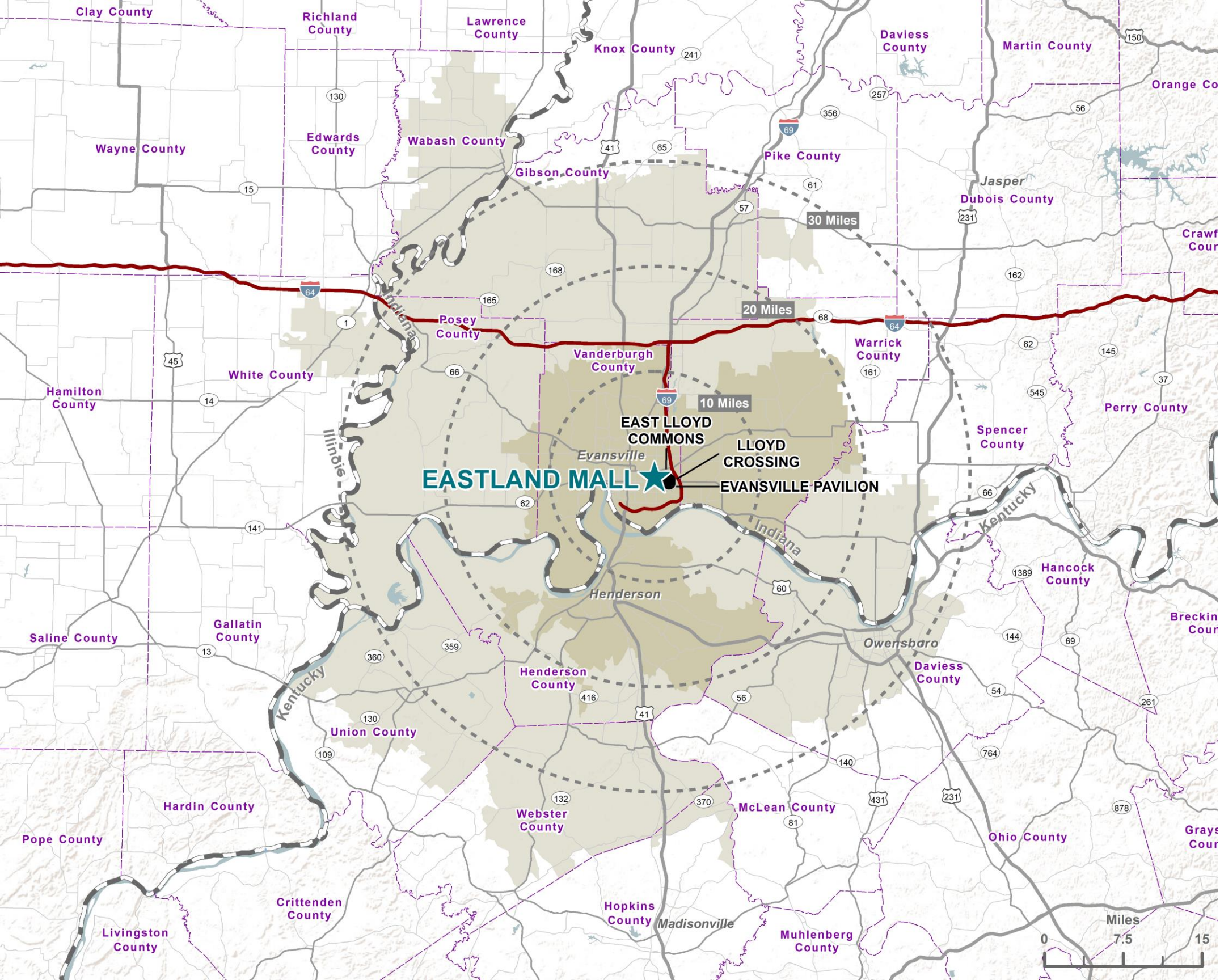
Evansville is the third largest city in the state of Indiana.

153K

Daytime population within 5 miles

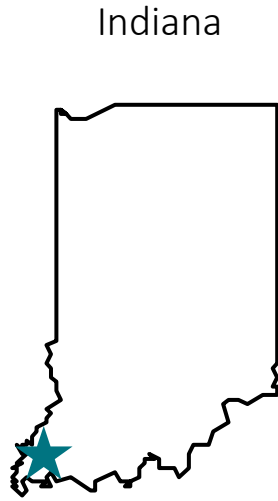
21%

Millennial population within 5 miles



TRADE AREA MAP

-  Eastland Mall
-  Primary Trade Area
-  Secondary Trade Area
-  Competitive Centers
-  Other Centers



Indiana



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (EVANSVILLE, IN - KY)
2022 Population	279,237	469,175	314,179
2027 Population (projection)	279,461	467,109	314,273
Five-Year Population Growth	0.1%	0.0%	0.0%
Households	115,677	190,863	129,538
Average Household Income	\$84,801	\$83,122	\$85,320
Median Household Income	\$59,524	\$59,221	\$60,595
Median Age	40.3	40.9	40.7
White Collar	54.3%	51.5%	54.0%
Daytime Employees	78,901	153,817	199,736

Source: ESRI 2022. ESRI forecasts for 2022 and 2027.



EASTLAND CONVENIENCE CENTER

Eastland Convenience Center, located adjacent to Eastland Mall, offers customers additional shopping opportunities with retailers like Bed Bath & Beyond, and David's Bridal.

Eastland Convenience Center also includes Longhorn Steakhouse and Gattitown offering two different varieties of dining options.

Eastland Convenience Center combines variety and value to any shopping adventure.





About Evansville

Indiana's third-largest city – is the metro hub where Southwest Indiana meets Southeast Illinois and Northwest Kentucky.



Bosse Field

The third oldest professional ballpark in the country behind Fenway Park in Boston and Wrigley Field in Chicago and is home to the Evansville Otters professional baseball team.



The West Side Nut Club Fall Festival

The Fall Festival, held the first full week of October, attracts over 200,000 people per night and is considered to be one of the largest festivals of its type in the United State.

ENTERTAINMENT

Bally's Evansville Casino & Hotel (formerly Tropicana Casino)

\$50 Million Project – Completed October 2017

Converted from riverboat to land-based casino

75,0000 square foot entertainment complex

New dining, music and gaming options



The Ford Center

\$128 Million Project – Opened November 2011

Seating Capacity of 10,000

Multi-purpose arena that can be modified for basketball, hockey, concerts, conventions, rodeos, expos and a variety of other events





DOWNTOWN DEVELOPMENTS

The IU School of Medicine

\$61 Million Project – Opened Summer 2018

Multi Institutional Academic Health Science Education and Research Campus

Includes Indiana University's four-year medical education program along with additional programs offered by University of Evansville and University of Southern Indiana



Double Tree Convention Hotel

\$60 Million Project – Opened February 2017

Includes 241 rooms and connects via sky bridges to the Ford Center and ONB Events Plaza

Evansville's first convention hotel since 2009

REGIONAL DEVELOPMENT

St. Vincent's Orthopedic Hospital

\$95 Million Project – Opened July 2019

New four-story tower with 135,000 SF for new Orthopedic Hospital

In partnership with Tri-State Orthopedics



Deaconess Gateway Hospital Expansion

\$135 Million Project – Opened Spring of 2018

Six story tower with 215,000 SF for new Orthopedic and Neuroscience Hospital

100,000 SF, five-story medical office building

631 space parking garage

The Warrick Wellness Trail, anchored by Deaconess Gateway Hospital and St. Vincent's Epworth Crossing is a regional destination for healthcare professional and is expecting to grow dramatically with the addition of the Deaconess Orthopedic & Neuroscience Specialty Hospital and the St. Vincent's Orthopedic Hospital.



REGIONAL DEVELOPMENT

Evansville Regional Airport Terminal Renovation

\$12 Million Project – Completed Winter of 2018

Modernized of terminal includes a single TSA security checkpoint and updating various interior and exterior features (i.e. restrooms, restaurants, parking lot)

Carriers include American, Delta, United and Allegiant with non-stop destinations to Atlanta, Charlotte, Chicago, Dallas, Detroit and Orlando



Toyota Manufacturing Indiana (Princeton, IN)

\$600 Million Project – Completed Spring 2019

Creates 400 new jobs and increases annual production of Highlander vehicles by 40,000 units

Only location where the Highlander, Sequoia and Sienna are manufactured

One of region's largest employers (nearly 5,000) and supports upwards of 80 suppliers



REGIONAL DEVELOPMENT

Victoria's Lifestyle Development

\$55 Million Project

550 homes sprawled over 405 acres including quaint villages, parks and a trail system

Adjacent to Victoria National Golf Club which is ranked #43 in Golf Digest's top 100 courses and has hosted various events including the Big Ten Men's Conference Championship and the Web.com Tour.



Deaconess Sports Park

\$14 Million Project – Opened Spring of 2015

8 field complex built by Evansville Convention & Visitor's Bureau.

Hosts local, regional and national tournaments

Includes 1-mile paved walking track



HIGHER EDUCATION

University of Southern Indiana

Enrollment of 10,000 students

Sports teams compete in Division I of NCAA (as of 2022)

Founded in 1965

University of Evansville

Enrollment of more than 2,500 students

Sports teams compete in Division I of NCAA

Founded in 1854

The **University of Southern Indiana** and the **University of Evansville** combined with **Ivy Tech Community College** (over 6,000 students) account for nearly 20,000 students throughout the academic year. These students add to the economic vitality of the region and serve as a significant demographic for the mall's customer base.



EASTLAND MALL AERIAL

EASTLAND MALL

MAJOR RETAILERS INCLUDE:

MACY'S
DILLARD'S
JCPENNEY
BED BATH & BEYOND

CALIBER COLLISION
AMERICAN EAGLE
BATH & BODY WORKS
BJ'S RESTAURANT & BREWHOUSE

CARTER'S
DAVID'S BRIDAL
DRY GOODS
FOREVER 21

HOLLISTER & CO.
JARED
LONGHORN STEAKHOUSE
OLD NAVY

OLIVE GARDEN
SEPHORA
TGI FRIDAYS
VICTORIA'S SECRET

▲ NORTH





MERCHANDISING

An anchor mix of Dillard’s, Macy’s, and JCPenney combined with the diverse selection of over 110 premier apparel and specialty shops, makes Eastland Mall the region’s premier shopping center.

Bath&BodyWorks

White Barn

Buckle

BUILD-A-BEAR
WORKSHOP

carter's
babies and kids

Dillard's

Aéropostale

JCPenney

VICTORIA'S
SECRET

AMERICAN EAGLE
OUTFITTERS

★macy's

PANDORA

SEPHORA

rue21

TALBOTS

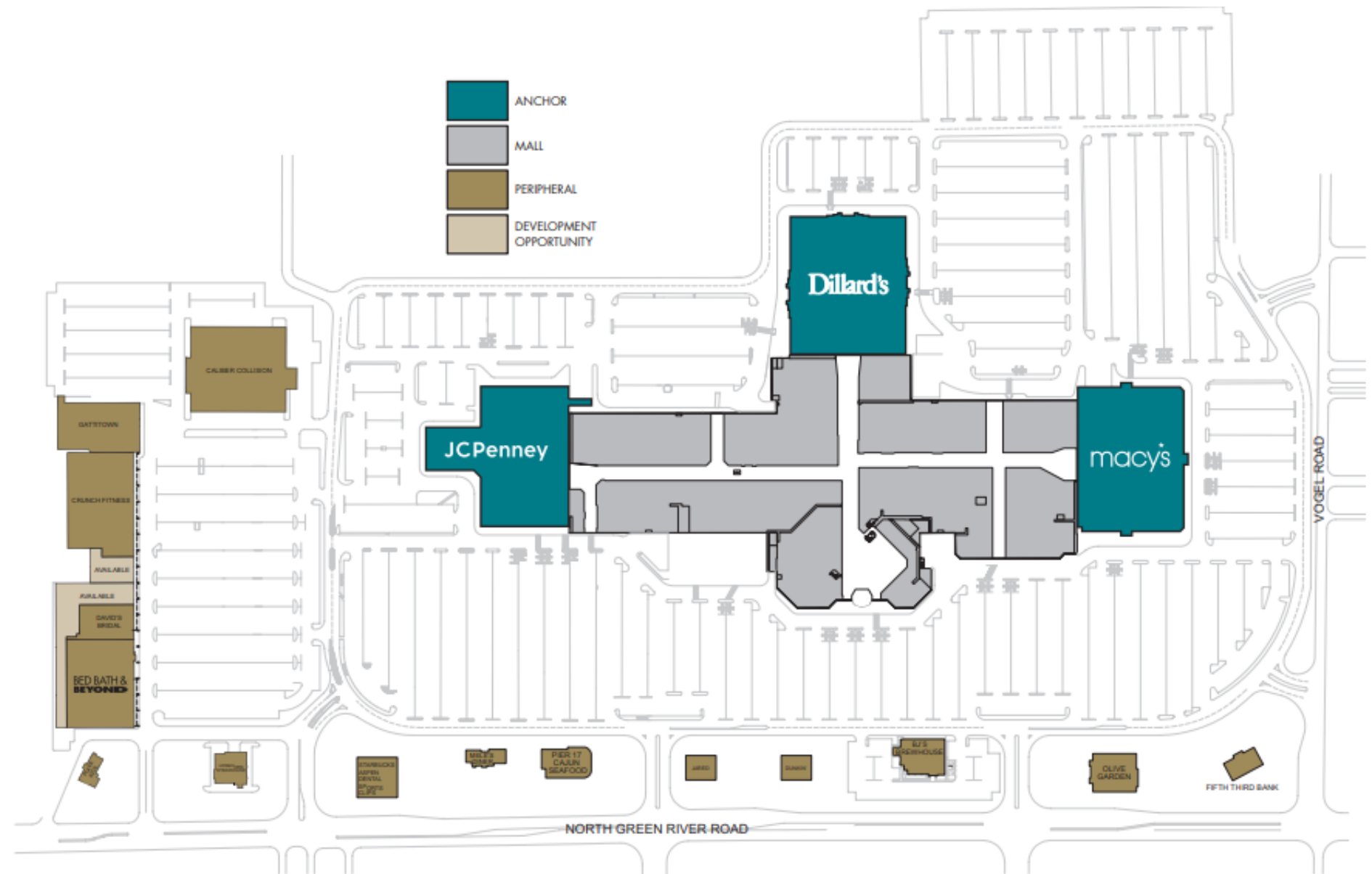
DRY GOODS
EST. 1822

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maurices

FOREVER 21

EASTLAND MALL SITE PLAN





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