

ALBUQUERQUE, NM

CORONADO CENTER

DOMINANT CENTRALIZED FIRST TO MARKET



Exclusive to Albuquerque, known across New Mexico

Located in Albuquerque, New Mexico, Coronado Center is the most-visited shopping center in the state. As the largest two-level enclosed shopping center in New Mexico, the mall is a popular retail, dining, and entertainment destination for the thousands of college students, residents, and city employees who live and work nearby. A diverse mix of uses, including Round1 Bowling & Arcade, Fogo de Chão, Sephora, H&M, Dick's Sporting Goods, and first-to-market retailers like Mango, Crocs, Garage, Miss A, Seasons 52, Lovisa, Urban Outfitters, and Lovesac, keeps the shopping center a premier destination for both residents and retailers.

CORONADO CENTER



#1 in New Mexico



Coronado Center isn't just the largest two-story shopping center in New Mexico, it's also the most-visited mall in the state. Over 10 million people visit the property each year, with some shoppers coming from more than 200 miles away.

Where brands want to be



Coronado Center drives strong sales across apparel, beauty, home goods, dining, and jewelry. With a consistently full lineup of retail, it attracts high consumer traffic and creates a dynamic environment where retailers achieve sustained success.

A retail/dining balance



Coronado Center boasts a robust dining lineup anchored by Seasons 52, Fogo de Chão, LongHorn Steakhouse, The Cheesecake Factory, and more — establishing the mall as a destination for both shopping and dining.

Serving the Land of Enchantment

New Mexico combines natural beauty from White Sands National Park to the Sangre de Cristo Mountains, with a rich cultural legacy shaped by Pueblo and Spanish influences.

Anchored by Albuquerque, the state balances heritage and innovation through growing industries in aerospace, film, and energy.

\$7.3B

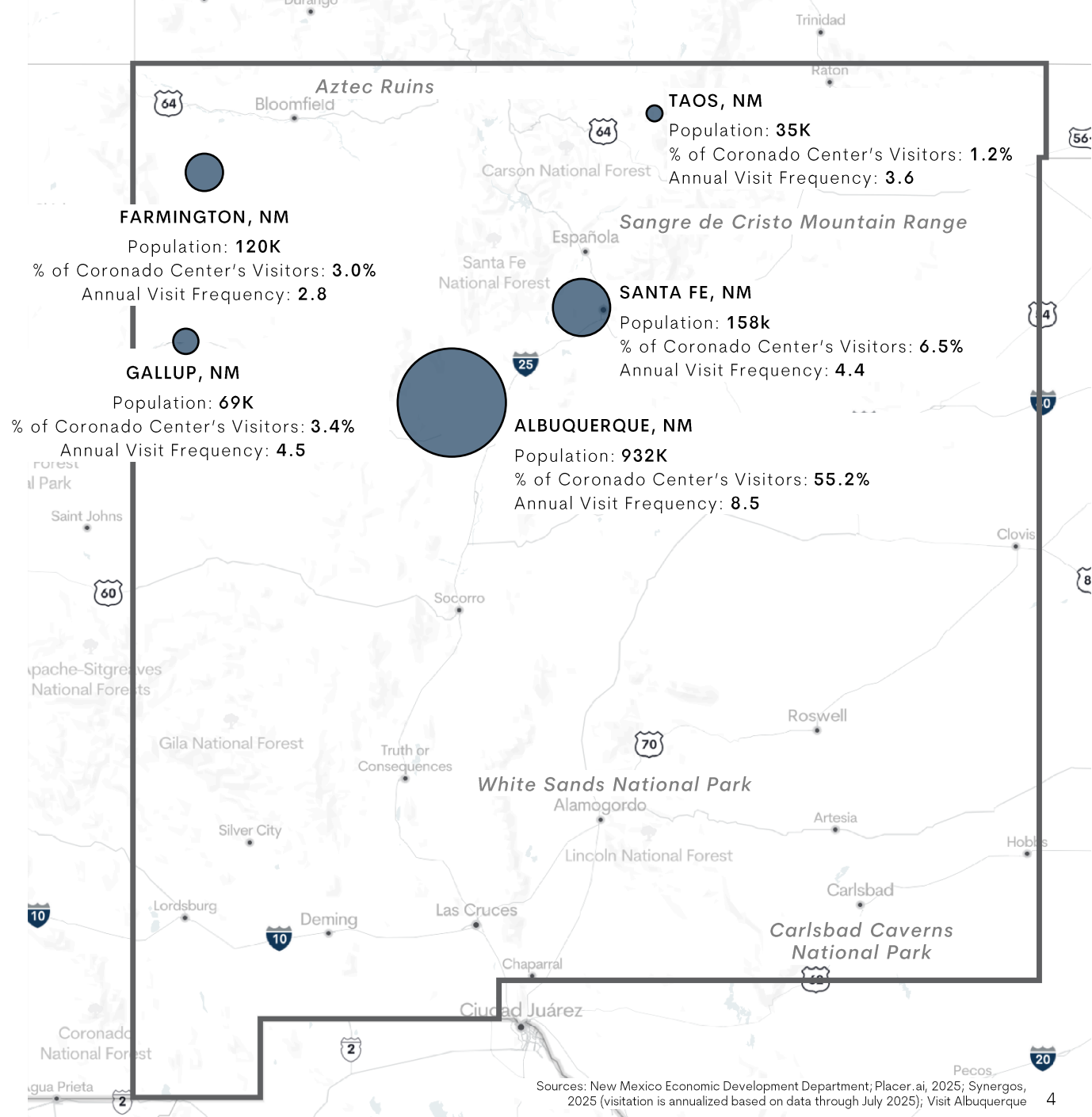
INVESTED IN THE STATE BY MAJOR FILM AND TV STUDIOS LIKE NETFLIX AND NBC

7

NATIONAL LABORATORIES & MAJOR RESEARCH UNIVERSITIES

310

SUNSHINE-FILLED DAYS PER YEAR



The centerpiece of Albuquerque commerce

Centrally located within New Mexico, Coronado Center draws in over 10 million visits annually, more than any other shopping center in the state. The mall's location in the Uptown Business District of Albuquerque just off I-40 makes it easily accessible to both local city employees and shoppers from across New Mexico. The center attracts 56% more visits than Winrock Town Center and 3.2 times more than the neighboring lifestyle center, ABQ Uptown. On average, visitors come to Coronado Center six times per year and stay for over an hour per visit.

186K

AVERAGE DAILY TRAFFIC (ADT) ON I-40*

*Vehicular Traffic Data From 2023

APPROXIMATELY
\$500M+

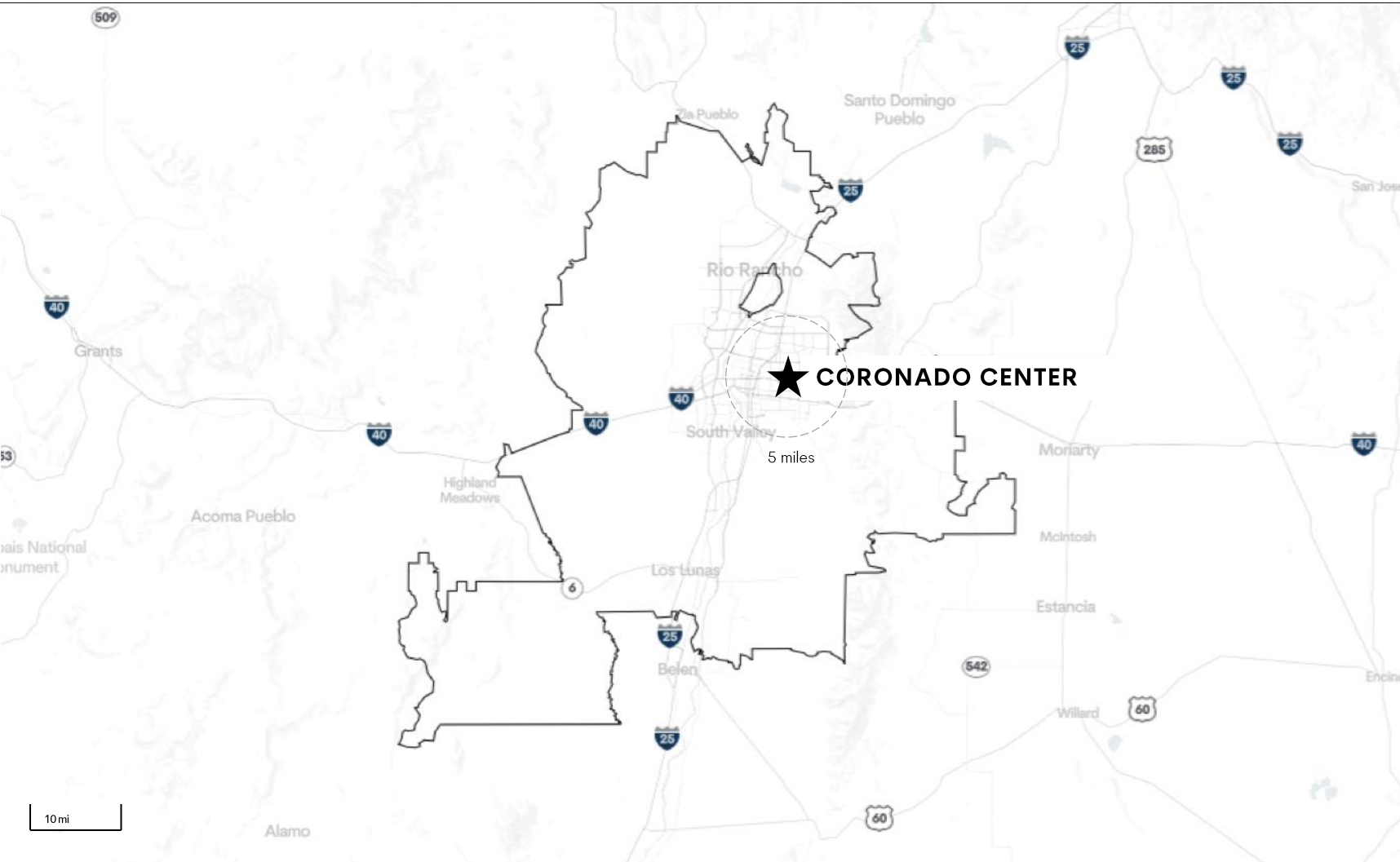
IN ANNUAL RETAIL SALES IN THE
UPTOWN BUSINESS DISTRICT



	CORONADO CENTER	WINROCK TOWN CENTER	ABQ UPTOWN
Annual Visits	10.1M	6.4M	3.2M
Annual Visitors	1.6M	1.1M	0.85M
Visitor Engagement			
Visit Frequency (Per Year)	6.1x	5.7x	3.7x
Dwell Time	66 min.	67 min.	38 min.
Visitor Draw			
% of Visitors That Come From Within 7 Miles	28.3%	33.7%	40.0%
% of Visitors That Come From Within 30 Miles	54.9%	63.5%	63.0%

Growth, reach, affluence

Coronado Center serves a growing trade area that's home to technology, education, and entertainment industries including Intel Corporation, The University of New Mexico, and Netflix Studios.



TRADE AREA RESIDENT DEMOGRAPHICS

Population	829,104
% Projected 5-year Population Growth	6.5%
Total Households	333,292
Average Household Income	\$90,594
Households w/Income \$100K+	107,987
% Households w/Income \$100K+	32%
% Bachelor's Degree and Up	35%
Median Age	40.4

TRADE AREA RESIDENT AGE BREAKDOWN

% Aged 0-17	21%
% Aged 18-34	22%
% Aged 35-49	19%
% Aged 50-69	24%
% Aged 70+	14%

EMPLOYEE DEMOGRAPHICS WITHIN 5 MILES

Total Employees	212,051
% White Collar	68%
% Executive Professional	44%

Big business and attractions

Coronado Center is centrally located near many of Albuquerque’s major attractions, universities, and corporate headquarters. Nearby employers include The Aerospace Corporation, Sandia National Laboratories, and Intel Corporation. The region also features major entertainment investments, such as Netflix’s \$900M studio and Universal’s \$500M studio, along with the State of New Mexico and the University of New Mexico.

Albuquerque International Balloon Fiesta is a truly one-of-a-kind hot air balloon festival that draws over 800,000 visitors from around the globe to New Mexico each year. This iconic balloon festival first took flight in the Coronado Center parking lot in 1972 — there were just 13 balloons then, but over 1,000 of them today. The event is now held at Balloon Fiesta Park, just eight miles north of Coronado Center.

BUSINESS	EMPLOYEES IN ABQ
NEW MEXICO STATE GOVERNMENT	28,000
SANDIA NATIONAL LABORATORIES	16,900
THE UNIVERSITY OF NEW MEXICO	6,300
NETFLIX STUDIOS	4,000
INTEL CORPORATION	3,100

CORONADO CENTER



Sources: The University of New Mexico, Albuquerque International Balloon Fiesta, Intel, Netflix, AT&T, Universal, Sandia National Lab

Where trending retailers thrive

With over 99% of the property leased, Coronado Center is a high volume, high performing shopping center with strong sales across all retail categories. From home goods to apparel, footwear to premium goods, and everything in between, retailers looking to expand into this region thrive at Coronado Center. The mall is also home to many retailers' first-to-market location in the state of New Mexico.

TOP-PERFORMING RETAILERS

SEPHORA

VICTORIA'S SECRET

BATH & BODY WORKS

JD SPORTS

BOOT BARN

H&M

HOLLISTER

SHOE PALACE

FIRST-IN-NEW MEXICO

MANGO

LOVESAC

CROCS

MISS A

GARAGE

LOVISA





Full of flavors

Coronado Center is as much a place to dine as it is to shop, offering an impressive lineup of restaurants for every taste and budget. Seasons 52, Fogo de Chão, LongHorn Steakhouse, Fuddruckers, The Cheesecake Factory, and Five Guys attract guests year-round — whether for special celebrations, casual lunches, or family dinners.



In good company

MANGO

LOVESAC

SEPHORA

URBAN OUTFITTERS

aerie



PANDORA

crocs[™]

GARAGE

VICTORIA'S
SECRET



Bath&BodyWorks



BOOT BARN



BARNES & NOBLE



FOGO
DE
CHÃO





CORONADO CENTER





ZALES

KAY JEWELERS

H&M

KIDS

LADIES

Upper Level
to de Chao
es & Noble
H&M
Seasons 52
Foodtruckers

Lids

Locker Room

Locker Room

GbyGUESS

SHOE PALACE

PACE

SUN

SPENCER'S
CORONADO CENTER

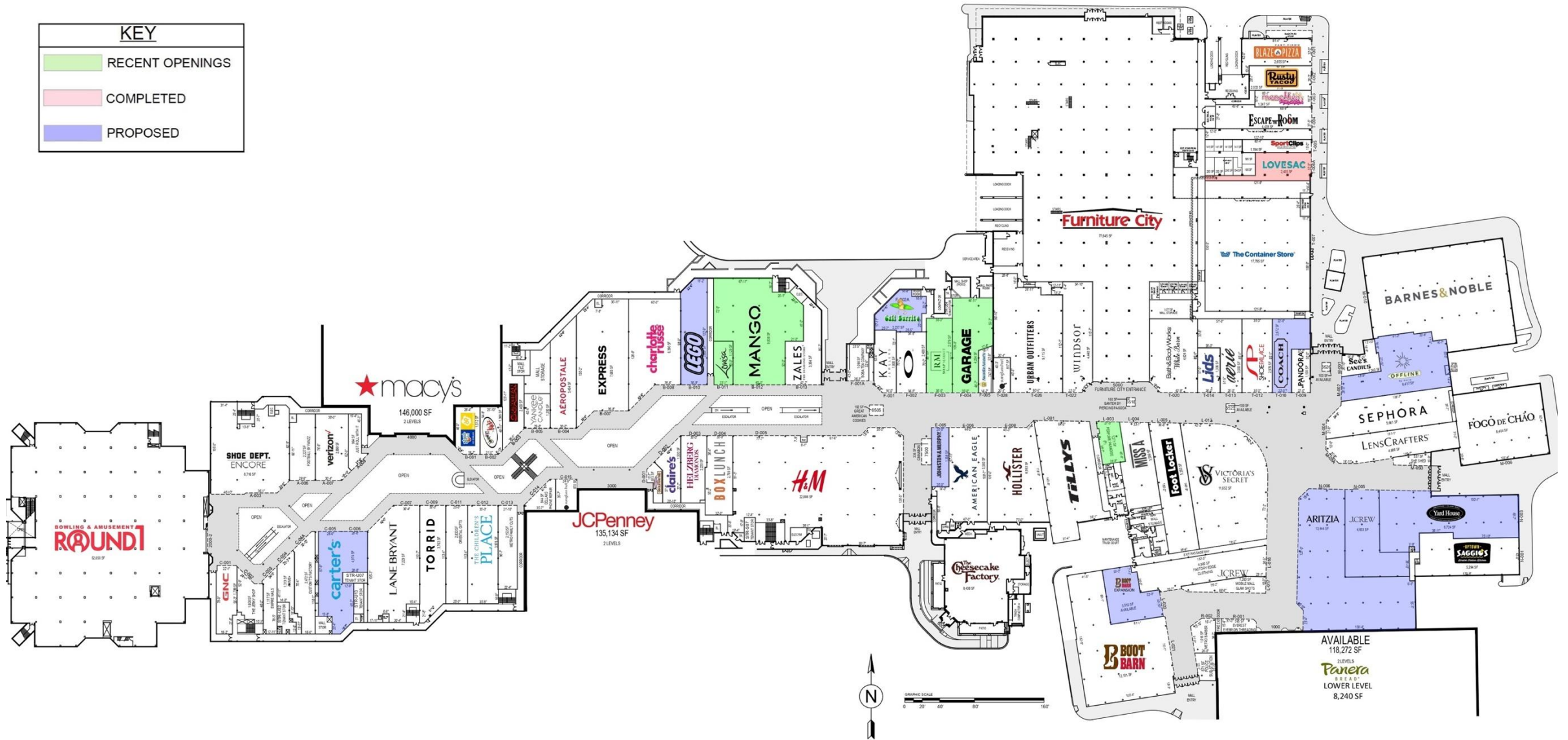




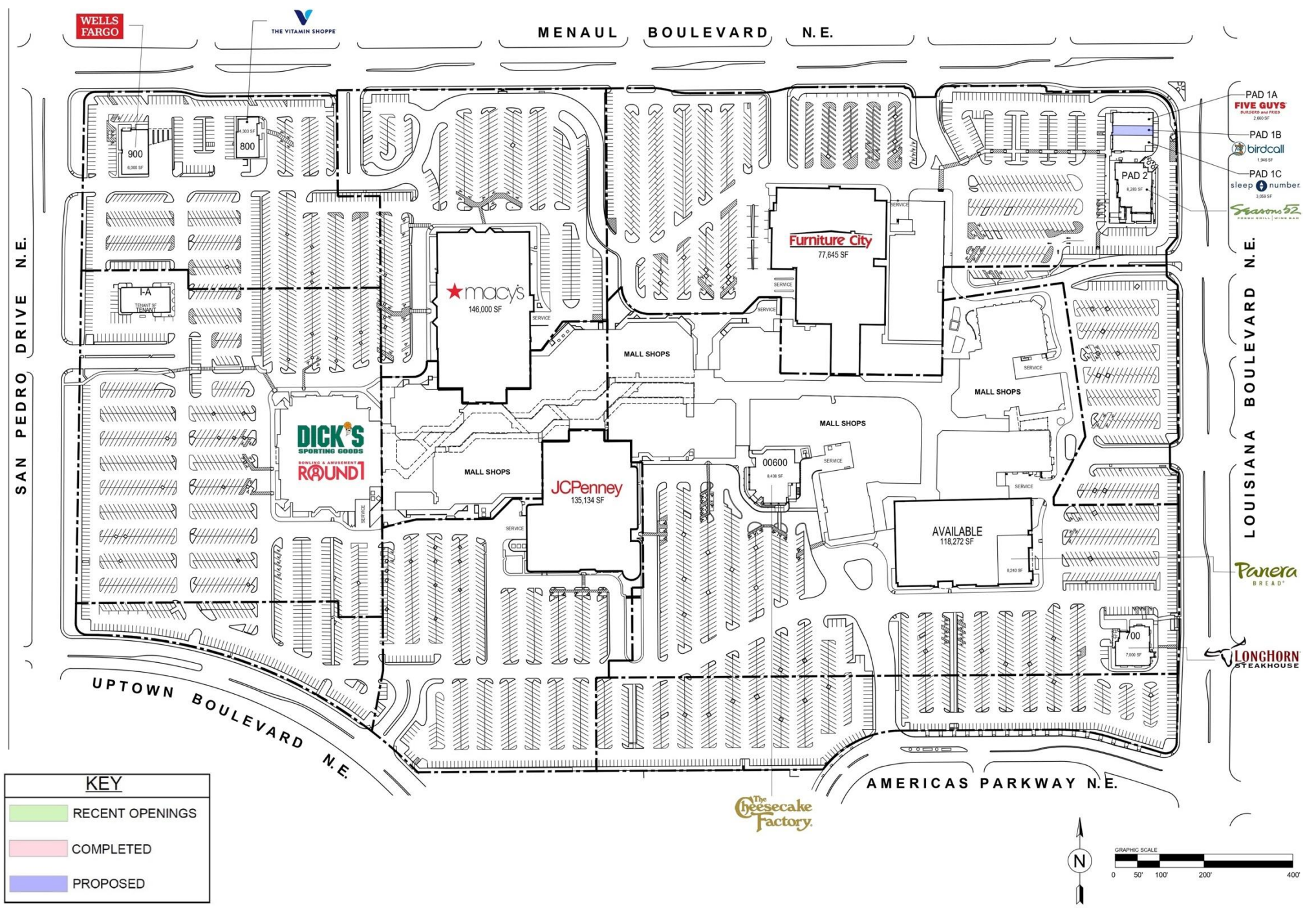
CORONADO CENTER

MERCHANDISE PLAN
UPPER LEVEL

KEY	
	RECENT OPENINGS
	COMPLETED
	PROPOSED



MERCHANDISE PLAN
SITE PLAN



KEY	
	RECENT OPENINGS
	COMPLETED
	PROPOSED



Core beliefs

- Cater to the unique needs of consumers
- Highlight small businesses
- Partner with national brands
- Provide jobs + resources to communities

Brookfield Properties

Our centers provide consumers with a sensory experience that other platforms simply cannot match — the benefit of touching, tasting, and feeling products in real time. That is part of how we're reimagining what retail can be — an unrivaled experience for our customers and a sustainable place for our tenant partners to thrive.

CORONADO CENTER

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