

FOX RIVER MALL

Fox Cities

May 2025



FOX RIVER MALL

At the Heart of the Community

Fox River Mall is central Wisconsin's premier shopping center, and it lives up to that by delivering something for everyone who calls this state home. The greater Fox Cities area is a lively, thriving community full of parks, entertainment, good taste, and great people. Fox River Mall fits squarely into this community with more than 120 retailers, including some brands' first and only location in central Wisconsin, as well as enticing dining and entertainment options.

Fox River Mall is the most visited attraction in Wisconsin north of Fond du Lac with 109 acres of shopping and restaurants. Located in Grand Chute, it is conveniently situated off the major corridor of I-41 and Wisconsin Ave., making it accessible for all the region's shoppers. Convenient access to the Community First Champion Center, Appleton PAC, and the Timber Rattlers Stadium (Milwaukee Brewers AAA baseball) has made Fox River Mall the shopping destination from West Bend Wisconsin to Upper Michigan.



120+

stores & restaurants

Accessories

Children's clothing

Department stores

Electronics & Entertainment

Food

Heath & Beauty

Home & Housewares

Jewelry & Watches

Men's Clothing

Shoes

Sports & Fitness

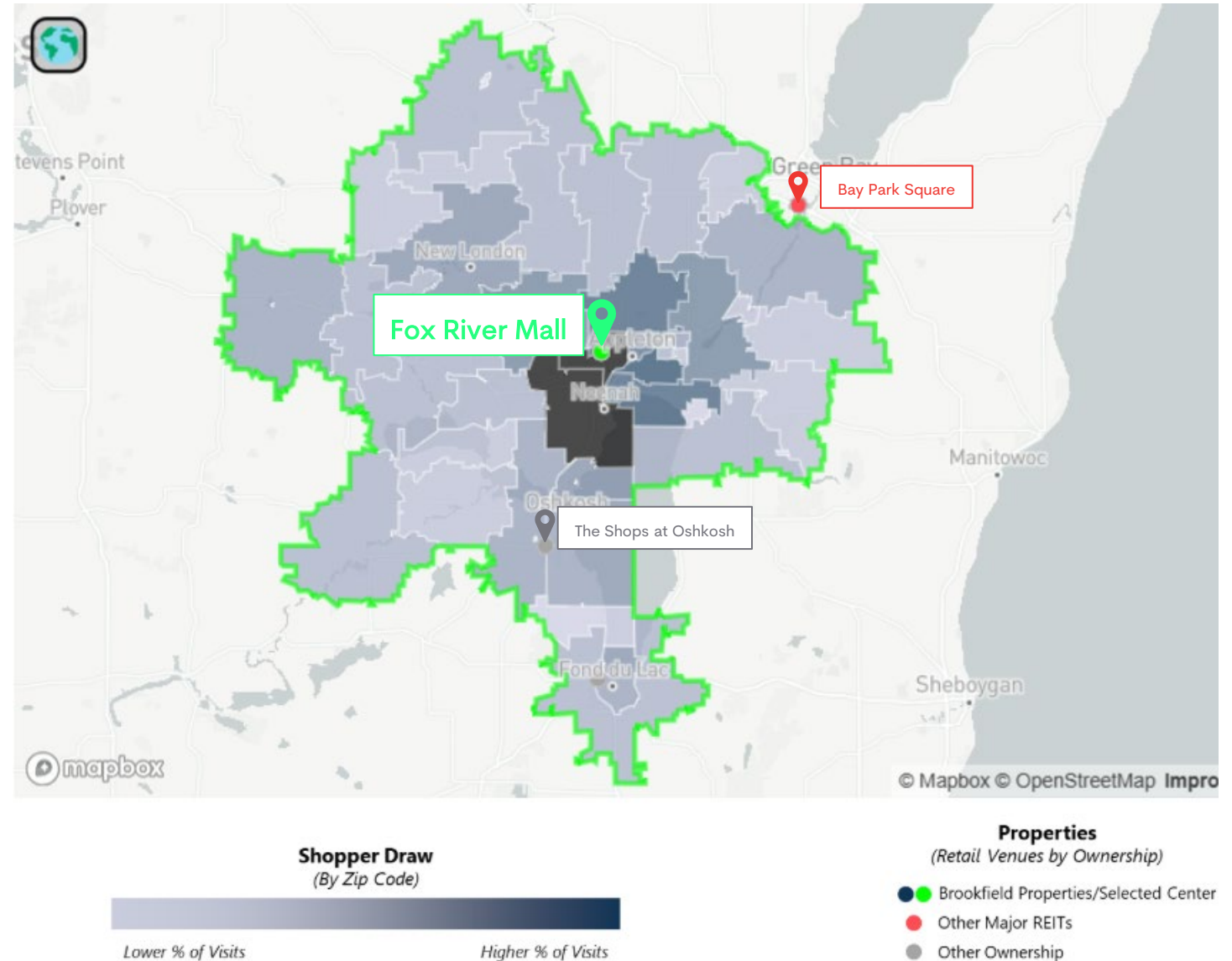
PERFECTLY POSITIONED TO SERVE THE SHOPPERS OF THE FOX CITIES AND BEYOND

Appleton and the greater Fox Cities area are peak Midwestern living, combining suburban comfort and the natural beauty of the Lake Michigan shore. Fox River is conveniently located just off I-41, making it an easy destination to visit for shoppers across the region, while nearby Community First Champion Center brings thousands of guests to the area each weekend.

TRADE AREA AFFLUENCE & EDUCATION

2024 Population	594,118
2024 Households	241,277
2024 % of Total Households Earning \$100,000+	37.1%
2024 Average HHI Average Home Value	\$100,687
2024 % of Population 25+ with Bachelor's Degree or Higher	30.2%
2024 Median Age	40.6

Trade Area/Shopper Penetration for Fox River Mall



Visitor Profile

Income

based on household income

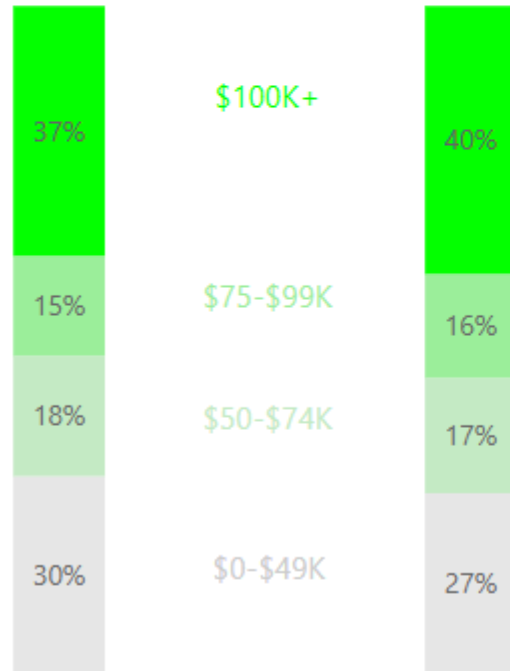
Property Visitors

\$102K

Average
HH Income

Market Breakdown

\$108K



Age

based on resident Age 18+

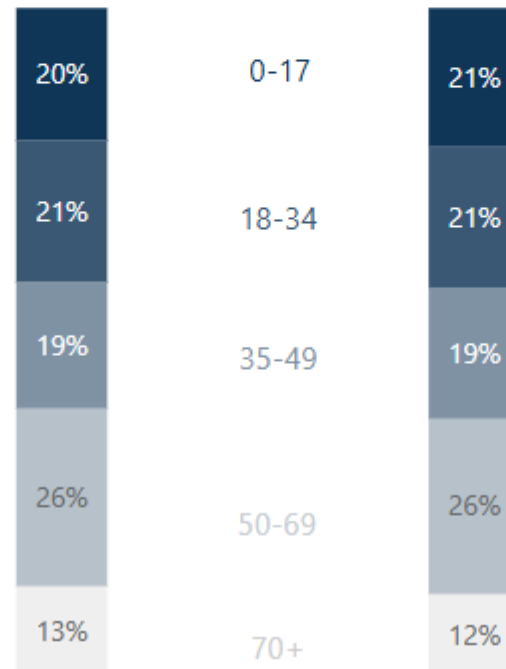
Property Visitors

41.7

Average
Age

Market Breakdown

40.6



Households

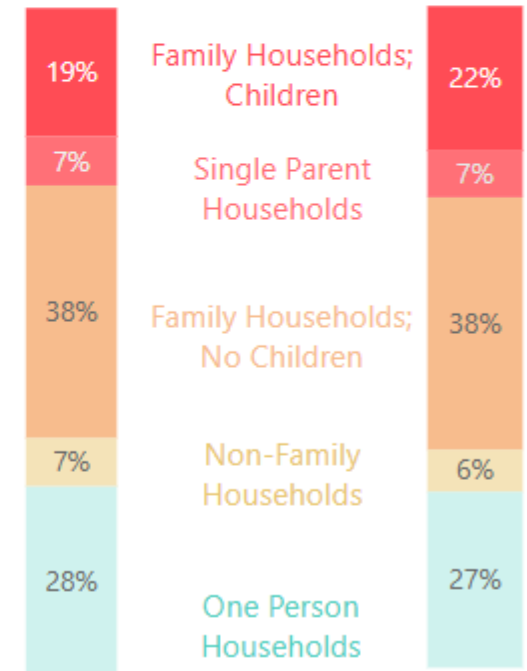
based on household structure

Property Visitors

27%

% Households with
Children

29%



Something for Everyone

AMERICAN EAGLE J.Jill JCPenney AÉROPOSTALE

 SIERRA ★macy's SEPHORA

P.F. CHANG'S BANANA REPUBLIC  TARGET®

LOVESAC SCHEELS®

 ATHLETA Buckle lululemon  athletica

POTTERY BARN

Eddie Bauer

Bath&BodyWorks®  WORLD MARKET TRADEHOME SHOES







Fox Cities Top Employers



Local Happenings



Wisconsin Timber Rattlers Stadium

Less than two miles from the mall is the MLB team Timber Rattlers' home field, with more than 250,000 fans visiting every season.



Community First Champion Center

Hosting a variety of kids, teens, and adult events & sports, this activity hub sees over 200,000 visitors a year. Many visitors enjoy stopping by the mall for lunch or a shopping adventure between events since it is only a mile and a half from the mall.



Fox Cities Performing Arts Center

From Broadway shows to local legends, the Fox Cities Performing Arts Center pulls in visitors from all over the Fox Valley and is less than 4 miles from the mall.



Bustling Downtown

With festivals and events for all seasons, ranging from Avenue of Ice (10,000 attendees), Light the Night Market (10,000 attendees), Mile of Music (90,000 attendees), Oktoberfest (100,000 attendees), America's largest Flag Day parade (50,000 attendees), and Saturday Farmer's Market (5,000 - 10,000 attendees each market) that runs from June to October.

FOX RIVER MALL

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