



COUNTRY CLUB
PLAZA

KANSAS CITY, MO

MARKET PROFILE
2019



Taubman

PROPERTY TYPE:

Mixed-use Destination

TOTAL SQUARE FEET:

1,003,000

MAJOR RETAILERS:

Anthropologie, Apple, Athleta, BLDWN Market, Free People, H&M, Kate Spade, Kendra Scott, Lululemon, M•A•C, Madewell, Made in KC Marketplace, Nike, The North Face, Sephora, Sur La Table, Tiffany & Co., Tivol, UNTUCKit, Warby Parker

RESTAURANTS & ENTERTAINMENT:

Brio Tuscan Grille, The Capital Grille, The Cheesecake Factory, Fiorella's Jack Stack Barbecue, Gram & Dun, Kona Grill, McCormick & Schmick's, P.F. Chang's, Starbucks, True Food Kitchen

***COMING SOON:**

Nordstrom (2020)

BUILT:

1922

FOR INFORMATION:

602-953-6200

Macerich.com

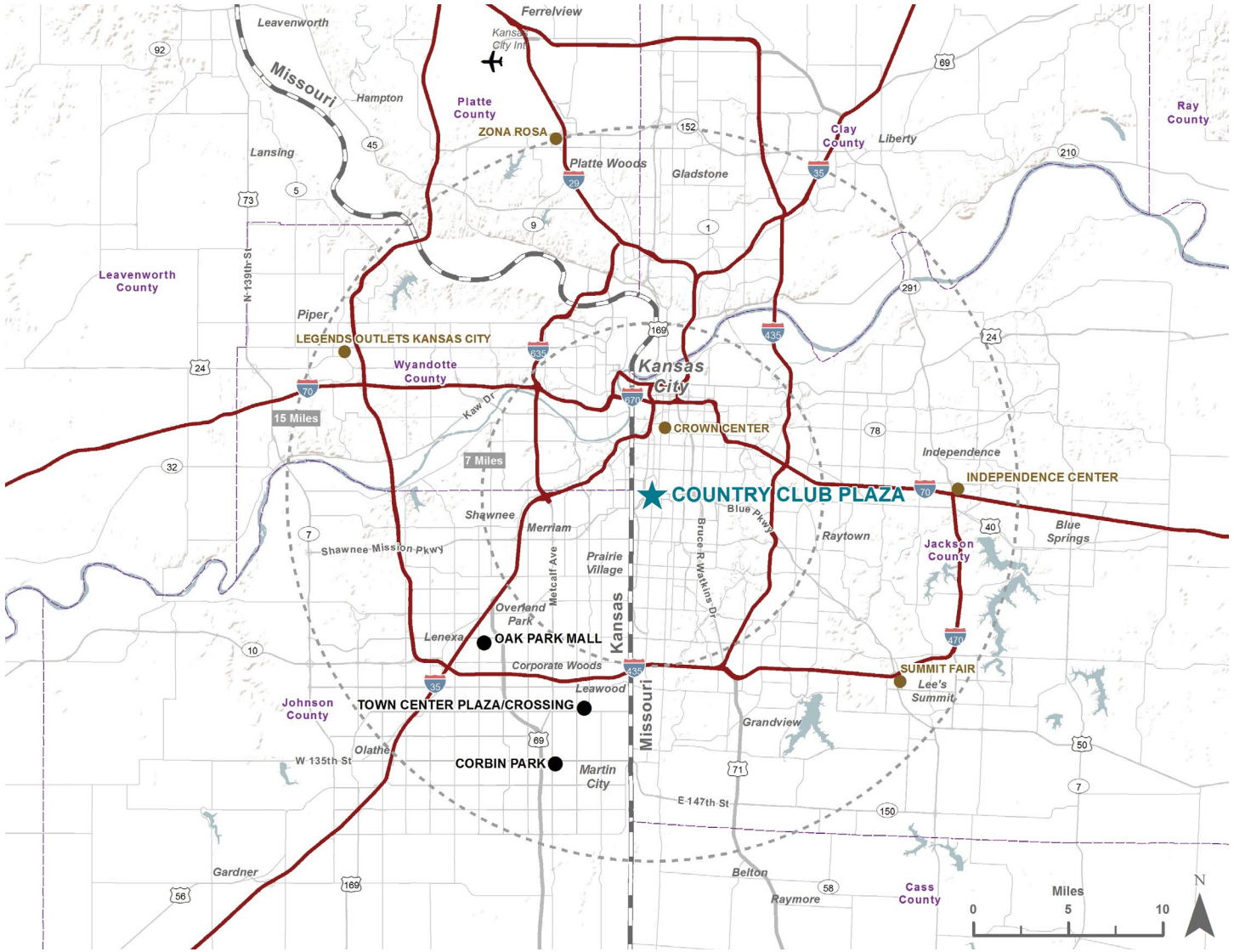


DEMOGRAPHIC SUMMARY

| POPULATION | 15 MILES | AREA DEMOGRAPHICS KANSAS CITY, MO-KS [MSA] | | | SHOPPER PROFILE |
|---------------------------------|-----------|---|-----------|-------|--|
| 2018 Total Population | 1,354,920 | | 2,157,584 | | Scarborough Research Shopped/Visited past 3 months Market/Release: Kansas City, MO 2018 Release 2 |
| 2023 Total Population | 1,418,738 | | 2,259,520 | | |
| 2018-2023 Population Growth | 4.7% | | 4.7% | | |
| HOUSEHOLDS | | | | | |
| 2018 Total Households | 552,806 | | 844,400 | | |
| 2023 Total Households | 578,309 | | 883,065 | | |
| 2018-2023 Household Growth | 4.6% | | 4.6% | | |
| Households with Children | 163,325 | 31.5% | 269,043 | 34.1% | 36.1% |
| INCOME | | | | | |
| Average Household Income | \$82,704 | | \$84,955 | | \$103,286 |
| Median Household Income | \$57,481 | | \$62,196 | | \$87,616 |
| HOUSEHOLD INCOME RANGES | | | | | |
| \$50,000 + | 315,352 | 57.0% | 513,762 | 60.8% | 73.3% |
| \$75,000 + | 214,922 | 38.9% | 356,771 | 42.3% | 57.5% |
| \$100,000 + | 147,423 | 26.7% | 242,336 | 28.7% | 42.6% |
| \$150,000 + | 67,513 | 12.2% | 103,918 | 12.3% | 21.8% |
| AGE | | | | | |
| Median Age | 37.7 | | 37.8 | | 42.4 |
| EDUCATION / OCCUPATION | | | | | |
| Bachelor's Degree Plus | 356,948 | 38.7% | 534,383 | 36.6% | 62.6% |
| White Collar | 444,615 | 65.6% | 697,641 | 64.5% | 80.8% |
| RACE / ETHNICITY | | | | | |
| White | 942,357 | 69.6% | 1,655,593 | 76.7% | 78.0% |
| Black | 235,860 | 17.4% | 270,900 | 12.6% | 13.9% |
| Asian | 51,142 | 3.8% | 63,865 | 3.0% | 3.3% |
| Other Race | 115,264 | 8.5% | 151,516 | 7.0% | 4.8% |
| Hispanic or Latino | 155,189 | 11.5% | 199,732 | 9.3% | 5.6% |
| Not Hispanic or Latino | 1,199,731 | 88.5% | 1,957,852 | 90.7% | 94.4% |
| EMPLOYMENT / DAYTIME POPULATION | | | | | |
| | 1 MILE | | 2 MILE | | 3 MILE |
| Total Businesses | 1,815 | | 3,582 | | 5,540 |
| Total Employees | 39,693 | | 72,950 | | 110,484 |
| Daytime Population | 43,147 | | 95,258 | | 158,507 |

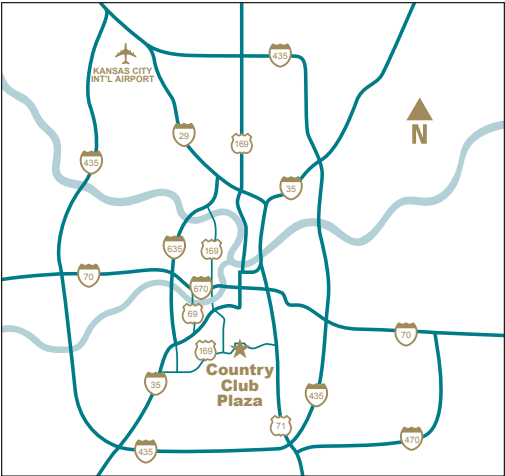
Source: U.S. Census Bureau. ESRI 2018
 Shopper profile based on 2018 Nielsen Scarborough data
 Shopper median age is based on Adults 18+, whereas median age under area demographics includes those of all ages.

TRADE AREA MAP



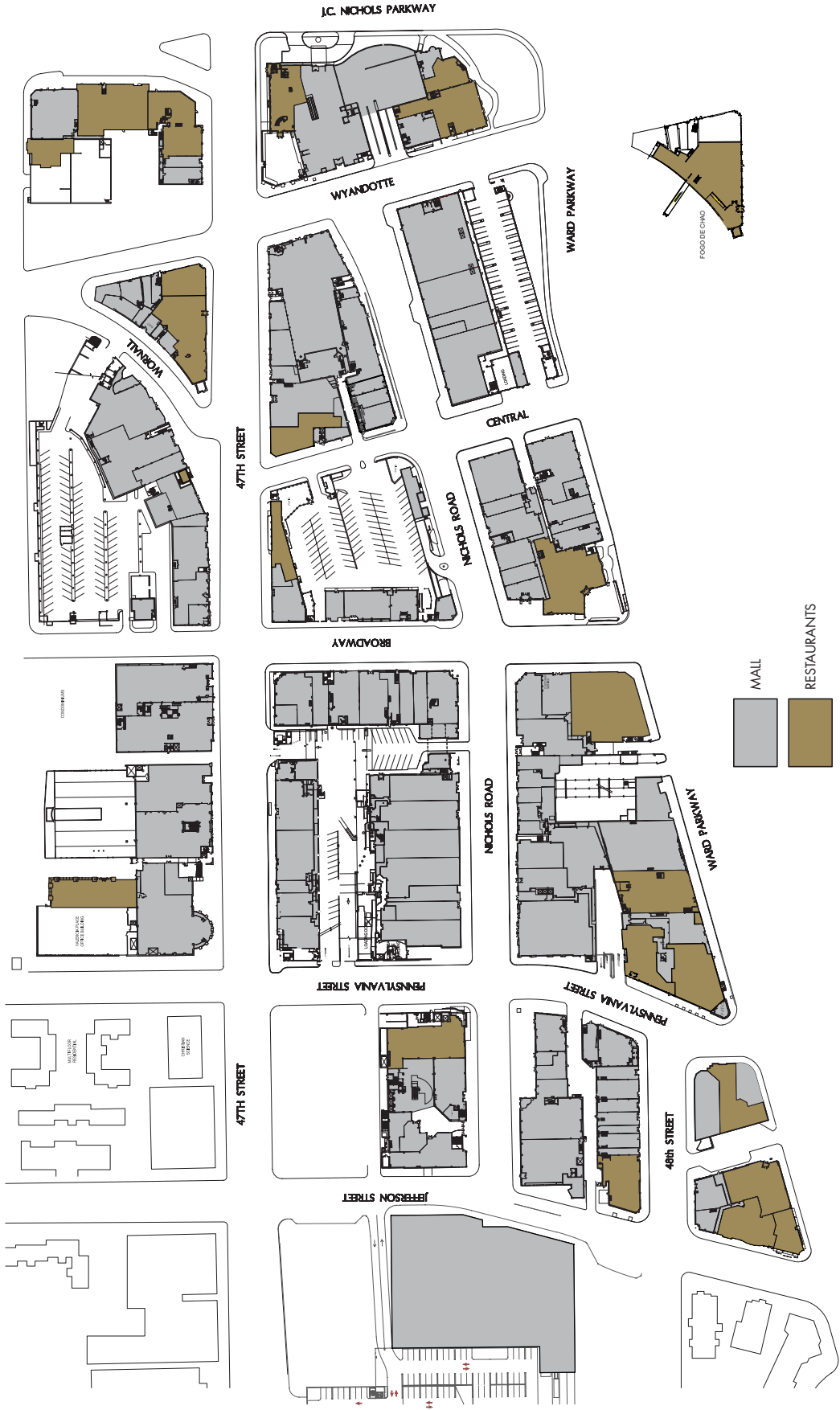
LEGEND

- ★ COUNTRY CLUB PLAZA
- COMPETITIVE CENTERS
- OTHER CENTERS

10% PCW

SITE PLAN



MARKET FACT SHEET

DEVELOPED IN 1922, COUNTRY CLUB PLAZA COVERS MORE THAN 55 ACRES AND OFFERS NEARLY **784,000 SQUARE FEET OF RETAIL SPACE** AND 420,000 SQUARE FEET OF ON-SITE OFFICE SPACE

40,000 OFFICE WORKERS WITHIN BLOCKS OF THE CENTER

15 BLOCKS OF PREMIUM RETAIL, **50 EXCLUSIVE AND 40 LOCAL TENANTS** INCLUDING EXCLUSIVE BOUTIQUES, GOURMET DINING AND CLASS A OFFICE

21 COMPANIES HEADQUARTERED IN KANSAS CITY WITH OVER 1,000 EMPLOYEES SUCH AS SPRINT, HALLMARK, DST SYSTEMS, GARMIN, COMMERCE BANK, WESTAR ENERGY AND BLACK & VEATCH

25 MILLION ANNUAL VISITORS TO KANSAS CITY

CCP IS THE **#1 TOURIST DESTINATION** IN THE KANSAS CITY AREA

PLAZA ART FAIR AND PLAZA LIGHTING CEREMONY DRAW **HUNDREDS OF THOUSANDS OF LOCALS**

“THE PREMIER” FASHION SHOPPING DESTINATION

IN KANSAS CITY AND GREATER MIDWESTERN REGION WITH 40% OF SHOPPERS TRAVELING FROM 50+ MILES AWAY

NEARBY FEEDER MARKETS: OMAHA, WICHITA, DES MOINES, ST. LOUIS, TOPEKA AND TULSA

2,500+ HOTEL ROOMS SURROUND THE CENTER

SERVES THE LOCAL MARKET OF OVER 2 MILLION PEOPLE AND AN EXTENDED DRIVING MARKET OF ANOTHER 3.4 MILLION PEOPLE



WITHIN 2 MILES THERE ARE 6 COLLEGES/UNIVERSITIES WITH A COMBINED **38,000 STUDENTS**

WITHIN 1 MILE, THERE ARE **8 PRIVATE K-12 SCHOOLS** WITH NEARLY 2,700 STUDENTS

LOCATED ADJACENT TO COUNTRY CLUB PLAZA, **ST. LUKE'S HOSPITAL EMPLOYS 7,000** PEOPLE INCLUDING 600 PHYSICIANS, IS AN ELITE HOSPITAL RANKING IN THE **TOP 5% IN THE NATION** AND IS A TEACHING HOSPITAL FOR THE UNIVERSITY OF MISSOURI-KANSAS CITY SCHOOL OF MEDICINE

YEARLY SALES

| | | | | | |
|-----|------|-----|------|-----|-------|
| JAN | 6.5% | MAY | 6.9% | SEP | 9.1% |
| FEB | 5.8% | JUN | 8.1% | OCT | 7.7% |
| MAR | 8.9% | JUL | 7.7% | NOV | 9.0% |
| APR | 6.2% | AUG | 7.1% | DEC | 17.0% |



47TH STREET
SHERATON SUITES
CBIZ
JEFFERSON STREET
NORDSTROM COMING 2020
CINEMARK
URBAN OUTFITTERS
ANTHROPOLOGIE
J.CREW
ZOCALO
GRAM & DUN
THE OLIVER
NICHOLS ROAD
O'DOWD'S LITTLE DUBLIN
BRIO
URBAN OUTFITTERS
O'DOWD'S LITTLE DUBLIN
J.CREW
GRAM & DUN
THE OLIVER

ST. LUKE'S HOSPITAL
OFFICE BUILDING
MCCORMICK & SCHMICK'S
BANANA REPUBLIC
H&M
OLD NAVY
BARNES & NOBLE
WEST ELM
SEPHORA
LULULEMON
VICTORIA'S SECRET
HOGSHEAD
TRUE FOOD KITCHEN
KONA GRILL
THE CAPITAL GRILLE
KATE SPADE
WARBY PARKER
TIFFANY & CO
SEASONS 52
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OFFICE BUILDING
COACH
TOMMY BAHAMA
NORTH FACE
CHICO'S
SHAKE SHACK
TIVOLI
LULULEMON
KATE SPADE
WARBY PARKER
TIFFANY & CO
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THE CHEESECAKE FACTORY
P.F. CHANG'S
FIORELLA'S JACK STACK
NIKE
APPLE
THE OLIVER
THE OLIVER