



WS

GILFORD, NH

LAKE SHORE  
MARKETPLACE



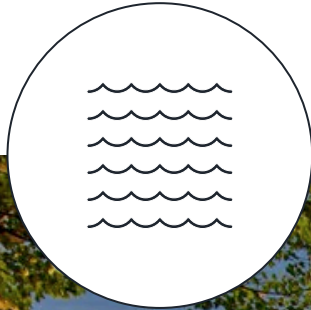
## Unmatched convenience in the lakes region

Nestled in the heart of New Hampshire's beautiful Lakes Region, Lake Shore Marketplace in Gilford is just minutes away from the shore of Lake Winnepesaukee, the area's most popular tourist destination. Gilford and nearby towns including Laconia and Meredith comprise an affluent community of seasonal residents and tourists for whom Lake Shore Marketplace is the neighborhood retail hub.

Located on the area's main retail thoroughfare and anchored by HomeGoods, Petco and Walmart, Lake Shore is a true one-stop shopping experience. With the nearest regional mall located more than 25 miles away, it's the only place to easily stock up on essentials. Local shoppers are accustomed to driving longer distances to get what they need, and therefore take full advantage of other offerings once they've made the trip.

**#1 MOST VISITED**  
community shopping center  
within 15 miles

Source: Placer.ai, 2023



# Lake home away from home

The Lakes Region boasts 273 lakes and ponds, but Lake Winnepesaukee remains the primary point of interest. Tourists flock to the numerous towns dotting Winnepesaukee’s shores in every season, as do the many part-time residents whose million dollar vacation houses populate this idyllic area. During peak vacation weeks, the population swells to 180,000, and \$526 million is spent here during the summer months.

## YEAR-ROUND RECREATION

From skiing at Gunstock Resort to sunbathing at Weirs Beach, there’s always a reason to visit the Lakes Region. During Laconia Motorcycle Week, held annually in June, activity in the area reaches a high point. No matter the event or season, Gilford is close to the action, and Lake Shore Marketplace enjoys steady traffic as a result.

Nearly  
**115,000**  
full-time residents

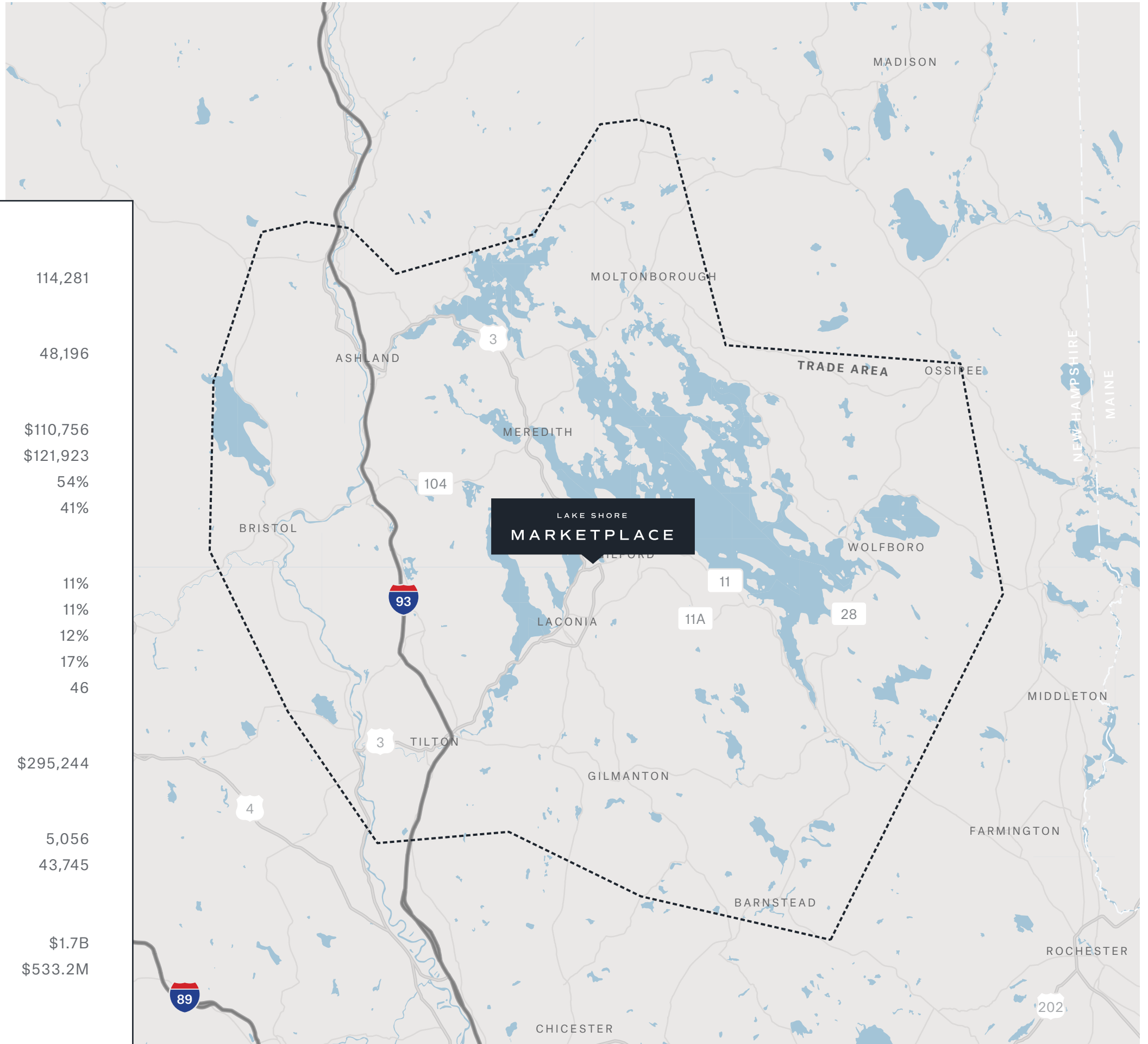
**OVER 40%**  
of homes are non-primary



# Trade Area Demographics

<b>POPULATION</b>		
Estimated		114,281
<b>HOUSEHOLDS</b>		
Estimated		48,196
<b>HOUSEHOLD INCOME</b>		
Estimated Average Household Income		\$110,756
Projected Average Household Income (2028)		\$121,923
Household Income \$75K+		54%
Household Income \$100K+		41%
<b>AGE</b>		
25 - 34		11%
35 - 44		11%
45 - 54		12%
55 - 64		17%
Estimated Median Age		46
<b>MEDIAN HOME VALUE</b>		
Owner-Occupied		\$295,244
<b>DAYTIME POPULATION</b>		
Number of Businesses		5,056
Number of Employees		43,745
<b>TOTAL ANNUAL CONSUMER EXPENDITURE</b>		
Retail		\$1.7B
Food & Beverage		\$533.2M

Source: SitesUSA, 2023 census data estimates



# Area Retail

## AREA RETAIL

Lakes Region Plaza  
*Gilford, NH*

Belknap Mall  
*Belmont, NH*

Tanger Outlets Tilton  
*Tilton, NH*

Steeplegate Mall  
*Concord, NH*

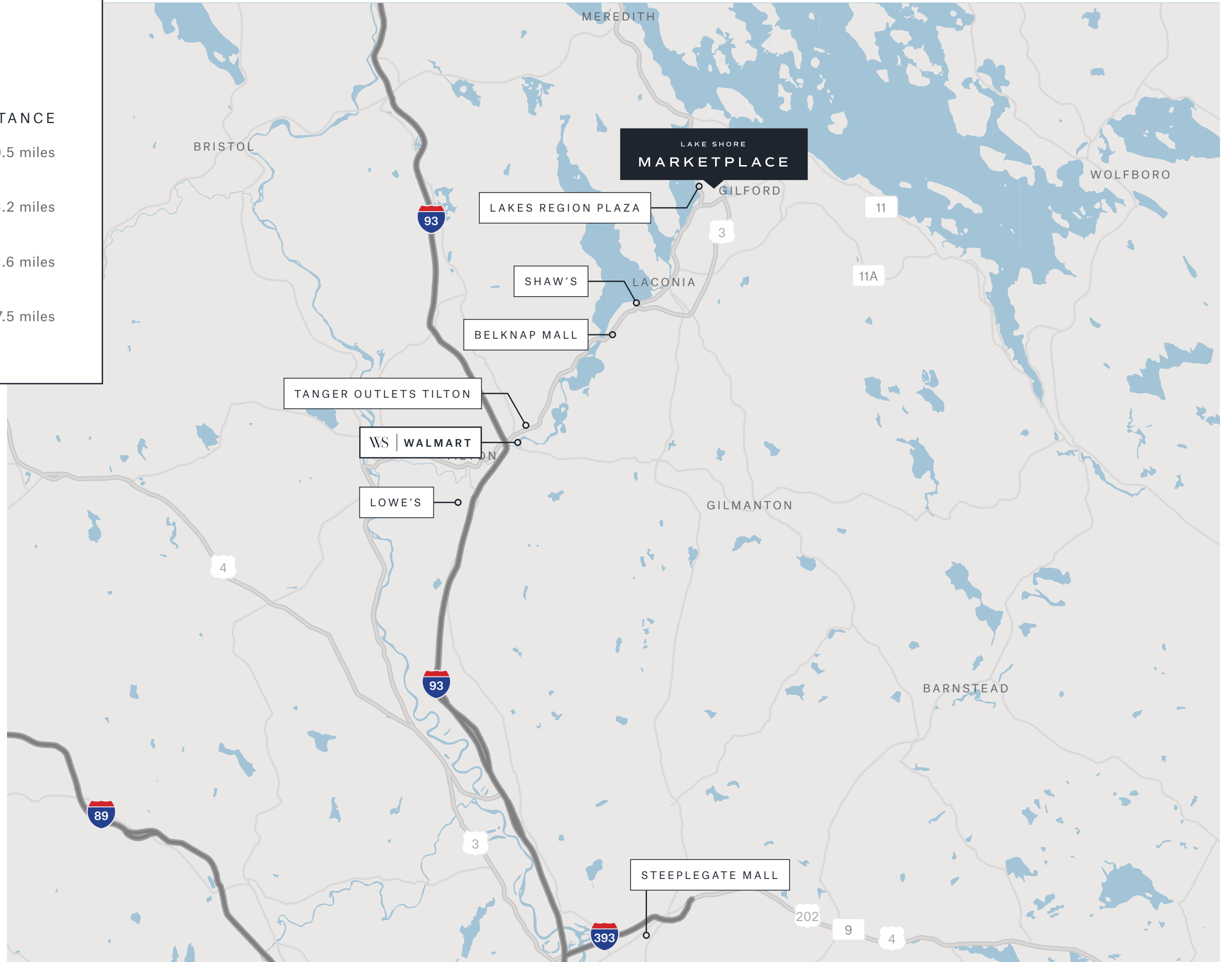
## DISTANCE

0.5 miles

5.2 miles

12.6 miles

27.5 miles



# Location & Access

222,000 total square feet





# WS

Massachusetts-based WS Development is a mixed-use developer with a singular mission: creating places people want to be. With an approach that values art, science, innovation and, above all else, people, WS strives to engage each community it serves with best-in-class experiences, designed with our customers, tenants and partners in mind.

Established in 1990, WS is one of few vertically-integrated real estate companies that conceptualizes, owns, operates and leases more than 100 properties that range from cutting-edge urban spaces to lifestyle and community centers. With over 22 million square feet of existing space and an additional nine million square feet under development, it is one of the largest privately-owned development firms in the country.

Thank you

Leasing Information

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