

CHERRYVALE MALL

CherryVale Mall is anchored by Macy's and JCPenney, and features a collection of national, regional and local brands including Barnes & Noble, H&M, Victoria's Secret, Pandora, American Eagle and Bath & Body Works. CherryVale Mall also features an upscale lifestyle center called The District, which features ASHA SalonSpa, Lane Bryant & Cacique, Chico's, and Talbots. Dine at El Vallarta, an upscale Mexican restaurant, where the cuisine has an emphasis on



110
Total Stores

3,036,221
ANNUAL VISITS (2023 EST.)

850,253
Total Center Sq. Ft.

340,714
TOTAL TRADE AREA (2023
EST.)

TRADE AREA FACTS

- ✓ Rockford is the largest city in Illinois outside of the Chicago metropolitan area, and is conveniently located just 65 miles northwest of Chicago's O'Hare Airport.
- ✓ The aerospace industry has a very large presence in the Rockford area with over 100 companies making products that contribute to the aerospace industry, and two Tier 1 aerospace suppliers.
- ✓ There are 50% more engineers per capita in the Rockford area than the U.S. average.
- ✓ A 4th major hospital has now opened in Rockford, further expanding Rockford's position as a regional medical center. At present time there are over 12,000 people employed in the healthcare industry.
- ✓ The Rockford area is a sports mecca, with a newly expanded state-of-the-art sports facilities making the Rockford area the premier sports center in the Midwest, hosting dozens of large sports tournaments throughout the year.
- ✓ The State of Illinois recently passed a new law that will allow for the development of a new casino 1.5 miles north of CherryVale Mall.

CHERRYVALE MALL

FEATURED STORES

H&M, Rogers & Hollands Jewelers, Foot Locker, Rugged CowboyBarnes & Noble, JCPenney, Macy's, Tilt and Tilted Ten



Demographics (2023)

POPULATION TRENDS	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TOTAL TRADE AREA
2023 ESTIMATE	120,005	220,709	340,714
2028 PROJECTION	120,852	224,005	344,857
2023 DAYTIME POPULATION	125,753	232,820	358,573
AVERAGE HH INCOME	\$61,765	\$85,299	\$73,532
MEDIAN AGE	36.8	38.9	37.8