



CHAMPLAIN CENTRE



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Positioned between the Adirondack Mountains and Lake Champlain, Champlain Centre is the primary retail destination in the North Country attracting both domestic and Canadian traffic.

U.S. Trade Area Population

435,967

Average HH Income

\$98,471

2021 Total Sales

\$100.4 million

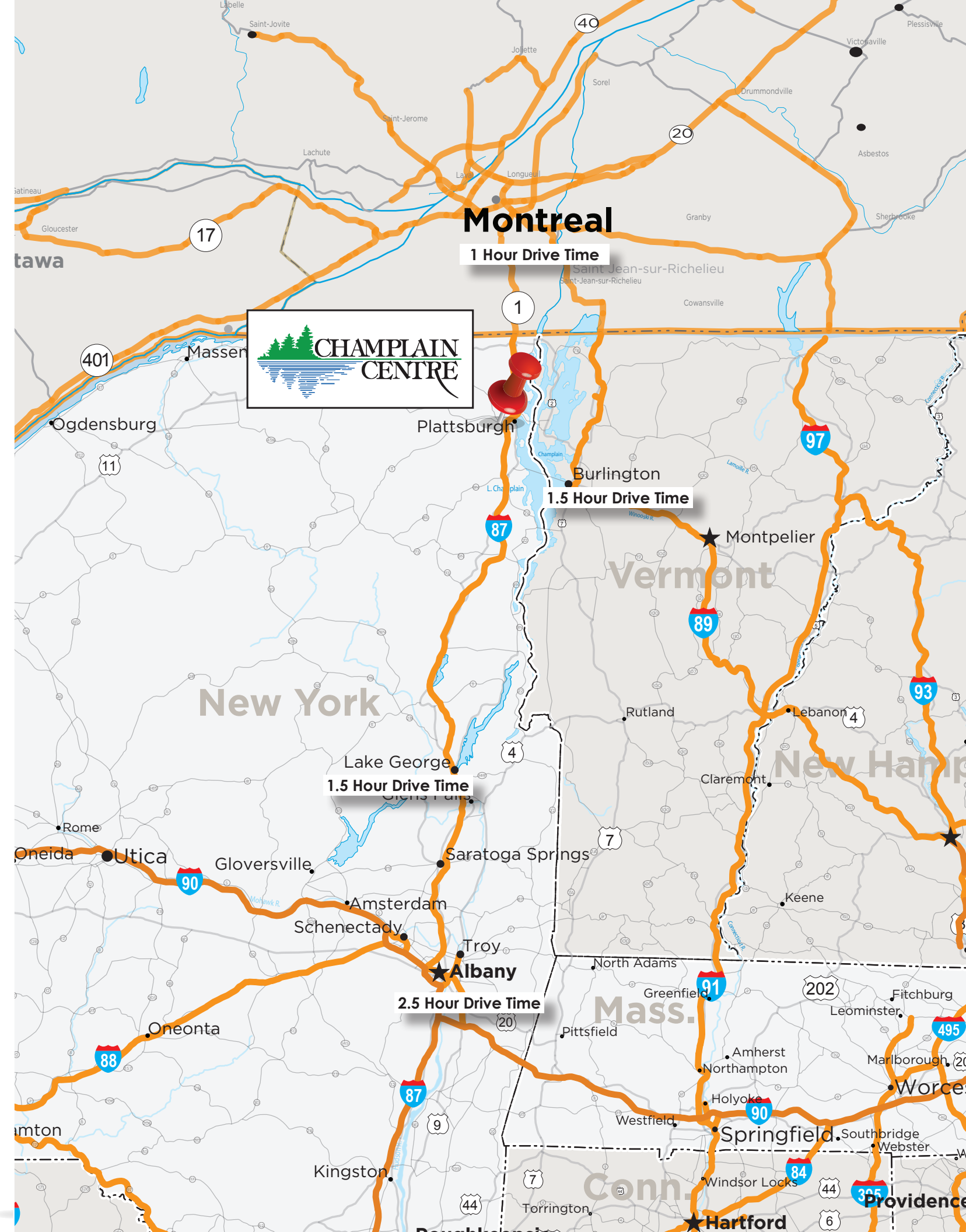
Total GLA

610,565 sf



LAKE CHAMPLAIN

CHAMPLAIN CENTRE 2



GREAT ACCESSIBILITY FROM EVERY DIRECTION

Over 76,780 cars pass the center daily.



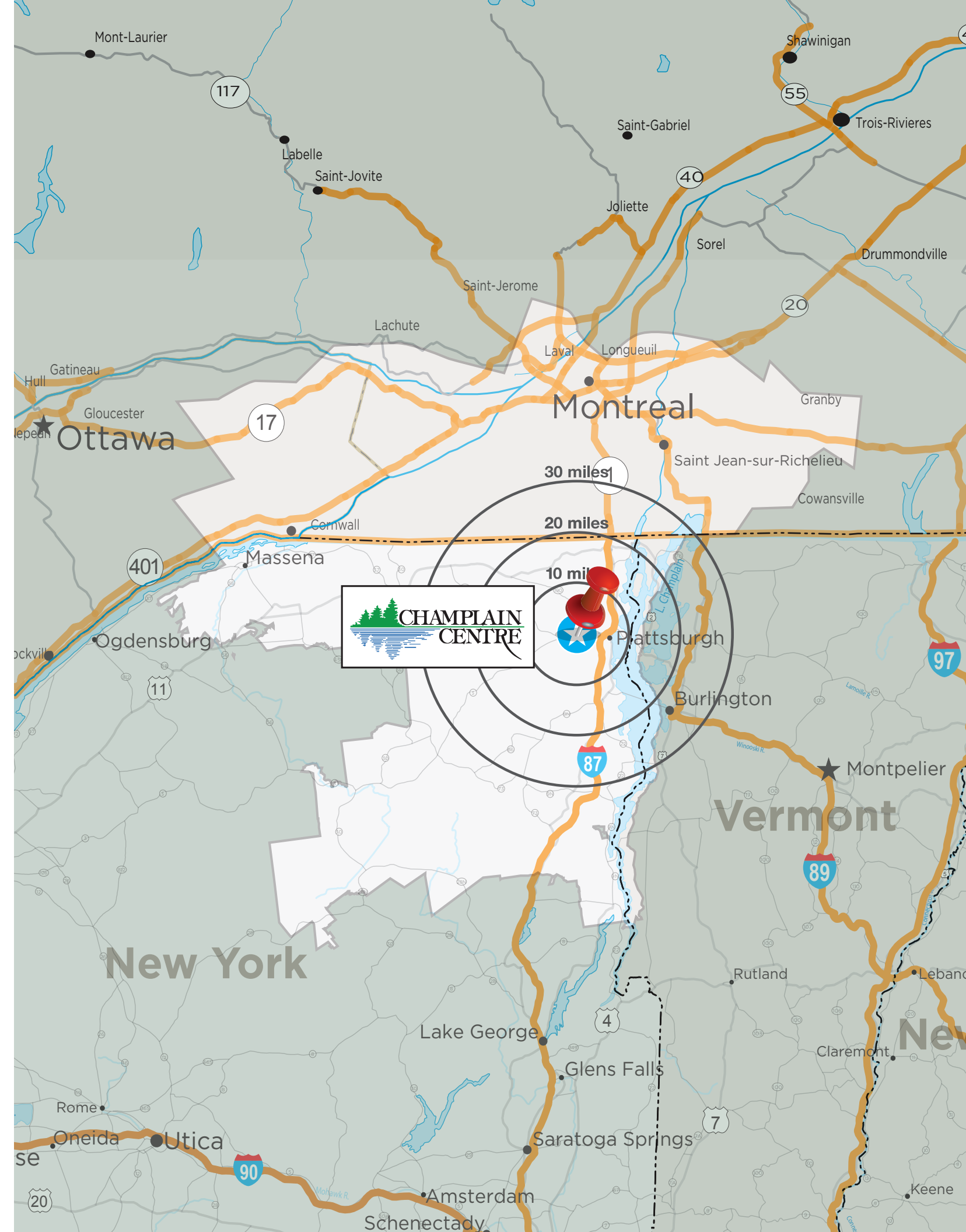
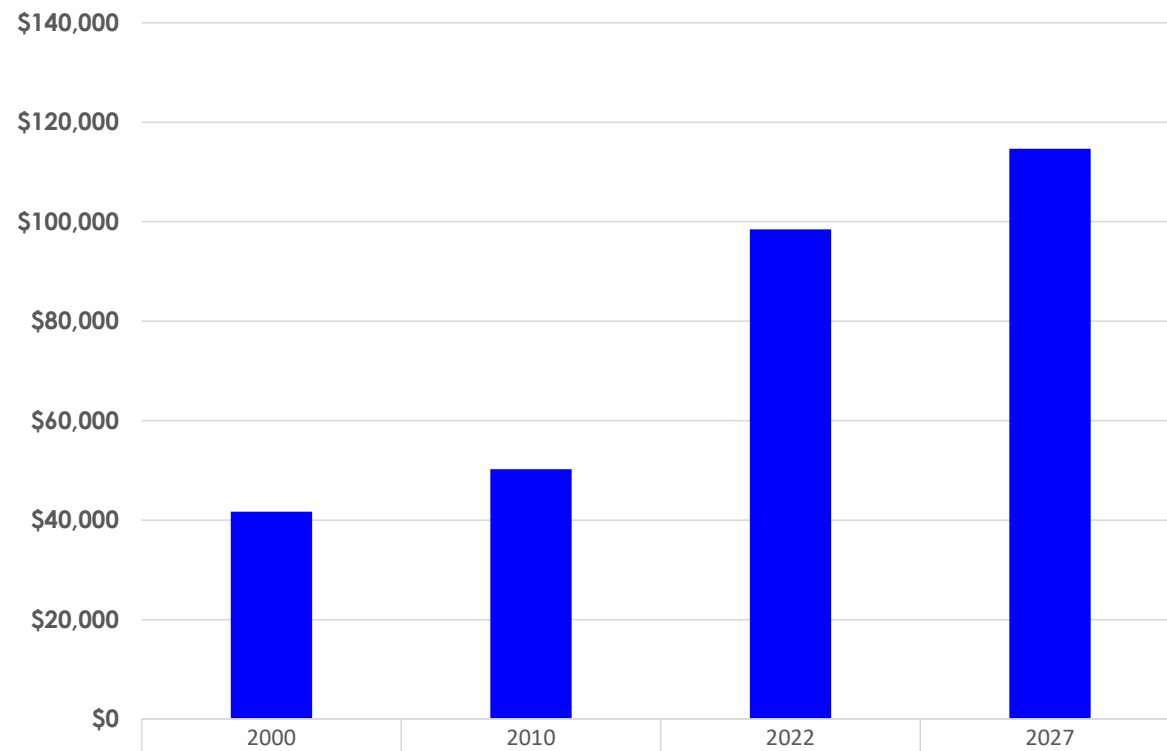
TRADE AREA

Champlain Centre dominates the North Country with a trade area of 2.8 million extending east into Vermont and north into Canada.

	10 miles	20 miles	30 miles	U.S. Trade Area	Total Trade Area (w. Canada)
Population	52,415	120,871	287,391	435,967	2,817,562
Households	22,262	49,817	118,482	180,050	1,526,269
Avg HH Income	\$86,344	\$97,128	\$103,965	\$98,471	\$92,595
HH Income > \$75k	43.8%	50.0%	51.7%	49.1%	--
HH Income > \$100k	29.2%	34.7%	37.4%	35.3%	--
Total Businesses	2,247	4,306	12,814	18,757	--
Daytime Employment	32,362	54,145	168,092	228,782	1,530,114

Since 2000, Champlain's trade area has seen an 136.1% increase in household income and an additional increase of 16.5% projected by the year 2027.

AVERAGE HOUSEHOLD INCOME



STRONG TENANT MIX

A dynamic retail, dining and entertainment experience.



KOHL'S

KAY
JEWELERS

AMERICAN EAGLE

DSW



THE CHILDREN'S
PLACE

JCPenney

OLD NAVY

TORRID

five
BELOW

Bath&BodyWorks

ZALES
THE DIAMOND STORE

HOBBY LOBBY
Super Savings. Super Selection!

maurices

SPENCER'S

SEPHORA
inside jcpenny



CHAMPLAIN CENTRE 5

ACTIVATING OUR SOCIAL SPACE

Marketing events drive hundreds of people to the center on a daily basis and extend dwell time.

Fashion shows, beauty pageants and charitable events are just a few examples of the hundreds of programs that take place within the social space of Champlain Centre.

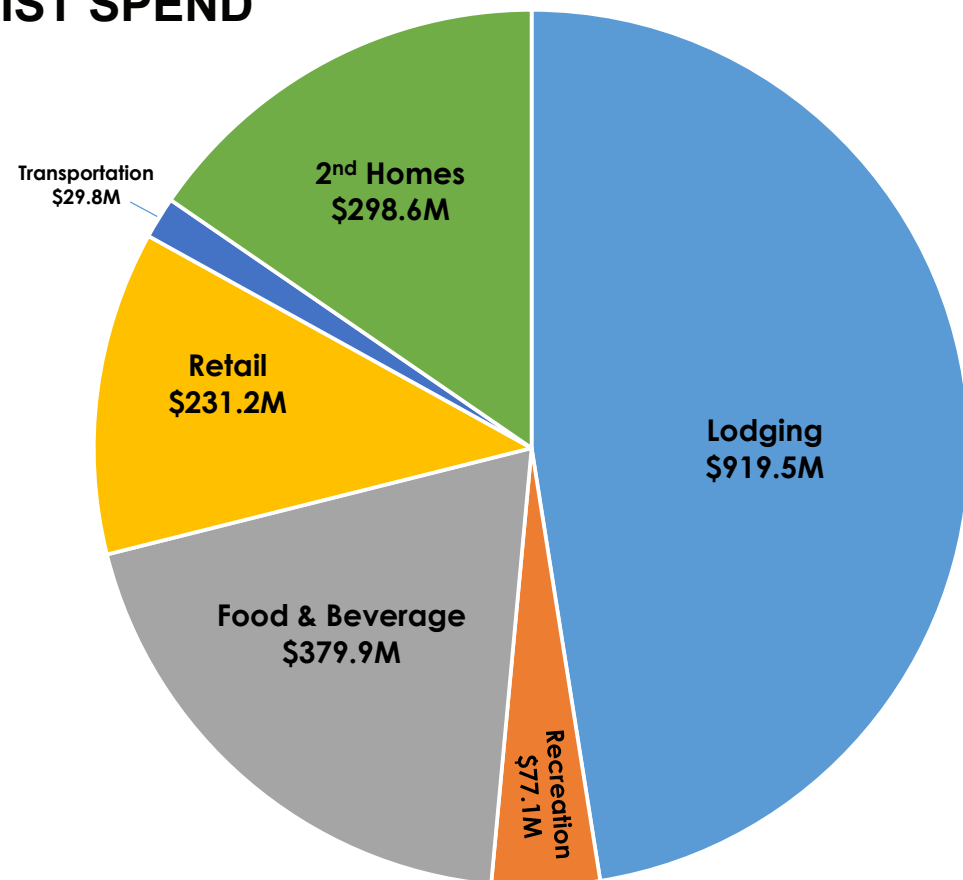


TRAFFIC GENERATORS

More than 14 million annual visitors to the Adirondack Region generated nearly \$2 billion in retail and tourism spending in 2021.

- The region offers several attractions for the whole family including Adirondack State Park, Whiteface Mountain, Lake Champlain, Wild Center, Airborne Speedway, Battle of Plattsburgh Re-Enactment, Ausable Chasm, six major bass fishing tournaments and the Adirondack Wine Trail
- Over 10,000 college students from SUNY Plattsburgh and Clinton Community College reside within 10 miles of Champlain Centre
- SUNY Plattsburgh generates an economic impact of more than \$307 million
- SUNY Plattsburgh offers students shuttle service to and from Champlain Centre every 30 minutes

2021 TOURIST SPEND



#27 ON BASSMASTER
MAGAZINE'S
LIST OF THE TOP 100 BASS
FISHING LAKES IN THE U.S.



CANADIAN IMPACT

Located just one hour from Montreal, QC, Champlain Centre draws a strong Canadian segment of shoppers looking for brands not available in Canada.

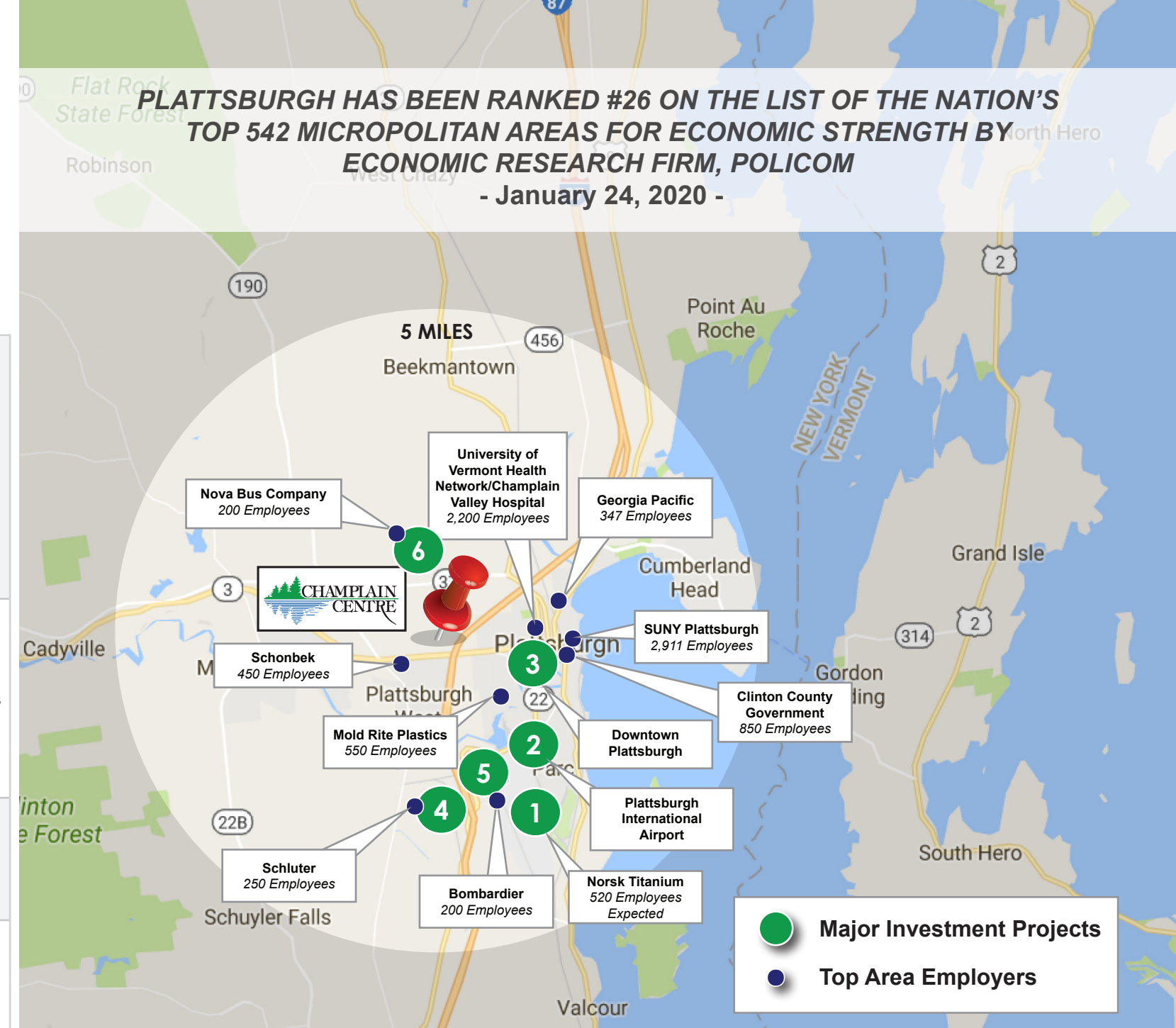
- The Champlain-Rouses Point border crossing is the 2nd most heavily trafficked northern border crossing in the United States and 3rd for bus passengers (*Bureau of Transportation Statistics, July 2022*)
- Shopping in the U.S. allows Canadians to avoid provincial sales and federal goods and services taxes - which normally add 15% to purchases made in Canada



MARKET GROWTH

\$1.1 billion in investments are being made in Plattsburgh, creating hundreds of new jobs.

<p>1. Norsk Titanium</p>	<ul style="list-style-type: none"> In January 2021, Norsk announced the production deliveries of new Boeing 787 Dreamliner components to Leonardo's Aerostructures Division based in Italy. \$1 billion investment in operations over the next 10 years Norsk landed a contract with Airbus in June 2019 for the qualification and serial production of the first parts to be manufactured utilizing wire-based Direct Energy Deposition additive manufacturing Created 520 new advanced manufacturing and high-tech jobs as well as 385 associated jobs across the state
<p>2. Plattsburgh International Airport</p>	<ul style="list-style-type: none"> Opened a new U.S. Customs Inspection Station in November 2019; the facility will allow CBP to clear a wide range of aircraft including commercial, general aviation and military Tripled the size of the current airport to accommodate nearly 310,000 enplanements by 2030 Reconstruction of the airport's runway was completed in October 2021. Full project cost was \$12.5 million.
<p>3. Mold Rite</p>	<ul style="list-style-type: none"> Company was purchased September 2021 by Clearlake Capital Group New ownership will enable them to grow at an even faster rate COVID-19 created an increase in demand for PPE products Added 50 new employees and new equipment
<p>4. Downtown Plattsburgh</p>	<ul style="list-style-type: none"> Plattsburgh awarded \$10 million by New York State as part of the Downtown Revitalization Initiative in the North Country In 2021, the City of Plattsburgh started work on a \$40 million water infrastructure project and completed \$300,000 in beach improvements
<p>5. Bombardier/Alstom</p>	<ul style="list-style-type: none"> Signed a deal with the New Jersey Transit worth \$699 million with a possible production value of \$3.6 billion August 2020 completed work on the first driverless BOMBARDIER INNOVIA Metro 300 trains ordered for Kelana Jaya Light Rail Transit (LRT) line in Kuala Lumpur Alstom received an additional order of 25 rail cars to New Jersey Transit, on top of the original order of 113 multi-level rail cars in February 2022.
<p>6. Nova Bus</p>	<ul style="list-style-type: none"> In February 2022, Nova Bus was awarded the largest contract for LFSe+ zero emission, electric buses to date in the U.S. METRO ordered 40 buses to meet their mission of having 100 percent zero-emission buses by 2030 in Houston, TX NovaBus recently announced a contract with the city of Honolulu for 35 buses that will be assembled in Plattsburgh between 2023 and 2025.



Plattsburgh's Top Employers:



HOUSING GROWTH

According to Realtor.com, in July 2022, the median list price of homes in Plattsburgh was **\$229.9K** - up 13.8% over last year . The median sale price was **\$231.9K**.

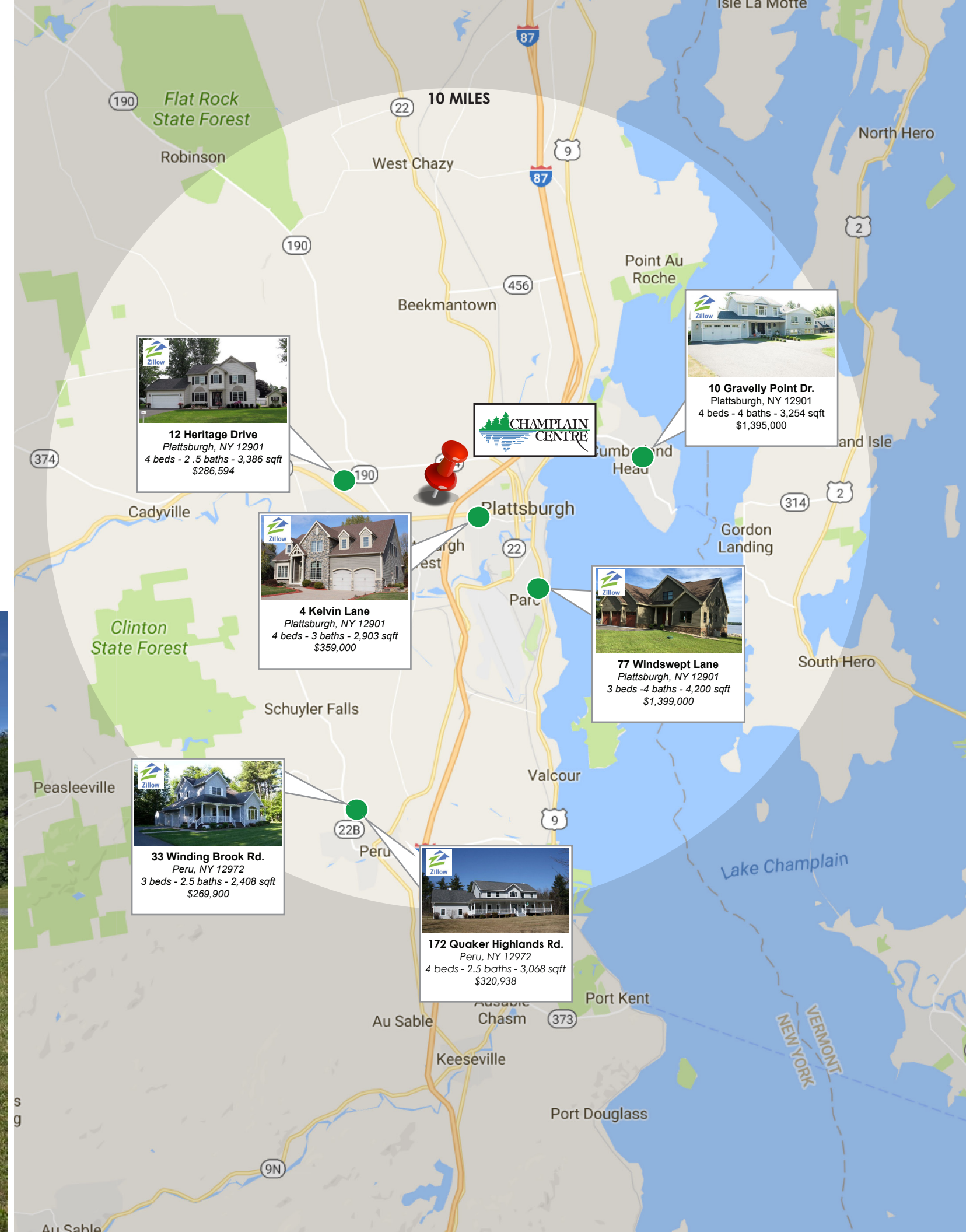
22,262 households within 10 miles of Champlain Centre.

Two new housing complexes, Atlas Heights at \$13.1 million and Northwoods at \$24 million, are under construction near the mall.

Seasonal/second homes in the Adirondack Region generate sales of nearly \$300 million.



LAKE CHAMPLAIN SEASONAL HOME



AREA LODGING

981 hotel rooms surround Champlain Centre within a 1 mile radius.

- Exit 37 is a strategic location on I-87 for travelers between the U.S. and Canada.
- Travelers to Clinton County spent over \$53.8 million on lodging in 2021.
- In addition to national hotel brands, there are over 1,200 campgrounds and RV sites within 10 miles of the centre.



NEW LOOK & FEEL

Interior and exterior common area improvements have been made to give Champlain Centre a whole new look and feel.

- Decorative lighting and ceiling fixtures
- New paint and column treatments
- Comfortable soft seating areas
- Food Court upgrades
- Fresh interior and exterior landscaping
- Redesigned wayfinding and exterior facade signage



NEW SOFT SEATING AREAS



NEW PAINT & SIGNAGE



ARTIST RENDERING
PROPOSED EXTERIOR ENHANCEMENTS

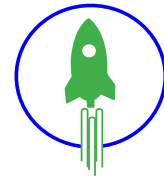
PYRAMID LAUNCH PAD

Unparalleled **FREE** onsite marketing and advertising support over 90 days to help propel your brand to its biggest and best grand opening ever.

PROGRAM ELEMENTS



Countdown Phase
30 Days Prior to Opening
Awareness; Building Excitement



Launch Phase
30 Days Grand Opening
Driving Traffic & Sales



Rocket Booster Phase
\$7,500 in **FREE** Onsite Digital Advertising 30 Days Post Opening
Maximizing Results

**NOW OPEN AT
CHAMPLAIN CENTRE!**



STRONG TRAFFIC TO CHAMPLAIN CENTRE!

Year-over-year visitor traffic to Champlain Centre continues to exceed pre-pandemic levels! And we expect this to keep climbing.

WEEKLY VISIT TRENDS - PLACER.AI
January 2019 - September 2022

