



# GALLERIA AT CRYSTAL RUN







COLD OR FLU?  
VISIT OUR  
Urgent Care  
Center  
OPEN

five  
BELOW

Bath & Works

clothes

ZALES

ZALES

JAZZ

ADDITIONAL  
25% OFF  
ON FOOTWEAR

Time  
Central



# GALLERIA AT CRYSTAL RUN

Conveniently positioned to serve a dense market in one of New York State's fastest growing counties.

Trade Area Population

**1.5 million**

Avg HH Income

**\$129,160**

Total Sales

**\$202.8 million**

Total GLA

**1.2 million sf**





# CONVENIENT ACCESS FROM ALL MAJOR ROADWAYS

Over 128,000 cars pass the center daily.









# STRONG TENANT MIX

A dynamic retail, dining and entertainment experience.

## Top National Brands

PANDORA

FOREVER 21

HOLLISTER

DSW

KAY  
JEWELERS

H&M

VICTORIA'S  
SECRET

five  
BELOW

AMERICAN EAGLE

JD

BUILD-A-BEAR  
WORKSHOP

aerie

rue21

LOVISA

## Department & Big Box

★ macy's

JCPenney



DICK'S  
SPORTING GOODS

## Dining, Entertainment & Fitness

AMC  
THEATRES

BOWLING & AMUSEMENT  
ROUND1



urbanAir  
ADVENTURE PARK



110 Grill

FUJI

GALLERIA AT CRYSTAL RUN 6





# NEW OPENINGS

Over the last few years, several stores have opened, expanded or remodeled at Galleria at Crystal Run.

## 2018/2019

110 Grill  
Bath & Body/White Barn (Remodel)  
Cinnabon  
Five Below  
Gold's Gym  
Scotch Bonnet  
Tranquility Spa  
Wendy's

## 2020

Aerie  
JD Sports  
Urban Air

## 2021

Genji Japan

## 2022

Against All Odds (Expansion)  
BoxLunch  
Rue21  
Lovisa

## 2023

Dick's Sporting Goods (Remodel)  
Goldland Jewelers



RUE21



ROUND 1



URBAN AIR



LOVISA



BOXLUNCH



110 GRILL



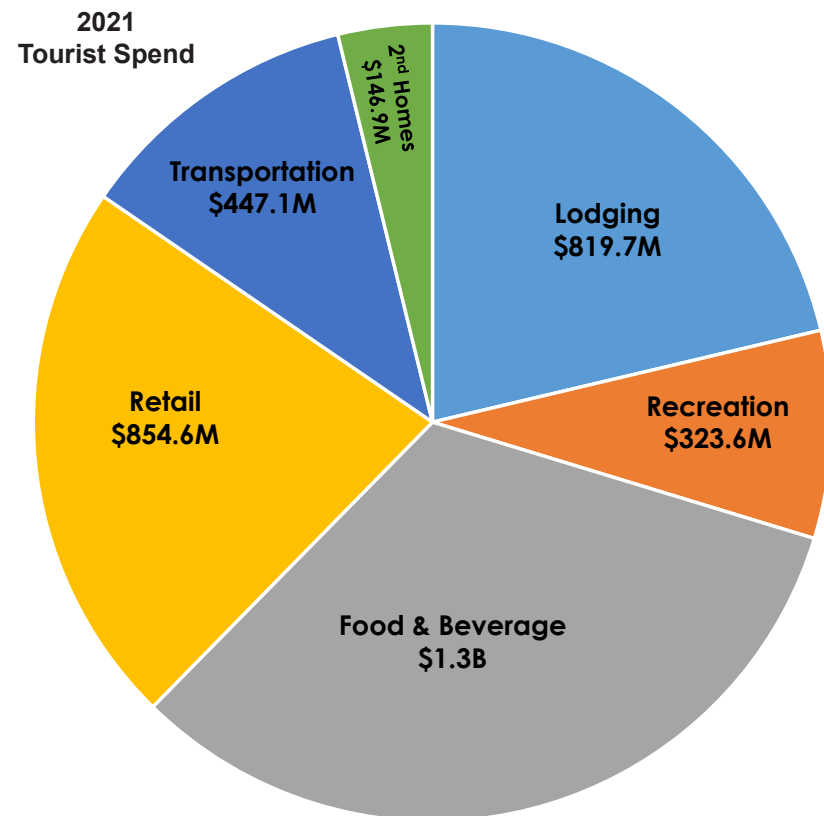
BILLY BEEZ



# TRAFFIC GENERATORS

This New York City bedroom community is home to some of the region's biggest attractions.

- West Point's economic impact on the region totals over \$350 million from payroll, local spending and visitor spending. Over 4,300 cadets enrolled each year.
- The Hudson Valley region generated \$3.8 billion in direct traveler spending in 2021
- Other traffic generators include:
  - Bethel Woods Performing Arts Center - Home of the original Woodstock Festival
  - SUNY Orange - 3,841 students currently enrolled
  - Legoland New York - Opened July 2021. The 500 acre theme park welcomed nearly 1 million visitors in 2022 and employs 1,100 people. A waterpark has also been announced coming summer 2023.



Source: Tourism Economics, August 2022

GALLERIA AT CRYSTAL RUN 8





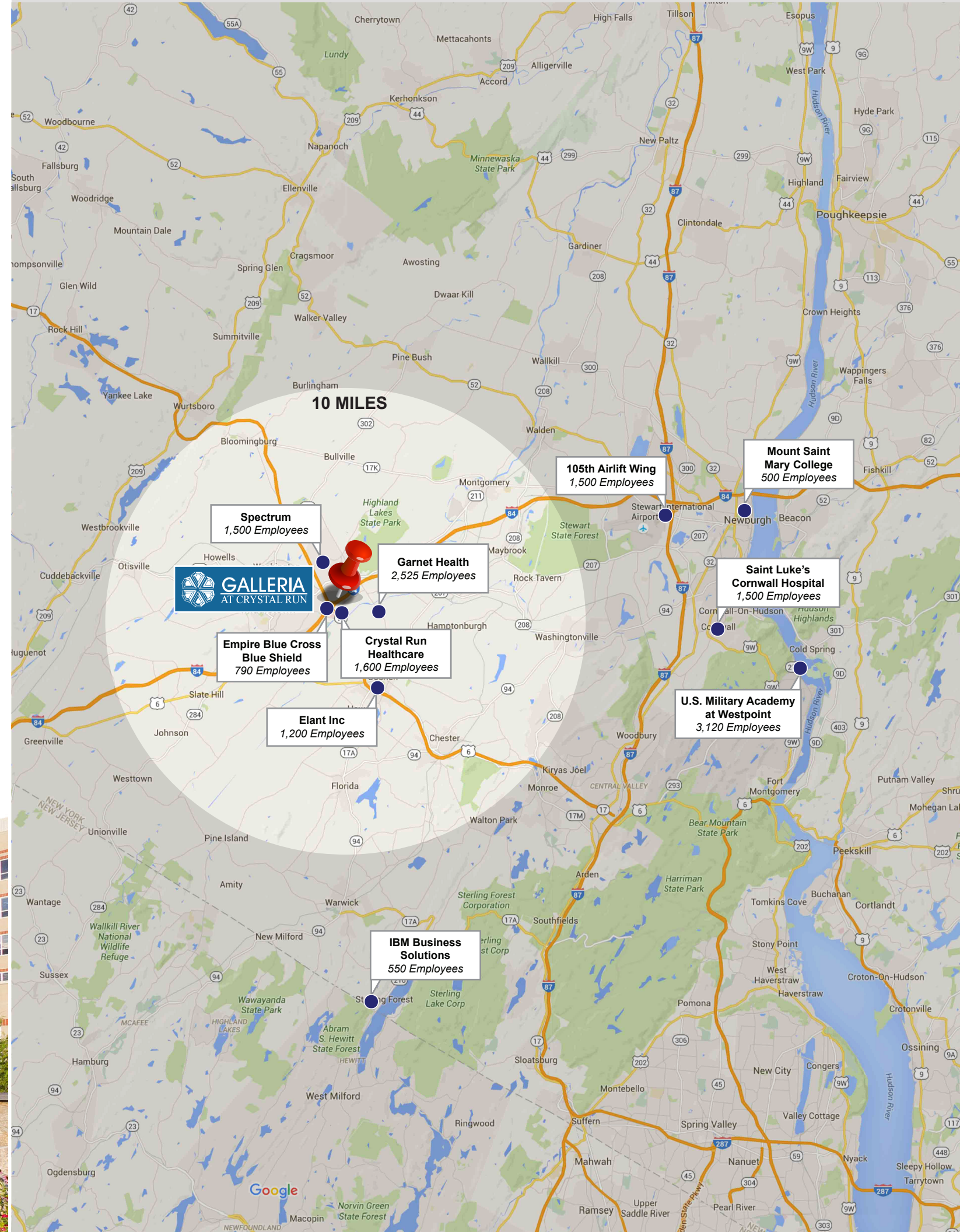




# TOP 10 EMPLOYERS

Over 65,993 people work within 10 miles of Galleria at Crystal Run.

The healthcare industry is booming in Orange County and three of the largest medical facilities are right at Galleria at Crystal Run's doorstep.

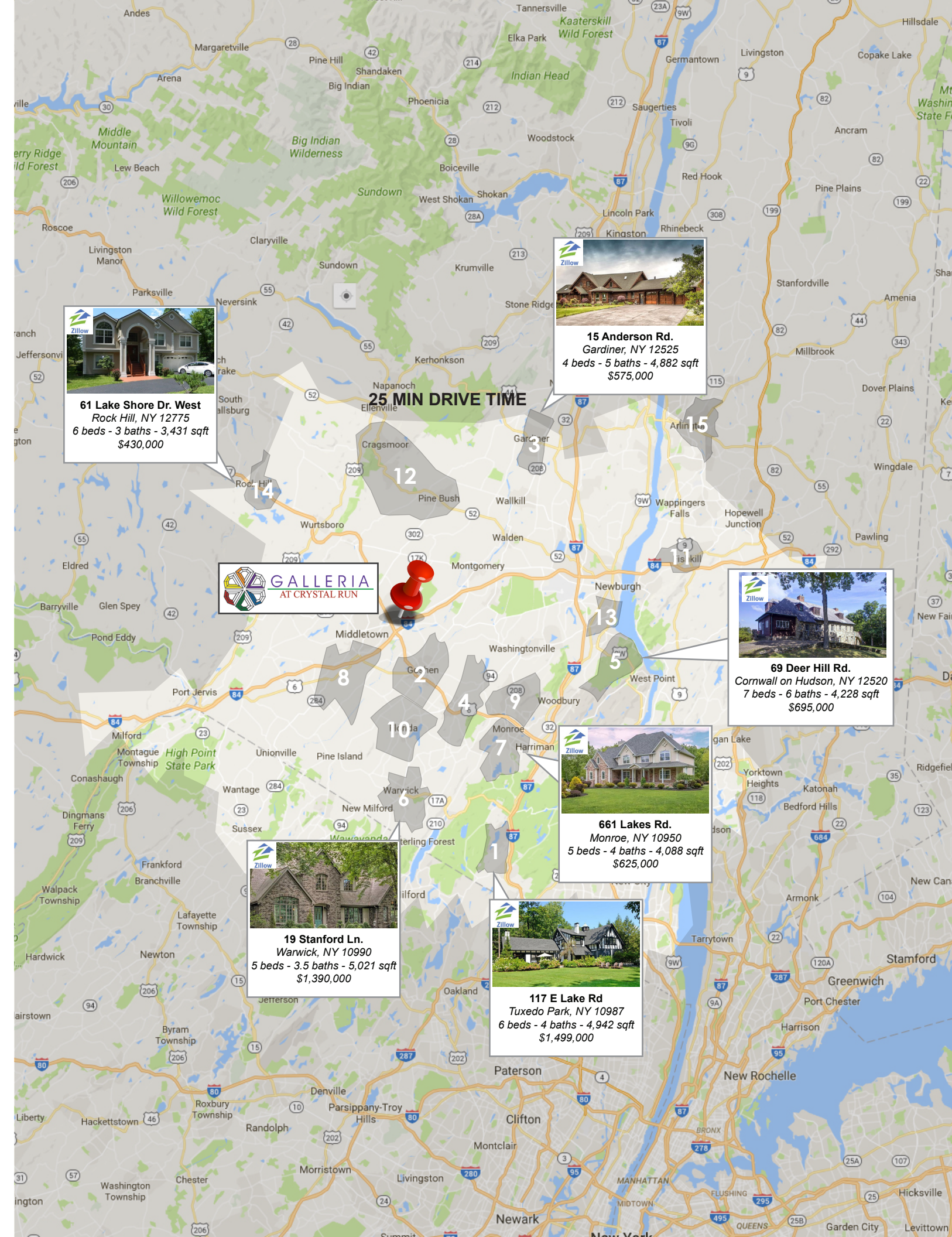




# WEALTHIEST NEIGHBORHOODS

15 of the wealthiest neighborhoods in Orange County are within a 45 minute drive of Galleria at Crystal Run.

| Town                    | Avg HH Income | Home Sale Price | Drive Time |
|-------------------------|---------------|-----------------|------------|
| 1. Tuxedo Park          | \$191,927     | \$1,000,000     | 38 min     |
| 2. Goshen               | \$151,357     | \$589,000       | 11 min     |
| 3. Gardiner             | \$128,073     | \$549,000       | 42 min     |
| 4. Chester              | \$138,603     | \$524,900       | 16 min     |
| 5. Cornwall-on-Hudson   | \$141,142     | \$499,900       | 40 min     |
| 6. Warwick              | \$150,558     | \$499,000       | 27 min     |
| 7. Monroe               | \$117,734     | \$462,000       | 21 min     |
| 8. Waywayanda           | \$128,596     | \$424,950       | 15 min     |
| 9. S. Blooming Grove    | \$132,100     | \$409,500       | 22 min     |
| 10. Florida             | \$127,433     | \$399,900       | 18 min     |
| 11. Fishkill            | \$118,286     | \$399,900       | 41 min     |
| 12. Cragsmoor/Pine Bush | \$91,102      | \$398,000       | 32 min     |
| 13. New Windsor         | \$122,870     | \$377,000       | 34 min     |
| 14. Rock Hill           | \$122,366     | \$354,000       | 26 min     |
| 15. Arlington           | \$86,438      | \$275,000       | 45 min     |





# ACTIVATING OUR SOCIAL SPACE

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

Fashion shows, celebrity appearances, job fairs and charitable events are just a few examples of the hundreds of programs that take place within the social space of Galleria at Crystal Run.



TYKES TUESDAY  
JUNGLE DAVE MAGIC SHOW



MALLOWEEN  
2,000 IN ATTENDANCE

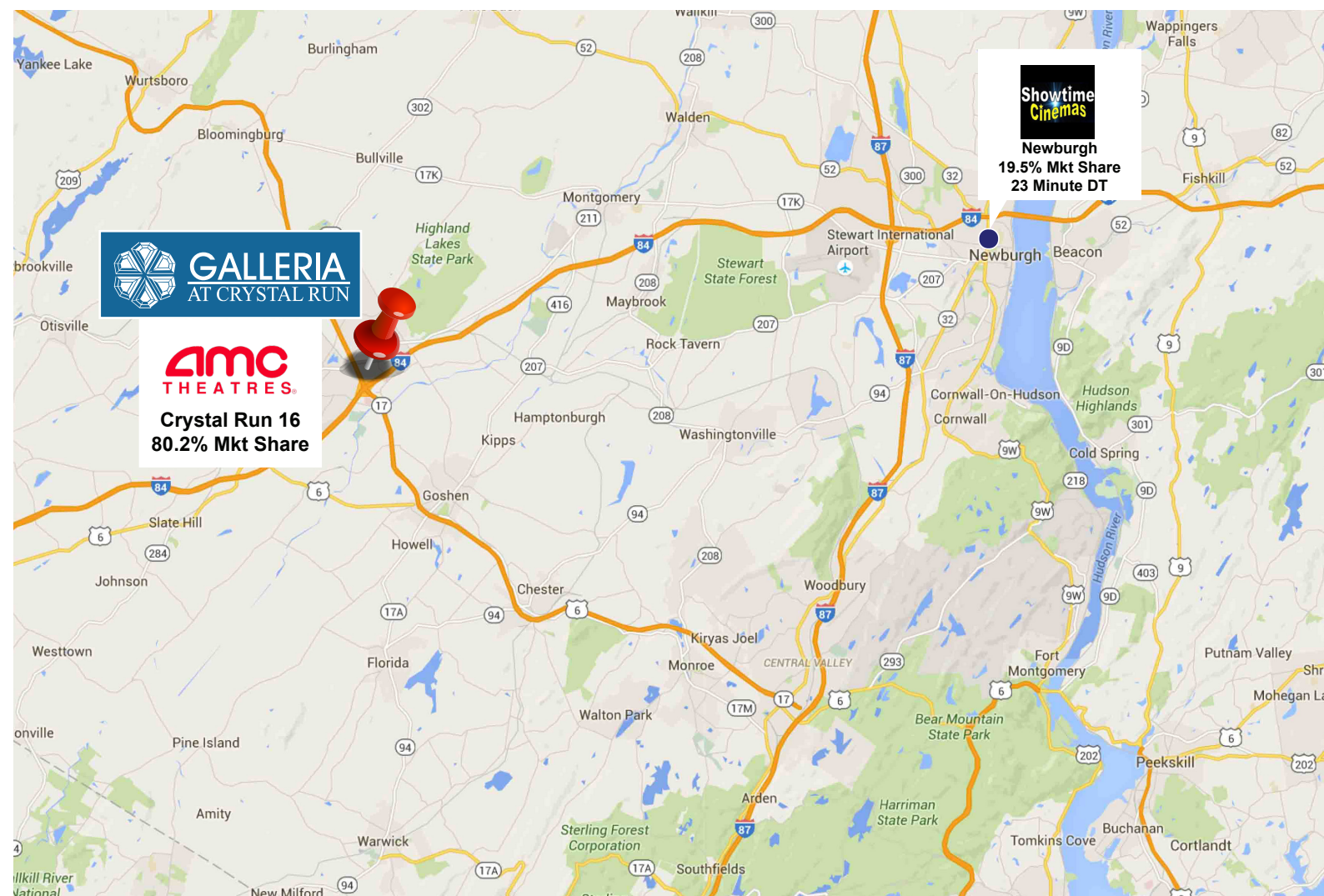


# AMC THEATER ENHANCEMENT

Since the multi-million dollar renovation, market share has increased 12.5%.

Enhancements include:

- Completely renovated auditoriums
- Modernized concessions
- Common area improvements

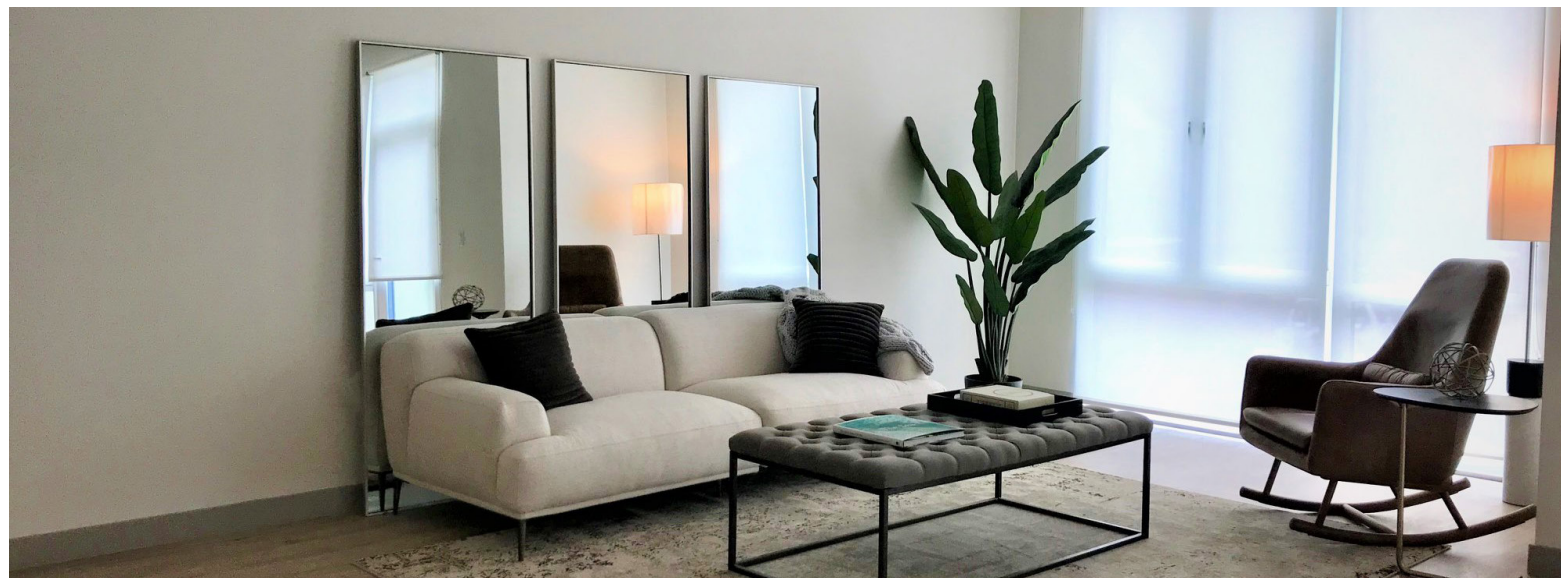




# AN EXCITING EVOLUTION

*Shop. Dine. Play. And Soon...LIVE!*

Galleria at Crystal Run is excited to announce two new projects that will bring the property to the next level. First, a \$40 million, 224-unit market rate apartment complex that will offer first-class amenities including state-of-the-art fixtures, a dog park, an outdoor recreation and community space, underground parking as well as a pedestrian crossing connecting to the main mall entrance on Galleria Drive.





# AND STAY!

A 132-room hotel will offer amenities including a 24-hour business center, indoor pool and fitness center.





# A NEW LOOK AND FEEL

Interior and exterior improvements have been made.

- Exterior entrance renovations
- All new common area tile
- Fresh paint scheme
- Decorative lighting
- Comfortable soft seating areas
- Food Court enhancements
- Elevator upgrades

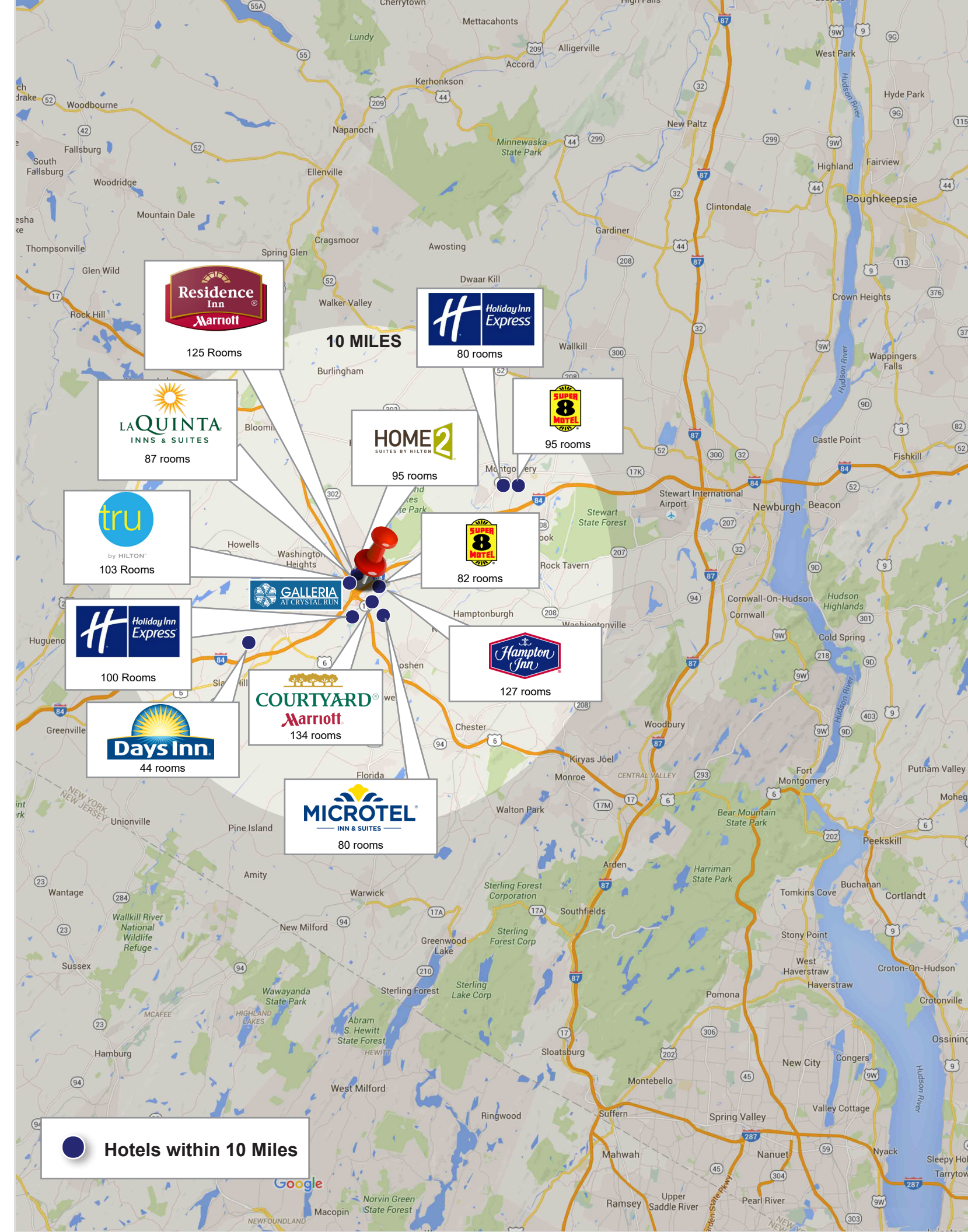




# AREA LODGING

Travelers spent \$123 million on lodging in Orange County in 2021.

Rooms within 10 miles  
**1,375**





# 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.

NOW OPEN AT  
CRYSTAL RUN!

## PROGRAM ELEMENTS



**Countdown Phase**  
*30 Days Prior to Opening*  
*Awareness; Building Excitement*



**Launch Phase**  
*30 Days Grand Opening*  
*Driving Traffic & Sales*



**Rocket Booster Phase**  
*\$13,500 in FREE Onsite Digital Advertising*  
*30 Days Post Opening*  
*Maximizing Results*





# STRONG TRAFFIC TO GALLERIA AT CRYSTAL RUN!

WEEKLY VISIT TRENDS - PLACER.AI  
January - April  
2023 / 2022 / 2021

