



H&M



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PALISADES CENTER

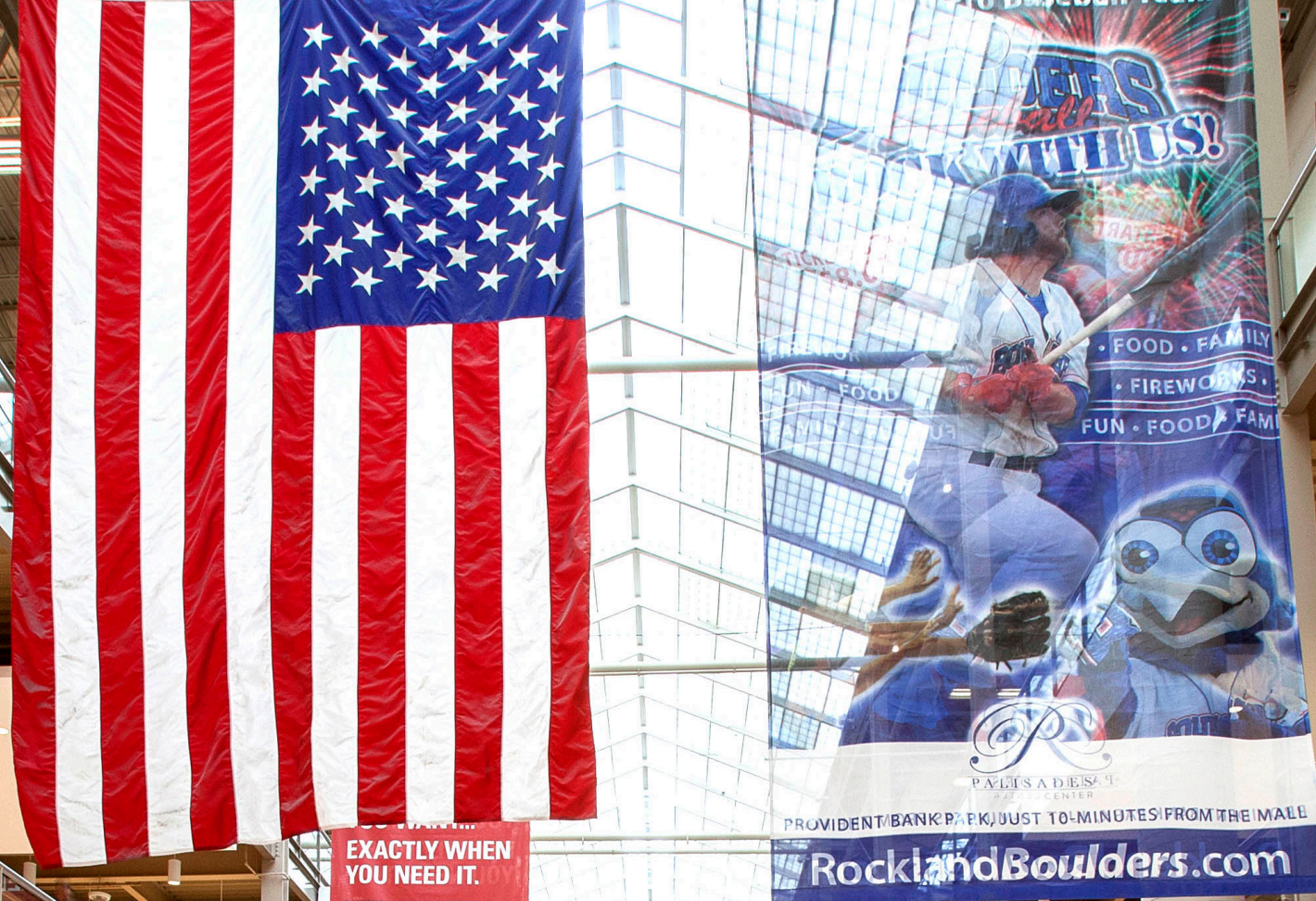


Goldman Sachs

GOLDMAN SACH'S TOP 10 MALLS

1. WESTFIELD CENTURY CITY LOS ANGELES, CA
2. AVENTURA MALL AVENTURA, FL
3. WESTFIELD VALLEY FAIR SANTA CLARA, CA
4. THE MALL AT SHORT HILLS SHORT HILLS, NJ
5. FASHION SHOW LAS VEGAS, NV
6. BAL HARBOUR SHOPS BAL HARBOUR, FL
7. FORUM SHOPS AT CAESARS LAS VEGAS, NV
8. ALA MOANA CENTER HONOLULU, HI
9. PALISADES CENTER WEST NYACK, NY
10. QUEENS CENTER ELMHURST, NY

Goldman Sachs released its list of the top 100 malls in the U.S. with rankings based on variety of factors including population density, entertainment & dining options, recent renovations, minimum income levels, number of stores within the mall, sales per square foot.



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BEST SHOPPING MALL IN NEW YORK STATE!
INSIDER
April 2018

Pinnacle Awards
2019 PINNACLE AWARD WINNER FOR ADVANCING TOURISM IN ROCKLAND COUNTY
May 2019

 **2019 ROCKLAND BUSINESS ASSOCIATION GREEN COUNCIL AWARD WINNER FOR TRANSPORTATION IMPROVEMENT**
May 2019 **PALISADES CENTER 3**

PALISADES CENTER

Located just 18 miles north of New York City, Palisades Center serves one of the most densely populated and wealthiest trade areas in the U.S.

One of the largest and most productive shopping centers in the country.

Trade Area Population

9.8 million

Average HH Income

\$143,298

Total Sales

\$515 million

Total GLA

2.2 million sf



UNMATCHED ACCESS, VISIBILITY & EXPOSURE

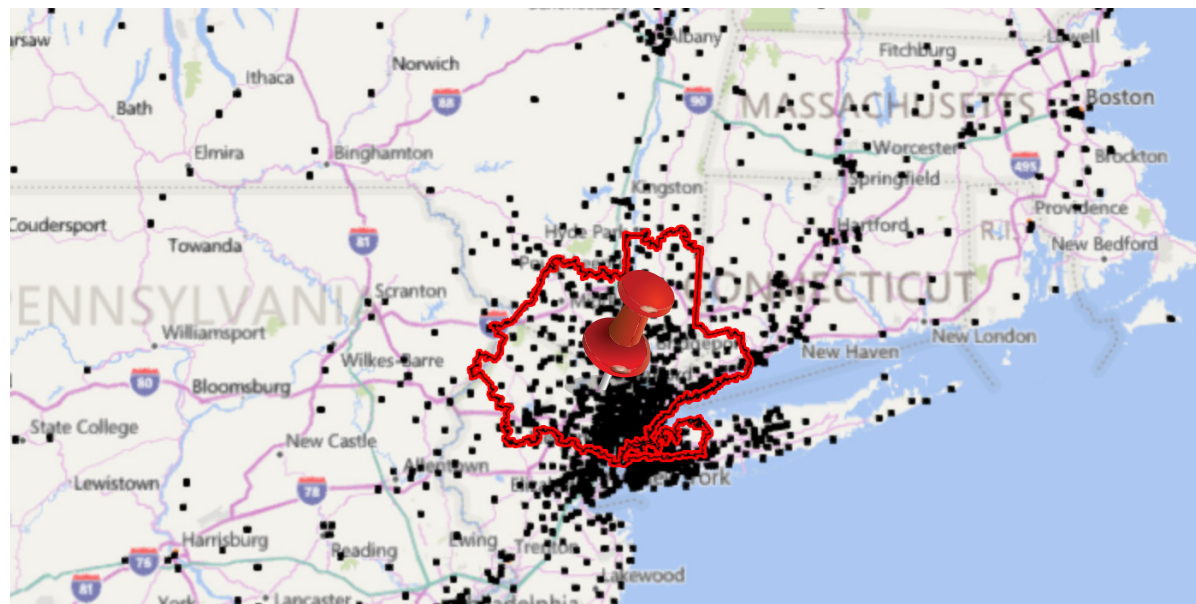
Located directly on the NYS Thruway with over 204,290 cars passing daily.



TRADE AREA

Palisades Center, strategically positioned within the #1 MSA in the U.S., is the 3rd largest retail destination in New York State, and the 12th largest in the country.

Approximately 9.8 million people live within Palisades Center's trade area.



Free WiFi ZIP Codes, collected at the mall, support the Palisades Trade Area and shows the wide catchment area visitors travel from.

WiFi User Zip Codes from more than 20 Miles Away

56%

WiFi User Zip Codes from Outside Rockland County

76%

WiFi User Zip Codes from Outside New York State

28%

WiFi User Zip Codes from New Jersey

20%

According to American Express Consumer Insights, \$60.5 million is spent by American Express cardmembers from outside Rockland County.



	10 miles	20 miles	30 miles	Trade Area
Population	654,240	4,600,356	11,957,599	9,761,395
Households	215,105	1,646,368	4,548,806	3,707,108
Avg HH Income	\$182,113	\$125,204	\$138,129	\$143,298
HH Income > 75k	71.4%	51.7%	56.0%	57.7%
HH Income > 100k	61.9%	40.9%	45.2%	47.0%
Total Businesses	28,386	148,936	468,422	404,607
Daytime Employment	312,774	1,631,531	5,700,774	4,735,389

VISITOR PROFILES

Palisades Center attracts a wide range of visitors while the core shoppers are female ages 25-44.

Regional Visitors

- 60 of Palisades Center's tenants are unique to the market resulting in regional shoppers traveling over an hour to shop.

Destination Visitors

- Palisades Center is a day trip destination for shopping, dining and entertainment with increases during school breaks, back to school and holiday shopping.

Tourists

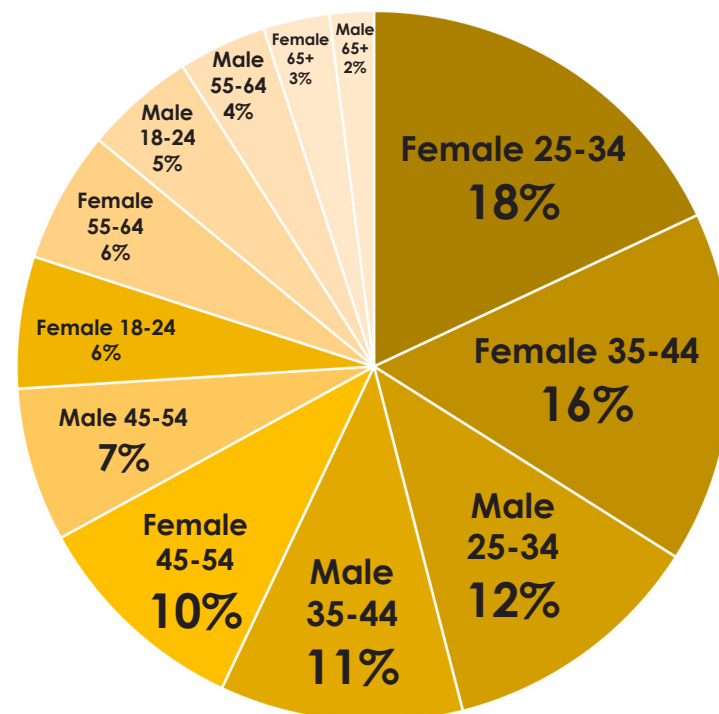
- In 2021, tourists spent nearly \$296 million on recreation, food & beverage and retail in Rockland County.

University Students, Family and Alumni

- University students in the market represent higher income demographics and are some of Palisades Center's best shoppers.

Bus Tour Groups

- Bus tour operators from across the country check in each month bringing thousands of additional shoppers to Palisades Center each year.



PalisadesCenter.com visitors by age



UNIQUE TENANT MIX

A dynamic retail, dining and entertainment experience.

Top Retail Brands



Department & Big Box Retail



Exciting Dining & Entertainment



Coming Soon



PALISADES CENTER 8



EXCITING NEW OPENINGS

Over the last five years, several new stores have opened at Palisades Center, adding to the already stellar tenant mix.

2019

Bath & Body Works/
White Barn Candle (Exp)
Blu Alehouse
Caribbean Quizine
Charlotte Russe
Newbury Comics
Tesla Superchargers

2020

7-Eleven
Aerie
Auntie Anne's
BRIDGES
Pepper Palace

2021

Carter's
Great American Cookies
OFFLINE by Aerie

2022

Active Physical Therapy
ClimbZone
Frozen D Lite
Gong Cha
Joseph Jacob Jewelers
Kong Dog
Lovisa
Master Wok
Miniso
Picanha Brazilian Steakhouse
Red Crab Juicy Seafood
Time Mission

2023

Golfzon Social
Showcase

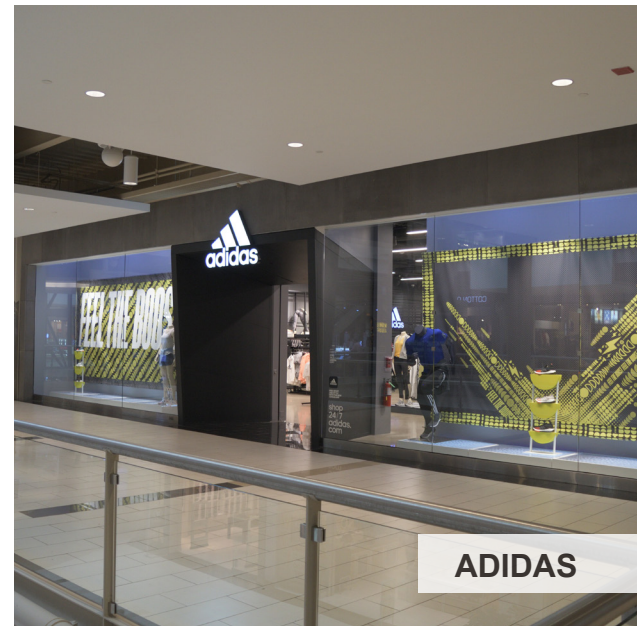
Coming Soon
Brothers BBQ
Doc Popcorn/Dippin' Dots
GNC
Gyuzo Japanese BBQ
Immersive Gamebox
Starbucks
Urban Outfitters



AERIE



RED CRAB JUICY SEAFOOD



ADIDAS



CLIMBZONE



ARDENE



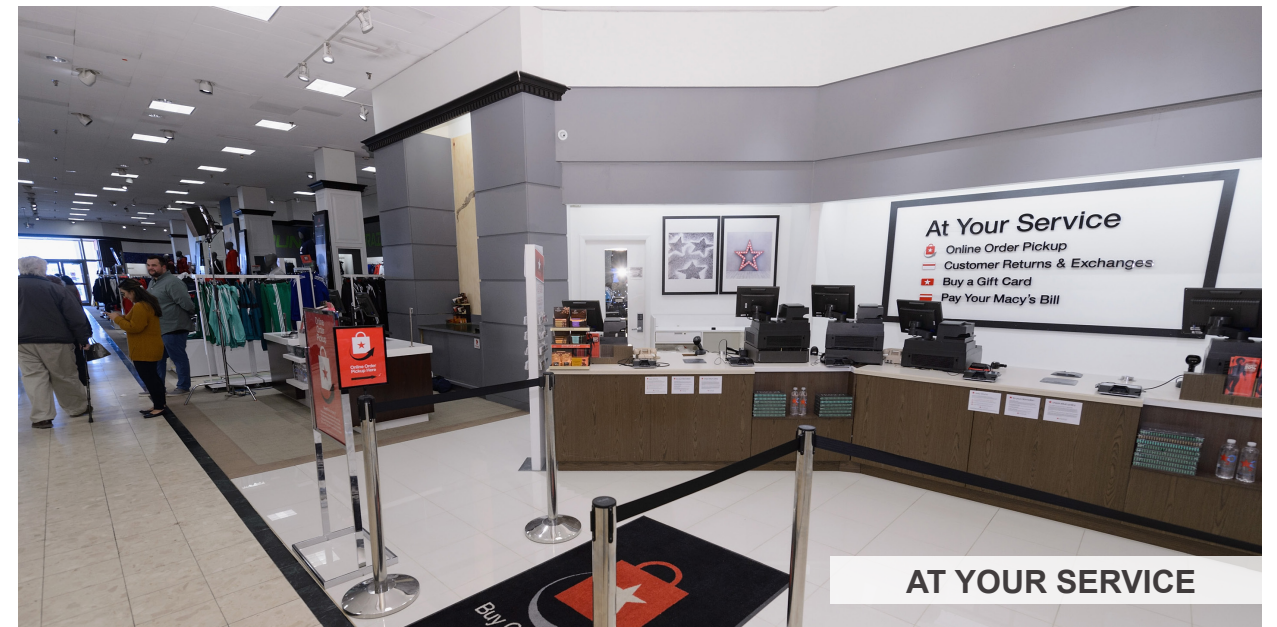
GOLFZON SOCIAL



MACY'S GROWTH100 INVESTMENT STORE

Macy's chose Palisades Center's location as one of the 100 stores included in its Growth100 initiative.

- Customers will see an increase in colleague support, advancement in omnichannel technology with "At Your Service", and more curated merchandise, tailored to their store location.
- Physical upgrades include new LED lighting, updated flooring, renovated fitting rooms and restrooms.



PALISADES CENTER 10



AMC ENHANCEMENT

AMC saw a 400% increase in attendance after remodeling.

- Market share increased from 50% to 70%.
- Full-service restaurants saw a 34% increase in overall sales volume.

AMC's completed renovations :

- Upgraded auditoriums
- Modernized concessions
- Open ticketing counter for a more interactive guest experience
- Common area improvements



**now
reclining**

PYRAMID'S ThEATery

A fusion of fine sit-down restaurants, state-of-the-art entertainment, and engaging interactive retail brought to life in one exhilarating place.

- Palisades Center was built as a destination for entertainment, leading the industry long before the current trend.
- Full-service restaurants, bars, bowling alley, comedy club, AMC 21-screen movie theater, indoor race track and NHL size ice rink increase traffic and extend the visiting hours.

Dining Options

29

Entertainment

26



Levity Live is a 400-seat comedy club that brings the nation's top comedians to Rockland County, such as Tracy Morgan.

THE PLACE FOR FUN!

Palisades recently welcomed two new exciting entertainment venues sure to please sports enthusiasts and adventurer-seekers alike!

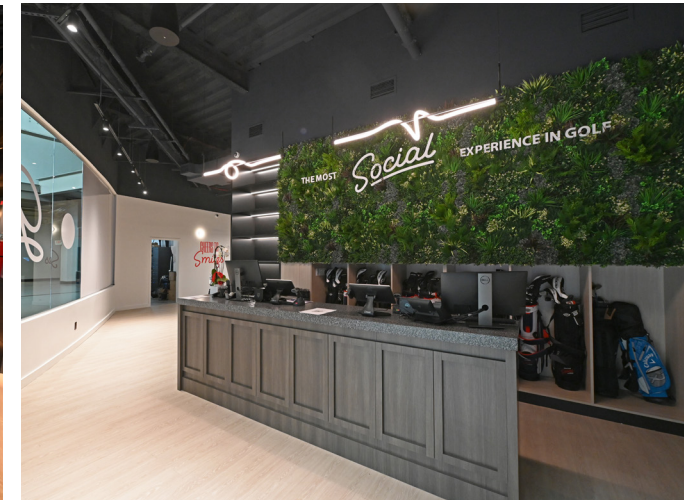


Experience 32 different time-traveling portals to test your intelligence, strength, coordination, and speed! An exciting, immersive experience for the whole family!



22 golf simulator bays, food truck-style dining, full bar and TONS of TV's for the ultimate sports bar experience!

There's nothing more social about golf than meeting up with friends to play a round, test your skills and enjoy some great food and drinks. Golfzon Social will be your go-to destination for a fun night out or day with the family!



ACTIVATING OUR SOCIAL SPACE

Palisades Center's public spaces are routinely activated in highly memorable and experiential ways.

Engaging musical performances, Hollywood film productions, educational exhibits, fundraisers, and job fairs are just a few examples of hundreds of events that take place each year.



FILMING OF "HUSTLERS" STARRING JENNIFER LOPEZ



AMERICAN COLOSSEUM WRESTLING CHARITY EVENT



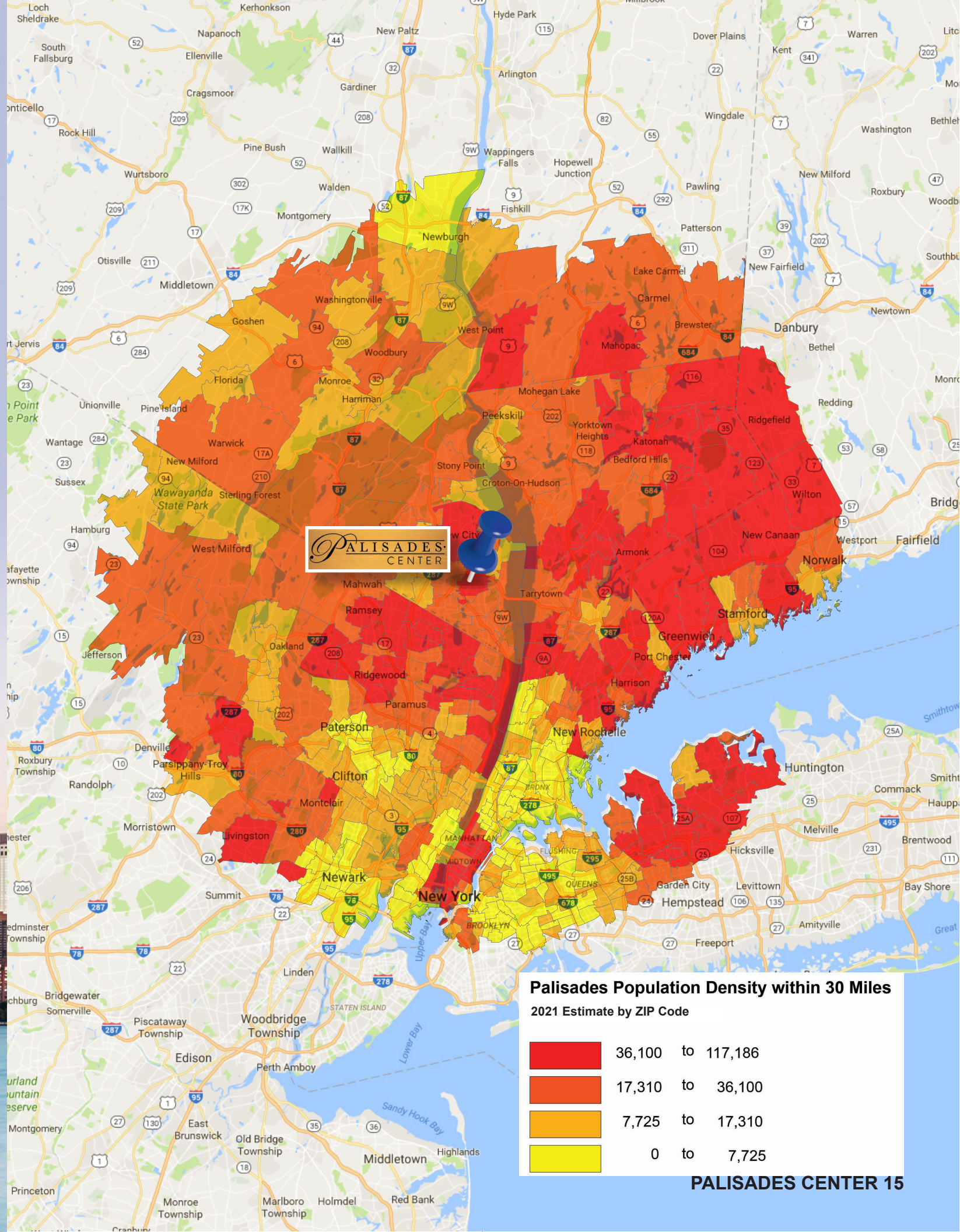
TYKES TUESDAY SUMMER CONCERT SERIES
BOSSY FROG BAND

POPULATION DENSITY

The New York metropolitan area remains the most populated in the United States.

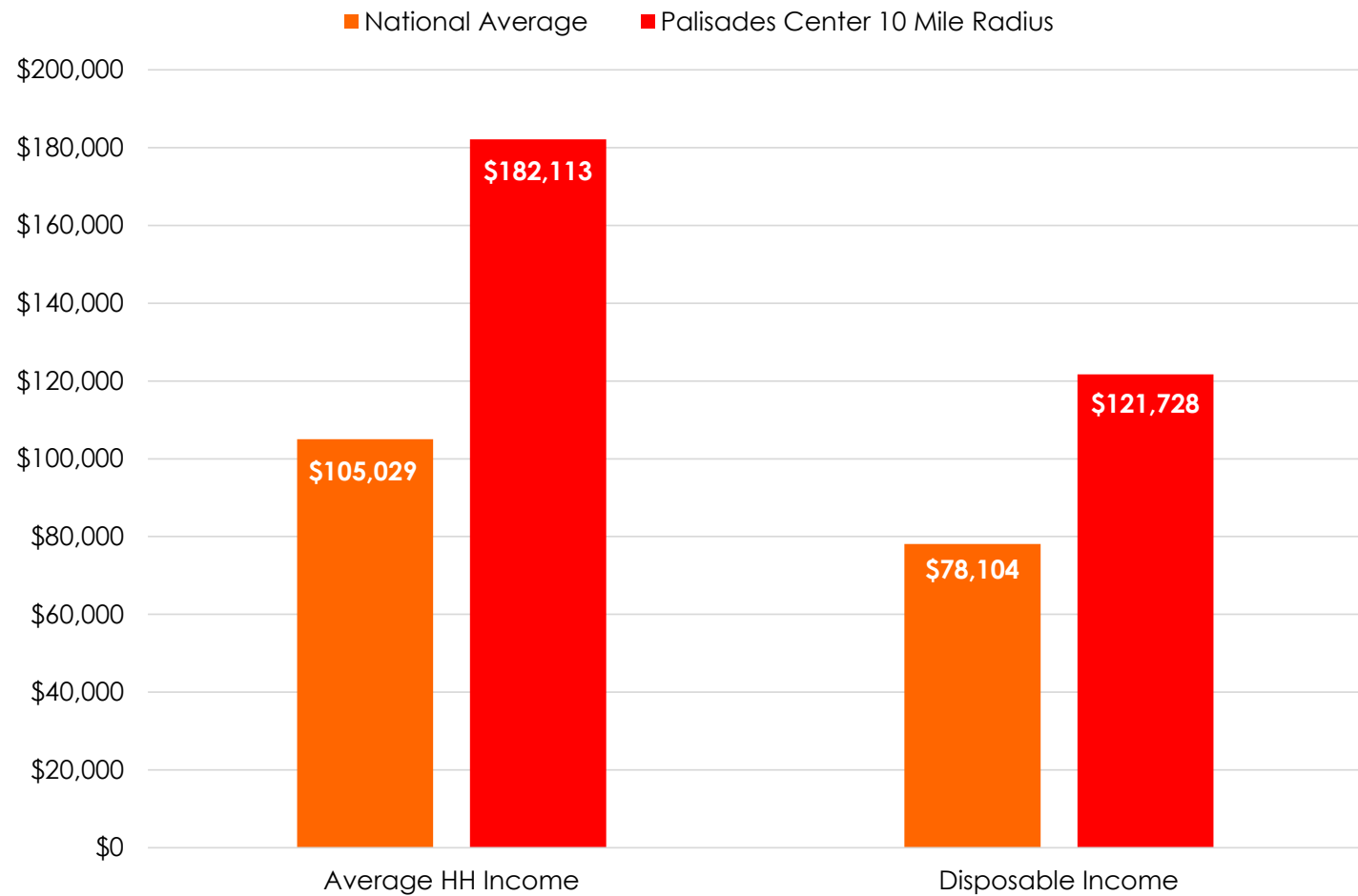
MSA	Population Estimate
1. New York	19,768,458
2. Los Angeles	12,997,353
3. Chicago	9,509,934
4. Dallas-Fort Worth	7,759,615
5. Houston	7,206,841
6. Washington DC	6,356,434
7. Philadelphia	6,228,601
8. Atlanta	6,144,050
9. Miami	6,609,747
10. Phoenix	4,946,145

2022 United States Census Bureau

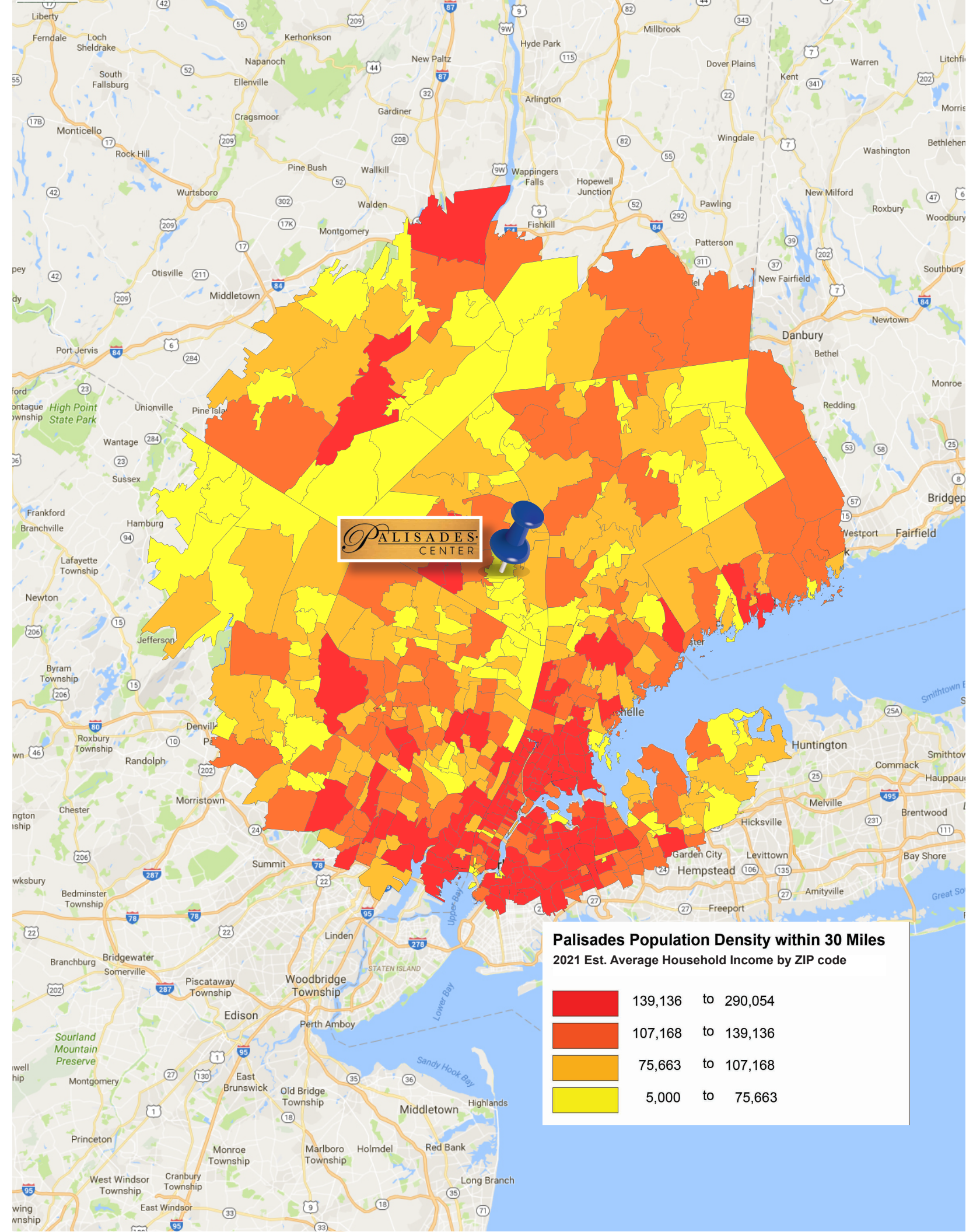


HOUSEHOLD INCOME

Average household income is 54% higher than the national average. Disposable income is 44% higher than the national average.



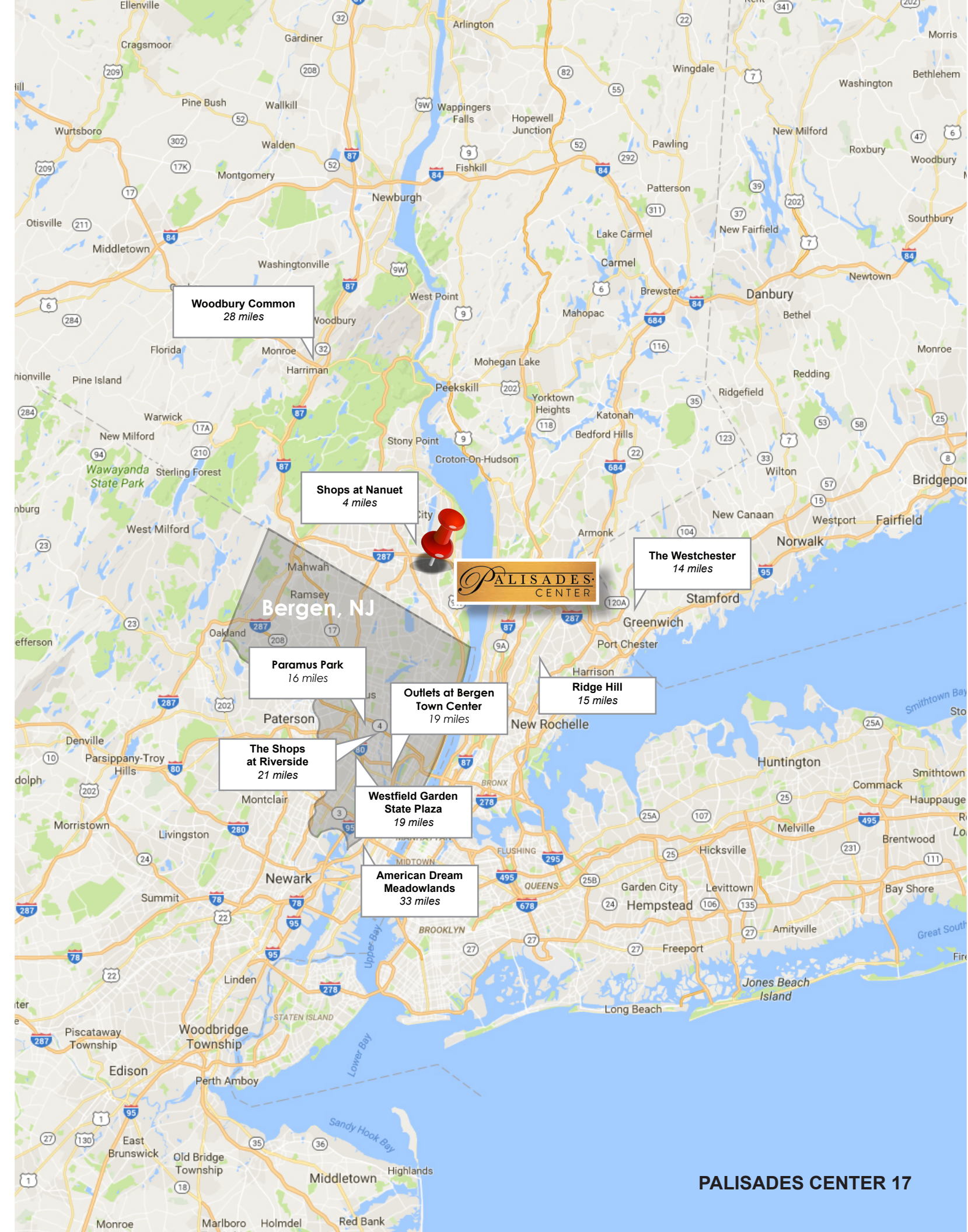
PALISADES CENTER 16



COMPETITIVE LANDSCAPE

Palisades Center benefits from Bergen County's blue laws which ban the sale of clothing, shoes, furniture, home supplies, and appliances on Sundays.

- Based on recent license plate studies and WIFI data, Palisades Center sees a 26% increase in New Jersey visitation on Sundays.



PALISADES CENTER IS THE BEST REAL ESTATE IN THE MARKET

Palisades captures the entire market by offering a diverse group of retailers, an amazing selection of full-service and fast-casual restaurants and exciting entertainment

Palisades Center is home to more than 200 tenants

Total restaurant volume at Palisades Center is \$45 million, \$60 million with food court tenants

AMC Palisades is ranked among the top 50 theaters in the US

As retail markets continue to consolidate, Palisades Center will always be the strongest real estate in Rockland County

Palisades' trade area consists of nearly 9.8 million people

Palisades benefits from significant tourist traffic as well as international and domestic tour buses adding to their already strong customer base

Palisades Center is highly visible and accessible from all major roadways surrounding the mall and has a dedicated exit off of I-87/I-287



WEALTHIEST COUNTIES

Palisades Center's trade area consists of six of the wealthiest counties in the U.S.

County	Avg HH Income	Home Sale Price
1. Westchester, NY	\$176,798	\$690,000
2. New York, NY	\$174,046	\$1.3 million
3. Bergen, NJ	\$167,050	\$631,000
4. Fairfield, CT	\$166,973	\$597,000
5. Rockland, NY	\$149,416	\$613,000
6. Sussex, NJ	\$143,635	\$335,000



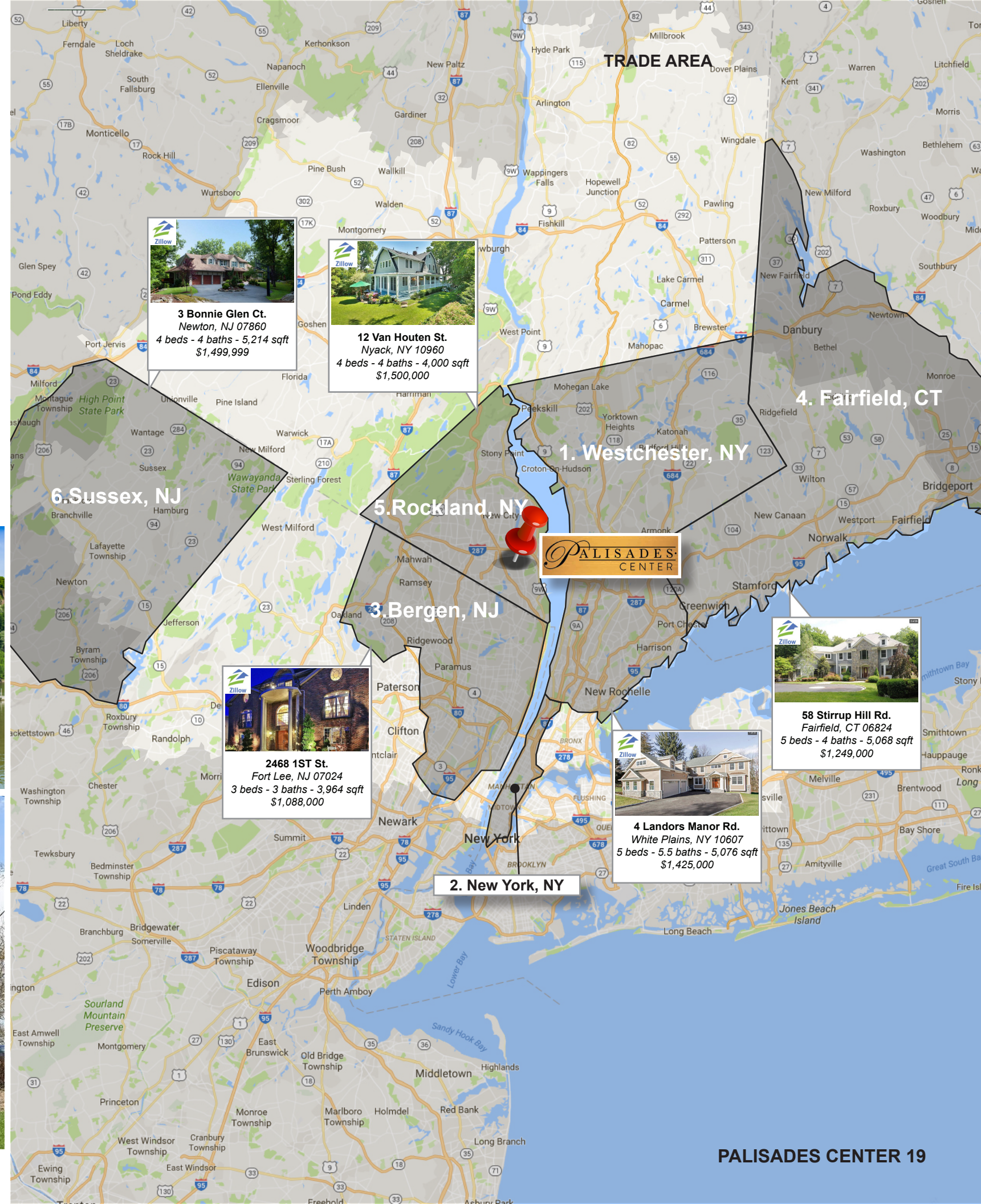
PRETTY PENNY MANSION



NORTH BROADWAY



MONTIBELLO



TOP 10 EMPLOYERS

Several Fortune 500 companies are headquartered within Palisades Center's trade area.

Employees within 10 miles

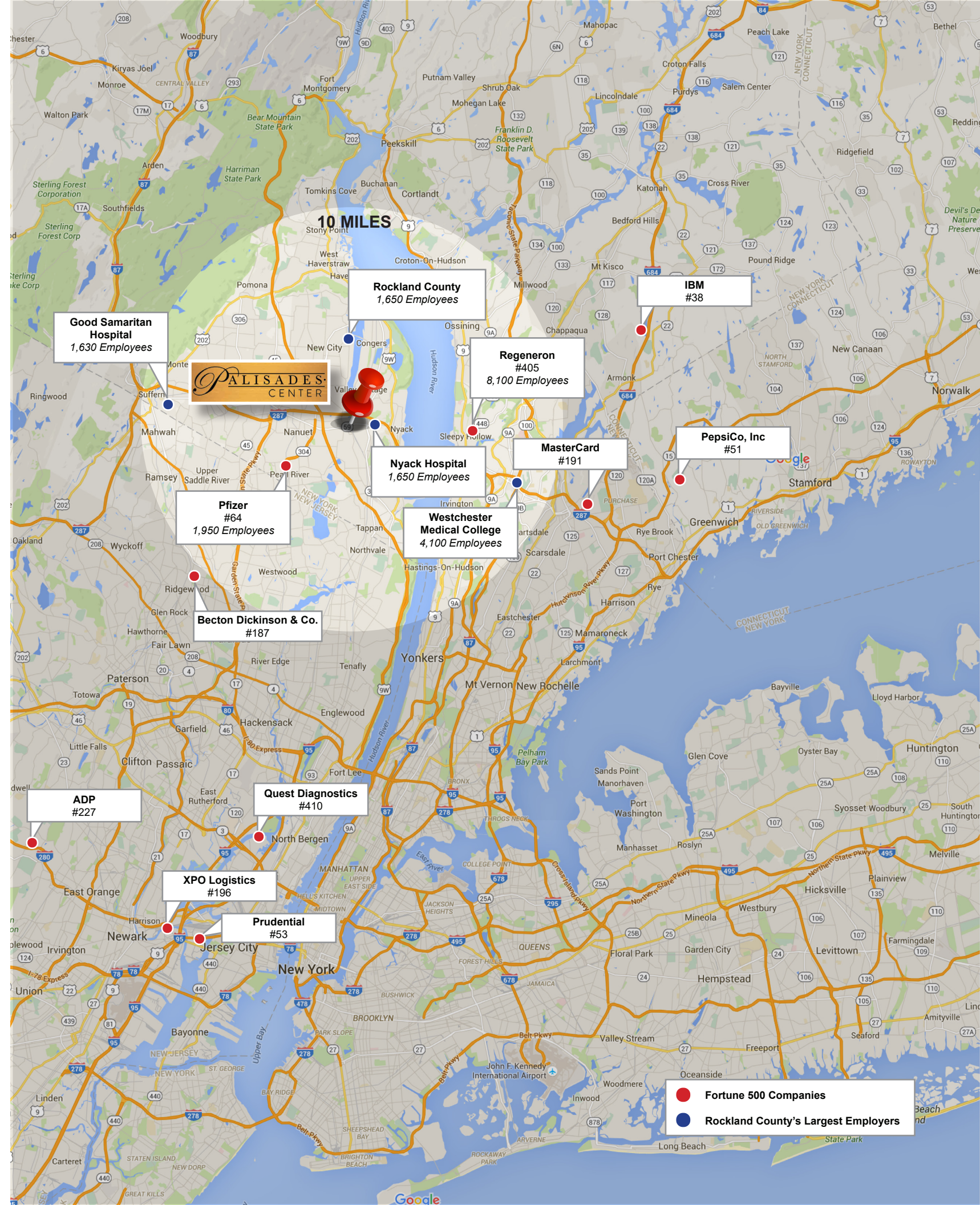
312,774

FORTUNE



Regeneron Pharmaceuticals Inc. plans to invest approximately \$1.8 billion to expand its Tarrytown, NY campus - a move expected to create 1,000 full-time, high-skill jobs.

PALISADES CENTER 20



HIGHER EDUCATION

Over 50,000 college students reside within 20 miles of Palisades Center.

Name	Enrollment	Distance
Dominican University	1,868	4.2
Saint Thomas Aquinas College	2,000	4.5
Mercy College	7,080	10.2
New York Medical College	1,982	11.3
Rockland Community College	9,000	11.3
College of Westchester	973	11.8
SUNY Empire State College - Hartsdale	924	12.7
Pace University	12,835	14.2
Ramapo College of New Jersey	6,110	14.6
Purchase College State University	3,529	16.5
Manhattanville College	2,535	17.1



ROCKLAND COMMUNITY COLLEGE



DOMINICAN COLLEGE



ST. THOMAS AQUINAS



AREA LODGING

Over 6,203 hotel rooms surround Palisades Center within a 10-mile radius.

- Hotel occupancy rates in Westchester and Rockland Counties are consistently at 65% or higher (National average = 65.5%).
- Travelers to Rockland and Westchester Counties spent over \$467.9 million on lodging in 2021.



HILTON PEARL RIVER

PALISADES CENTER 22



\$55 MILLION REINVESTMENT

Pyramid has transformed Palisades Center from great to exceptional. This multi-million dollar investment has created an exciting environment for Palisades Center's millions of annual visitors.



NEW, IN-DEMAND TENANTS



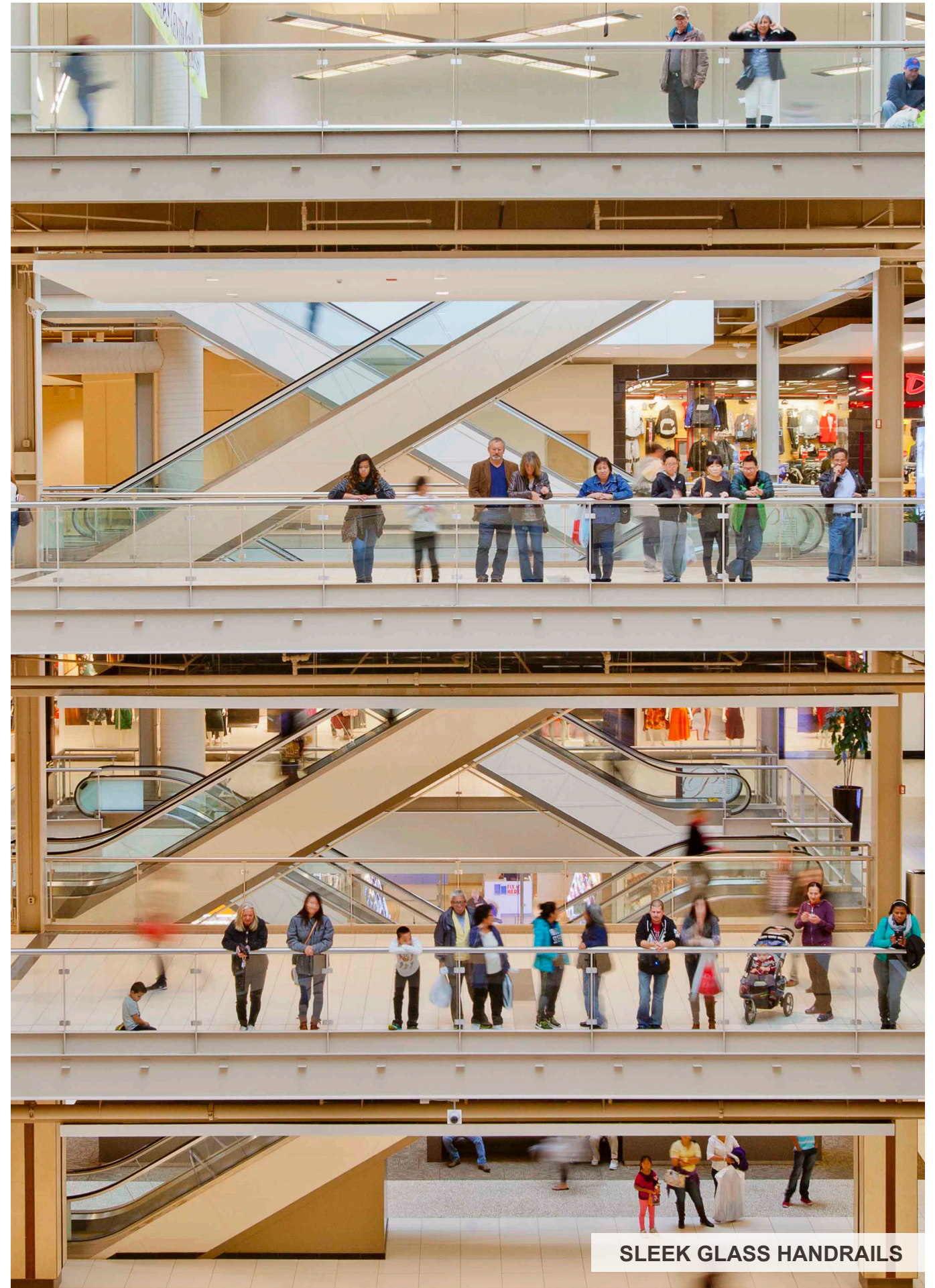
NEW TILE



ORGANIC PAINT SCHEME



ARCHITECTURAL LIGHTING ELEMENTS



SLEEK GLASS HANDRAILS

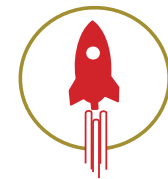
PYRAMID LAUNCH PAD

Over 90 days of unparalleled **FREE** onsite marketing and advertising support 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

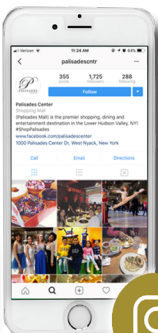
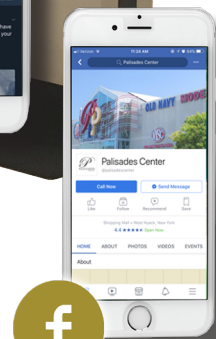
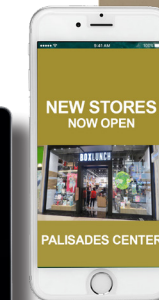


Launch Phase
30 Days Grand Opening
Driving Traffic & Sales



Rocket Booster Phase
\$20,000 in **FREE** Onsite Digital Advertising
30 Days Post Opening
Maximizing Results

**NOW OPEN AT
PALISADES CENTER!**



STRONG TRAFFIC TO PALISADES CENTER!

WEEKLY VISIT TRENDS - PLACER.AI

January - April
2023 / 2022 / 2021

