



# DEMOGRAPHICS

| Description               | 20 Miles | 30 Miles  | 50 Miles  |
|---------------------------|----------|-----------|-----------|
| <b>POPULATION BY YEAR</b> |          |           |           |
| Population (4/1/2000)     | 509,134  | 1,092,982 | 1,766,889 |
| Population (4/1/2010)     | 600,052  | 1,204,442 | 1,956,381 |
| Population (4/1/2020)     | 658,324  | 1,290,369 | 2,086,776 |
| Population (1/1/2023)     | 658,715  | 1,291,775 | 2,096,233 |
| Population (1/1/2028)     | 677,043  | 1,326,115 | 2,155,473 |
| Growth (2023/2020)        | 0.06     | 0.11      | 0.45      |
| Forecast (2028/2023)      | 2.78     | 2.66      | 2.83      |

## GENERAL POPULATION CHARACTERISTICS

|            |      |      |      |
|------------|------|------|------|
| Median Age | 40.3 | 39.6 | 39.1 |
|------------|------|------|------|

## GENERAL HOUSEHOLD CHARACTERISTICS

|                                    |         |         |         |
|------------------------------------|---------|---------|---------|
| Median Household Income (\$)       | 80,975  | 67,837  | 66,541  |
| Average Household Income (\$)      | 113,026 | 93,912  | 91,710  |
| Household High Income Average (\$) | 392,667 | 397,138 | 401,190 |

# AREA COMPETITION

| Outlet                     | Anchor Stores  | Miles from Center |
|----------------------------|--|-------------------|
| Edinburg Premium Outlets   | Nike Factory Store, Columbia   | 106               |
|                            | Calvin Klein, Polo Ralph Lauren, Under Armour, GAP Outlet                          |                   |
| Cincinnati Premium Outlets | Nike Factory Store, The North Face,  | 135               |
|                            | Polo Ralph Lauren, Columbia, adidas  |                   |
| Retail                     | Anchor Stores  | Miles from Center |
| Oxmoor Mall                | Von Maur, Dick's Sporting Goods, Macy's<br>Apple, Top Golf                         | 18                |
| Mall St. Matthews          | Dillard's, JC Penney, Forever 21, Ulta,<br>Cinemark Movie Theatre, Dave & Buster's | 18                |
| Paddock Shops              | Barnes & Noble, DSW, Ulta, Total Wine  | 19                |
| Fayette Mall               | Dick's Sporting Goods, Dillard's,<br>JC Penney, Macy's                             | 55                |



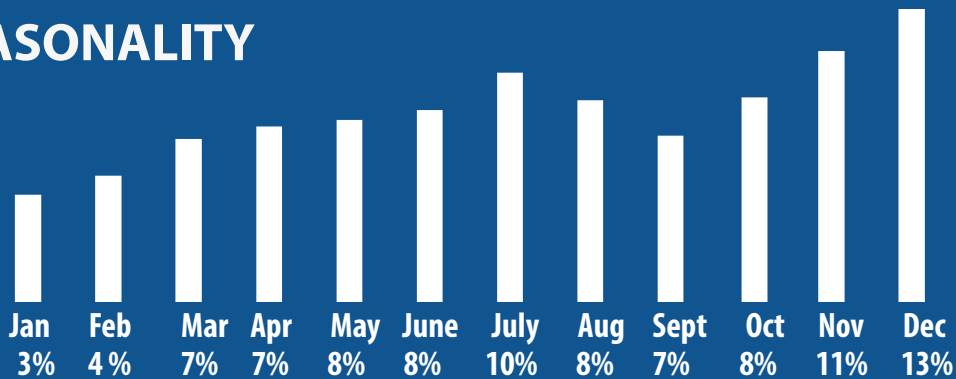
**Gross Leasable Area**  
**Phase I: 374,686 SF**  
**Phase II: 53,390 SF**  
**TOTAL: 428,076 SF**

**Average Daily Traffic**  
**Interstate Traffic: 68,000**

**MSA Population**  
**1.2+ million**

Located in one of the fastest-growing areas in Kentucky.

## SEASONALITY



## FORTUNE 500 | AREA MAJOR EMPLOYERS

| Company                                 | Fortune 500 Rank | Miles from Center |
|---|------------------|-------------------|
| Brown-Forman                            | 735              | 25.4              |
| Humana                                  | 56               | 23.6              |
| Yum Brands                              | 472              | 21.4              |
| Kindred Healthcare                      | 416              | 24.3              |
| UPS                                     | 44               | 28.8              |
| Ford Motor Co. (2 plants in Louisville) | 11               | 25.6              |
| General Electric                        | 8                | 23                |
| Anthem                                  | 29               | 14                |



| AREA ATTRACTIONS | MILES FROM THE CENTER     |
|------------------|---------------------------|
|                  | SURROUNDING THE BLUEGRASS |
|                  | 23                        |
|                  | 24                        |
|                  | 24                        |
|                  | 25                        |
|                  | 47                        |
|                  | 54                        |



The Kentucky Derby Festival, Kentucky's premier celebration, attracts over 1.5 million attendees to 70+ events over two weeks. It contributes over \$127 million annually to the local economy, conveniently located just 25 miles from The Outlet Shoppes of the Bluegrass,

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