



AVIATION MALL



AVIATION MALL

The dominant retail destination in a strong market enhanced by year-round tourism.

Trade Area
Population

569,685

Avg HH
Income

\$107,776

Total GLA

630,063 sf



LAKE GEORGE

AVIATION MALL 2



EXCELLENT ACCESS FROM ALL MAJOR ROADWAYS

Over 99,980 cars pass the center daily.



TRADE AREA

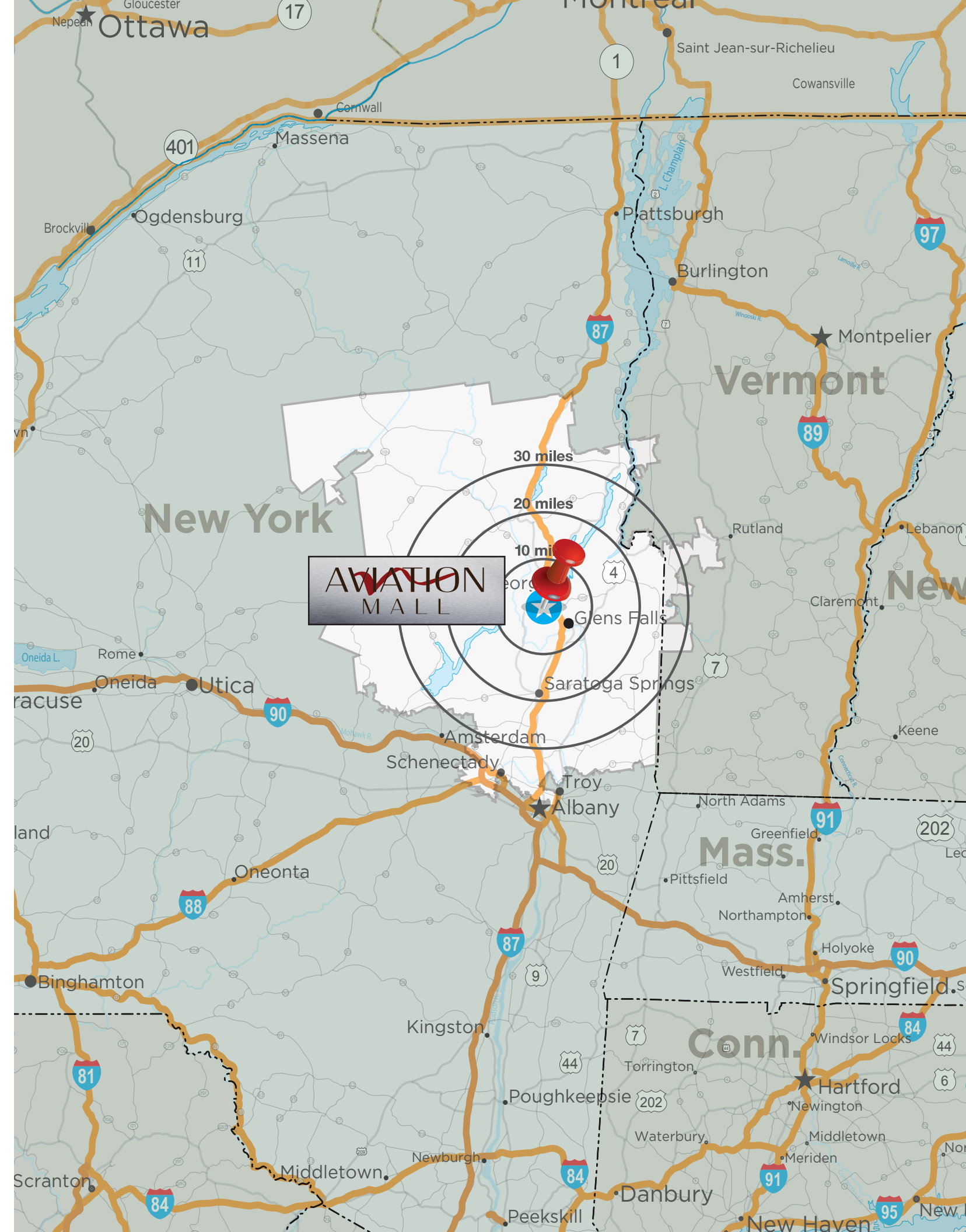
Aviation Mall is located just minutes from Lake George, one of the top vacation destinations in the U.S.

- Second homeowners in the region bring visitors from New York City and across the state.
- Colleges and universities including Skidmore College, SUNY Adirondack and SUNY Empire State, bring students, parents and alumni to the market.

	10 miles	20 miles	30 miles	Trade Area
Population	92,280	184,377	309,153	569,685
Households	39,652	77,794	130,992	240,508
Avg HH Income	\$93,590	\$103,883	\$104,944	\$107,776
HH Income > \$75k	45.2%	50.0%	51.6%	53.0%
HH Income > \$100k	32.2%	37.0%	38.7%	40.3%
Total Businesses	3,998	7,882	11,667	20,327
Daytime Employment	50,838	98,605	135,124	246,863



AVIATION MALL 4



IMPRESSIVE TENANT MIX

A dynamic retail, dining and entertainment experience.

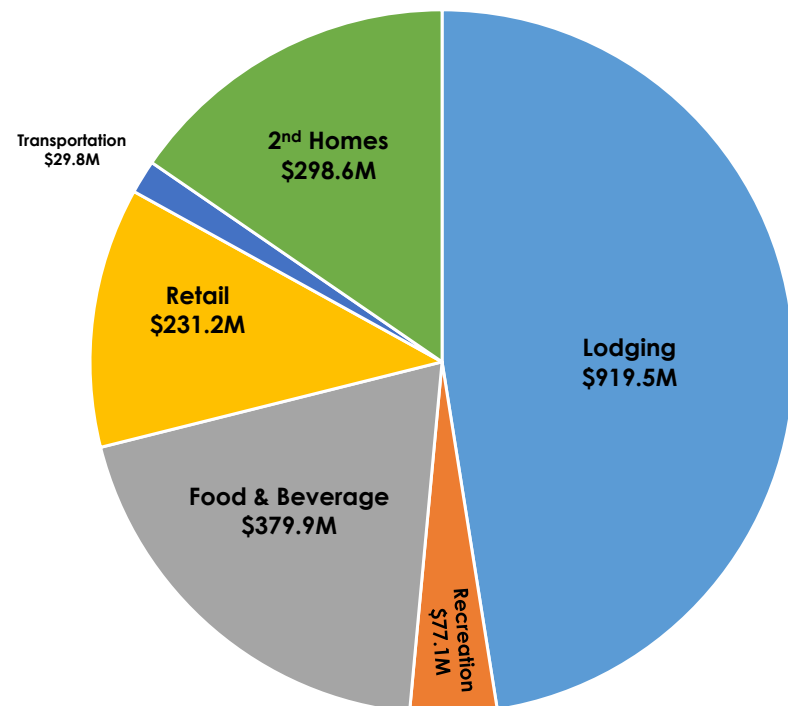


TRAFFIC GENERATORS

Over 14 million annual visitors to the Adirondack Region generated over \$1.9 billion in retail and tourism spending over the last two years.

- In Warren County, economic impact from tourism totals approximately \$755 million annually supporting nearly 8,100 jobs, and generating \$324.5 million in labor income.
- Local attractions including Six Flags Great Escape, Americade, Adirondack Balloon Festival and Saratoga Casino & Raceway draw over 3.5 million to the immediate area annually
- Aviation Mall's primary trade area is home to three colleges including Skidmore College, SUNY Adirondack and SUNY Empire State College - Adirondack
- Seasonal/second homes account for 22.2% of households within the Adirondack Region and generate significant economic activity approaching \$300 million

2021
TOURIST SPEND



Source: Tourism Economics, August 2022



TOP 10 EMPLOYERS

Over 51,979 employees within 10 miles of Aviation Mall.



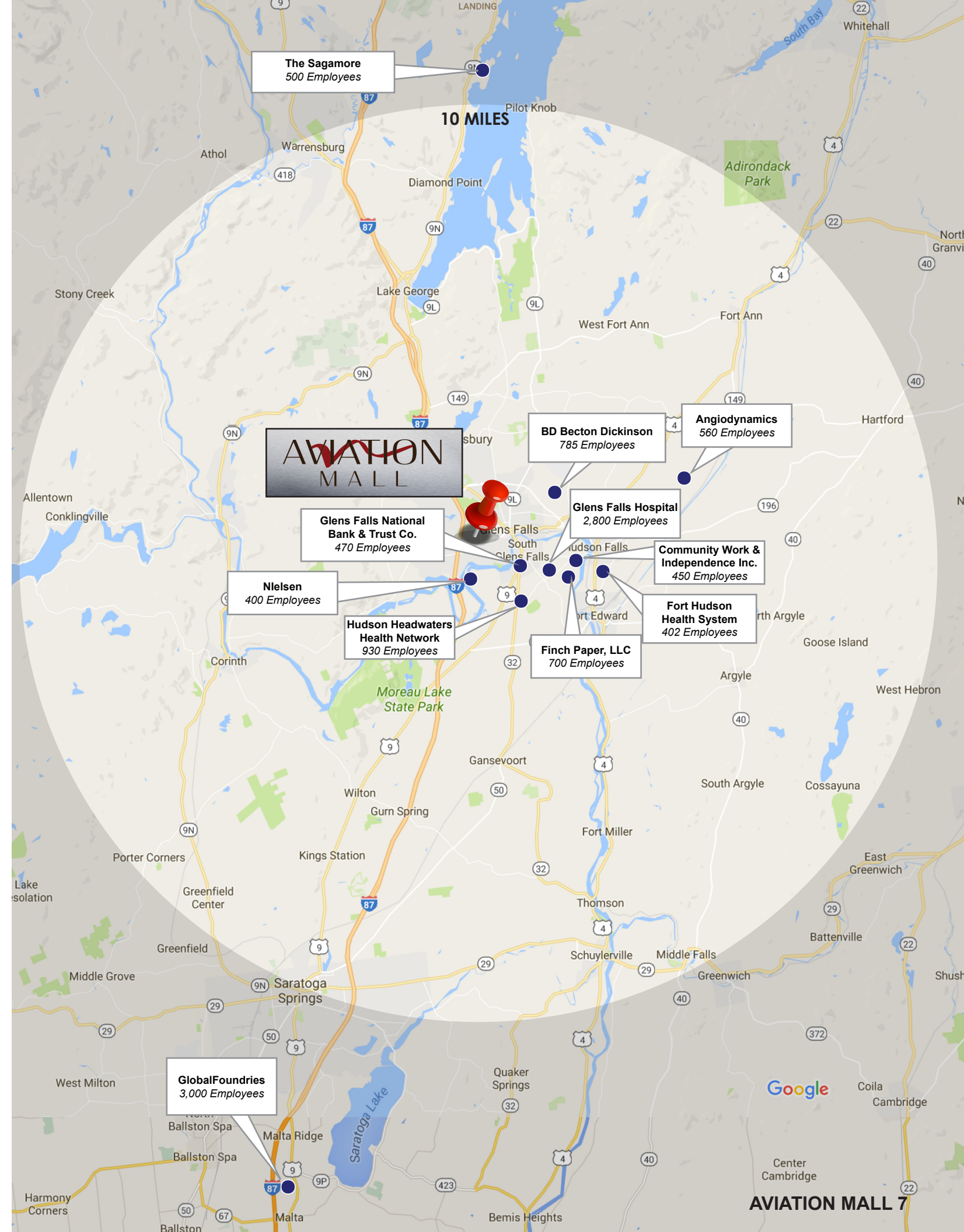
According to the Center for Economic Growth, Warren County ranked second only to Albany County in business formation growth in 2021 in the Capital Region.

There was a 45% increase in new business filings in Warren County in 2021. (Foothills Business Daily, August 2022)



GLOBALFOUNDRIES

- Plans are underway to build a second semiconductor fabrication plant at its Fab 8 campus. Will create 1,000 jobs and double its manufacturing capacity to address the worldwide chip shortage.

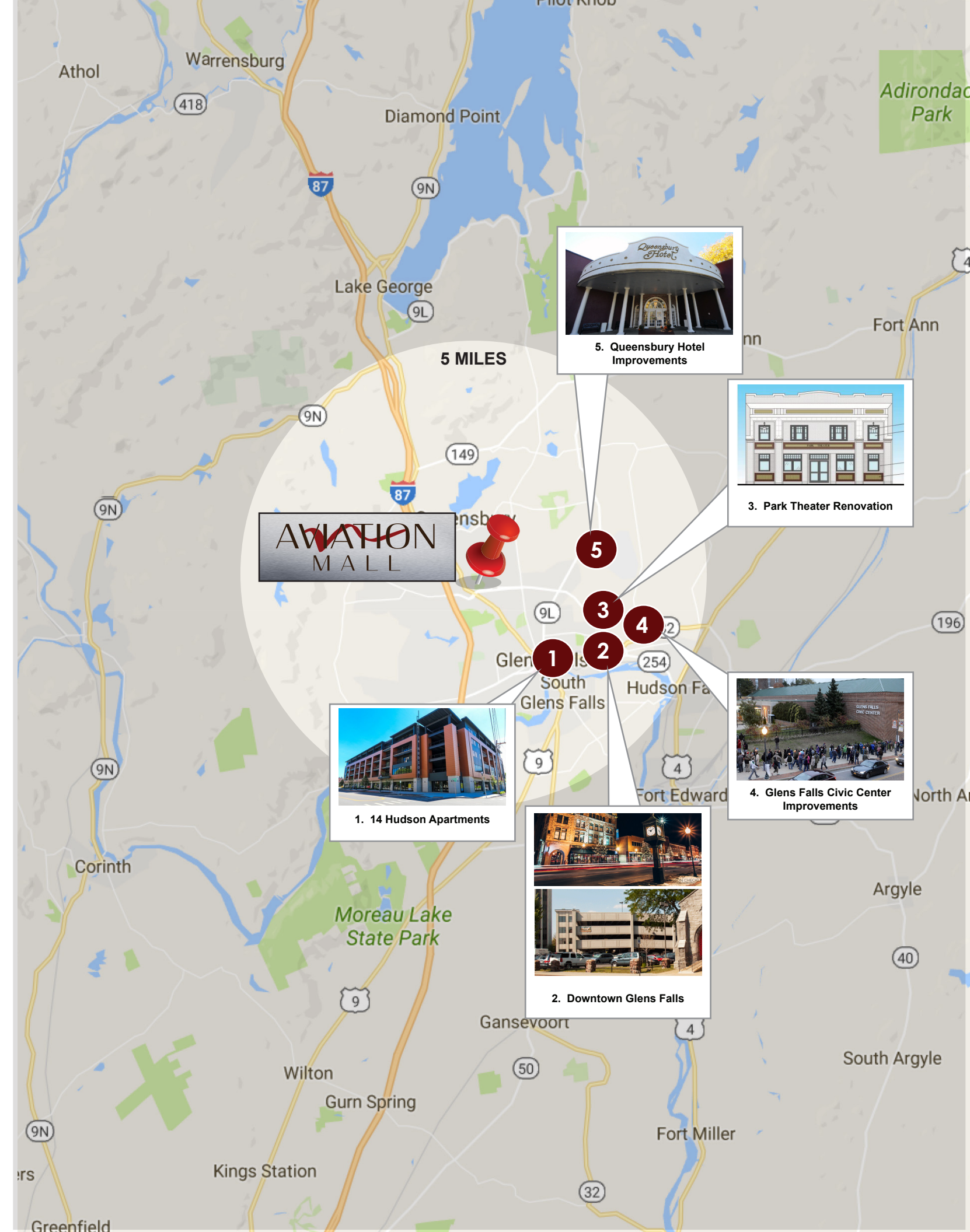


A GROWING MARKET

Glens Falls is seeing a resurgence with over \$70 million being invested into the growing market over the past four years.

All of these projects are located within 5 miles of Aviation Mall, leading to more housing, stores and entertainment.

1. 14 Hudson Apartments	<ul style="list-style-type: none"> \$25 million investment 5-story, 90-unit upscale apartment building SUNY Adirondack's Seasoned Culinary Arts Center
2. Downtown	<ul style="list-style-type: none"> \$10 million investment from New York State Will be used for streetscape improvements, create a low interest loan program for relocating small businesses to the area and helped move SUNY Adirondack's culinary program to downtown Additional \$7 million, 504-space parking garage opened December 2015 to accomodate growing business City of Glens Falls in the design phase of a \$3 million year-round market and community center
3. Park Theater	<ul style="list-style-type: none"> \$3 million investment
4. Glens Falls Cool Insuring Arena	<ul style="list-style-type: none"> \$3 million investment Upgrades to the 4,800 seat arena
5. Queensbury Hotel	<ul style="list-style-type: none"> \$3.8 million expansion is complete The historic hotel has been completely revitalized and the event space has been expanded to accomodate up to 400 people.

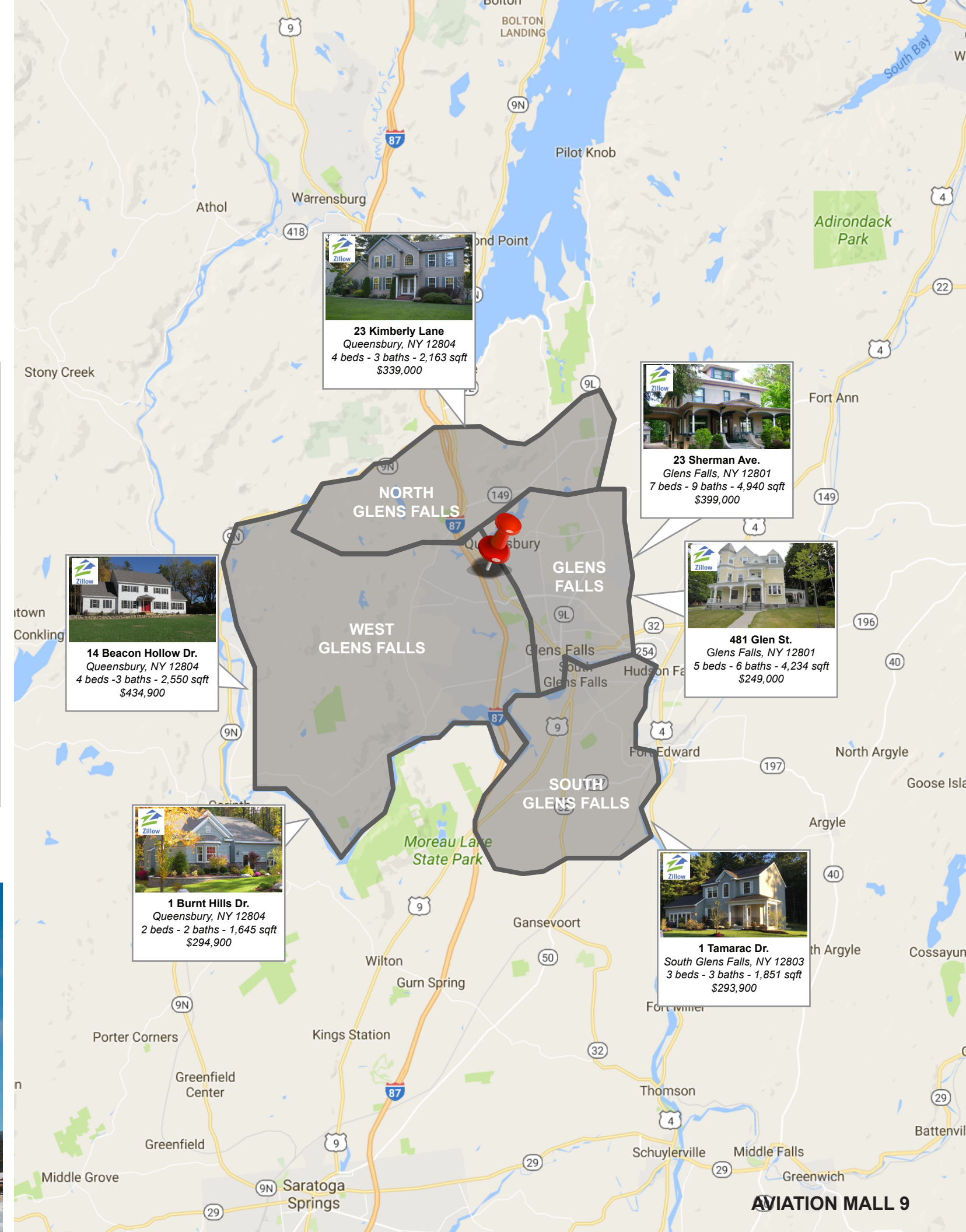


HOUSING GROWTH

Median list and sold prices in Warren County remain strong at \$300,000 and \$299,000 respectively.

The median list price of a home in Lake George increased 2% over 2021 to \$459,000. (Realtor.com, December 2022)

<p>1. Lake George</p>	<ul style="list-style-type: none"> • Lakefront homes sell for over \$2 million. • Draw seasonal residents from Westchester County, northern New Jersey and Connecticut • Lake George lake property accounts for 22.4% of inventory in New York State worth \$238 million and home to 37% of New York's \$1 million-plus lakefront listings (<i>Albany Business Review, 2021</i>)
<p>2. West Mountain Ski Center</p>	<ul style="list-style-type: none"> • Recently announced plans for a ski and stay resort. • Plans include 46 single-family homes, 20 duplex townhouses, three buildings with 18 apartments each, four condominium buildings with a total of 72 units, a hotel with 60 to 80 rooms and a village center with an additional 126 apartments.
<p>3. Fowler Square</p>	<ul style="list-style-type: none"> • \$41 million apartment complex, has opened near SUNY Adirondack • Complex consists of 142 market rate apartments
<p>4. Downtown Glens Falls</p>	<ul style="list-style-type: none"> • Approximately 100 residential apartments coming to downtown Glens Falls under the revised plan for the Downtown Revitalization Initiative.



AVIATION MALL 9

AVIATION'S MAKEOVER

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

- New floor tile throughout the common area
- Decorative lighting fixtures
- Comfortable soft seating areas
- Fresh interior and exterior landscaping
- New paint scheme



NEW FLOOR TILE & SOFT SEATING



TILE & LIGHTING



ARTIST RENDERING
PROPOSED EXTERIOR

REGAL EXPANSION

Regal has been completely remodeled and expanded adding nearly 9,000 square feet and improvements including:

- Addition of two new screens
- Refurbishment of all existing auditoriums
- Stadium seating in three auditoriums
- New premium recliner seats
- Lobby and concession stand improvements

Regal Aviation Mall captures over 50% of the Saratoga box office market share and has seen a 46% increase in sales.



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 Aviation Mall.



MALLOWEEN TRICK OR TREAT
OVER 2,000 IN ATTENDANCE



ANNUAL SCOUT SHOW & PINEWOOD DERBY
OVER 1,000 IN ATTENDANCE



COMMUNITY RESOURCE DAY

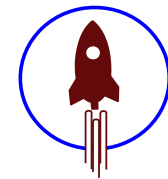
PYRAMID LAUNCH PAD

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

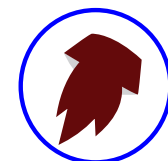
PROGRAM ELEMENTS



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 AVIATION MALL!



STRONG TRAFFIC TO AVIATION MALL!

WEEKLY VISIT TRENDS - PLACER.AI

January - April
2023 / 2022 / 2021

