



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

2021 Total Sales

\$82.9 million

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

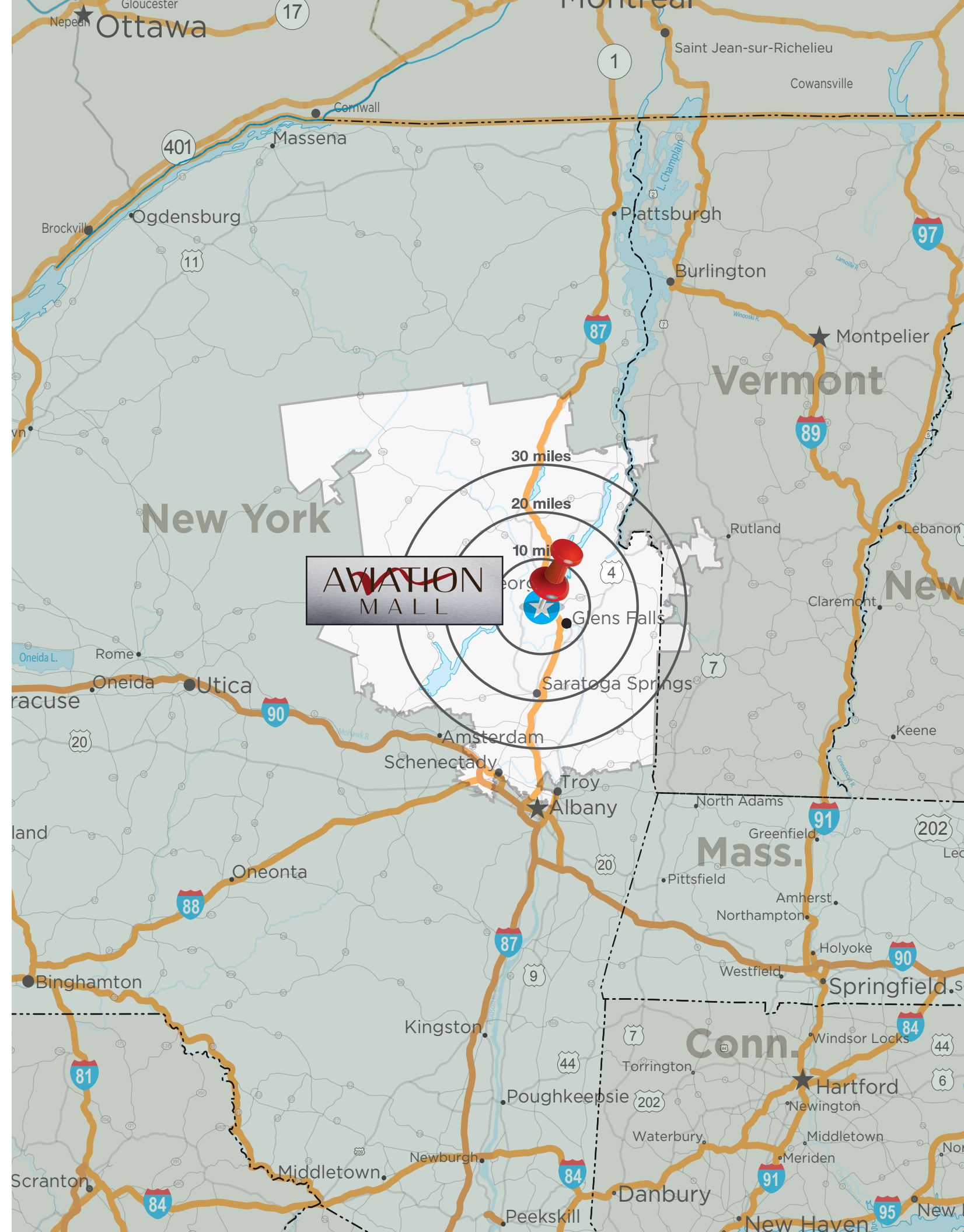
Aviation Mall is located just minutes from Lake George, one of the top vacation destinations in the U.S.

- 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.



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.



**HALLOWEEN TRUNK OR TREAT
OVER 2,000 IN ATTENDANCE**



**MALLOWEEN TRICK OR TREAT
OVER 2,000 IN ATTENDANCE**



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



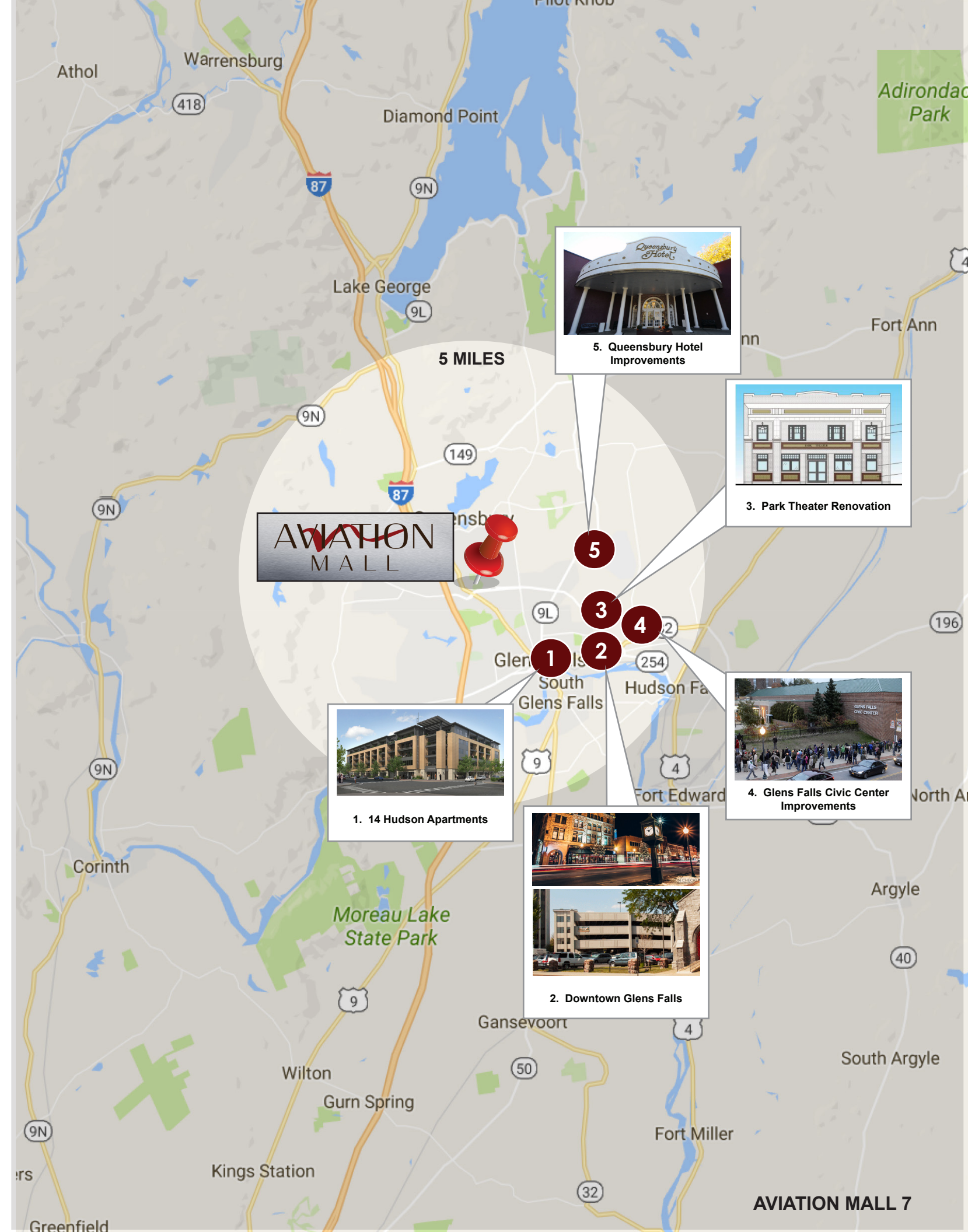
COMMUNITY RESOURCE DAY

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 opened summer 2018
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 • Reopened April 2018
4. Glens Falls Cool Insuring Arena	<ul style="list-style-type: none"> • \$3 million investment • Upgrades to the 4,800 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.

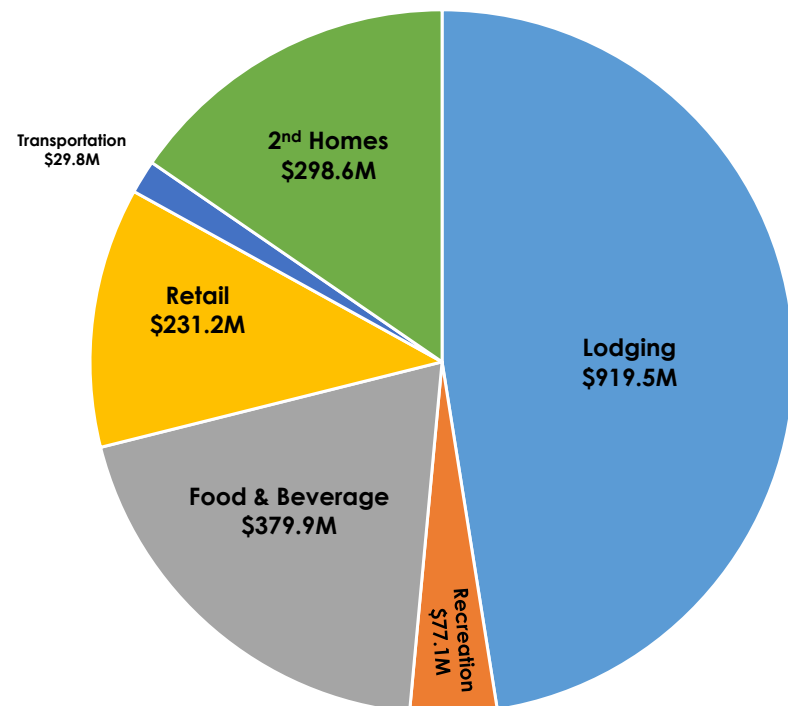


TRAFFIC GENERATORS

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.
- Lake George was named by US News and World Report as one of the best weekend getaways from New York City. In the past, Lake George has been named among must-visit destinations by the likes of Time Money's Best in Travel, Trip Advisor, Country Living Magazine, New York Times, Travel + Leisure and Travel Channel to name a few. (Warren County EDC, April 2022)
- 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
- Ice Castles, a new winter attraction in Lake George, attracted over 90,000 visitors from mid-January to mid-February 2022. Ice Castles is a 1.5 acre man-made sculpture with frozen 25 foot high archways, tunnels and slides. Visitors spent more than \$4 million for lodging, meals and services while visiting Ice Castles. (Glens Falls Business Journal, February 2022)

2021 TOURIST SPEND



Source: Tourism Economics, August 2022



TOP 10 EMPLOYERS

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



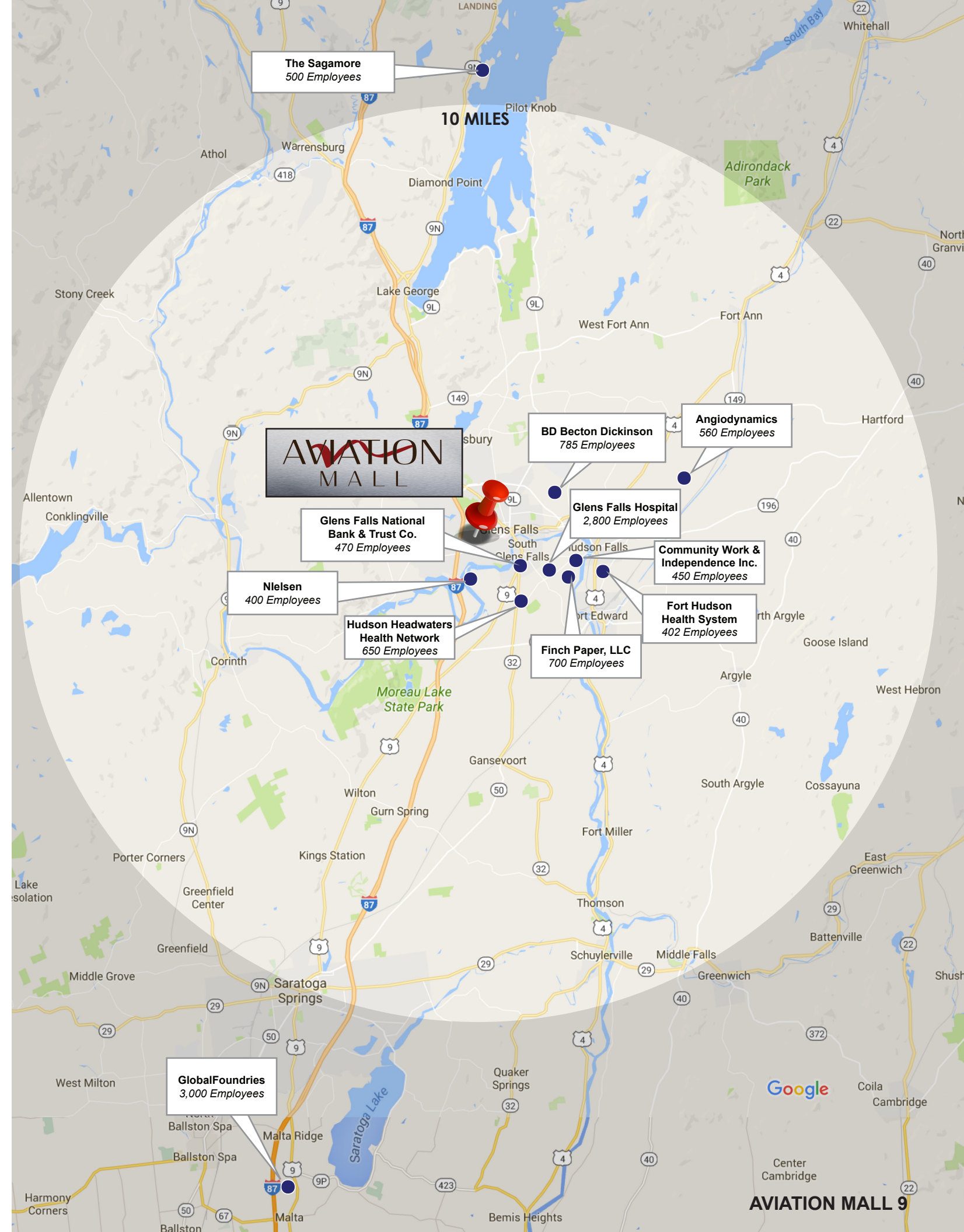
According to the Center for Economic Growth, Warren County ranked second only to Albany County in business formation growth in 2021 in the Capital Region.

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



GLOBALFOUNDRIES

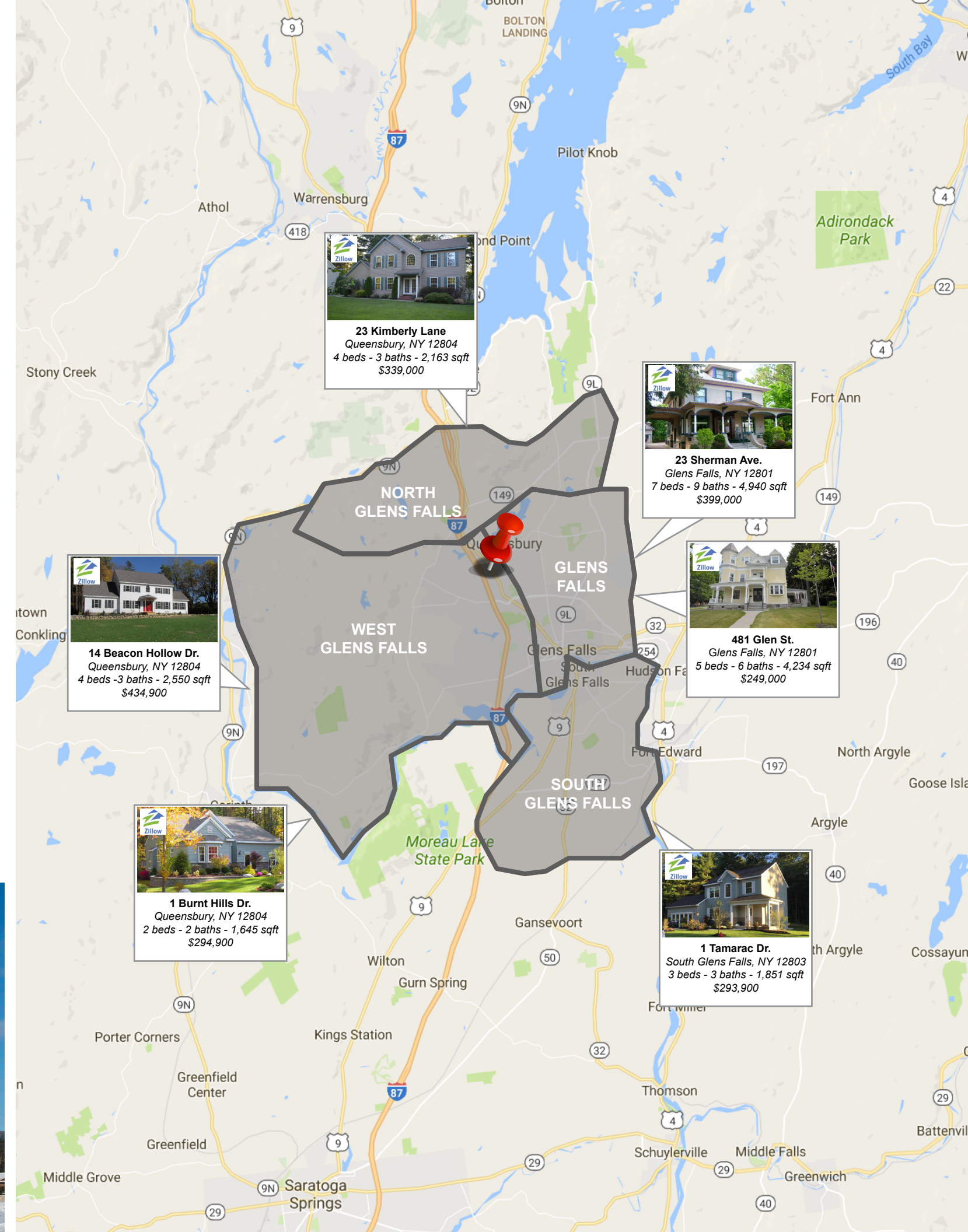
- Plans are underway to build a second semiconductor fabrication plant at its Fab 8 campus. Will create 1,000 jobs and double its manufacturing capacity to address the worldwide chip shortage.



HOUSING GROWTH

Median list and sold prices in Warren County remain strong at \$349,000 and \$286,000 respectively.

- The median list price of a home in Lake George increased 39% over 2021 to \$599,000. (*Realtor.com, August 2022*)
- Seasonal/second homes account for 22.2% of households within the Adirondack Region and generate significant economic activity approaching \$300 million
- Lakefront homes in Lake George sell for over \$2 million drawing seasonal residents from Westchester County, northern New Jersey and Connecticut
- Lake George is by far the biggest market in New York State for lake property accounting for 22.4% of inventory worth \$238 million and is home to 37% of New York's \$1 million-plus lakefront listings (*Albany Business Review, 2020*)
- The owners of West Mountain Ski Center in Queensbury have announced plans for a ski and stay resort. The 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. (*The Post Star, April 27, 2022*)
- Fowler Square, a \$41 million apartment complex, has opened near SUNY Adirondack in Queensbury. The complex consists of 142 market rate apartments. (*Albany Business Review, April 2022*)
- Approximately 100 residential apartments will be coming to downtown Glens Falls under the revised plan for the Downtown Revitalization Initiative (*Foothills Business Daily, June 2022*)



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 2 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 37.3% of the Saratoga box office market share and has seen a 46% increase in sales.



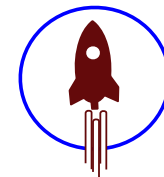
PYRAMID LAUNCH PAD

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

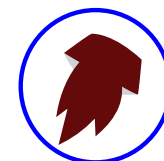
PROGRAM ELEMENTS



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!

Year-over-year visitor traffic to Aviation Mall is exceeding pre-pandemic levels! And we expect it to keep climbing!

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

