



# Salmon Run mall





# SALMON RUN MALL

Salmon Run Mall is the focal point of a robust market, driven by a strong population, tourism, a major military installation and close proximity to Canada.

Trade Area Population

**374,716**

Avg HH Income

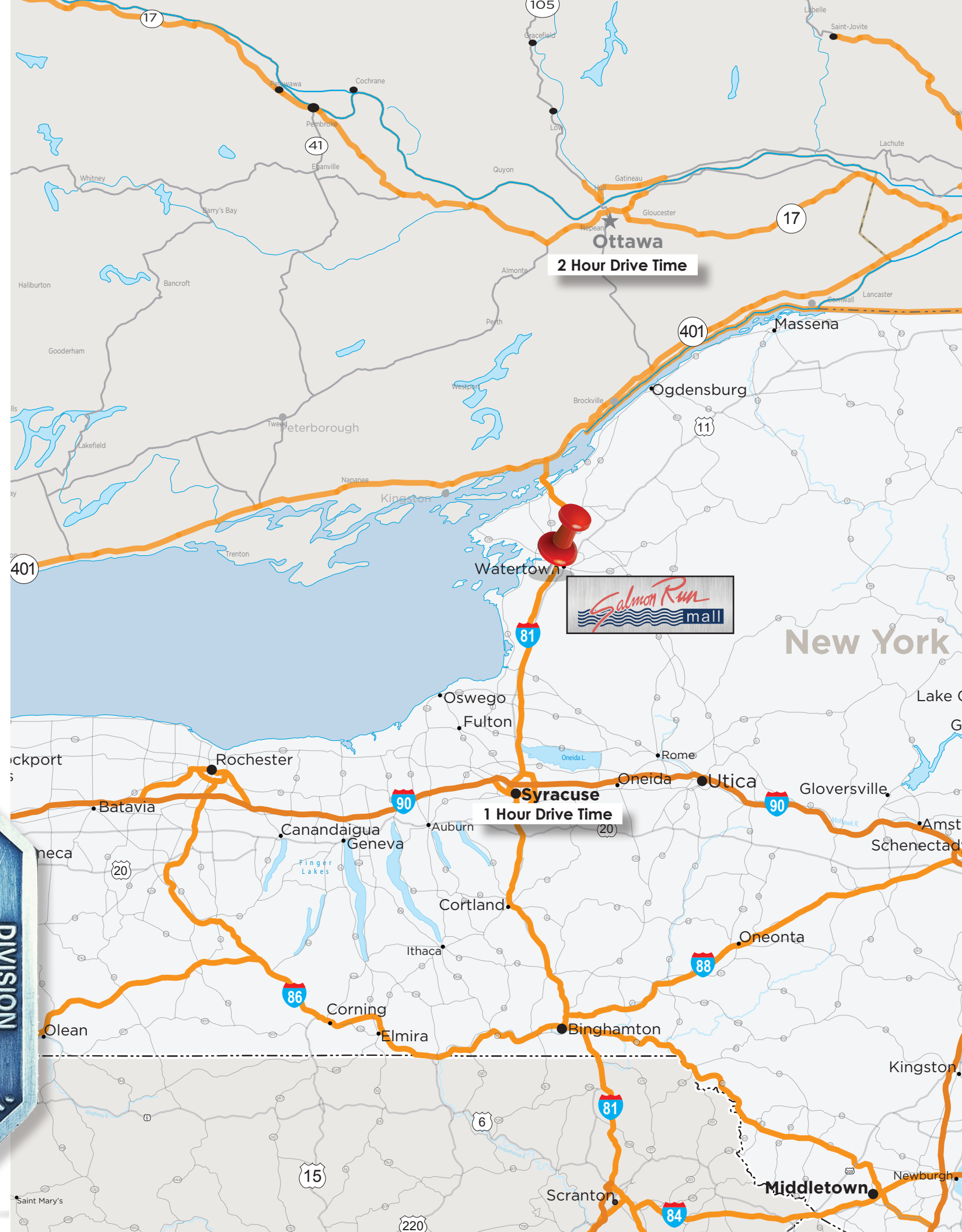
**\$79,763**

Total GLA

**678,118 sf**



*Watertown is home to Fort Drum's 10th Mountain Division*





# EXCELLENT ACCESS FROM ALL MAJOR ROADWAYS

Over 51,520 cars pass the center daily.





# TRADE AREA

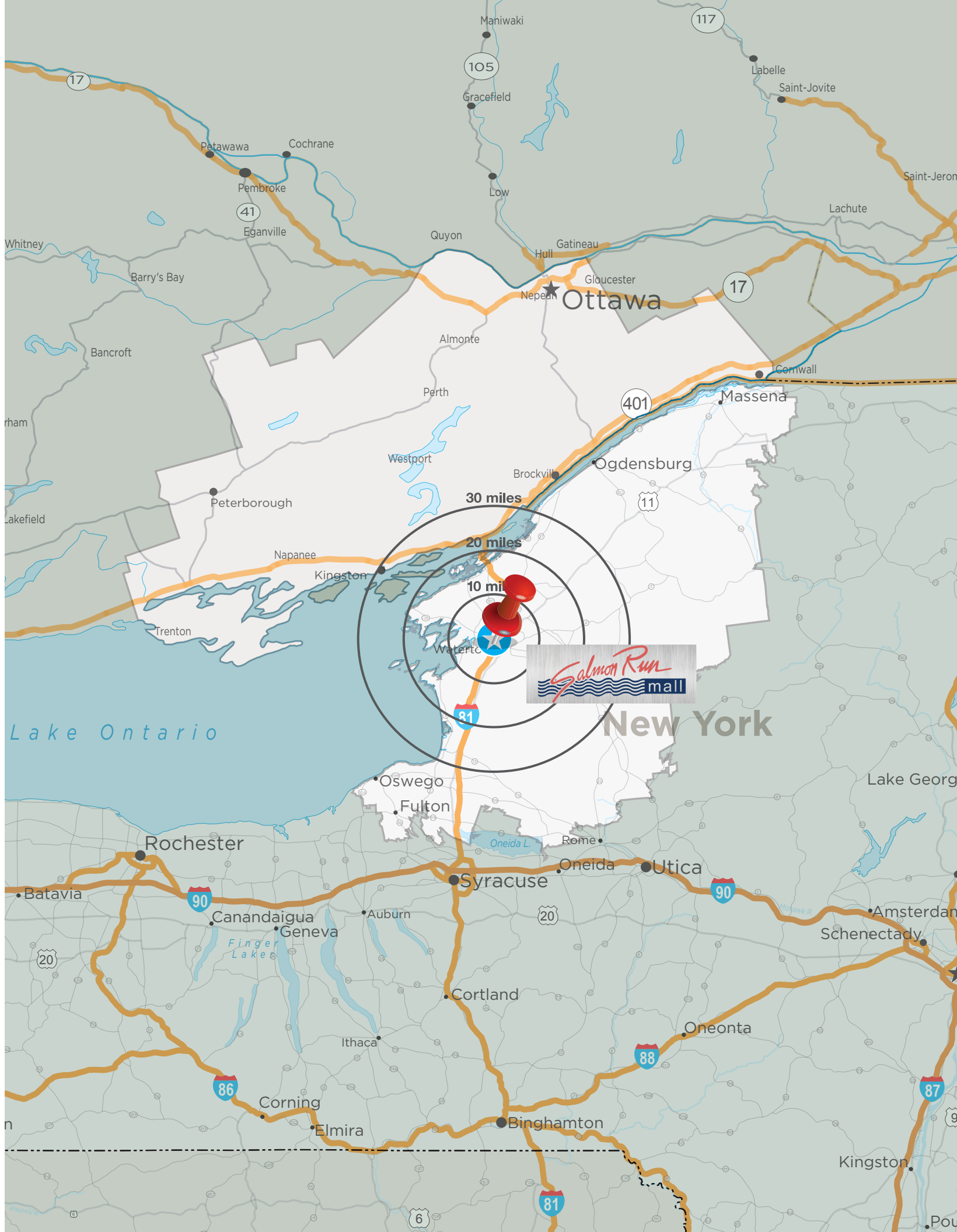
Salmon Run Mall is the only enclosed shopping center within its trade area reaching a vast Canadian market of nearly 3.1 million additional shoppers.

	10 miles	20 miles	30 miles	U.S. Trade Area	Total Trade Area (w. Canada)
Population	69,026	109,640	139,447	374,716	3,430,884
Households	27,436	42,728	54,928	146,680	1,559,386
Avg HH Income	\$73,209	\$76,075	\$77,041	\$79,763	\$82,009
HH Income > \$75k	34.9%	37.5%	38.2%	40.5%	--
HH Income > \$100k	20.0%	22.0%	22.9%	26.3%	--
Total Businesses	2,470	3,633	4,822	11,523	--
Daytime Employment	32,669	43,916	55,151	133,425	1,514,854



ALEXANDRIA BAY

SALMON RUN MALL 4





# STRONG TENANT MIX

A dynamic retail, dining and entertainment experience.



**HOBBY LOBBY**  
Super Savings, Super Selection!™



Ashcroft  
& Oak®

VICTORIA'S  
SECRET

PINK



AMERICAN EAGLE



JCPenney

HOLLISTER



charlotte  
russe



COMING SOON





# NEW OPENINGS

Salmon Run has seen some exciting new store openings in the last few years with more on the way!

Ashcroft & Oak  
Billy Beez  
Charlotte Russe  
Hobby Lobby  
Planet Fitness  
Zero Latency

Coming Soon  
Ashley Furniture  
Joseph Jacob Jewelers





# 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, sports viewings and charitable events are just a few examples of the hundreds of programs that take place within the social space of Salmon Run Mall.



**"MALL"OWEEN  
2,000 IN ATTENDANCE**



**READY, SET, FUN EVENT  
3,000 IN ATTENDANCE**



**PINEWOOD DERBY  
1,000 IN ATTENDANCE**



# FORT DRUM

Only 8 miles from Salmon Run Mall, Fort Drum is home to over 46,420 soldiers, their dependents and rotational military - numbers not included in census data.

- Fort Drum is the largest single-site employer in New York State with 19,568 military and civilian employees and an annual payroll of \$1.2 billion.
- The base has a direct and indirect annual economic impact of nearly \$2 billion.
- Fort Drum has infused over \$30 billion into the local economy since 1988.
- Taking into account active duty, dependents of active duty, transient soldiers, civilian contractors, retirees and their dependents - that increases our market area population by a total of 70,564 people not captured in census data.
- Fort Drum soldiers and their dependents have a high propensity for spending due to their disposable income; receiving a monthly base pay in addition to housing and healthcare stipends.

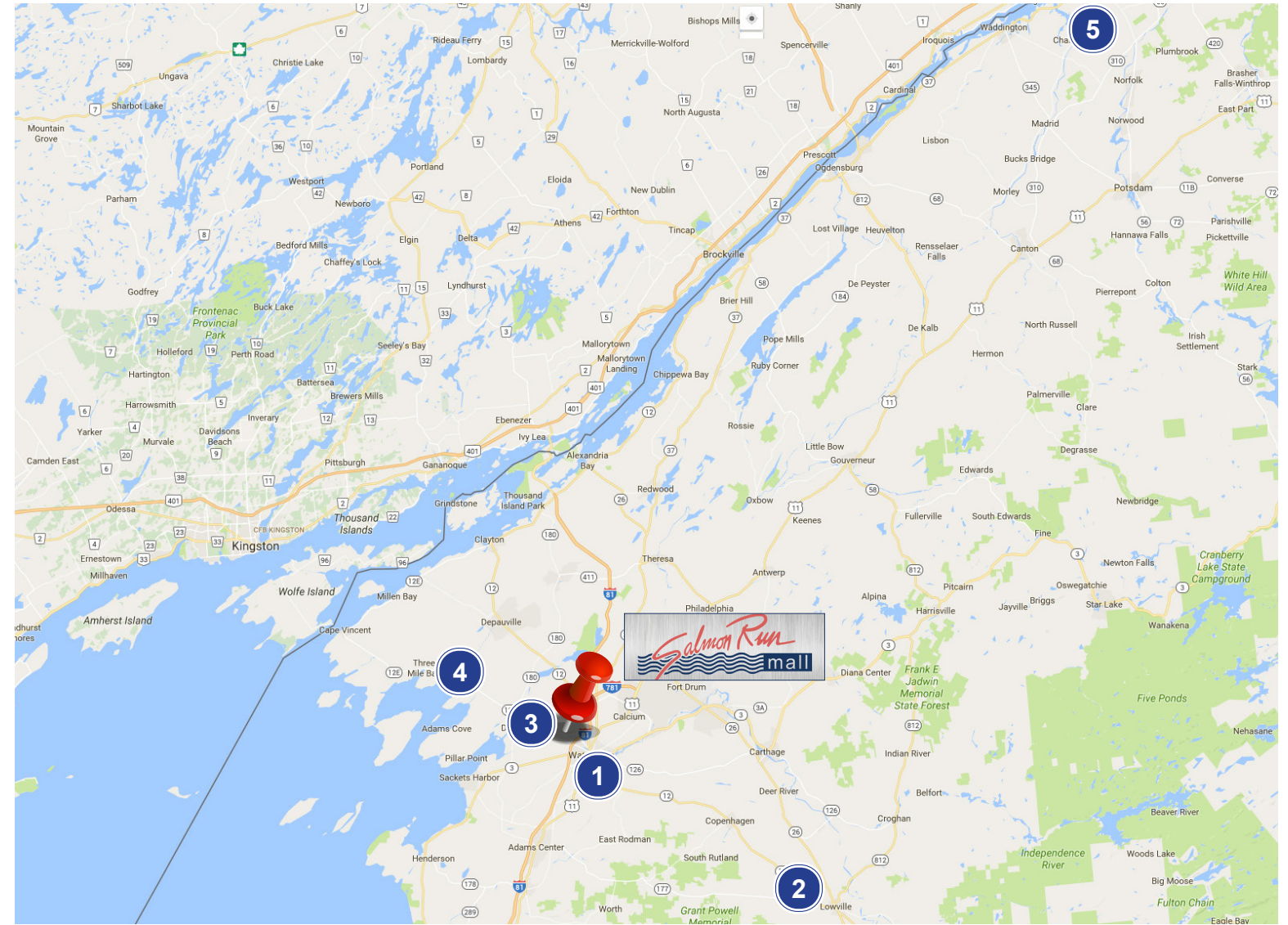




# MARKET GROWTH

Jefferson County is seeing tremendous growth in the military, medical and tourism sectors.

<p><b>1. Thousand Islands Event Center</b></p>	<ul style="list-style-type: none"> <li>Proposed \$80 million, 520,000 sf event center in the town of Watertown</li> <li>State-of-the-art facility would include 8 basketball courts, an indoor track, 2 hockey rinks, 16 volleyball courts, 3 outdoor turf fields and 2 indoor fields for sports like lacrosse.</li> <li>Multi-purpose arena seating up to 9,000 people and ice rink arena seating of up to 3,000 people</li> <li>Over 50 full-time jobs to be created</li> <li>Projections calling for 250 event days annually, bringing over 93,000 new visitors to the area and generating approximately \$24 million in additional spending from those visitors.</li> <li>Targeting an early fall 2022 groundbreaking</li> </ul>
<p><b>2. Lewis County Health Systems</b></p>	<ul style="list-style-type: none"> <li>Recently broke ground on a new 26,000sf modern surgical center</li> <li>\$33 million investment</li> </ul>
<p><b>3. Convalt Energy/DigiCollect</b></p>	<ul style="list-style-type: none"> <li>Began construction on a 330,000 sf solar panel warehouse next to the Watertown International Airport</li> <li>\$40 million project to employ up to 400 people</li> </ul>
<p><b>4. MetalCraft Marine</b></p>	<ul style="list-style-type: none"> <li>\$43 million contract has been announced for MetalCraft Marine, a part of the ship and boat building industry, located in Watertown, NY.</li> <li>Contract will be used to make Force Protection large and small boats stationed at US Naval bases around the world.</li> <li>Expanding their aluminum boat business used for fighting fires and responding to oil spills.</li> <li>MetalCraft Marine employs 56 people and will be increasing the workforce by the end of next year.</li> </ul>
<p><b>5. Air Products</b></p>	<ul style="list-style-type: none"> <li>Plans to construct a \$550 million green hydrogen production facility in Massena, NY</li> <li>Moving forward with approvals and looking to start construction in 2023</li> <li>90 permanent, full-time jobs to be created</li> </ul>



THOUSAND ISLANDS EVENT CENTER ARTIST RENDERING





# CANADIAN VISITORS

The Thousand Islands Bridge, located 25 miles north of Salmon Run Mall, provides access to 3.1 million Canadian shoppers.

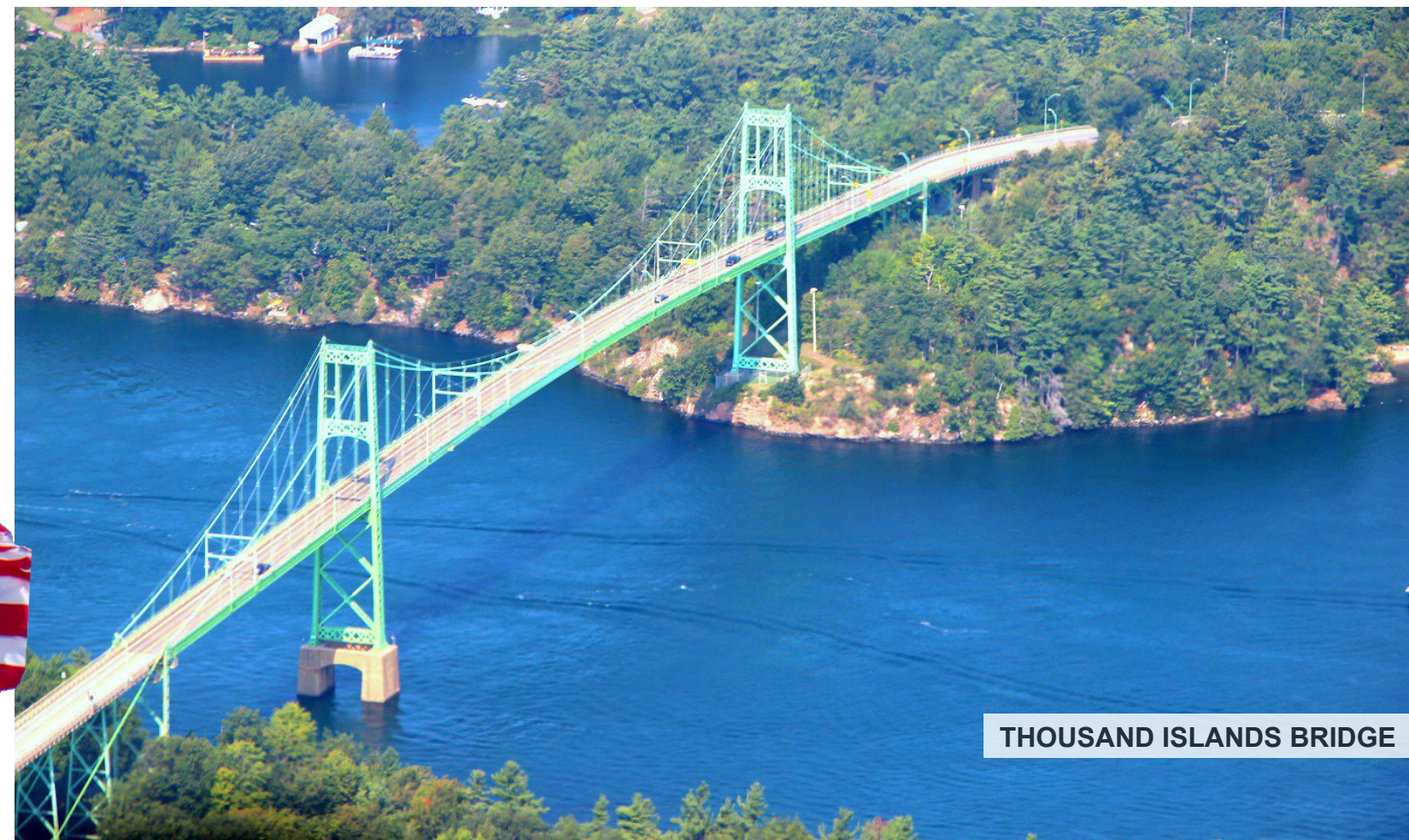
- Major Canadian cities within a one-hour drive of Watertown include Kingston, Brockville and Gananoque
- Ottawa, Canada's fourth largest city, is located only two hours from Watertown
- The Thousand Islands Bridge is the 7th most trafficked northern border crossing (out of 85 in the U.S.) with 381,311 vehicles and 810,857 passengers in 2022. (Bureau of Transportation Statistics, January 2023)



DOWNTOWN OTTAWA



SALMON RUN MALL 10



THOUSAND ISLANDS BRIDGE

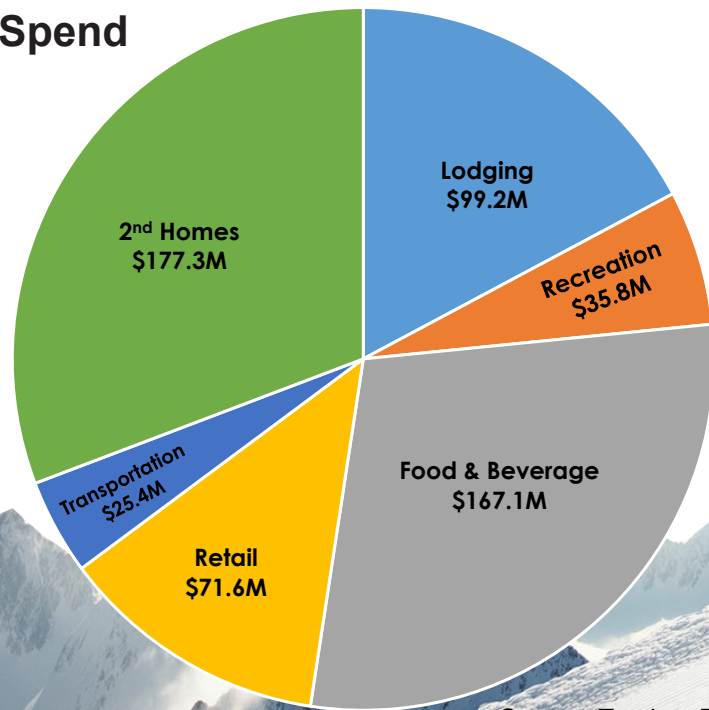


# TRAFFIC GENERATORS

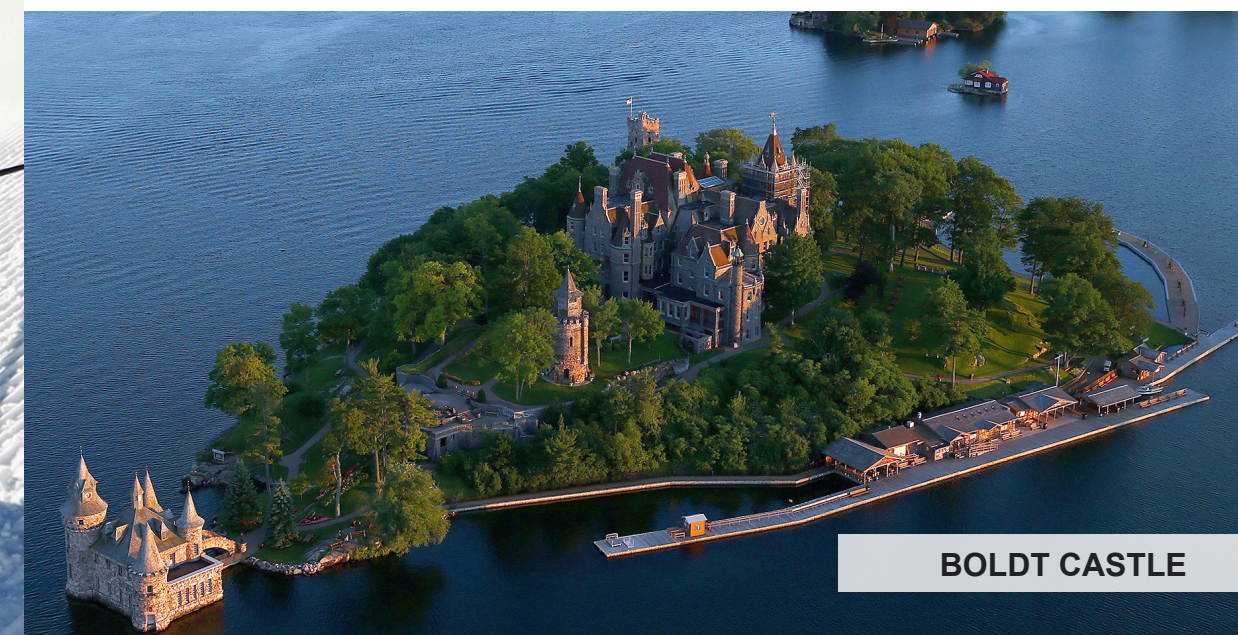
Tourism is a year-round industry attracting over 4 million visitors to the region each year.

- Tourism in the Thousand Islands has generated over \$576.4 million in 2021
- Jefferson County benefitted from an economic impact of \$280.3 million in tourism spending in 2021
- Snowmobiling in the Tug Hill Region brings \$101.1 million to the regional economy each year, creating nearly 1,000 jobs annually
- 4,026 jobs have been added to the Jefferson County economy because of tourism, generating \$132.2 million in labor income in 2021
- The trade area is home to eight colleges and universities with a total student population of over 66,400
- Boldt Castle, located in Alexandria Bay, generates \$40 million annually in economic benefits for the Thousand Islands Region
- Clayton, NY won the “Best Small Town Cultural Scene” in a recent USA Today 10 Best Readers Choice poll.

2021  
Tourist Spend



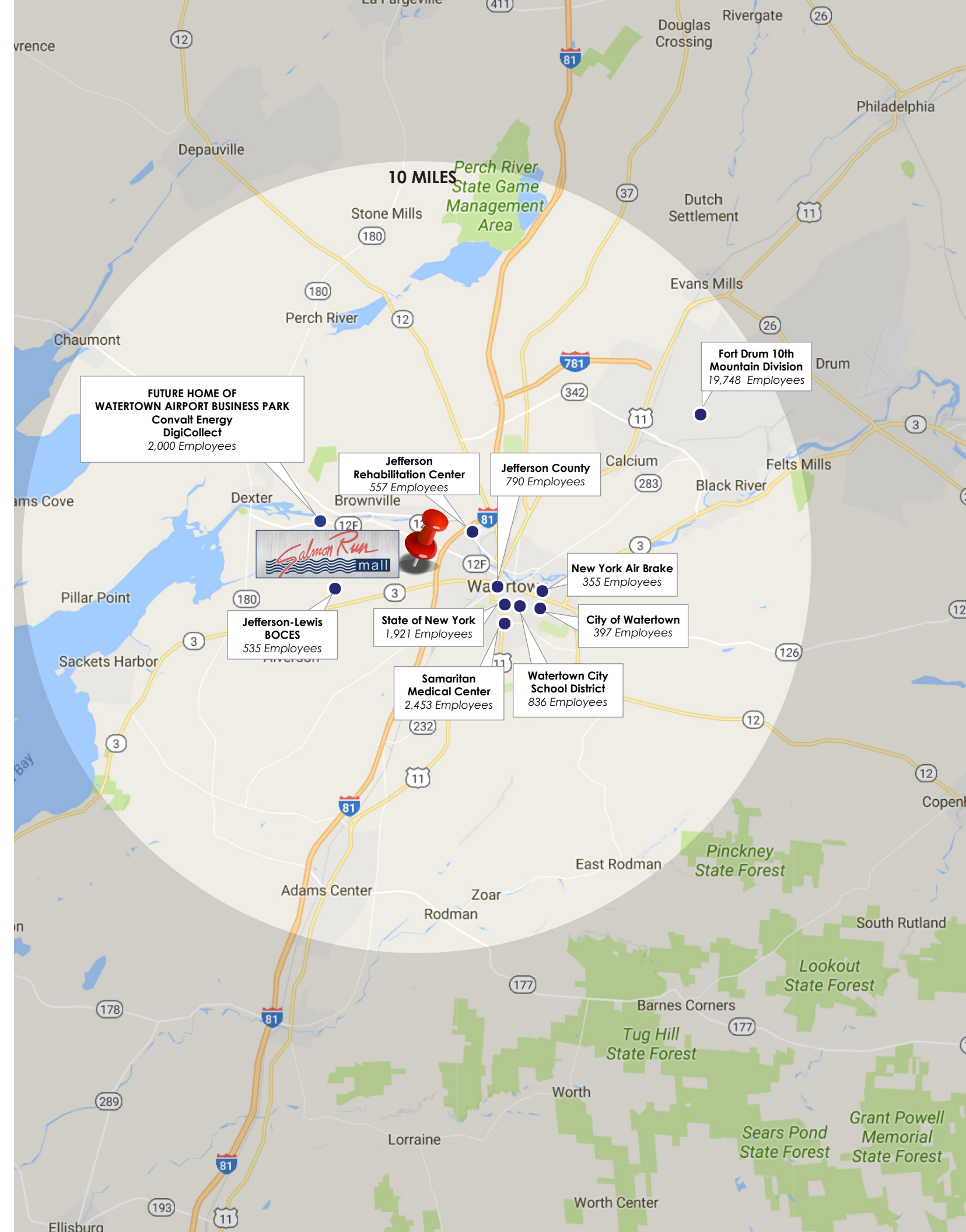
Source: Tourism Economics  
August 2022





# TOP 10 EMPLOYERS

Over 32,669 employees within 10 miles of Salmon Run Mall.





# NEW LOOK & FEEL

Interior common area improvements have been made to take Salmon Run Mall to the next level.

- Decorative lighting fixtures
- Comfortable soft seating areas
- Fresh interior paint
- New interior directional signage



SOFT SEATING - FOOD



NEW LIGHTING & DIRECTIONAL



SOFT SEATING - COMMON AREA



NEW COMMON AREA SEATING



# AREA LODGING

1,341 hotel rooms surround Salmon Run Mall within a 10 mile radius.

Eight new hotels have been built in the area adding 650 rooms to accommodate the growing tourist traffic.

Over \$74.4 million was spent on lodging in Jefferson County and \$146.6 million in the Thousand Islands Region over the last two years.



SALMON RUN MALL 14



Top Hotels in the Market



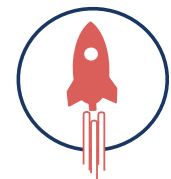
# PYRAMID LAUNCH PAD

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*

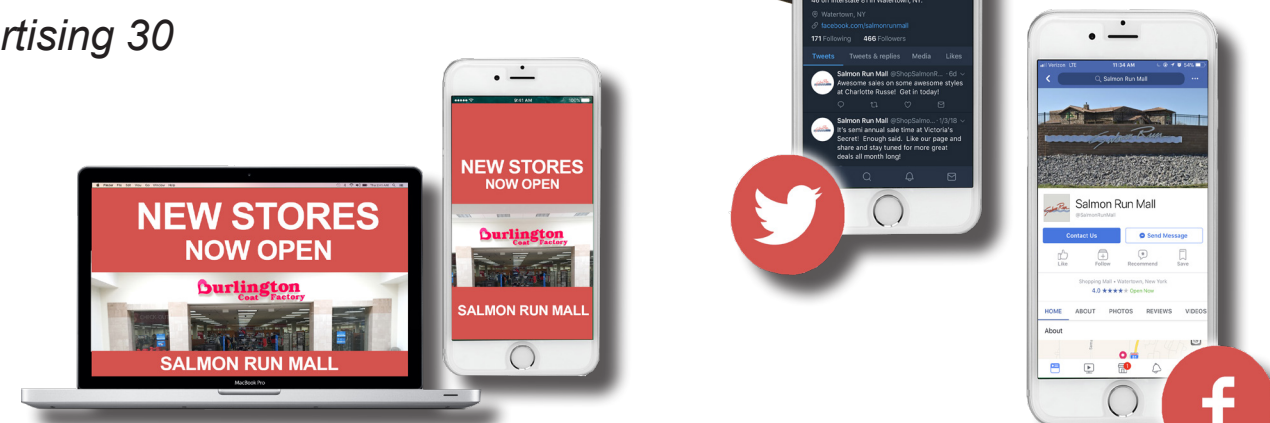


**Launch Phase**  
30 Days Grand Opening  
*Driving Traffic & Sales*



**Rocket Booster Phase**  
**\$9,800** in FREE Onsite Digital Advertising 30 Days Post Opening  
*Maximizing Results*

**NOW OPEN AT SALMON RUN MALL!**





# STRONG TRAFFIC TO SALMON RUN MALL!

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

