



SANGERTOWN S Q U A R E



UNMATCHED ACCESS FROM ALL MAJOR ROADWAYS

Over 62,300 cars pass the center daily.



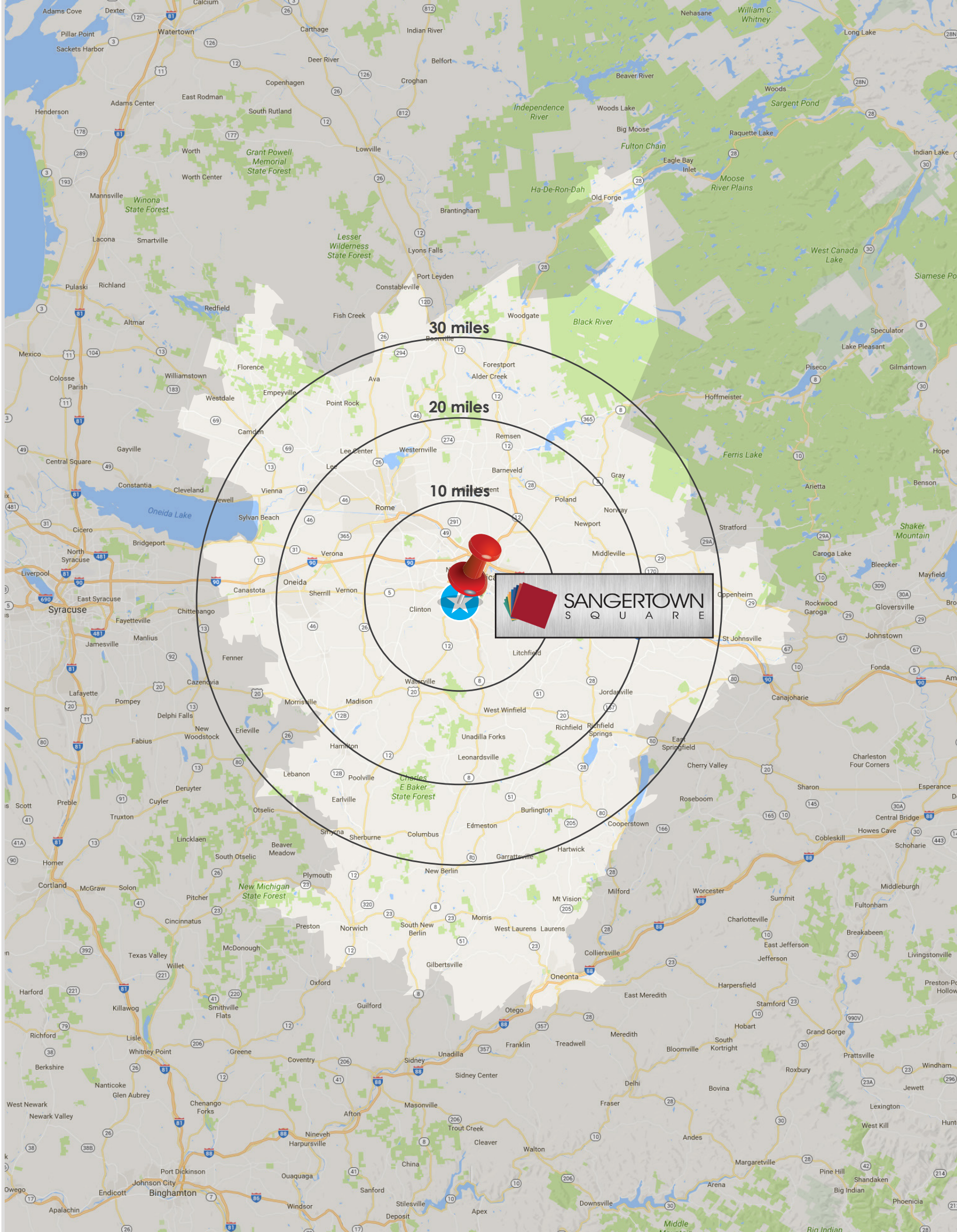
TRADE AREA

Sangertown is located in the thriving Mohawk Valley Region of New York State.

The Mohawk Valley is home to six significant industries bringing immediate, rapid and widespread growth, high wages and strong growth potential through 2026. These industries include construction, manufacturing, trade, transportation and utilities, educational services, healthcare and leisure and hospitality.

| | 10 miles | 20 miles | 30 miles | Trade Area |
|------------------------------|----------|----------|----------|------------|
| Population | 145,249 | 267,608 | 357,307 | 404,106 |
| Households | 58,350 | 109,465 | 145,244 | 163,850 |
| Avg HH Income | \$85,815 | \$84,976 | \$86,363 | \$83,501 |
| HH Income > \$75k | 40.9% | 41.2% | 42.0% | 40.8% |
| HH Income > \$100k | 28.0% | 27.5% | 28.0% | 27.1% |
| Total Businesses | 4,859 | 8,926 | 11,712 | 14,107 |
| Daytime Employment | 78,747 | 136,718 | 166,019 | 197,745 |

Over the next 10 years, job growth is projected to be 33.4% due to nanotechnology which will result in increased population and households.



STRONG TENANT MIX

A dynamic retail, dining and entertainment experience.



NEW OPENINGS

Sangertown Square has seen several excited openings over the last few years with more on the way!



ACTIVATING OUR SOCIAL SPACE

Marketing events draw thousands of people to the centers on a daily basis and extend dwell time.

Fashion shows, yoga classes, celebrity appearances, sports viewings and charitable events are just a few examples of the hundreds of programs that take place in the social space of each of our centers.



BABYFEST
250 IN ATTENDANCE



JIM KELLEY AUTOGRAPH SIGNING
OVER 600 IN ATTENDANCE



TRICK OR TREAT STREET
OVER 500 IN ATTENDANCE

TRAFFIC GENERATORS

More than 100 tourist attractions generated over \$2.3 billion in revenue for Oneida County in 2021.

- Tourism supports nearly 20,000 direct and indirect jobs in Oneida County, generating \$976 million in household wages
- There are currently over 100 tourist attractions in the area including:
 - Turning Stone Resort & Casino - Located less than 10 minutes from the mall. Recently announced another multi-million dollar expansion, including a new 250-room hotel and convention and conference center. Groundbreaking scheduled for spring 2023.
 - Oneida Nation Enterprise opened The Cove, a vacation rental destination in Sylvan Beach. A \$35 million project featuring 70 two and three bedroom cottages for week-long rentals.
 - National Baseball Hall of Fame - Over 350,000 visitors annually
 - Enchanted Forest Water Safari - New York's largest water park. Ranked #4 on TripAdvisor's
- The Boilermaker, a world-renowned road race, is a week-long event in Utica, NY attracting over 45,000 participants and spectators from around the globe.
- Fort Stanwix National Monument's over 90,000 annual visitors spend over \$5 million in the Utica-Rome area. \$6.1 million in economic benefits are created by Fort Stanwix visitor spending.
- The trade area is home to 12 colleges and universities with a total student population of 33,087.



TURNING STONE RESORT & CASINO



ENCHANTED FOREST WATER SAFARI



THE COVE



BOILERMAKER



NATIONAL BASEBALL HALL OF FAME



COLGATE UNIVERSITY



UTICA COLLEGE



UTICA UNIVERSITY NEXUS CENTER

UTICA UNIVERSITY NEXUS CENTER NOW OPEN!

- Construction is complete on the \$67 million, 170,000 square foot Utica University Nexus Center - a new indoor sports facility featuring three playing surfaces for ice or turf.
- The center will host ice hockey, indoor soccer and indoor lacrosse tournaments which are expected to bring 32-64 teams and their families to town in a weekend with recurring annual visitors estimated at 80,000
- Utica University Nexus Center is home to Utica University's women's hockey team and the Utica Jr. Comets hockey teams.
- Opened November 2022.

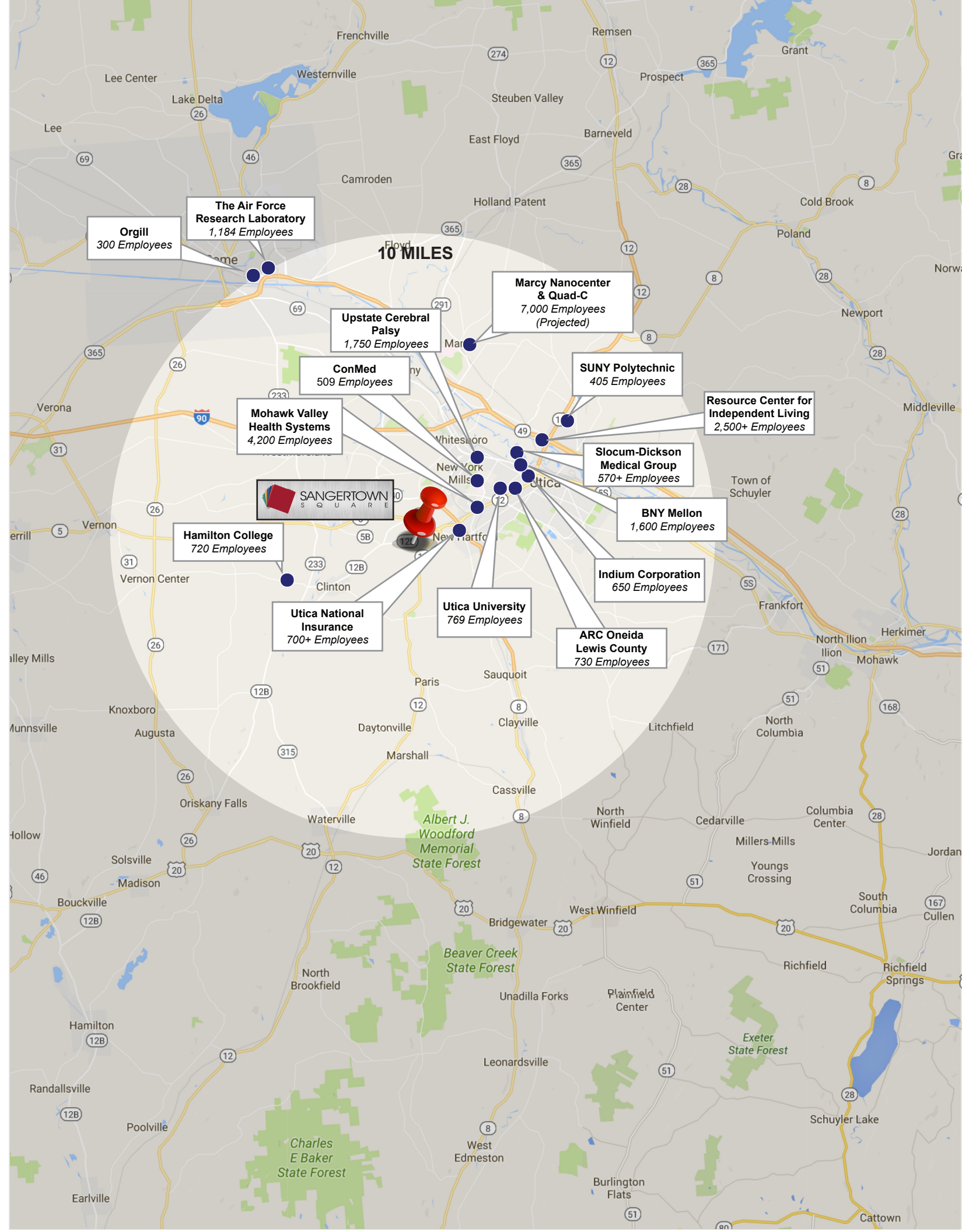


TOP EMPLOYERS

Over 78,747 employees within 10 miles of Sangertown Square.



SANGERTOWN SQUARE 10



NANO UTICA

Just 8 miles from Sangertown Square, more than \$2 billion is being invested at the Marcy Nanocenter and Quad C sites making the Mohawk Valley one of New York State's top technology hubs.

- 450 acre site being developed for semiconductor manufacturing and supportive nanotechnology. 5,000 additional jobs projected.
- Wolfspeed has invested \$1 billion and built the world's largest carbide wafer fabrication plant. Global transition to EV automobiles is accelerating and created demand for Wolfspeed's 200mm silicon carbide (SiC devices).
- Tech Barn is 42,000sf of commercial space and 232 apartments.
- Danish company, Danfoss Silicon Power, has moved into Quad-C and plans to add 300 new jobs.



SUNY POLYTECHNIC



TECH BARN

SANGERTOWN SQUARE 11

DOWNTOWN REVITALIZATION

A multi-million dollar investment is underway to revitalize Downtown Utica and surrounding areas.

- Utica is at the epicenter of an economic revolution sparked by advanced manufacturing and progressive investment strategies
- New York State is investing over \$885 million in the Mohawk Valley

| | |
|---|---|
| <p>1. Mohawk Valley Health System</p> | <ul style="list-style-type: none"> • \$548 million investment • 4,000 new jobs expected • 50-60% of the hospital project complete. Slated to open July 2023 • MVHS received a \$50 million donation from The Wynn Family Foundation and the hospital will be named The Wynn Hospital |
| <p>2. Varick West/Brewery District</p> | <ul style="list-style-type: none"> • \$2.5 million Irish Cultural Center opened. Includes a heritage museum, event center and an Irish Pub. • Added a 18,000 sq. ft. outdoor Biergarten space in September 2022. • A \$34.7 million expansion has been completed at F.X. Matt Brewing doubling its brewing capacity and creating 25-30 new jobs this year |
| <p>3. Central Business District</p> | <ul style="list-style-type: none"> • \$925,000 investment • New housing includes 31-unit modern loft development in former HSBC building • \$10 million revitalization award from New York State • Art Space Utica - a 41-unit housing complex for artists with commercial space on the first floor - has been awarded an additional \$4.9 million from the state. The entire projects expected to cost \$14 once complete in spring 2024 |
| <p>4. Bagg's Square</p> | <ul style="list-style-type: none"> • \$5.9 million investment to improve infrastructure • Utica's oldest neighborhood and an up-and-coming mixed-use destination • Plans to create a tourist destination including REA Wing Food Emporium at Union Station, expanded Utica Memorial Auditorium and a recently opened 30-loft apartment development in the former ConMed facility. • Site work has resumed on the \$67 million Nexus Center and is expected to be completed by the end of summer 2022. • 60 apartments in the former Doyle Hardware building are now open • Adirondack Barrel Cooperage (ADK Barrel) plans to expand and relocate. Plans are to build a \$3 - \$5 million manufacturing facility, restaurant and tasting room next to Adirondack Bank Center |
| <p>5. Harbor Point</p> | <ul style="list-style-type: none"> • Masterplan includes a \$40 million housing development • Developer to take over former 1933 building and build an additional building for restaurants • 2nd developer to transform 17 acres into mixed-use project • Received grant to update promenade • Expected to be complete in 2023 |



GRIFFISS BUSINESS & TECHNOLOGY PARK

A vibrant center for private and public enterprise, Griffiss Business and Technology Park is home to 5,800 employees working for 72 globally recognized technology, manufacturing, aviation, education and recreation industry leaders as well as Griffiss International Airport.

| | |
|--|---|
| Air Force Research Laboratory | <ul style="list-style-type: none"> • 2020 economic impact of \$501 million in a five-county area • Over 1,200 employees - military, civilian and contract |
| NUAIR (Northeast UAS Airspace Integration Research) | <ul style="list-style-type: none"> • 1 of 7 FAA-designated UAS Test Sites in the country (located at airport) • Development and advancement of New York's 50-mile UAS corridor between Syracuse and Rome. • Facilitating beyond visual line of sight testing, commercial operations and safe integration of UAS into airspace. • Working with NASA to create the automation groundwork for vertiports, an area for AAM aircraft to take off and land. |
| Skydome | <ul style="list-style-type: none"> • \$13 million in state funding to create Skydome • Largest indoor, year-round drone testing site in the U.S. • Support collaborative efforts between the Air Force Research Laboratory and NUAIR • Will bring people from around the country to develop and test drone systems • Opened July 2022 |
| Innovare Advancement Center | <ul style="list-style-type: none"> • \$12 million quantum research center • Opened September 2020 |
| Orgill | <ul style="list-style-type: none"> • Broke ground for a \$71 million distribution center • 300 new jobs • Opened June 2021 |
| Air City Loft Complex | <ul style="list-style-type: none"> • \$20 million phase 1 completed - project features 84 apartments and commercial space on the ground floor. • Phase 2 features 72 additional units and commercial space on the ground floor. Completed fall 2022. |



GRIFFISS BUSINESS & TECH PARK



SKYDOME



US CUSTOMS & BORDER PROTECTION

COMPLETELY REFINED

Interior and exterior common area improvements have been made to take Sangertown Square to the next level.

- New floor tile throughout the center
- Decorative lighting fixtures
- Comfortable soft seating areas
- Fresh interior and exterior landscaping
- New entrance structures
- New curbing and sidewalks
- Parking lot revamping
- Upgraded wayfinding and monument signage
- Elevated retail mix



SANGERTOWN SQUARE 14



NEW FLOOR TILE & LIGHTING



SOFT SEATING AREAS



NEW ENTRANCE STRUCTURES

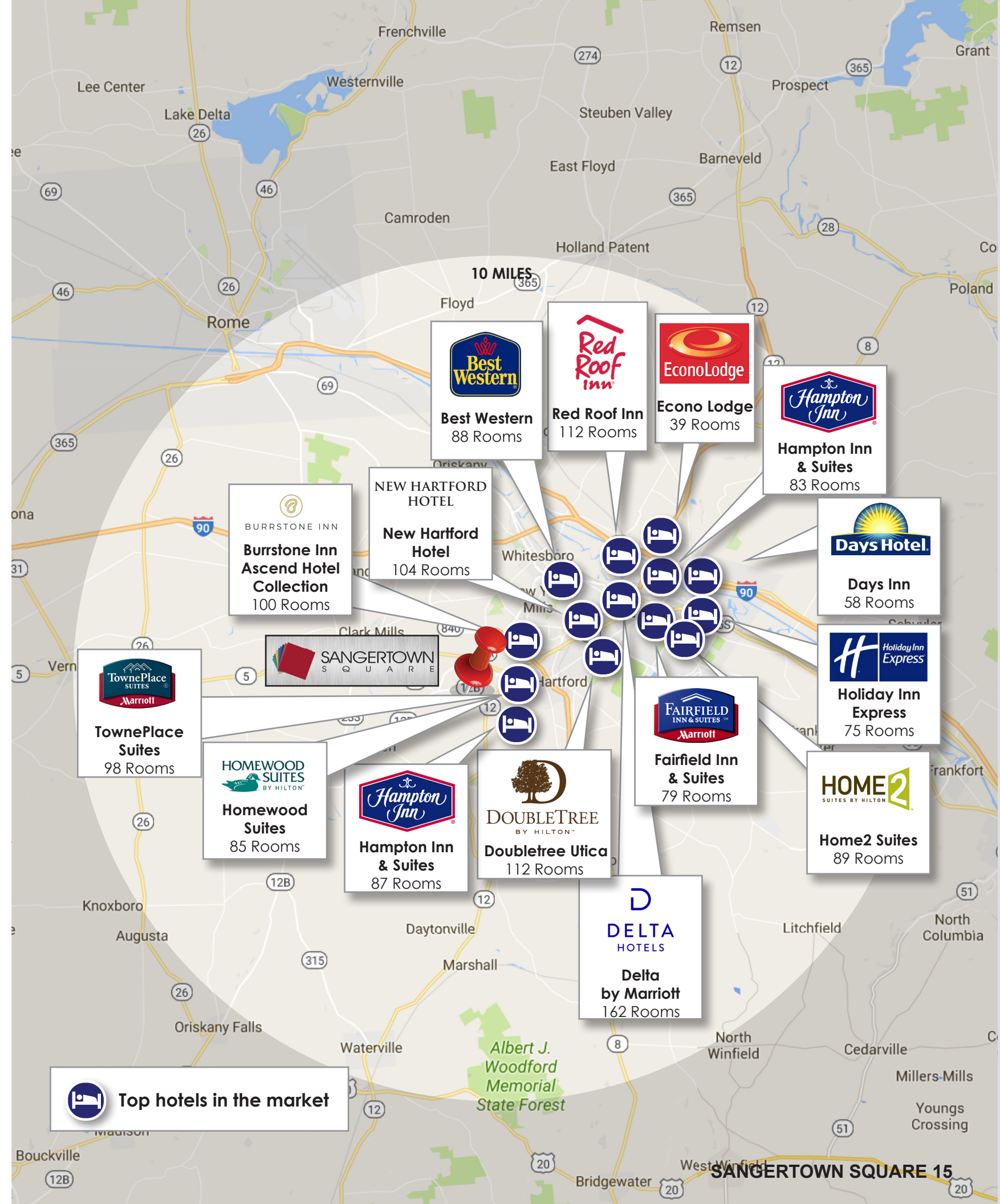
AREA LODGING

1,471 hotel rooms surround Sangertown Square within a 10 mile radius.

Hotel occupancy rates in Oneida County are consistently at 60% or higher.

Five new hotels have been built in the last five years adding 447 rooms to the market.

Over \$1.1 billion was spent on lodging in Oneida County in 2021.



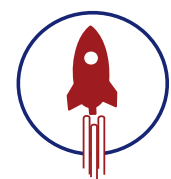
PYRAMID LAUNCH PAD

Unparalleled **FREE** on site 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 On-Site Digital Advertising
30 Days Post Opening
Maximizing Results

NOW OPEN AT SANGERTOWN SQUARE!



STRONG TRAFFIC TO SANGERTOWN SQUARE!

WEEKLY VISIT TRENDS - PLACER.AI

January - April
2023 / 2022 / 2021

