

THE SHOPS

BUCKHEAD
A T L A N T A



WE INVITE YOU TO

TAKE ANOTHER LOOK



THE SHOPS
BUCKHEAD
ATLANTA

ALL TRAFFIC



*ALL THAT'S MISSING
IS YOU*





DID YOU KNOW?

2017 TRAFFIC WAS UP 16% OVER 2016 AND UP 45% OVER 2015
23 NEW TENANTS OPENED SINCE AUGUST 2016
100K+ CARS VALET PARKED ANNUALLY



There are shopping malls. And then there are destinations. The Shops Buckhead Atlanta is a destination like no other in Atlanta. A unique fashion haven in a street setting, boasting a walkable 6 city blocks appealing to local residents and to tourists alike. This is the destination for your brand to be seen, and we have the numbers prove it:

- 300,000 sq ft of retail, restaurants and cafes.
- 100,000 sq ft of class-A office space (including Spanx's Global Headquarters).
- Over **68K employees work in Buckhead**, expected to grow by double digits over the next five years.
- Buckhead as a destination has over **32M visitors annually** with 23 hotels and 5K rooms.

Source: Buckhead Community Improvement District Report 2017

OUR CUSTOMER

Our customer is young, educated, and has a much higher income than regional shopping center customers nationally.

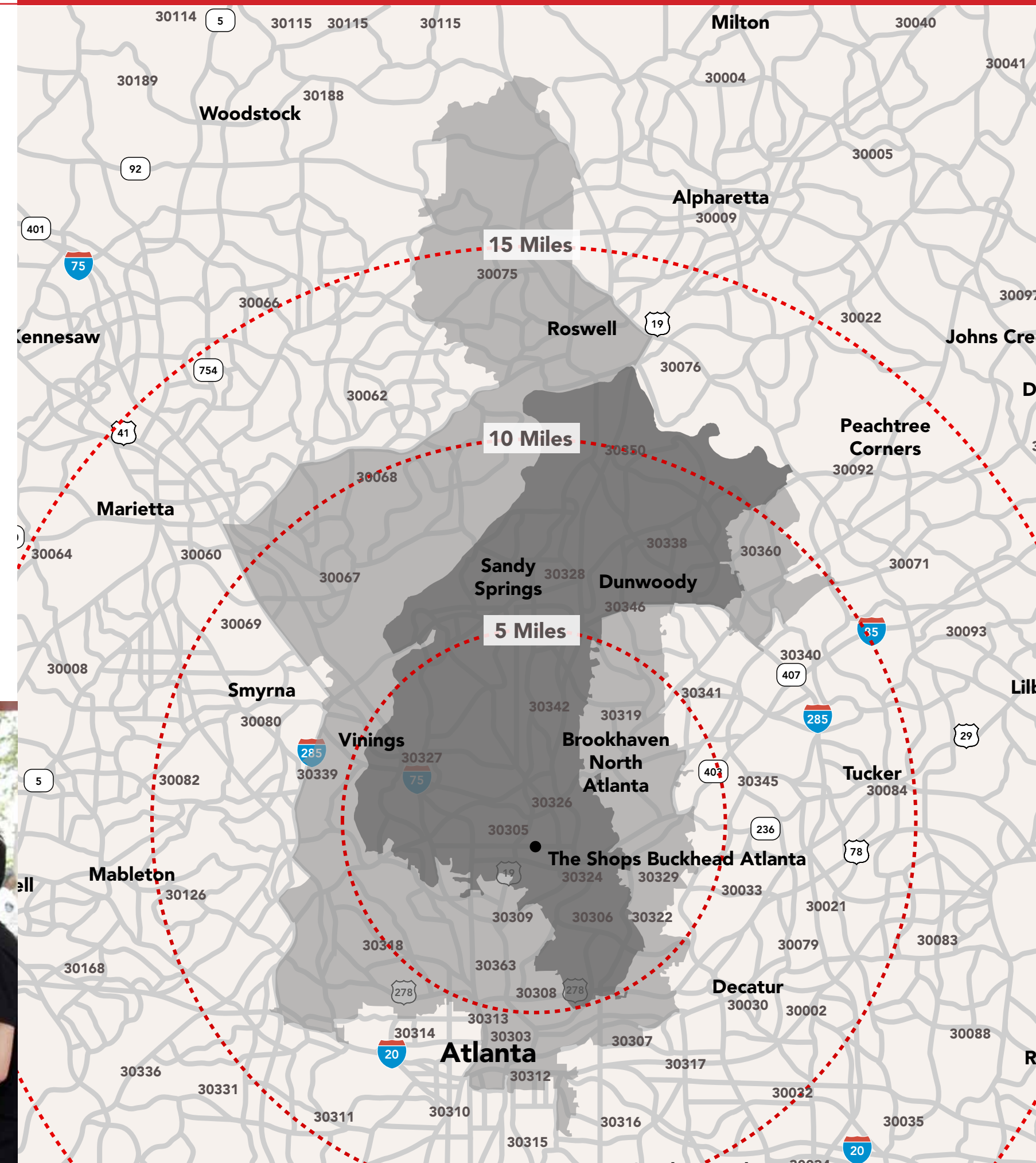
- **\$117K shopper household income** vs. \$89K trade area household income.
- 45% of shoppers have a household income of \$100K+.
- 61% college degree or better.
- Customer is between 25-44 years of age and spends **\$315 per shopping trip** vs. **\$103 national average**.

TRADE AREA / SALES

- 51% of center sales driven by primary trade area / 56% of traffic.
- 17% of center sales driven by secondary trade area / 20% of traffic.
- 21% of center sales driven by tourism (spend an average of \$957 per trip).
- 11% of center sales driven by tertiary market.

Source: 2015 Intercept Study

PRIMARY TRADE AREA POPULATION 250,029
SECONDARY TRADE AREA POPULATION 415,626



DEMOS TO PROVE IT

The Shops Buckhead Atlanta is located in the heart of Buckhead, a historic district within Atlanta often referred to as the “Beverly Hills of the South”. While only a little over four square miles, the area continues to develop at a rapid pace to meet the demand for office and residential while offering an enviable customer within walking distance of The Shops.

OVERVIEW

- Buckhead area’s median **household income is 131% higher** than Atlanta.
- **45%** of Buckhead residents have **incomes greater than \$100K**.
- \$436K average home value in Buckhead vs. \$192K citywide.
- \$2B in estimated retail sales occurs in Buckhead annually, the greatest concentration of retail sales in the state.
- **32.2M visitors annually** to Buckhead attractions.

MEDIAN HOUSEHOLD INCOME

The Shops Customer:*	\$117,000
Buckhead:	\$88,107
City of Atlanta:	\$48,878

STRONG EMPLOYMENT

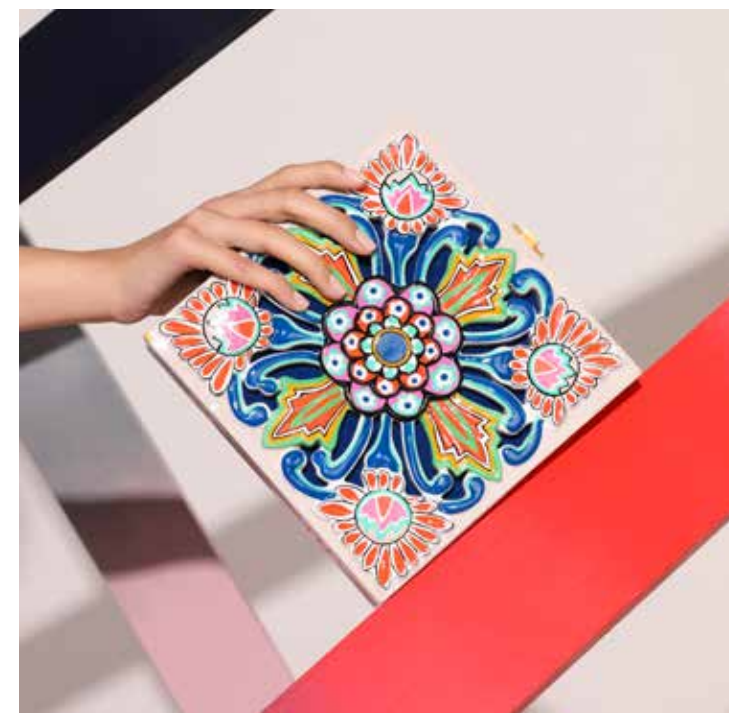
- In the 2006-2016 decade, the number of employees in Buckhead increased by 47%, an annual growth rate of 4.2%.

CURRENTLY IN DEVELOPMENT FOR BUCKHEAD

22 new buildings are in development

- 1.9M sq ft of new office space
- 3,071 luxury apartments and condos
- 186 new hotel rooms

Source: ESRI 2018, 2017 Buckhead Community Improvement District Study





WE LOVE THE EXPERIENCE

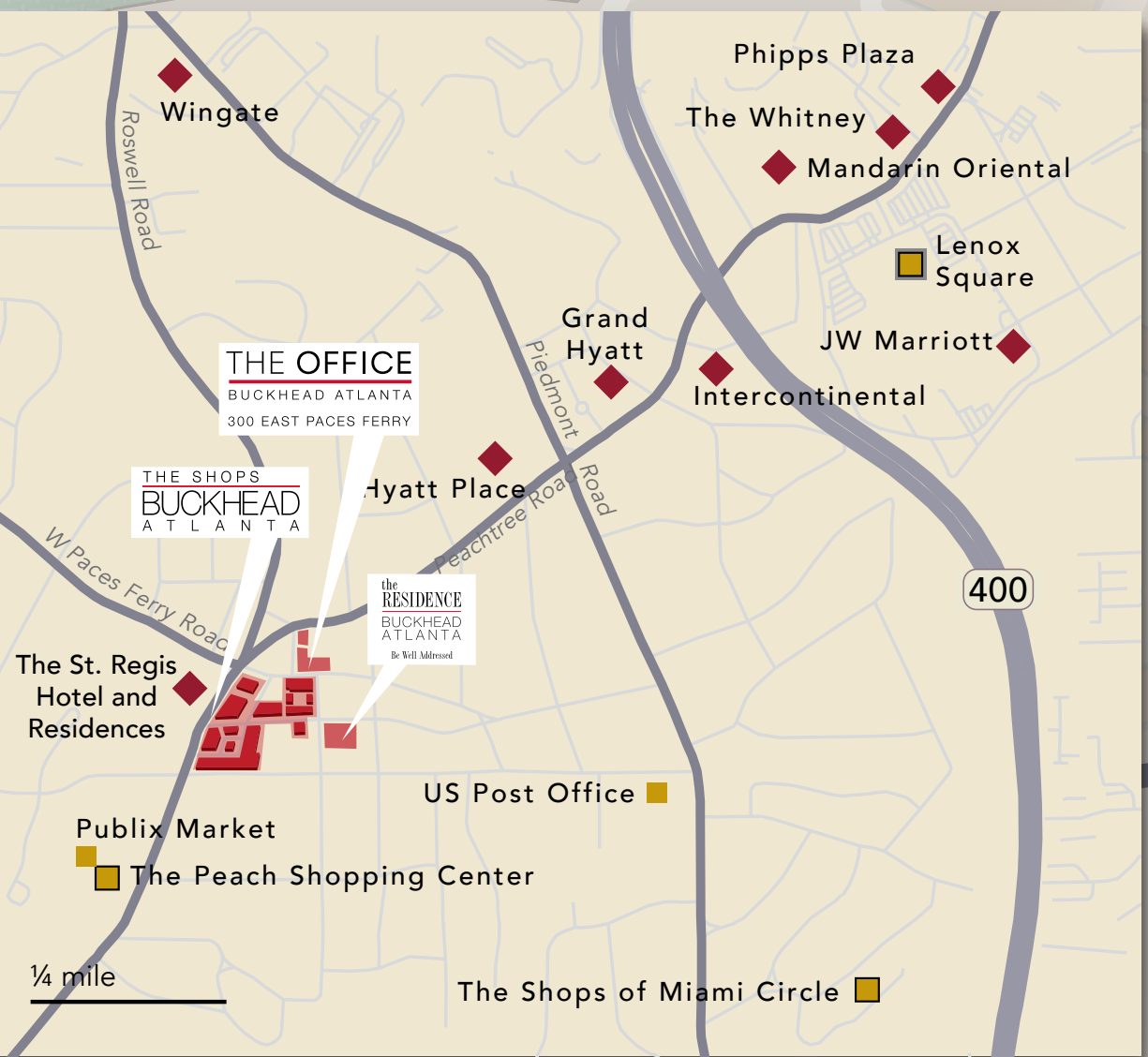
The Shops is all about creating a memorable connection with each customer and enticing them to return more often than the traditional mall shopper. The center hosts a robust event program from on-site activation to local partnerships with key charitable groups to ensure a warm welcome to all Buckhead residents.

- Complimentary Personal Shopper Program dedicated to The Shops:
 - Generated **over \$500K in direct stores sales in 2017**.
 - Hosted over 30 private in-store events for tenants, driving direct sales and benefiting charitable causes in 2017.
- Each fall hosts Style South (premier fashion event in the South) which **attracts 500+ guests and \$700K in direct sales** in one day along with **13M media impressions** (including TV), **30K+ social media impressions** and more.
- Robust partnerships with the arts in Atlanta:
 - Hosts live performances of the Nutcracker with the Atlanta Ballet at Holiday.
 - Creative art installations with Savannah College of Art and Design (SCAD).



KEY to MAP SYMBOLS

- ◆ Area hotels
- Shopping centers
- Shops/Services
- Restaurants
- Area attractions
- Residential buildings
- Office buildings





THE OLIVER MCMILLAN DIFFERENCE

MAKING SPECIAL PLACES HAPPEN™

Since 1978, OliverMcMillan has been producing quality, award-winning, imaginative design. Everything we do at OliverMcMillan is viewed as an opportunity to mold the unexpected into an art form. We create memorable destinations and our creations are a unique blend of glamour, sophistication, charm and intimacy. OliverMcMillan's philosophy is guided by strategy, market intelligence, rigorous planning and rational thinking. We partner with shared visionaries who have the courage, will and creativity to redefine the categories in which they compete.

IMAGINED AND DEVELOPED BY:



OliverMcMillan®

MAKING SPECIAL PLACES HAPPEN™



Coleman Morris
Director Retail Agency Leasing, Atlanta

JLL
Tel +1 404 995 2409
Mobile +1 404 219 7093
coleman.morris@am.jll.com