

The Promenade Shops at CENTERRA



The Promenade Shops at Centerra



is Northern Colorado's only open-air Lifestyle Center and serves the growing population base of Loveland, Fort Collins, Greeley and portions of Southern Wyoming and Western Nebraska. The Center's strong anchor tenancy includes Macy's, Metrolux 14 Theatres, Barnes & Noble, Best Buy, and Dick's Sporting Goods, while dozens of other national and regional retailers & restaurants call the Center home including Gap, Banana Republic, P.F. Chang's, Express, Rock Bottom Brewery, Red Robin, Victoria's Secret and White House | Black Market.

The Promenade Shops at Centerra is Northern Colorado's premier shopping destination and draws visitors from over 70 miles. Strong demographics, nearby complementary retail and strong surrounding amenities continue to fuel tenant demand at this shopping center. Additionally, The Promenade Shops at Centerra anchors the 3,000-acre master-planned community of Centerra, Northern Colorado's preeminent and rapidly expanding mixed-use community.



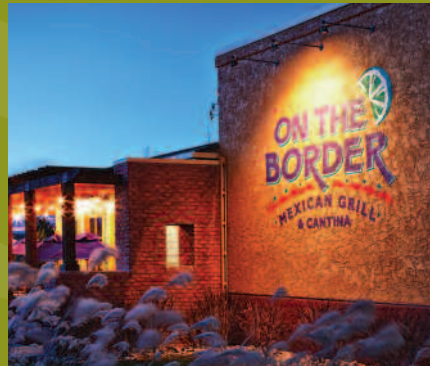


The Promenade Shops at Centerra

5971 Sky Pond Drive

Loveland, CO 80538

www.ThePromenadeShopsAtCenterra.com



Location



The Promenade Shops at Centerra's high-traffic location at the intersection of Interstate 25 and Highway 34 provides excellent exposure to retailers.

- Interstate 25 is Colorado's only North-South Interstate, connecting the New Mexico and Mexico border to Albuquerque, Colorado Springs, Denver, Loveland, and Cheyenne, eventually ending in Casper, Wyoming.
- Highway 34, running East-West, connects the Colorado and Nebraska border to Rocky Mountain National Park.
- Due to the high traffic demands at the Interstate 25 and Highway 34 interchange (approximately 110,000 vehicles per day), a new \$7 million interchange improvement project was completed in 2011.

Centerra is located 50 miles from downtown Denver, and only 35 minutes north of Denver's suburbs, which increase the area's popularity and demand as a commuter bedroom community.

Aside from being the only open-air lifestyle center in Northern Colorado, The Promenade Shops at Centerra is located adjacent to numerous other amenities that bring additional retail traffic to the center:

- The Promenade Shops at Centerra sits at the gateway to **Rocky Mountain National Park**, the nation's 6th most visited national park and only 35 miles west on Highway 34, making it the ideal stopping point for the park's 3 million annual visitors.
- Directly across Interstate 25 is the **Medical Center of the Rockies**, which is a state-of-the-art, 136-bed, medical center that also has surrounding medical offices.
- Located 3-miles north, The Ranch, is Larimer County's Fairgrounds & Events Complex, which hosts over 2,000 events annually with over 800,000 attendees throughout the year.
 - Located within **The Ranch**, **The Budweiser Events Center** is a 7,200-seat arena that is home to two minor league sports teams and hosts over 200 events each year drawing in over 250,000 attendees.
 - Adjacent to The Budweiser Events Center is a recently constructed 263-room **Embassy Suites** and features over 40,000 square feet of meeting and event space. Three additional hotels (Fairfield Inn, Hampton Inn and Residence Inn) are located within the Centerra community.
- **Colorado State University** (25,000 students) is 15-miles north in Fort Collins; **University of Northern Colorado** (12,000 students) is 18-miles east in Greeley; and **AIMs Community College** (5,500 students) is 15 to 35 miles away in three campuses.
- There is over 700,000 square feet of office/flex space within the **Centerra master-planned community**, with tenants such as **Kroll Factual Data**, **Heska Corporation**, **Agrium**, and **Abound Solar**.



Demographics

	3-mile Radius	5-mile Radius	10-mile Radius
Population			
2019 Projection	10,021	47,004	217,556
2014 Estimate	8,544	42,322	198,221
2010 Census	7,093	38,238	182,291
2000 Census	2,731	26,338	131,554
Growth 2000 - 2010	159.77%	45.18%	38.57%
Growth 2010 - 2014	20.45%	10.68%	8.74%
Growth 2014 - 2019	17.29%	11.06%	9.75%
Households			
2019 Projection	4,024	19,228	84,758
2014 Estimate	3,420	17,233	76,972
2010 Census	2,820	15,434	70,451
2000 Census	991	10,300	48,922
Growth 2000 - 2010	184.58%	49.85%	44.00%
Growth 2010 - 2014	21.30%	11.66%	9.26%
Growth 2014 - 2019	17.65%	11.57%	10.11%
2014 Tenure of Occupied Housing Units			
Owner Occupied	3,420 70%	17,233 66%	76,972 73%
Renter Occupied	1,025 30%	5,834 34%	21,050 27%
2014 Average Household Size	2.5	2.45	2.56
2014 Est. Average Household Income	\$82,895	\$70,288	\$78,087
2014 Est. Median Household Income	\$66,066	\$55,288	\$62,970



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Shopper Intercept Study

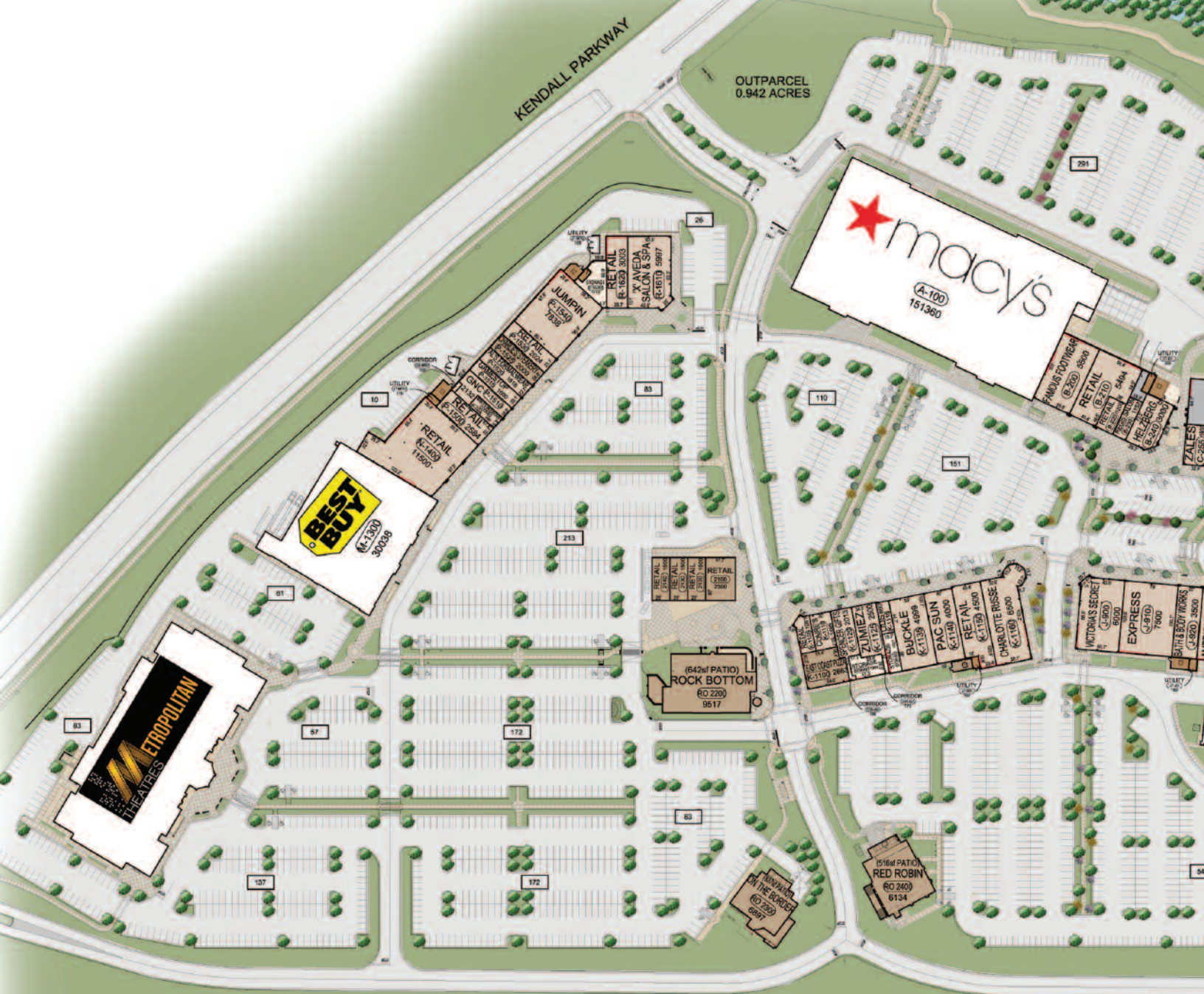
Source: August Partners, Inc. | Shopper Intercept Survey | 380 shoppers surveyed in December 2013

Trade Area

- The regional trade area follows a 70-mile span along I-25 from the Longmont area to the south all the way north into Wyoming.
- The primary trade area is comprised of three communities: Loveland, Fort Collins and Windsor, and accounts for 70% of the shoppers.

Survey Highlights

- Centerra is located in a highly populated market, over 600,000 people.
- Average drive time of 27 minutes for primary market and 31 minutes for secondary market.
- The 35-54 age segment is the core shopper and spender, and the average age is 41 years.
- The average shopper HH income is \$86,000, 12% above the trade area's average HH income of \$76,972.



Tenant Mix

Anchor Stores

Barnes & Noble
 Best Buy
 Dick's Sporting Goods
 Macy's
 Metrolux 14 Theatre

Restaurants & Specialty Foods

Bent Fork the Grill
 Biaggi's Ristorante Italiano

Cafe Athens
 Charley's Grilled Subs
 East Coast Pizza
 On The Border
 P.F. Chang's China Bistro
 Paciugo Gelato & Caffe
 Red Robin
 Rock Bottom Restaurant & Brewery

Specialty Stores

Aéropostale
 American Eagle Outfitters
 AT&T Wireless
 Banana Republic
 Bath & Body Works
 Buckle
 Build-A-Bear Workshop
 C.J. Banks
 Charlotte Russe
 Chico's

Christopher & Banks
 Claire's
 Clarks
 Eddie Bauer
 Express
 Famous Footwear
 Francesca's Collections
 GameStop
 Gap
 GNC
 Gymboree



Hallmark
 Harry & David
 Helzberg Diamonds
 J. Jill
 Jos. A. Bank
 Jumpin'
 Justice
 Kay Jewelers
 LensCrafters
 Lids
 LOFT

Massage Heights
 Maximum Boutique
 New York & Company
 Oakley
 Pacsun
 Portrait Innovations
 Regis Salon
 See's Candies
 Sleep Number Store
 Soma
 Spencer's

Sunglass Hut
 TEN Aveda Salon
 and Spa
 The Children's Place
 Victoria's Secret
 White House |
 Black Market
 Yankee Candle
 Zales
 Zumiez





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