



Representation of Proposed Future Development

# JEFFERSON VALLEY MALL

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WP Glimcher mall managed by Simon.

Information accurate as of 5/1/15. Sources: SPG Research; trade area demographic information per Pitney Bowes MapInfo (2014).

# THE SIMON EXPERIENCE — WHERE BRANDS & COMMUNITIES COME TOGETHER

More than real estate, we are a company of experiences. For our guests, we provide distinctive shopping, dining and entertainment. For our retailers, we offer the unique opportunity to thrive in the best retail real estate in the best markets.

From new projects and redevelopments to acquisitions and mergers, we are continuously evaluating our portfolio to enhance the Simon experience - places where people choose to shop and retailers want to be.

We deliver:

## **SCALE**

Largest global owner of retail real estate including Malls, Simon Premium Outlets® and The Mills®

## **QUALITY**

Iconic, irreplaceable properties in great locations

## **INVESTMENT**

Active portfolio management increases productivity and returns

## **GROWTH**

Core business and strategic acquisitions drive performance

## **EXPERIENCE**

Decades of expertise in development, ownership, and management

That's the advantage of leasing with Simon.



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## PROPERTY OVERVIEW

Located in the heart of Hudson Valley, Jefferson Valley Mall caters to an affluent northern Westchester County suburb that is approximately 45 miles north of New York City.

- Anchors include Macy's and Sears.
- Features more than 80 specialty stores.
- As the only shopping center for the region, Jefferson Valley Mall benefits from a loyal local customer base and offers the most variety of shopping options for the trade area.
- Jefferson Valley Mall is conveniently located on Rt. 6, just east of the Taconic Parkway.



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## MASTER PLAN

Jefferson Valley Mall is about to embark on a multi-million dollar redevelopment that will build on its tremendous success. Redevelopment plans include:

- An 18,000-square-foot expansion will completely transform the property.
- The expansion will create new elevations along the north and south sides of the center.
- The Food Court will be renovated with several new concepts as well as two new restaurant tenants being added to the exterior.
- New mall entrances will be created and interior upgrades will be made, including renovations to the exterior landscaping.
- Spectacular new exterior landscaping will create a lush and inviting environment.
- A new 50,000-square-foot Dick's Sporting Goods store is scheduled to join the line-up in Spring 2017.

# MASTER PLAN NORTH ELEVATION



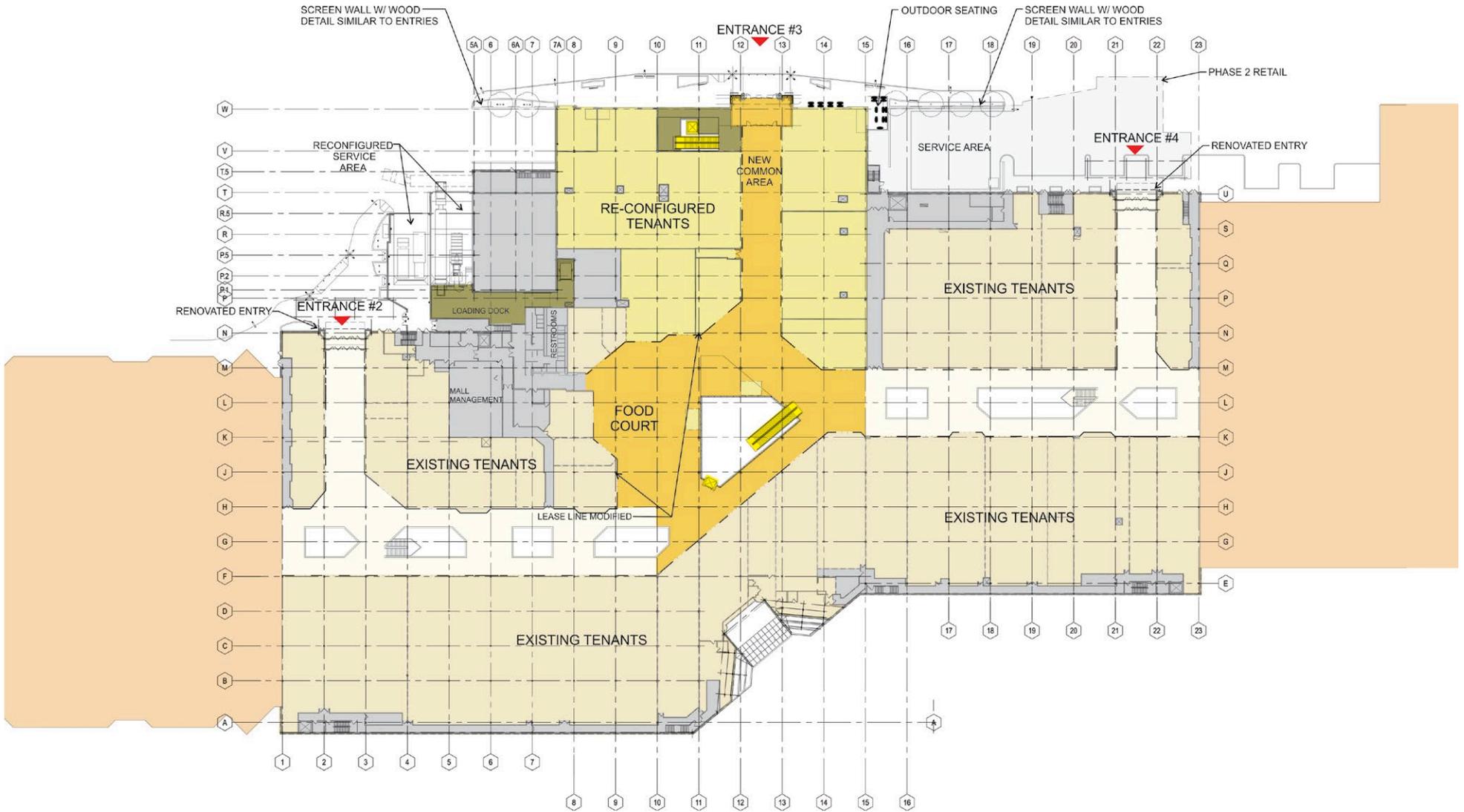
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# MASTER PLAN 2ND NORTH SIDE ENTRY



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# MERCHANDISE PLAN UPPER LEVEL



# MERCHANDISE PLAN LOWER LEVEL



Lower Level Plan  
Scale: 1" = 64'



# TARGETED TENANT MIX





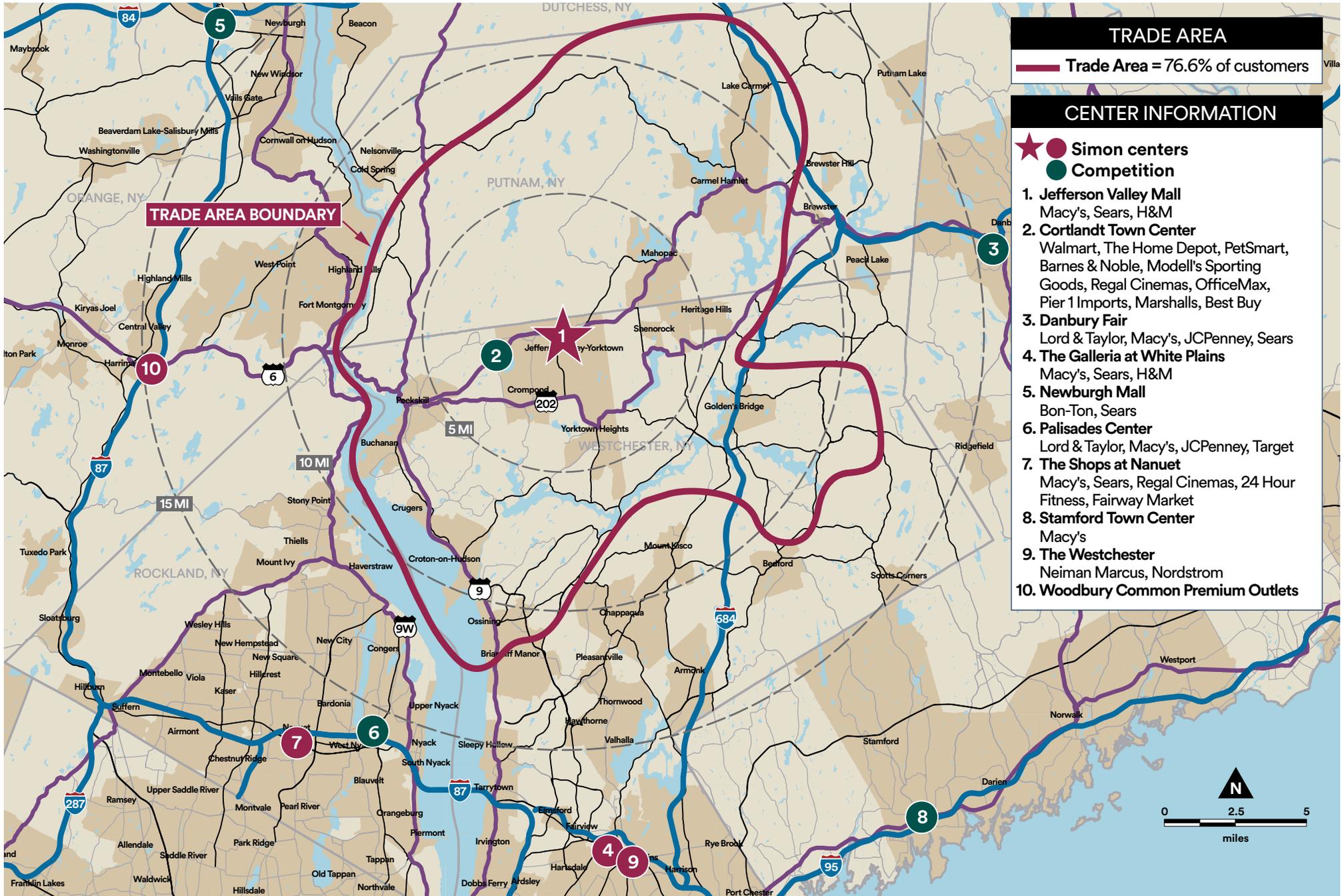
## TRADE AREA HIGHLIGHTS

Jefferson Valley Mall’s expansive trade area covers the northern part of Westchester County and southern Putnam County.

- The trade area extends from the Hudson River to Connecticut.
- In addition, the mall serves the towns of Yorktown, Yorktown Heights, Peekskill, Mahopac, and Golden Bridge.
- Yorktown Heights is the home of IBM’s Thomas J. Watson Research Center, specializing in hardware, software and super computers.
- The center serves an affluent population with an average annual household income of more than \$114,000 within just five miles of the mall.

	2014	2019
<b>Trade Area Population</b>	<b>234,542</b>	<b>244,813</b>
<b>Total Daytime Population</b>	<b>206,871</b>	
<b>Trade Area Households</b>	<b>82,266</b>	<b>86,777</b>
<b>Average Annual HH Income</b>	<b>\$114,580</b>	<b>\$119,305</b>

# TRADE AREA



# TRAFFIC MAP



# AERIAL VIEW





## SIMON MARKETING

**Fashion. Discovery. Community.** These are the pillars of our brand and the guiding principles for everything we do at Simon.

Every effort in our marketing program is designed to make the Simon brand experience exciting, relevant and cool in order to reinforce our position as the pre-eminent shopping center destination and build long-term brand loyalty with Millennials and Fashionistas.

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### ADVERTISING

Featuring high fashion photography and styling, Simon's advertising campaign builds awareness and elevates perceptions among fashion-forward consumers and influencers. Advertising placements include market leading national and regional fashion/lifestyle magazines, out of home in over seventy markets, geo-targeted digital advertising and local radio.

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### BRAND COLLABORATIONS

Simon collaborates with highly respected fashion partners to launch fully integrated print, digital and live event programs around key shopping seasons including Spring, Back to School, Fall and Holiday. Partners include *Vogue*, *Glamour*, *GQ*, *Teen Vogue*, *Harper's Bazaar* and *Refinery 29*.



Search by mall name, store, or your current location

FIND NEARBY MALLS

## SIMON LOVES SPRING

Go behind-the-scenes of our fun photo shoot for a sneak peek at this season's trends.

## LOOKBOOK LIVE

Simon and the style pros at *Q&A* and *Glamour* showcase the hottest spring looks.

## ENTER TO WIN \$1,000

Have a chance at a \$1,000 shopping spree and become a Mall Insider<sup>®</sup>.

## MORE STYLE TO COME

Featuring luxurious King of Prussia expansion, with 50 new exclusive retailers and restaurants. See more details

## #foundatsimon

Share your look now.

## THE SHOPPING BLOCK

Local up-and-coming designers, beauty bars and DIY stations. Watch the epic R29 party.

# SIMON MARKETING

## DIGITAL ENGAGEMENT

Simon's new website and mobile website launched in May 2014 with a vibrant, dynamic new look and improved functionality. Our must-have apps also give shoppers the real-time information they need to maximize their shopping visits.

- 595,700,002 Website page views
- 120,818,183 Google+ local impressions
- 1,317,729 YouTube views
- 4,685,723 Facebook likes
- 350,117 Twitter followers
- 87,345 Instagram followers

## SIMON INNOVATION GROUP

From reinventing the classic loyalty program to bringing the ubiquitous mall directory to life, Simon has collaborated with game-changing partners to innovate the shopping experience and further support our retailers. Initiatives include: Simon Rewards, BagFree Shopping, Interactive Directories and Bluetooth Beacons.

## DEDICATED RETAILER SUPPORT

Our dedicated team of Retailer Marketing Specialists provide turnkey support for new store openings, relocations, retailer events, seasonal campaigns, and integration into Simon's Marketing Programs. Multi-channel marketing efforts are custom designed to build brand awareness and drive store traffic for each retailer initiative. To learn more, visit: <http://business.simon.com/retailer-marketing>.

# PROPERTY CONTACTS

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