



Ashley Park

NEWNAN | GEORGIA

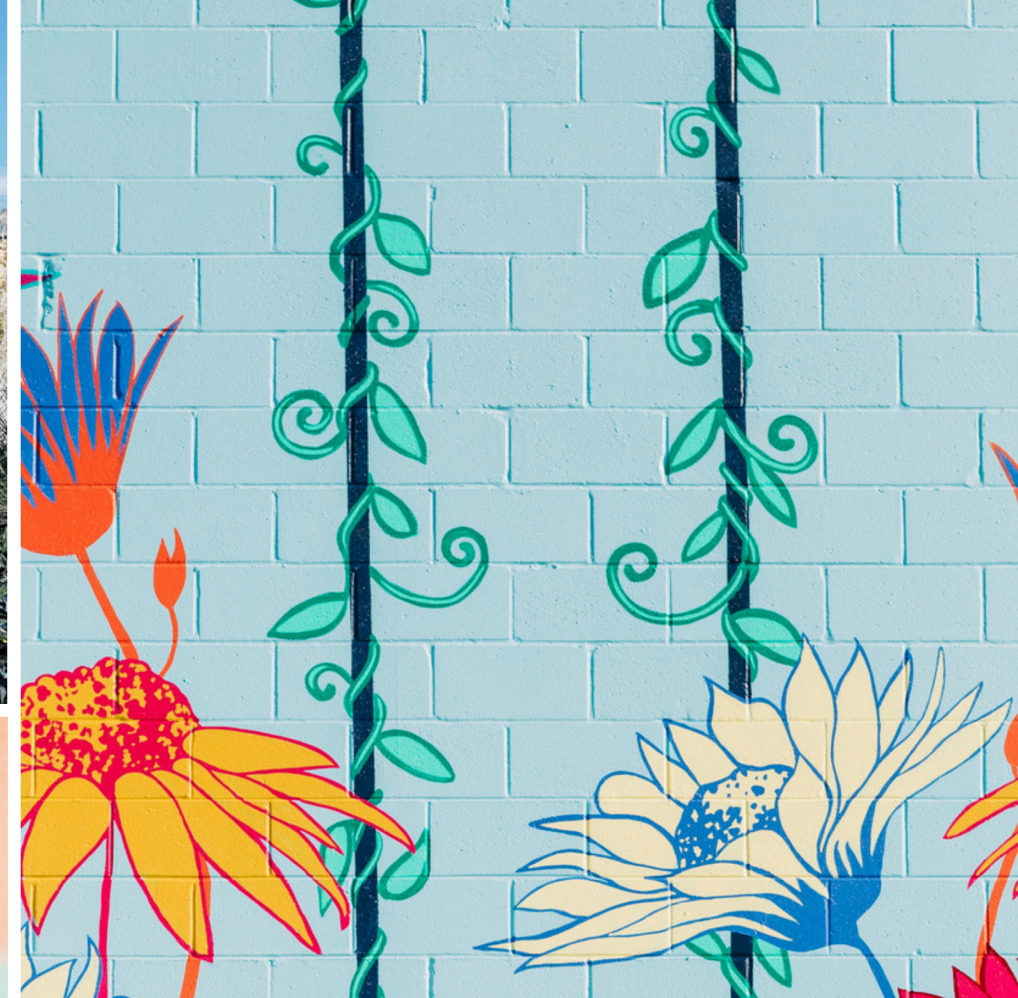
NEWNAN **THE CITY OF HOMES**

LOCATED JUST 30 MINUTES FROM ATLANTA, NEWNAN IS THE COUNTY SEAT OF COWETA COUNTY.

KNOWN AS THE CITY OF HOMES, NEWNAN HAS SIX NATIONAL REGISTER HISTORIC DISTRICTS WITH SOME OF GEORGIA'S MOST BEAUTIFUL HOMES AND COMMERCIAL BUILDINGS.

GEORGIA RANKS 8TH FOR THE MOST JOB OPPORTUNITIES IN THE U.S. WITH NEWNAN AT A **7.73% AVERAGE JOB GROWTH RATE.**





HOME TO 30 MARKET EXCLUSIVE RETAILERS



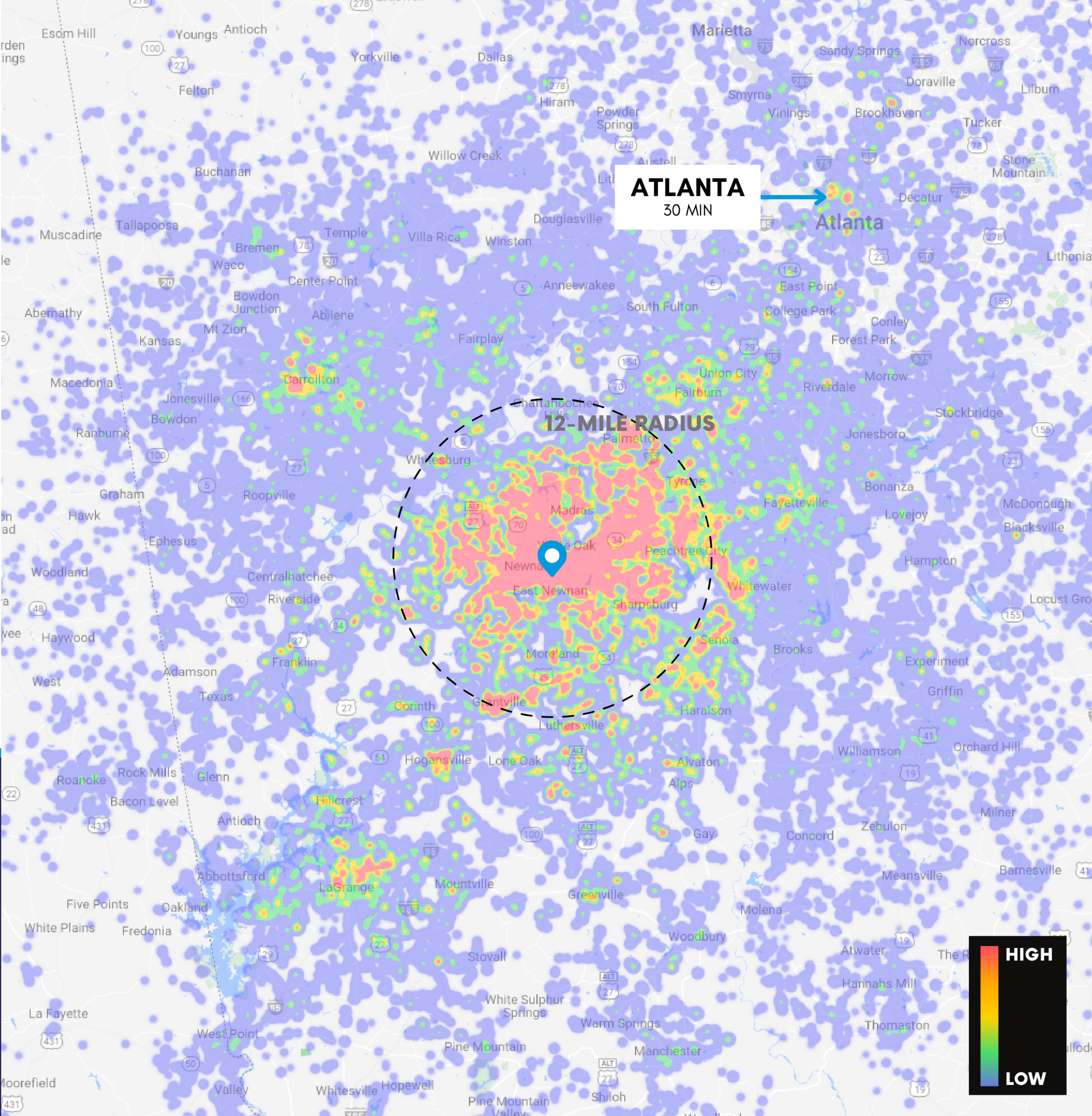
TRAFFIC DATA

Annual Number of Visits	5.7M
Annual Avg. Visit Frequency	6.52
Avg. Dwell Time	72 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	262,951
Daytime Population	364,302
Households	95,978
Family Households	60,370
Average HHI	\$90,000
College Degree+	66%

17,180+ FAMILY HOUSEHOLDS
WITHIN 5 MILES OF ASHLEY PARK





OUR CORE CUSTOMER

DATA BASED ON ASHLEY PARK'S CORE CUSTOMER 40% OF TRADE AREA

SPENDING PATTERNS

Avg. Discretionary Income **\$54,070**
Discretionary Income \$100K-\$125K **9%**

PSYCHOGRAPHICS

SINGLES & STARTERS **14.4%**

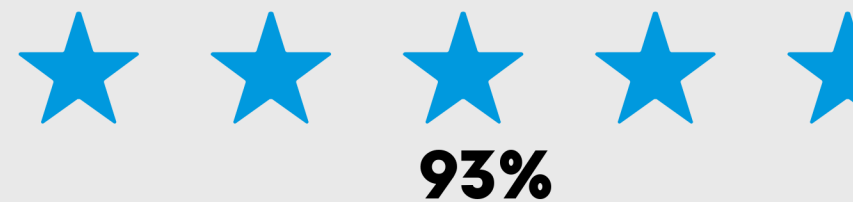
Young singles starting out and some starter families living a city lifestyle

BOOMING WITH CONFIDENCE **12.1%**

Prosperous, established couples in their peak earning years living in suburban homes

CUSTOMER LOYALTY

LOYALTY CLASSIFIED AS 2+ VISITS



5.3M OF OUR CUSTOMER VISITS ARE **LOYAL** MAKING US THEIR GO-TO SHOPPING DESTINATION

DOMINATING THE COMPETITION

Ashley Park consistently attracts the highest amount of traffic in the market and ranks within the **top five lifestyle centers** in the state.

LOCATION	CUSTOMERS	VISITS	FREQUENCY	DWELL TIME
Ashley Park	869.5K	5.7M	6.52	72 MINS
Kedron Village	440K	3.1M	7	49 MINS
Avenue Peachtree City	513K	2.3M	4.57	57 MINS





PROVEN PERFORMANCE & EXCLUSIVITY

ASHLEY PARK IS HOME TO MANY TOP-PERFORMING AND EXCLUSIVE BRANDS, AVERAGING \$656 PSF IN ANNUAL F&B SALES.

THE **ONLY** AVEDA SALON IN THE MARKET.

LA PARRILLA RANKED **#1 OF 13** IN THE STATE BASED ON VISITS.

NEWK'S EATERY RANKED **#1 OF 12** IN THE STATE BASED ON VISITS.

BARNES & NOBLE RANKED **#5 OF 16** IN THE STATE BASED ON VISITS.

DILLARD'S BOASTS THE **2ND HIGHEST YEAR-OVER-YEAR SALES INCREASE** FOR THE ATLANTA MARKET.

BELK

#9 OF 41 IN STATE

BASED ON VISITS

POPSHELF

#2 OF 21 IN STATE

BASED ON VISITS



GROOVIN' ON THE GREEN



FIDO FEST

MORE THAN 20 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



FALL FEST



LIGHTS UP



KIDS EVENTS



WORKSHOPS

"THE GREEN"

With an extensive dwell time of 72 minutes, Ashley Park not only provides its visitors with all of the best shopping and dining options, but also the ability to stay a while with our interactive green space providing games, seating, live music and more.



ASHLEY PARK BOASTS
THE HIGHEST DWELL TIME
COMPARED TO COMPETING CENTERS



NATIONAL LEASING

JAKE DATNOFF

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LOCAL LEASING, NATIONAL POP UPS, ADVERTISING, EVENT TOURS

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Ashley Park

 ASHLEYPARKNEWNAN.COM


Centennial

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