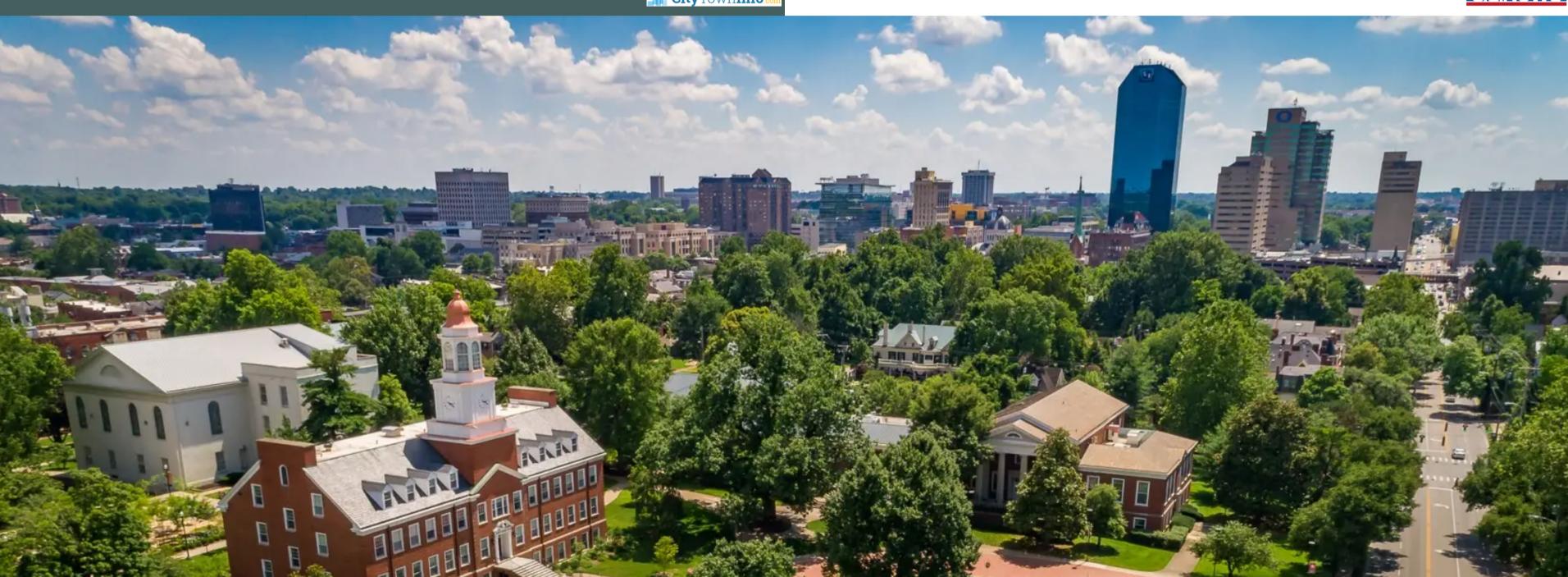


# KNOWN AS THE HORSE CAPITAL OF THE WORLD, LEXINGTON IS THE SECOND LARGEST CITY IN THE STATE OF KENTUCKY

BEST PLACES TO LIVE IN 2022-2023

**City**Town**Info**...





# AT THE HEART OF

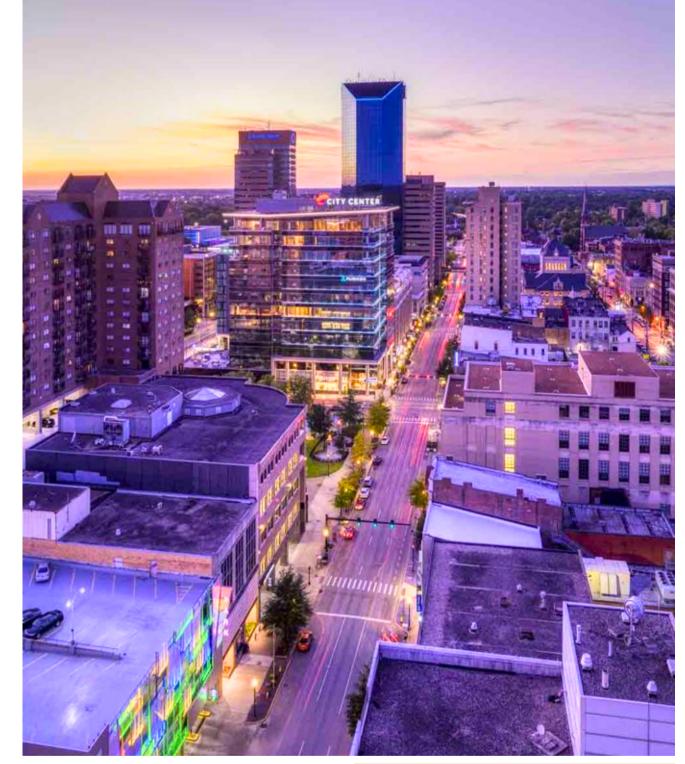
### COSMOPOLITAN & BLUEGRASS

NICHE.COM NAMES LEXINGTON ONE OF THE BEST PLACES TO LIVE.

95% OF THE WORLD'S BOURBON IS PRODUCED IN KENTUCKY AND 14 DISTILLERIES ARE IN LEXINGTON.

LEXINGTON INHABITS THE LARGEST UNIVERSITY IN THE STATE, THE UNIVERSITY OF KENTUCKY, WITH MORE THAN 47,000 STUDENTS + EMPLOYEES.

HOME TO THE **BOURBON TRAIL AND KEENELAND RACE TRACK**, LEXINGTON SEES **4.1M+ TOURISTS**EACH YEAR.

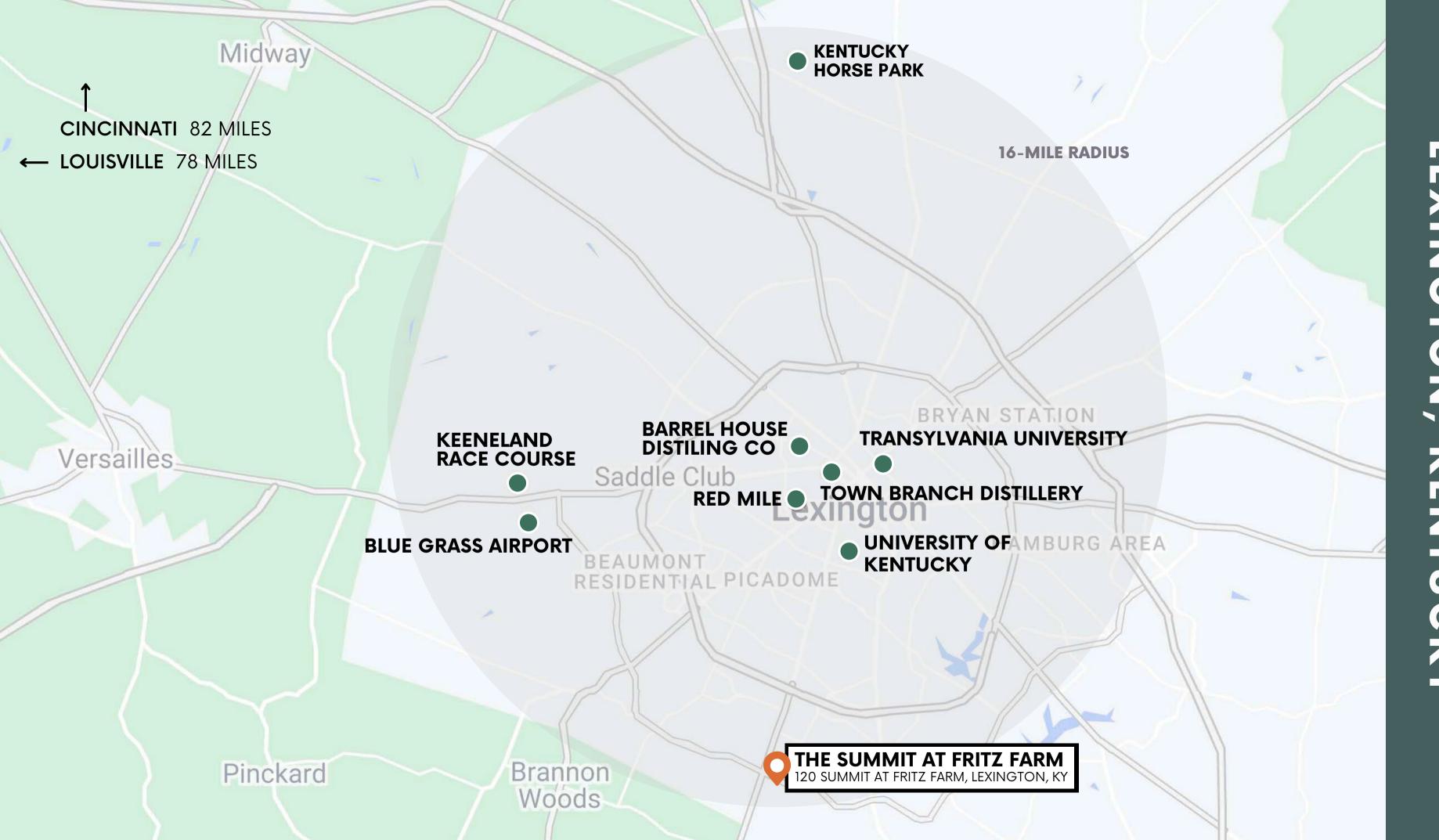


**516K**LEXINGTON MSA POPULATION

\$ 19.7%
YOY INCREASE IN HOME PRICES







#### LEXINGTON'S

## **GO-TO MIXED-USE DESTINATION**

325,600 SF

RETAIL, DINING & ENTERTAINMENT

306-UNIT **LUXURY APARTMENT COMPLEX** 

40,000 SF CLASS-A OFFICE

120 ROOM **BOUTIQUE HOTEL**SECOND HOTEL COMING SOON



















#### **STATE EXCLUSIVE**



































## WE'RE EXCLUSIVE

62% of The Summit's retailers are unique to the state or market.

Many tenants have relocated here to align their brands with The Summit.

#### **MARKET EXCLUSIVE**







Madewell FFABLETICS EVEREVE

ARHAUS





**LUSH** 

CALIFORNIA CLOSETS°

WARBY PARKER ANTHROPOLOGIE Hollywood



PAPER\*SOURCE LOVESAC



SHADYRAYS. WILLIAMS-SONOMA









## TRAFFIC DATA

Annual Number of Visits

Avg. Visit Frequency

Avg. Dwell Time

3.9M

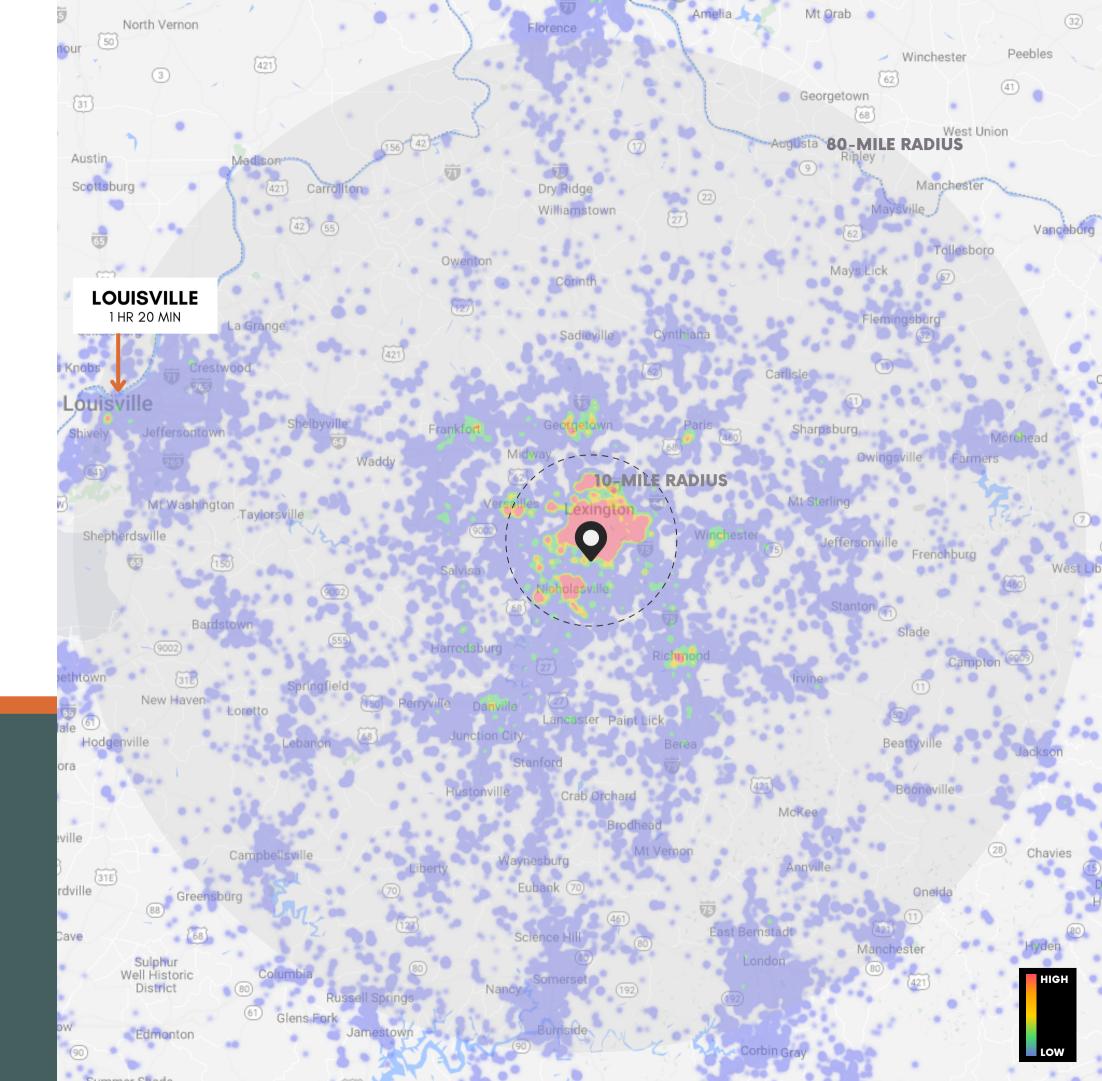
4.03

102 MINS

#### **TRUE TRADE AREA DEMOGRAPHICS**

Population	312,885
Daytime Population	373,373
Households	128,043
Family Households	<b>72,835</b>
Average HHI	\$102,000
Some College or Higher	<b>73%</b>

10,900+ HOUSEHOLDS
WITHIN 5 MILES OF THE SUMMIT
EARN \$150,000 OR HIGHER









#### **OUR CORE CUSTOMERS**

DATA BASED ON 40% OF TRADE AREA

SPENDING PA	<b>ATTERNS</b>
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	U.S. AVLIVAC
Household Income \$200-\$500K 6.3%	+
Avg. Discretionary Income \$52,67	79 +
Discretionary Income \$150K+ 4.6%	+

#### **PSYCHOGRAPHICS**

SINGLES & STARTERS	28%
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Young singles starting out and some starter families living a city lifestyle

#### POWER ELITE 22%

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.

#### BOOMING WITH CONFIDENCE

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

12.7%



OUR CORE CUSTOMERS ARE IDENTIFIED AS SOME OF THE MOST AFFLUENT PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.

#### **STAY A WHILE**

With an extensive dwell time of 102 minutes, The Summit at Fritz Farm not only provides its visitors with all of the best shopping and dining options, but an overall experience that makes guests want to stay a while and enjoy our gathering areas, walking trail, arts & entertainment district, live music, events and more.











#### **NATIONAL LEASING**

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## LOCAL LEASING, NATIONAL POP UPS, ADVERTISING & EVENT TOURS

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