

A photograph of three diverse women sitting at an outdoor table, smiling and toasting with wine glasses. The woman on the left is wearing a striped shirt, the woman in the middle is wearing a red top, and the woman on the right is wearing a dark top and large orange earrings. They are all holding wine glasses filled with a light-colored beverage. The background is a blurred outdoor setting with trees and a stone wall.

THE SUMMIT[®]

BIRMINGHAM | ALABAMA



Centennial

WITH NEW DEVELOPMENTS CONSTANTLY ARISING,
**DOWNTOWN BIRMINGHAM IS EXPECTED
TO DOUBLE IN POPULATION WITHIN THE
NEXT 10 YEARS.**



"SEEING THE POTENTIAL FOR GROWTH IN EVERY
NOOK AND CRANNY OF BIRMINGHAM'S GREAT
NEIGHBORHOODS, THE MAGIC CITY HAS CAST A
SPELL ON A WHOLE GENERATION OF INDIVIDUALS
WHO WANT TO SEE IT SHINE LIKE IT NEVER HAS
BEFORE."

Lee Shook, Jr.
Host, Birmingham Mountain Radio

A wide-angle, high-angle aerial photograph of downtown Birmingham, Alabama, taken at dusk or night. The city is densely packed with buildings of various heights and styles, many of which are illuminated with warm yellow and orange lights. The skyline is visible in the background, with several tall skyscrapers standing out against the dark sky. The foreground shows a mix of older, lower-rise buildings and modern structures. The overall scene conveys a sense of a vibrant, growing urban center.

UNMATCHED GROWTH POTENTIAL



**\$2.5
BILLION
INVESTMENT**

REINVENTING THE MAGIC CITY

\$25M RAILROAD PARK OPENED 2010; NAMED IN TOP 10 PARKS THAT HELPED REVIVE THEIR CITIES

\$64M REGIONS FIELD OPENED 2013; HOME TO MINOR LEAGUE TEAM BIRMINGHAM BARONS

\$70M UPTOWN ENTERTAINMENT DISTRICT TOP GOLF OPENED 2017; ANCHORED BY THE WESTIN

\$11.8M LYRIC THEATER RESTORATION

\$4.5M ROTARY TRAIL + BIKE & SCOOTER SHARE PROGRAM



JOBS FUELING REGIONAL GROWTH

UNIVERSITY OF ALABAMA AT BIRMINGHAM HOSPITAL

WITH MORE THAN 26,000 EMPLOYEES, UAB HOSPITAL IS THE STATE'S LARGEST SINGLE EMPLOYER EXCEEDING \$5B IN ANNUAL ECONOMIC IMPACT AND RANKING IN THE TOP 11% OF U.S. HOSPITALS.

OTHER TOP EMPLOYERS

UNIV. OF AL AT BIRMINGHAM	23,000
REGIONS	9,000
AMAZON	5,800
CHILDREN'S HOSPITAL OF AL	4,755
AT&T	4,517
HONDA	4,500
MERCEDES-BENZ US INT'L INC.	4,000

TOP EMPLOYMENT SECTORS

- MANUFACTURING
- LIFE SCIENCES
- INFORMATION TECHNOLOGY
- FINANCE
- INSURANCE



BIRMINGHAM HAS A HEART OF GOLD

BIRMINGHAM-HOOVER RANKS WITHIN THE TOP 10 MOST GENEROUS METROS IN THE U.S. WITH THE AVERAGE RESIDENT DONATING AN ANNUAL \$17,883.

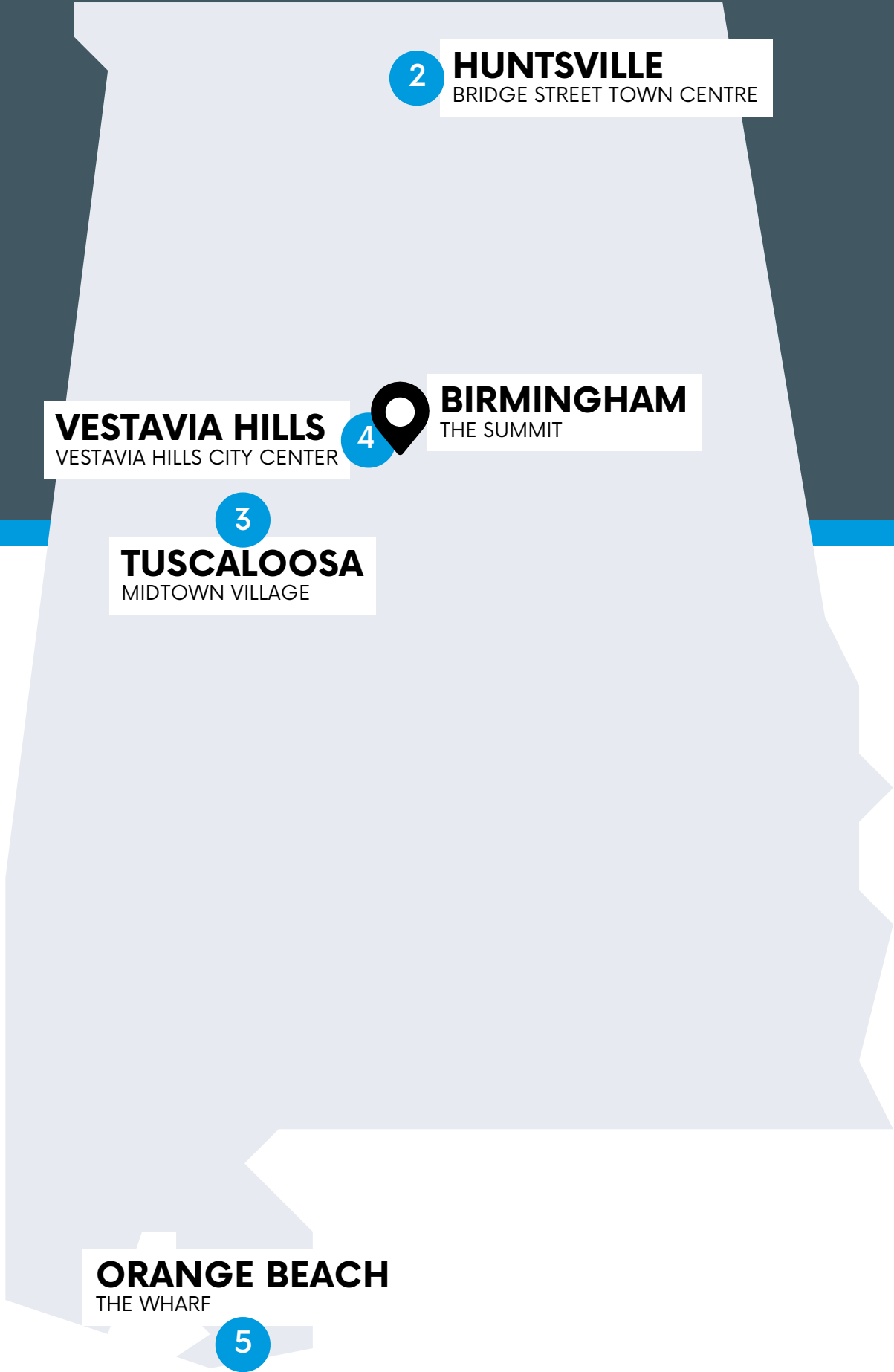
TOP DONATING CITIES BASED ON PERCENTAGE OF INCOME



ONE-OF-A-KIND

THE SUMMIT DOMINATES THE STATE, RANKING AS THE #1 LIFESTYLE CENTER IN ALABAMA.

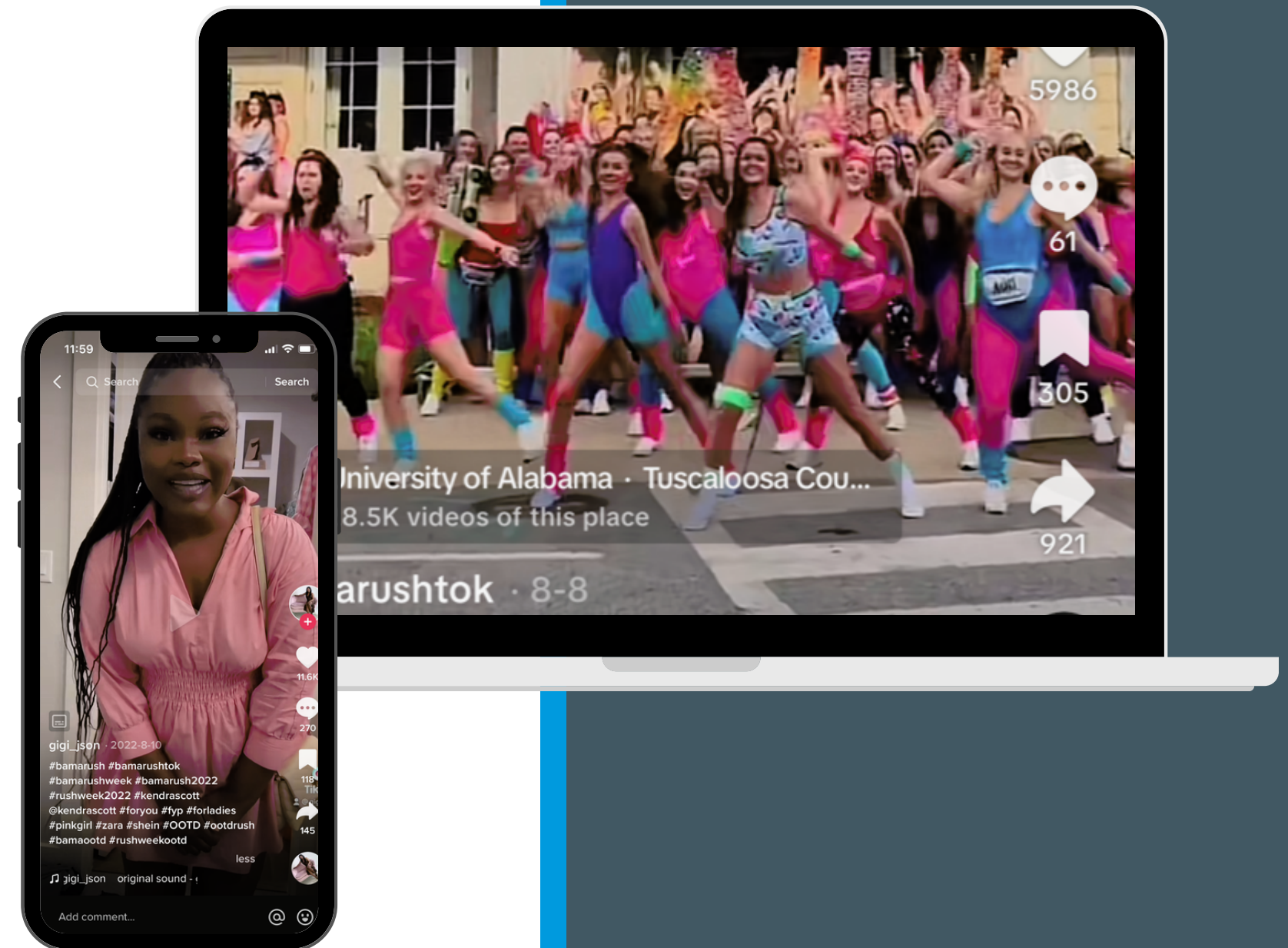
		DISTANCE	ANNUAL NUMBER OF VISITS
1	THE SUMMIT BIRMINGHAM, AL		9.1M
2	BRIDGE STREET TOWN CENTRE HUNTSVILLE, AL	105 MILES	6.5M
3	MIDTOWN VILLAGE TUSCALOOSA, AL	55 MILES	5.6M
4	VESTAVIA HILLS CITY CENTER VESTAVIA HILLS, AL	5 MILES	3.8M
5	THE WHARF ORANGE BEACH, AL	273 MILES	3.5M



THE SUMMIT & #BAMARUSH

Sororities at The University of Alabama have taken over social media showcasing their #OOTDs with over 2.2B views.

The Summit ranks as UA's fourth favorite shopping destination with more than **227K visitors traveling the 50 miles** to shop. The top three ranked centers are within 2 miles of UA.





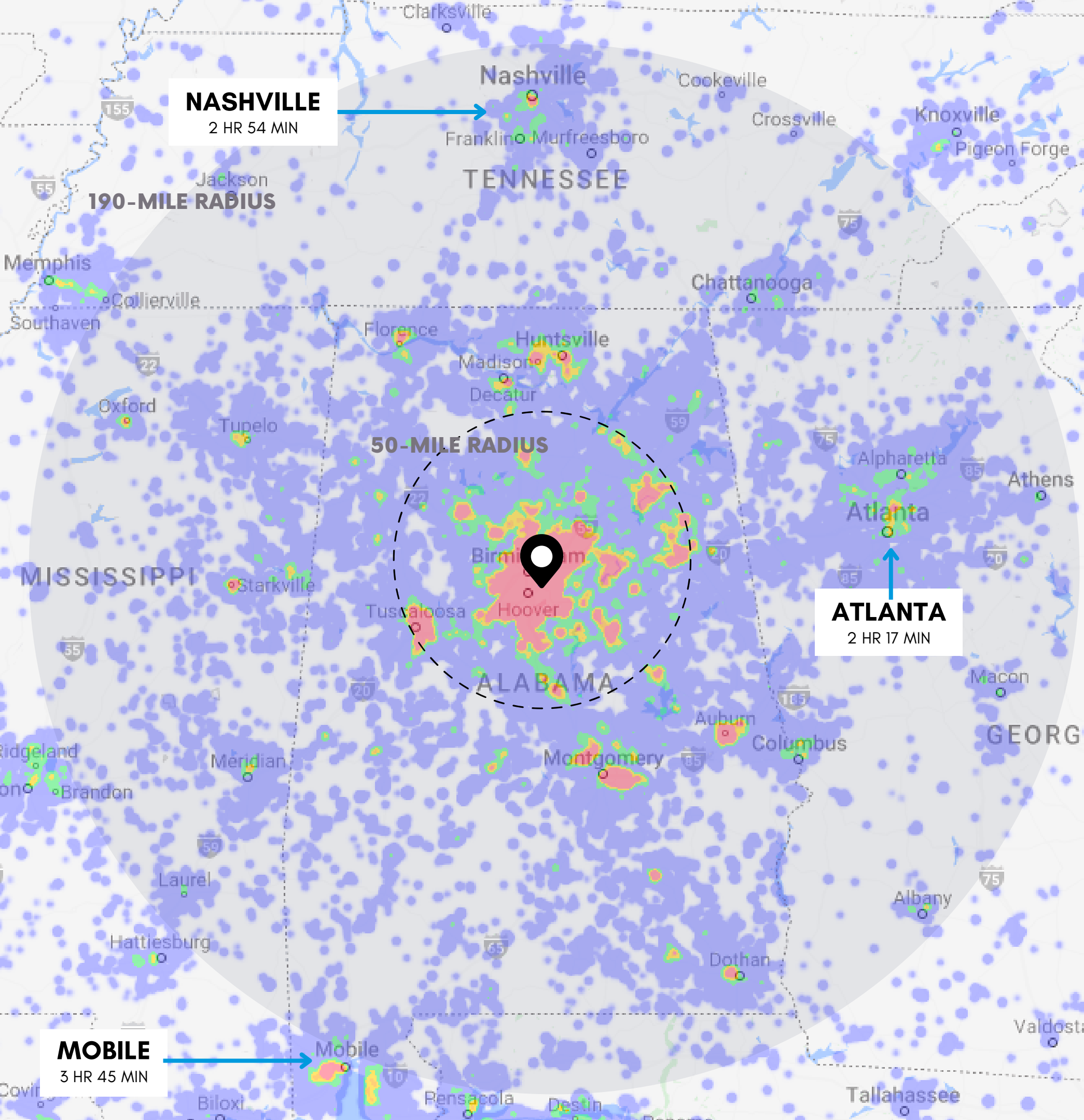
TRAFFIC DATA

Annual Number of Visits	9.1M
Annual Avg. Visit Frequency	4.19
Avg. Dwell Time	79 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	457,215
Daytime Population	644,054
Households	179,241
Family Households	110,903
Average HHI	\$115,000
College Degree+	75%

10,300+ HOUSEHOLDS
WITHIN 5 MILES OF THE SUMMIT
EARN \$200,000 OR HIGHER





OUR CORE CUSTOMERS

DATA BASED ON 40% OF TRADE AREA

SPENDING PATTERNS

Avg. Household Income

\$127,337 **+**

ABOVE
U.S. AVERAGE

Household Income \$500K+

2.2% **+**

Avg. Discretionary Income

\$67,123 **+**

Discretionary Income \$150K+

7.3% **+**

PSYCHOGRAPHICS

POWER ELITE

36.2%

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

SINGLES & STARTERS

20.9%

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

BOOMING WITH CONFIDENCE

11.8%

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



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



WE'RE EXCLUSIVE

68% OF THE SUMMIT RETAILERS ARE
UNIQUE TO THE STATE OR MARKET



59
STATE EXCLUSIVES
ONLY STORE IN ALABAMA

21
MARKET EXCLUSIVES
ONLY STORE IN THE MARKET

THE SUMMIT PROVIDES ITS CUSTOMERS WITH AN EXPERIENCE UNLIKE ANY OTHER IN THE MARKET, FROM ELEVATED, BEST-IN-CLASS BRANDS, TO AN INVITING ATMOSPHERE.





INSTA-WORTHY

MORE THAN 32.1K POSTS ON INSTAGRAM MENTION THE SUMMIT



CREATIVE WORKSHOPS



FIDO FEST



SIGNATURE INFLUENCER EVENTS



FITNESS



HOLIDAY



LIVE MUSIC



YOU BELONG HERE



GENERAL LEASING

DEEDEE SHASHY
DSHASHY@CENTENNIALREC.COM
205.795.4144

KRISTA WOOD
KWOOD@CENTENNIALREC.COM
859.287.2335

LOCAL LEASING & BUSINESS DEVELOPMENT

MATTHEW HAMMONT
MHAMMONT@CENTENNIALREC.COM
770.315.2843

NATIONAL POP UPS, ADVERTISING & EVENT TOURS

HEIDI KEMPF
HKEMPF@CENTENNIALREC.COM
813.333.3993

THE SUMMIT®

 THESUMMITBIRMINGHAM.COM


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