

WESTLAND

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HIALEAH | FLORIDA

HIALEAH A POPULATION BOOM

ONE OF THE LARGEST AREAS OF EMPLOYMENT AND ECONOMIC DEVELOPMENT IN MIAMI-DADE COUNTY

THE MOST DENSELY POPULATED CITY IN THE U.S. WITHOUT A SKYSCRAPER AND THE 12TH LARGEST CITY OVERALL.


HIALEAH IS A DIVERSE AND MULTICULTURAL COMMUNITY WITH A NEARLY 95% OF ITS POPULATION BEING HISPANIC/LATINO

HOME TO THE SECOND HIGHEST CUBAN POPULATION IN THE U.S.



 **6TH**
LARGEST CITY IN
FLORIDA BASED
ON POPULATION



 **2.6M**
PEOPLE RESIDE IN
MIAMI-DADE
COUNTY

 **25%**
INCREASE IN
HOME PRICES
SINCE 2022

SOURCES: HIALEAHFL.GOV; REDFIN.COM



PROPERTY AERIAL

WESTLAND MALL HAS A PRIME LOCATION IN THE MARKET WITH EXCELLENT VISIBILITY, SEEING 339K+ VEHICLES PER DAY.



JCPenney

WESTLAND MALL

macy's

H&M

HOBBY LOBBY

DIRECT ACCESS TO PALMETTO EXPY (STATE ROUTE 826)



Burlington

826 PALMETTO EXPRESSWAY CPD - 253,886

W 49TH STREET CPD - 60,747

W 16TH AVENUE CPD - 24,542

TRAFFIC DATA

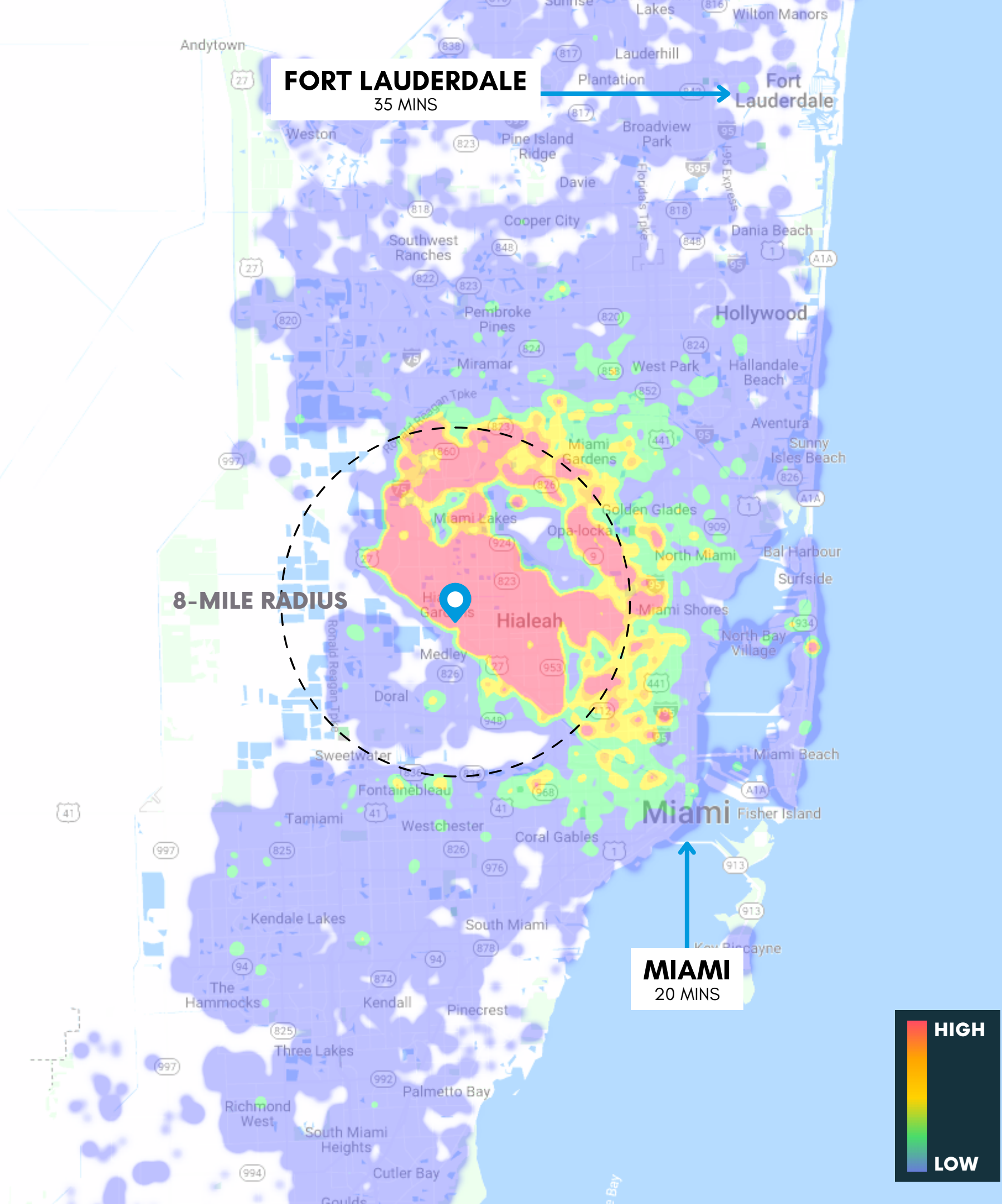
Annual Number of Visits **5.8M**
Annual Avg. Visit Frequency **5.39**
Avg. Dwell Time **64 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population **504,127**
Households **156,575**
Family Households **113,929**
Average HHI **\$64,692**

101,800+ FAMILY HOUSEHOLDS
WITHIN 5 MILES OF WESTLAND MALL

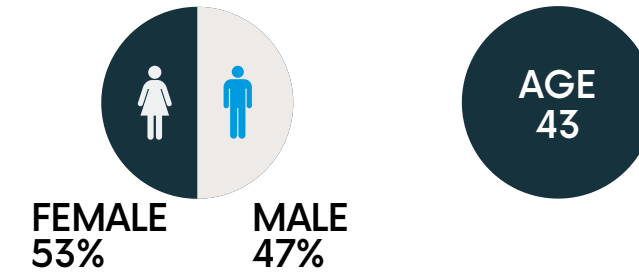
1.1X HIGHER THAN THE U.S. AVERAGE





OUR FAMILY-BASED CUSTOMER

DATA BASED ON 40% OF WESTLAND MALL'S TRADE AREA



GENERATIONAL BREAKDOWN

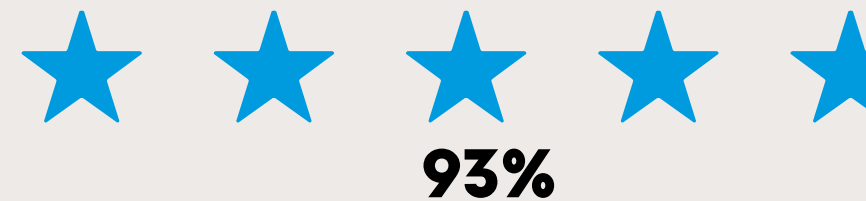
Millennial	18.5%
Gen X	23.6%
Baby Boomers	22.3%

PSYCHOGRAPHIC

Family Union	53.3%
Middle income, middle-aged families living in homes supported by solid blue-collar occupations	

CUSTOMER LOYALTY

LOYALTY CLASSIFIED AS 2+ VISITS



5.4M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION.



PROVEN PERFORMANCE

WESTLAND MALL IS HOME TO SOME OF THE TOP-PERFORMING TENANTS IN THE STATE AVERAGING \$733 PSF IN ANNUAL CENTER SALES.

CHILI'S IS RANKED **#1 IN SOUTH FLORIDA** FOR SALES.

MACY'S IS RANKED **#6 OF 33** STORES IN THE ENTIRE STATE FOR VISITS.

PANDORA
**#1 IN SOUTH
FLORIDA**

MACY'S
BEAUTY & FRAGRANCES
#1 IN FLORIDA
& RECENTLY RENOVATED



POP-UPS



KIDS-EVENTS



HOLIDAY

MORE THAN 20 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



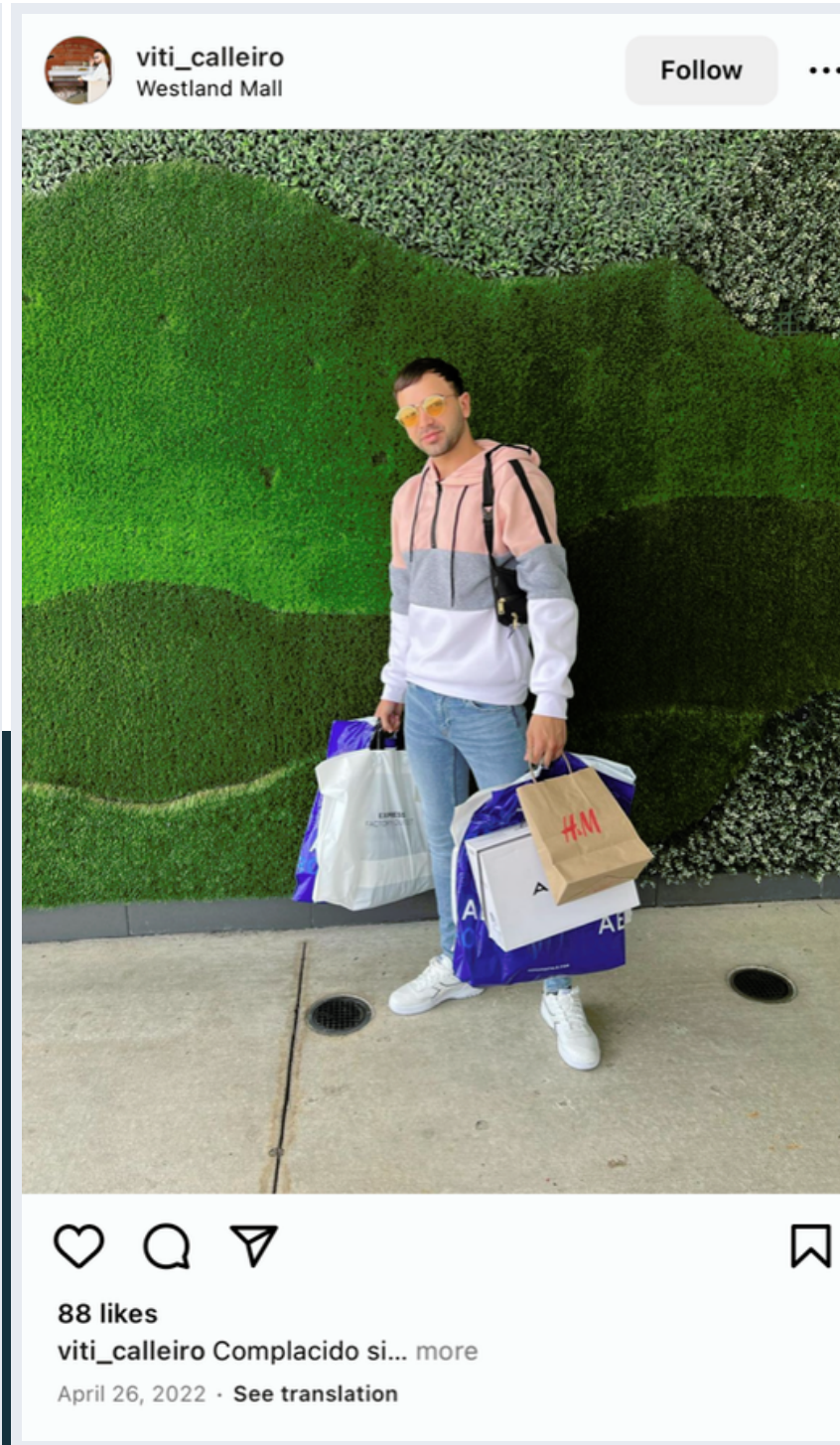
HALLOWEEN



BACK TO SCHOOL



MOTHER'S DAY



INSTA-WORTHY

MORE THAN 1,000 POSTS ON INSTAGRAM MENTION WESTLAND MALL.

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