

WESTLAND

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HIALEAH | FLORIDA

T-Mobile

chill's

# 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.



 **6<sup>TH</sup>**  
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 316K+ VEHICLES PER DAY.



JCPenney

WESTLAND MALL

macy's

H&M

826 PALMETTO EXPRESSWAY CPD - 234,600

W 16TH AVENUE CPD - 24,399

W 49TH STREET CPD - 57,195

HOBBY LOBBY

DIRECT ACCESS TO PALMETTO EXPY (STATE ROUTE 826)



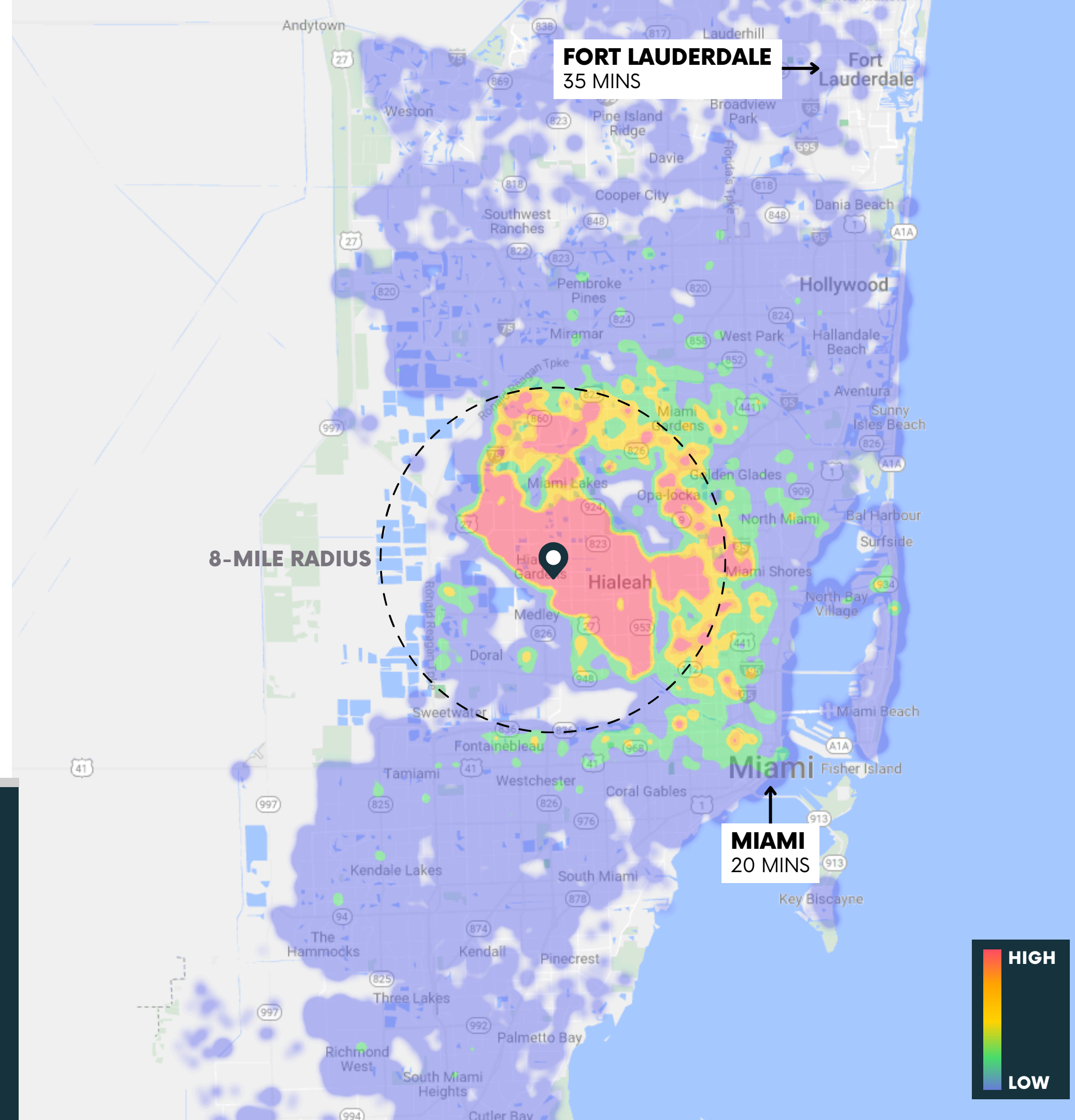
# TRAFFIC DATA

Annual Number of Visits **5.4M**  
Annual Avg. Visit Frequency **5.65**  
Avg. Dwell Time **53 MINS**

# TRUE TRADE AREA DEMOGRAPHICS

Population **500,687**  
Households **167,841**  
Family Households **122,957**  
Average HHI **\$71,123**  
Hispanic or Latino **89.2%**

**101,200+ FAMILY HOUSEHOLDS**  
WITHIN 5 MILES OF WESTLAND MALL





# OUR FAMILY-BASED CUSTOMER

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

## GENERATIONAL BREAKDOWN

Gen Alpha	<b>14.9%</b>
Gen Z	<b>11.5%</b>
Millennials	<b>17.7%</b>
Gen X	<b>22.5%</b>
Baby Boomers	<b>24.3%</b>

## PSYCHOGRAPHIC

**Family Union** **51.2%**

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

## **CUSTOMER LOYALTY**

LOYALTY CLASSIFIED AS 3+ VISITS



**88%**

4.78M 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.

OUTBACK STEAKHOUSE RANKED **#2 OF 93** IN THE STATE FOR VISITS.

FOOT LOCKER RANKED **#2 OF 25** IN THE STATE FOR VISITS.

MACY'S IS RANKED **#4 OF 32** 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

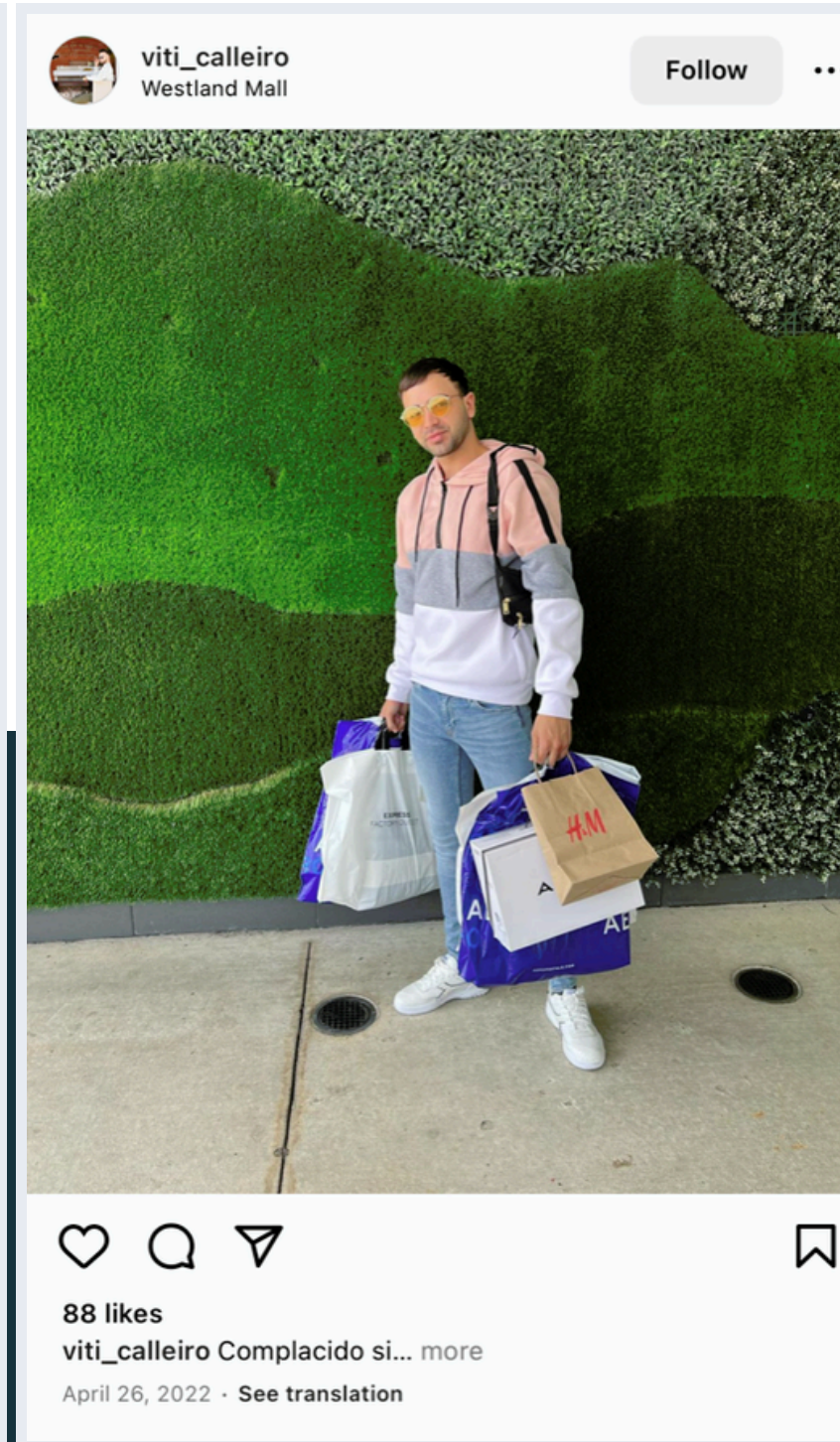


BACK TO SCHOOL



MOTHER'S DAY





# INSTA-WORTHY

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

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