

THE SUMMIT[®]

BIRMINGHAM, AL

 Centennial



THE SUMMIT®

Since 1997, The Summit has been a reflection of Birmingham's progress, featuring a **relevant, ever-evolving collection of better retailers** painted in a luscious landscape.

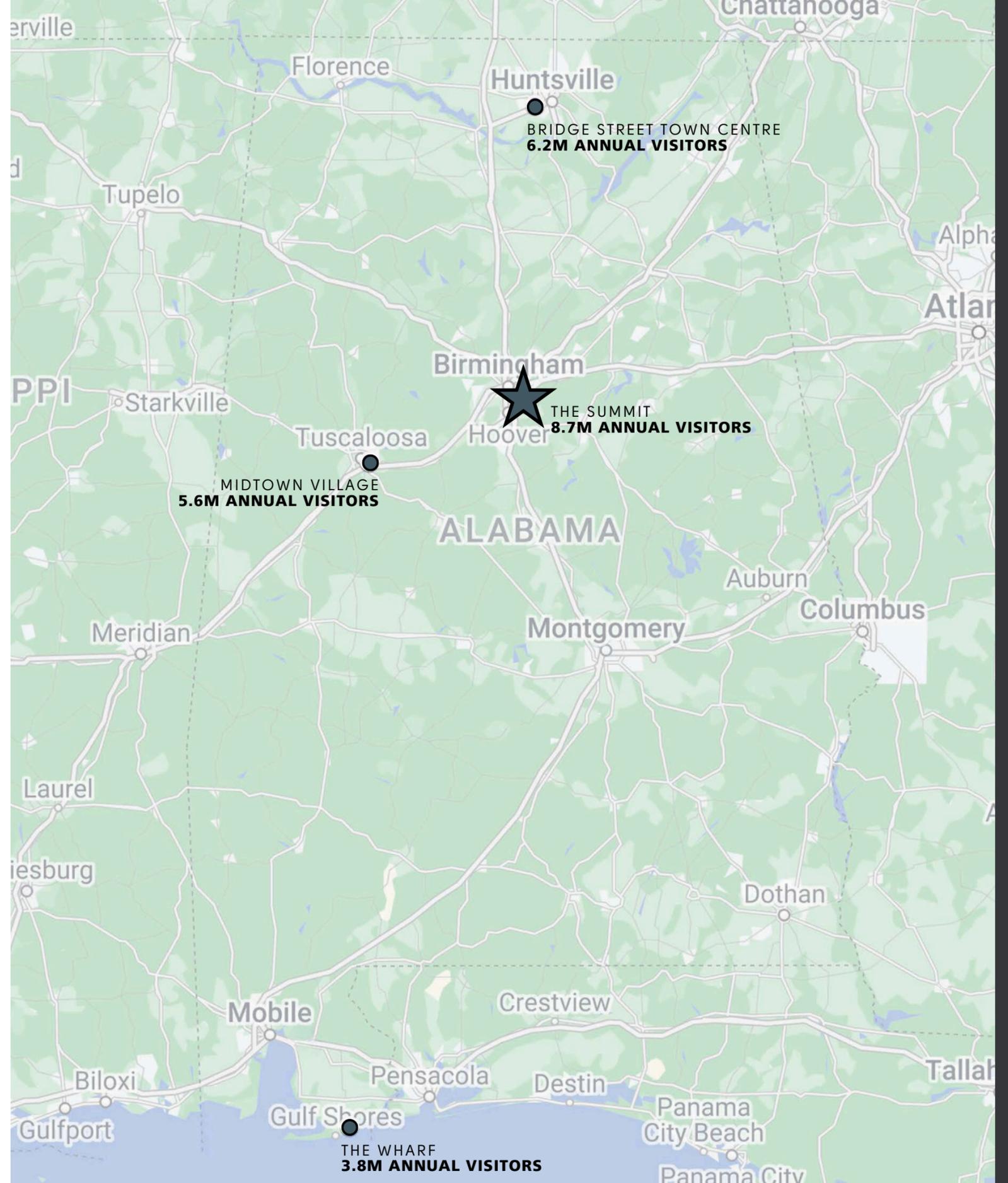
The Summit represents **buying power and sophisticated style** of the metropolitan area, and is a proven platform from which national brands have launched highest-performing stores.

With its blend of fashion, dining, and entertainment, **The Summit continues to set the standard for retail excellence, ranking within Chain Store Age's Top 10 Retail Experiences**, and remains the go-to shopping destination for the entire state of Alabama.



ONE-OF-A-KIND
DESTINATION

The Summit has consistently ranked as the **#1 lifestyle center** in Alabama. It remains the **highest trafficked center** in the state dominating the competition by approximately 1.M more visitors each year.





ALABAMA, A STATE OF INNOVATION & GROWTH

The State of Alabama invested a **record-breaking \$10.1B in capital improvements** last year, creating **47,100+ new jobs**. Top industries include automotive, forestry, aeronautics and chemical manufacturing.

More than **28.8M visitors** traveled to Alabama in 2022, generating more than **\$7.4B**.

Alabama is home to the U.S. Space & Rocket Center, which houses the **largest collection of space artifacts in the world**.

Porsche Track Experience, **the nation's only Porsche driving school**, is located in Birmingham.

The University of Alabama School of Law **ranks #9 among public universities** by U.S. News and World Report.

An aerial photograph of downtown Birmingham, Alabama, at dusk. The sky is a mix of purple, pink, and blue. Several tall skyscrapers are visible, with their windows glowing with warm yellow and orange lights. The buildings have various architectural styles, including modern glass facades and older brick structures. The overall scene is a vibrant cityscape at twilight.

DOWNTOWN BIRMINGHAM IS PROJECTED TO
DOUBLE IN POPULATION SIZE
WITHIN THE NEXT 10 YEARS



BIRMINGHAM, THE MAGIC CITY

The greater Birmingham MSA exceeds **1.1M**, making it the **largest population and economic region in the state** of Alabama.

Downtown Birmingham has more than **2,190 residential units under construction** to support the **continuous rapid population growth**.

With nearly **4M annual visitors**, the greater Birmingham region generated a **record-breaking \$2.4B in economic impact** last year.

Birmingham-Hoover ranks within the **top 10 most generous metros in the nation**-the average resident donates more than **\$17K annually**.

A BOOMING ECONOMY

As the headquarters for Regions Financial Corporation, Birmingham is one of the **nation's largest banking centers**.

Encompassing 86 city blocks, University of Alabama at Birmingham (UAB) is a **world-renowned** research university and medical center.

UAB hospital is one of the **top transplant centers in the world** and exceeds **\$5B in economic impact** each year.



TOP EMPLOYERS & EMPLOYEE COUNT

ENCOMPASS HEALTH
34,000

UAB
23,000

REGIONS BANK
20,865

VULCAN MATERIALS
12,000

BFW LIQUIDATION, LLC
11,470

BL HARBERT INTERNATIONAL
10,120

MOTION INDUSTRIES
10,000

MERCEDES-BENZ U.S. INTL INC.
6,300

ALABAMA POWER
6,100



BIRMINGHAM'S AWARD-WINNING CULINARY SCENE

Birmingham is home to numerous James Beard Award winners and nominees.

PIZZA GRACE
BEST NEW RESTAURANT, SEMIFINALIST 2023

BOTTEGA
OUTSTANDING HOSPITALITY, NOMINEE 2023

JOHNNY'S RESTAURANT
BEST CHEF: SOUTH, NOMINEE 2023

AUTOMATIC SEAFOOD AND OYSTERS
BEST CHEF: SOUTH, WINNER 2022

THE ATOMIC LOUNGE
OUTSTANDING BAR PROGRAM, SEMIFINALIST 2020, 2019, 2018

CHEZ FONFON
OUTSTANDING HOSPITALITY, SEMIFINALIST 2020

HIGHLANDS BAR & GRILL
OUTSTANDING RESTAURANT IN AMERICA, WINNER 2018

RODNEY SCOTT'S BBQ
BEST CHEF: SOUTHEAST, WINNER 2018

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**

SAN JOSE, CALIFORNIA
██████████ **3.48%**

SALT LAKE CITY, UTAH
██████████ **2.91%**

BIRMINGHAM, ALABAMA
██████████ **2.7%**

BIRMINGHAM'S BLACK-TIE AFFAIRS

Birmingham proudly hosts **more than 15 prestigious black-tie events annually**, showcasing the city's commitment to philanthropy, culture and community engagement. From glamorous galas to impactful fundraisers, these events collectively raise **more than \$10M** annually.



BIRMINGHAM HEART BALL

Hosted by the American Heart Association with \$19M+ raised as of 2024.

A&M UNIVERSITY BLACK TIE SCHOLARSHIP GALA

Commemorates the future of Alabama A&M University with \$15M+ raised as of 2024.

ARTBLINK GALA

Hosted by the UAB Cancer Center with a record breaking \$900K raised in 2023.

JAZZ CAT BALL

Hosted by the Greater Birmingham Humane Society & one of the Southeast's largest charitable galas.

THE PHOENIX BALL

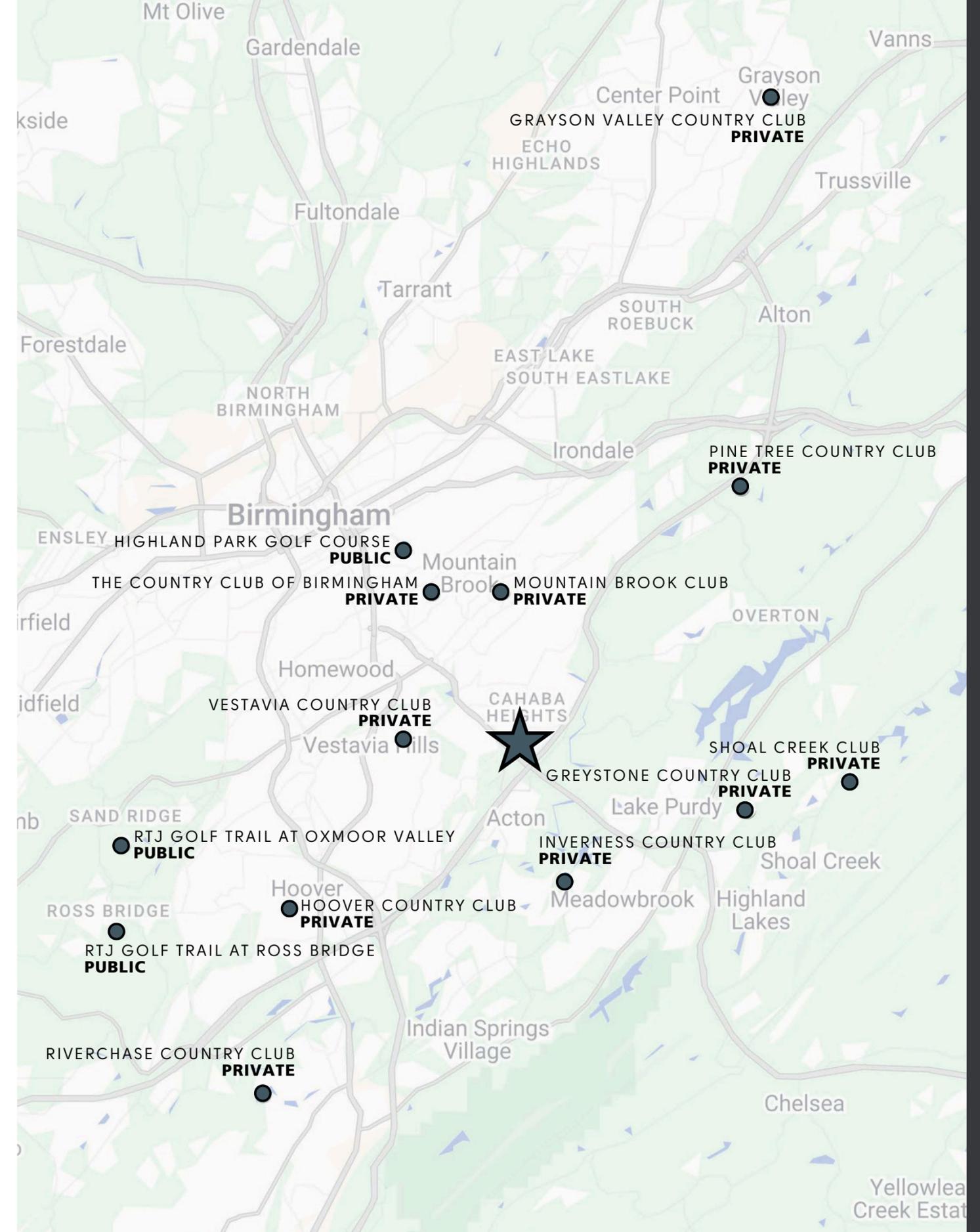
Honoring the Boys & Girls Clubs of Central Alabama with nearly 1,500 attendees each year.

THE FOUNDATION BALL

Hosted by the Rotaract Club supporting their signature service projects with more than 500 attendees each year.

BIRMINGHAM'S COUNTRY CLUBS EMBRACING ELEGANCE

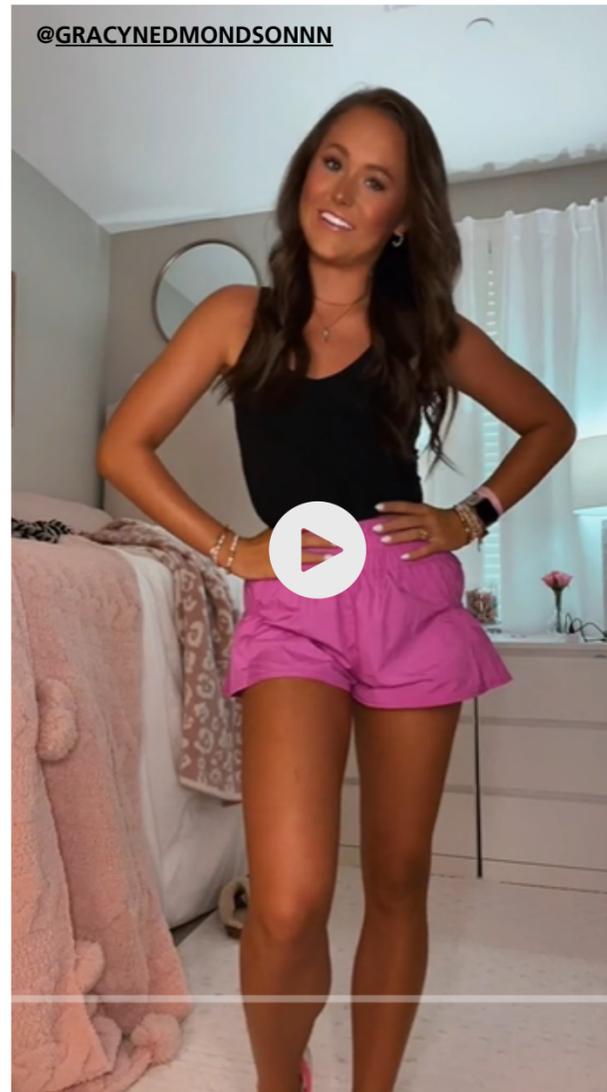
Within a 15-mile radius of downtown Birmingham, the area boasts an impressive collection of **nine private** and **three public country clubs**, each offering **premier golf courses** and **elite amenities**. This concentration highlights the city's rich appreciation for a lifestyle influenced by **elegance, exclusivity** and **sophistication**.



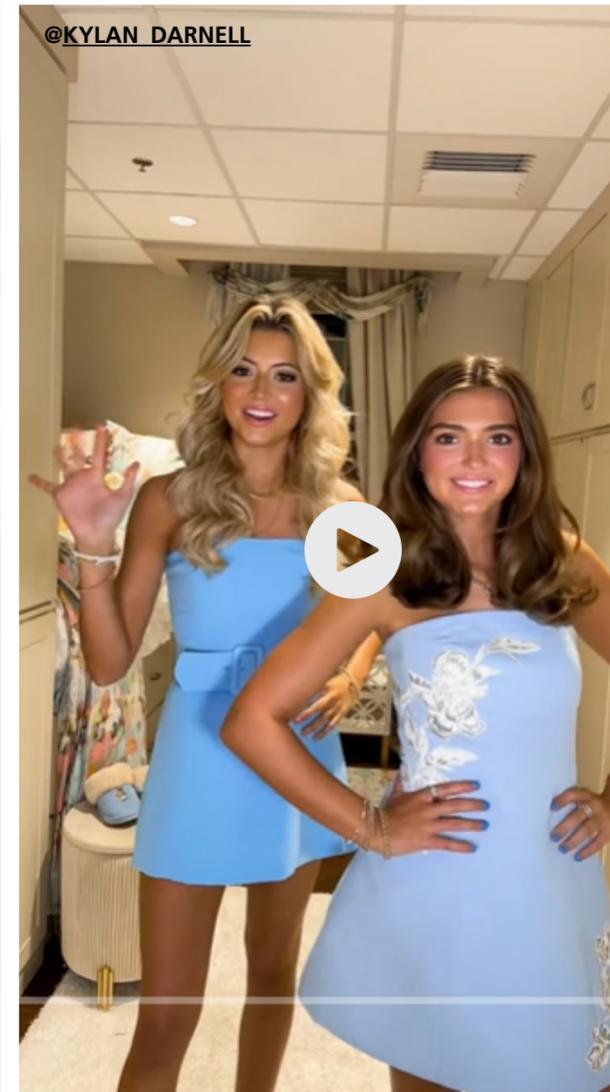
THE SUMMIT & #BAMARUSH

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

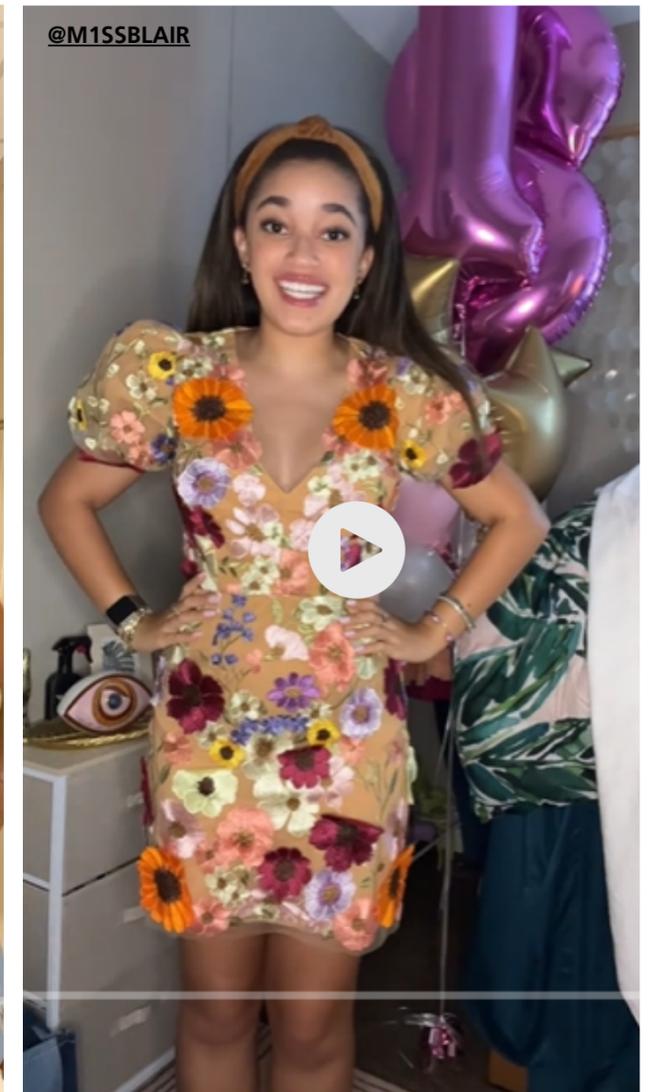
The Summit ranks as UA's **second favorite shopping destination** with more than 275K visitors traveling the 50 miles to shop.



 **210.1K**
LIKES
 **THE SUMMIT BRANDS**
LULULEMON, FREE PEOPLE



 **144.5K**
LIKES
 **THE SUMMIT BRANDS**
SAKS FIFTH AVE



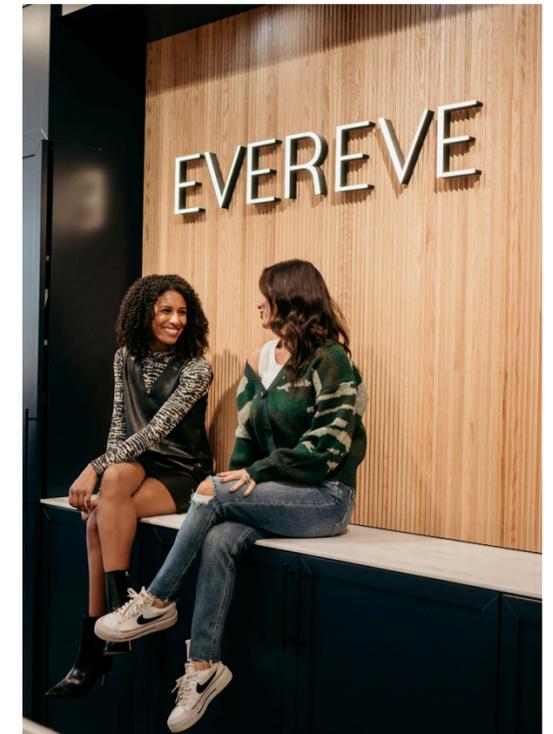
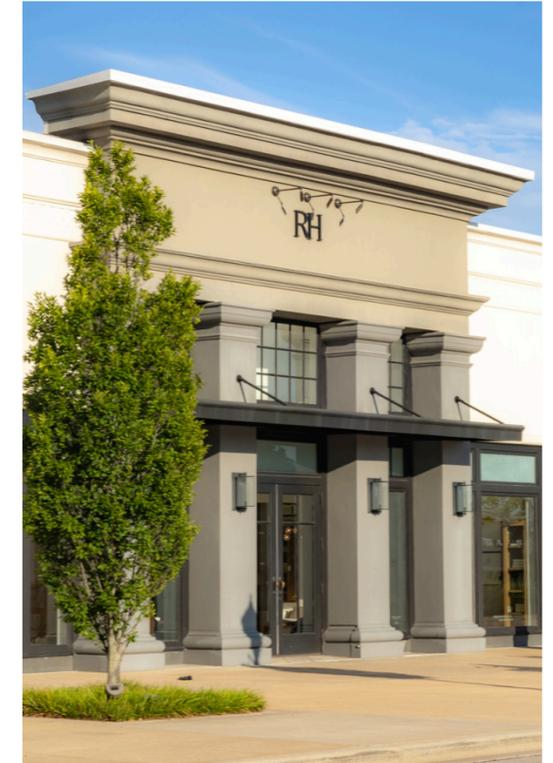
 **10.9K**
LIKES
 **THE SUMMIT BRANDS**
SAKS FIFTH AVE, SWAROVSKI

IT'S ALL IN THE DETAILS

MORE THAN
990,000 SF

RETAILERS
93

RESTAURANTS
18



Since 1997, The Summit has been **a reflection of Birmingham's progress**, featuring a relevant, ever-evolving **collection of better retailers**.

The Summit represents **buying power and sophisticated style** of the metropolitan area, and is a proven platform from which **national brands have launched highest-performing stores**.



WE'RE EXCLUSIVE

STATE EXCLUSIVE
55

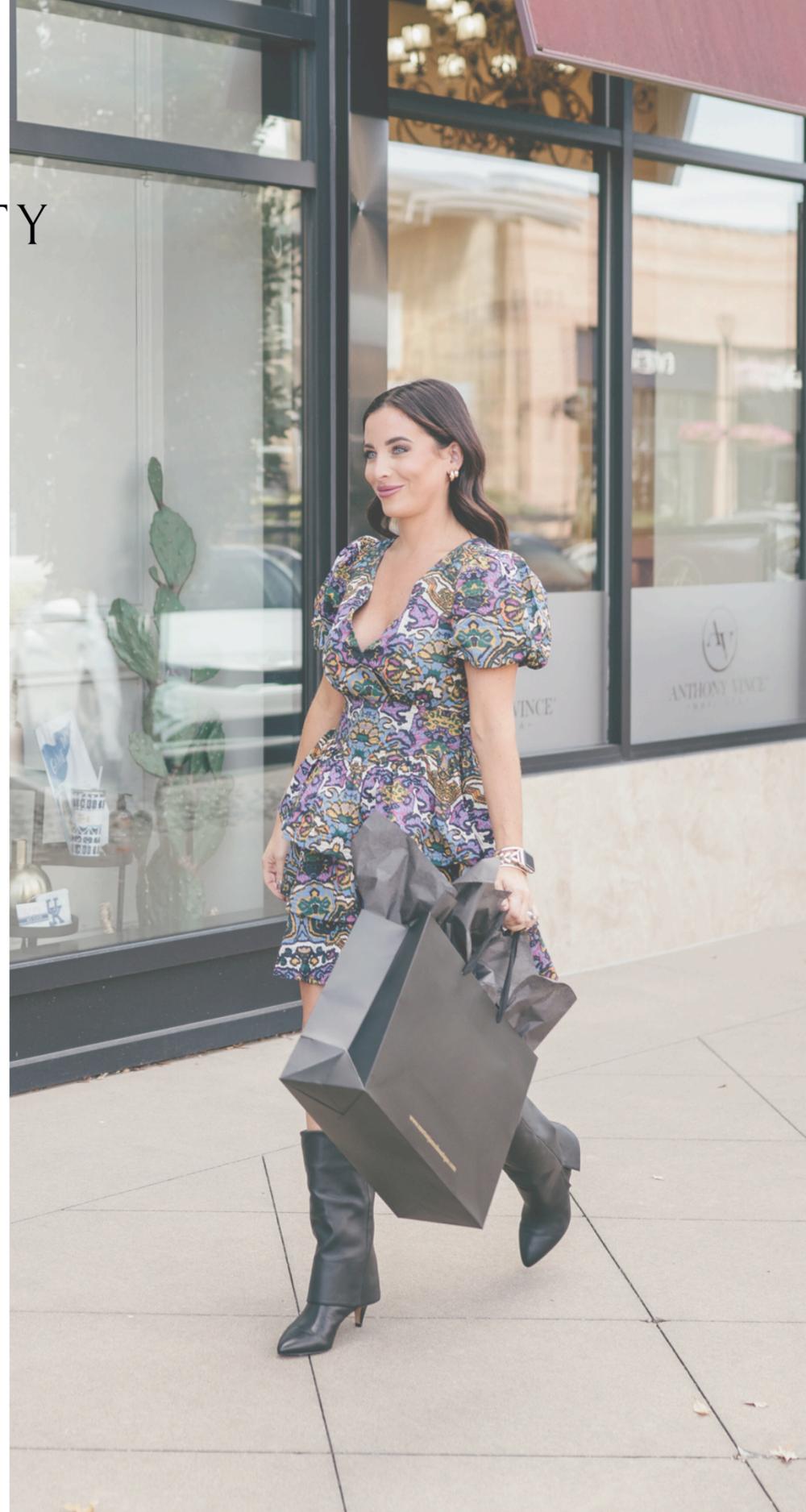
MARKET EXCLUSIVE
19



The Summit is a trusted partner for national brands to launch their **first-to-state** or **first-to-market stores** with nearly **44% of stores being exclusive**.

At The Summit, we understand the importance of being unique.

NATIONAL
EXCLUSIVITY



Within the last two years, more than 20 national brands have established their state presence at The Summit.

To name a few...

alo

Abercrombie & Fitch

[solidcore]



gorjana

SWAROVSKI



travis Mathew

ARITZIA

BLUE
Sushi Sake Grill

FRANCES
VALENTINE

 PETER MILLAR

JOHNNY WAS

EVEREVE

VUORI

carhartt 

Rowan

 CULINARY DROPOUT

A DESIRED DESTINATION

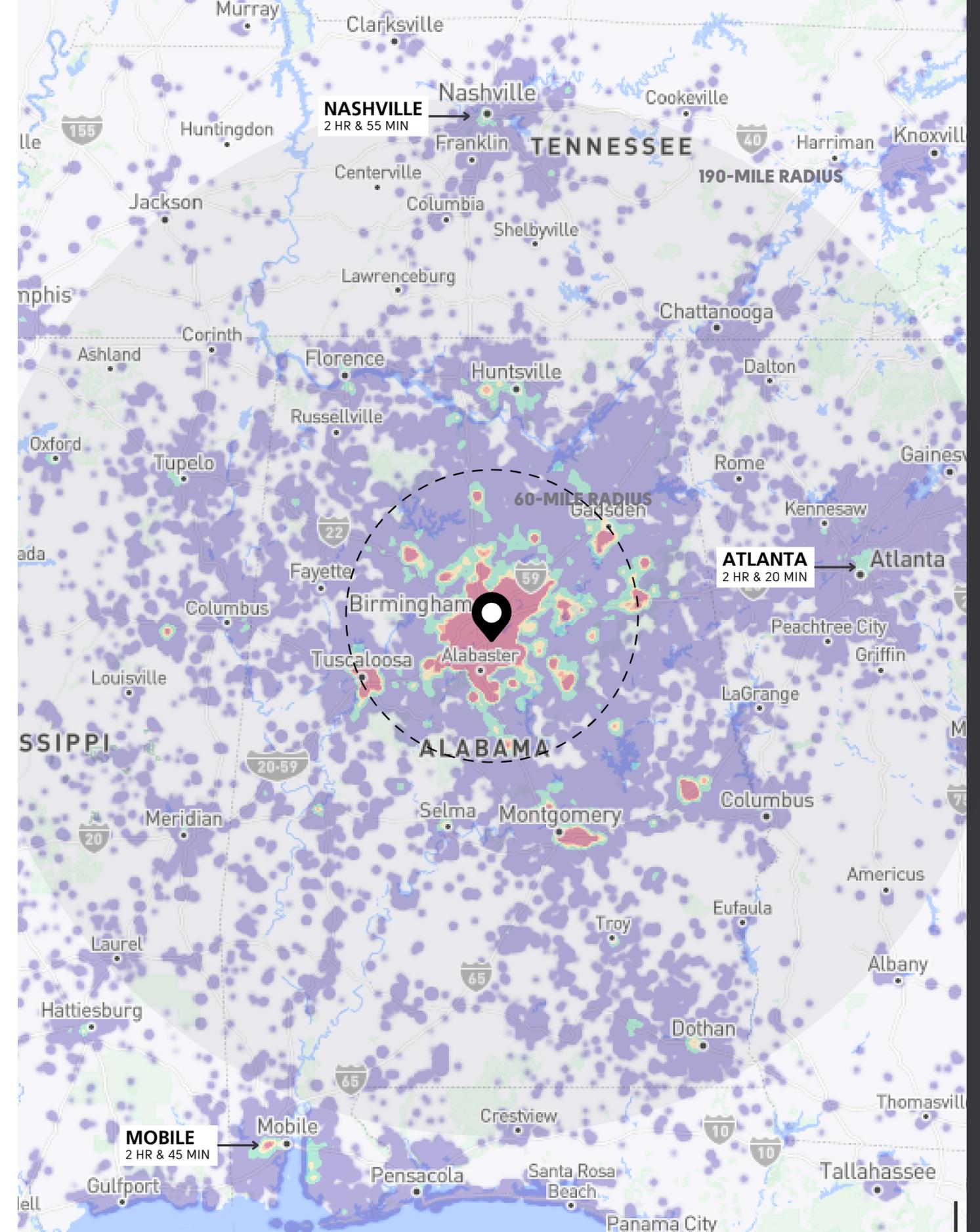
Our best-in-class retailers and numerous state exclusive brands have **visitors traveling up to 190 miles** to enjoy the **unparalleled shopping experience** The Summit offers.

TRAFFIC DATA

Annual Visits	8.7M
Annual Avg. Visit Frequency	5
Annual Avg. Dwell Time	72 MINS

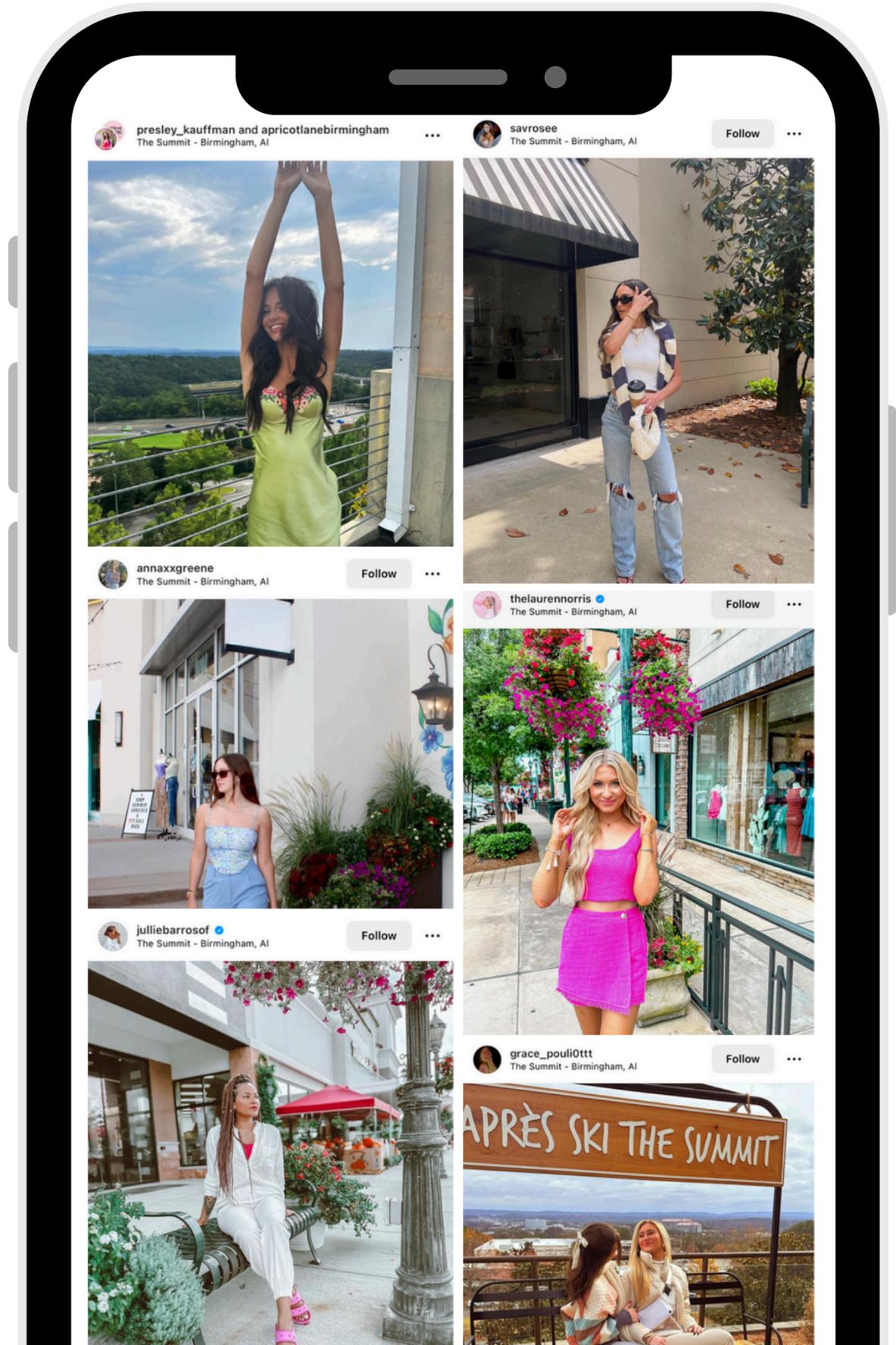
TRUE TRADE AREA DEMOGRAPHICS

Population	480,416	College Degree+	78%
Daytime Population	599,410	Average HHI	\$148,000
Households	191,442	HHI \$200K+	16%
Family Households	116,993	Avg. Discretionary Income	\$70,495
Millennials	22%		
Gen X	19%		
Baby Boomers	20%		



INSTA- WORTHY

The Summit takes the cake for placemaking, providing an ideal atmosphere for capturing your next Instagram-worthy moment. With more than **32.8K posts** on Instagram mentioning The Summit, this center was made for the **fashion-forward trendsetters**.



AHEAD OF
WHAT'S NEXT



The Summit has consistently drawn consumers from all distances and played an integral role in defining Birmingham by staying ahead of what's to come. Keeping up with the constant evolution of this city, The Summit welcomes new spaces, new tastes and new events, leading the way for tomorrow's customer.



ALLOWING BRANDS TO
REFLECT THEIR PERSONALITIES



CREATING A SCENE THAT
DRAWS YOU IN



HOSTING EVENTS TO
CONNECT WITH PASSIONS



THE SUMMIT[®]

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