

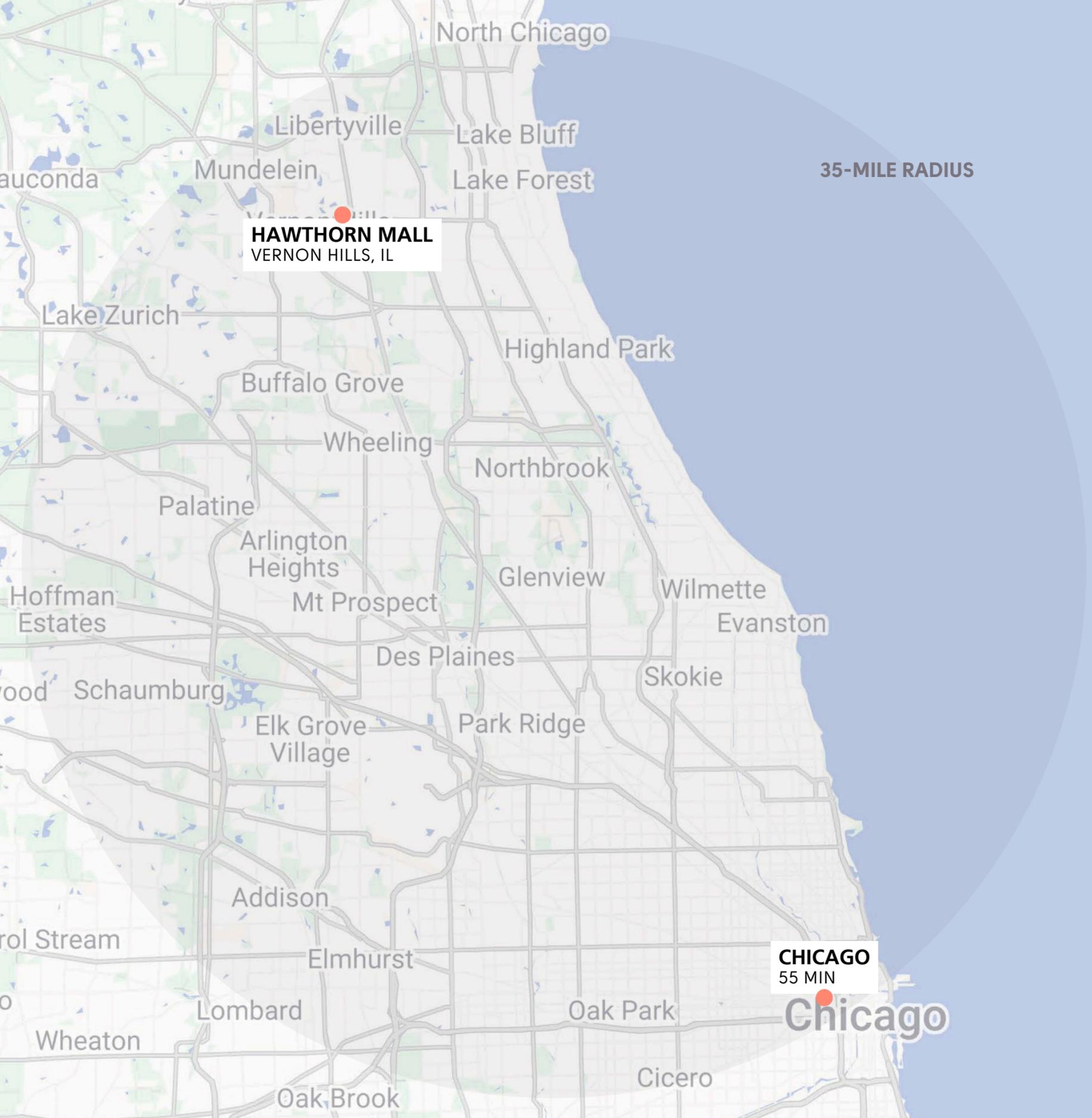
H

HAWTHORN

VERNON HILLS | ILLINOIS

 Centennial
Powered by Lincoln





NORTH CHICAGO SUBURBS

CHICAGO VOTED #1
BEST BIG CITY IN THE U.S.
FOR 8TH CONSECUTIVE YEAR



VERNON HILLS CHICAGOLAND SUBURBIA

Chicago is among the **Best Places to Live** and one of the **Best Places to Retire** according to U.S. News & World Report.

Home to **25+ Michelin-starred restaurants**, Chicago is deeply rooted in culinary diversity and ranks within the **top 5 in Food Scene Nationwide**.

Forbes ranks Chicago as one of the **Best Places for Business** and the city remains a major transportation hub in the U.S. boasting the **third-largest intermodal port in the world**.

Due to renowned schools, safe neighborhoods, job accessibility, and community amenities, Chicago suburbs consistently rank among the **best places to live in the U.S.**

Lake County is home to some of the state's **top-performing public schools** and **award-winning high schools**.

Vernon Hills is 2025's **#4 Best Suburb to Live in Illinois**.

Consistently ranking among the **top 5% of public high schools** in the state, Vernon Hills High School **ranked #309 nationally by U.S. News & World Report** in 2024.



 **#3**

LARGEST CITY IN THE U.S.
WITH 9.4M RESIDENTS IN THE
CHICAGO MSA

 **51%**

HIGHER AVERAGE HHI OF
\$120,625 VS. THE NATIONAL
AVERAGE

LAKE COUNTY AN ACADEMIC POWERHOUSE

Lake County stands out as an educational leader, **home to several of Illinois' top-ranked schools**. Multiple schools consistently earn **national recognition** for academic rigor, college readiness, and student success. From award-winning elementary programs to nationally ranked high schools, the county's commitment to excellence in education makes it a standout destination for families.

OAK GROVE ELEMENTARY SCHOOL

Recognized as a National Blue Ribbon School for outstanding academic achievement.

LAKE FOREST SCHOOL

Boasts a 98% graduation rate, one of the highest in the county.

VERNON HILLS HIGH SCHOOL

Ranks among the top 2% of high schools nationwide by U.S. News & World Report.

BANNOCKBURN SCHOOL

Recognized as a National Blue Ribbon School of Excellence and ranks among the top 1% of elementary schools nationwide by Niche.

HIGHLAND PARK HIGH SCHOOL

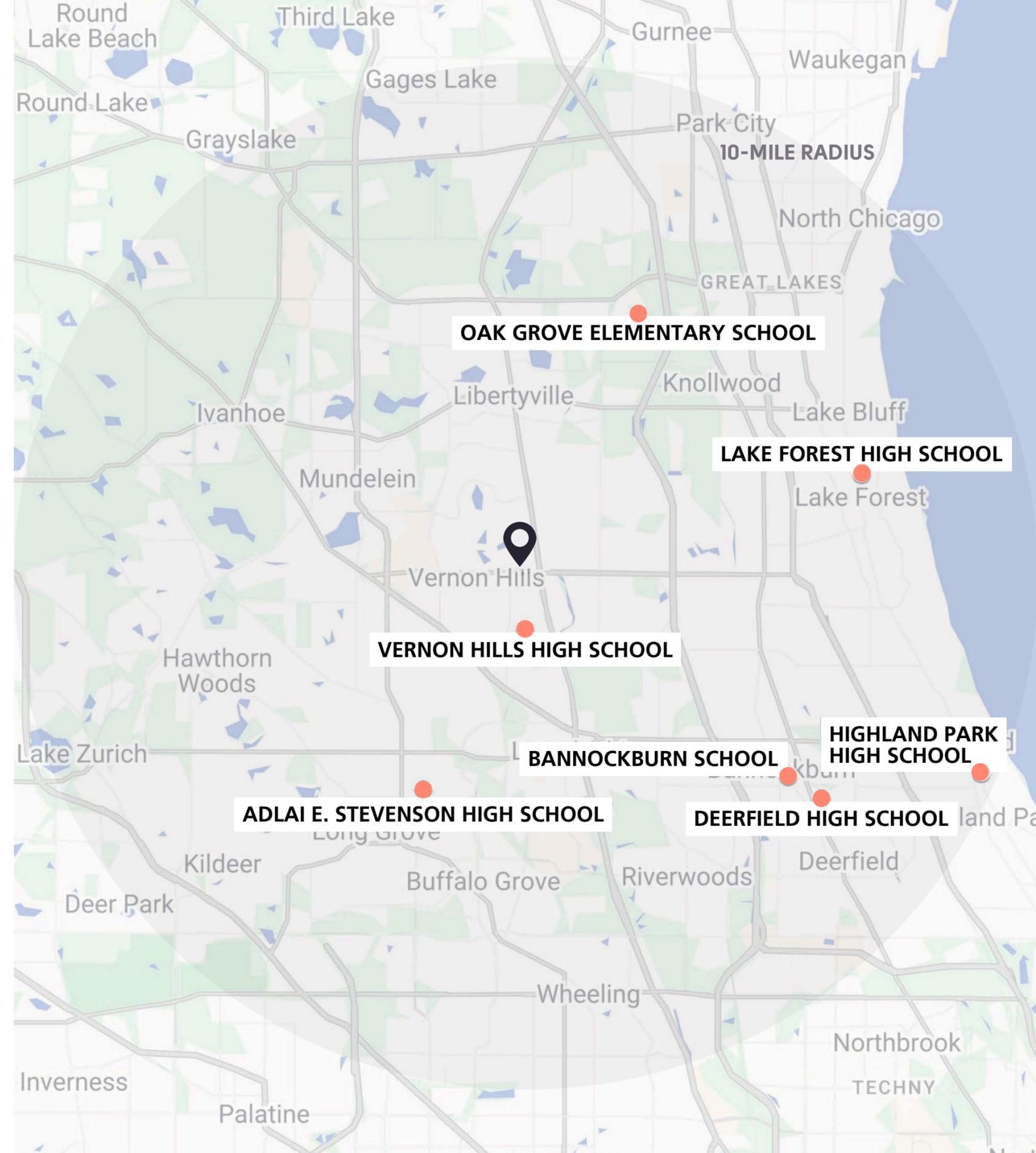
Ranks among the top 5% of high schools nationwide by U.S. News & World Report.

ADLAI E. STEVENSON HIGH SCHOOL

Ranks among the top 1% of high schools nationwide by U.S. News & World Report and consistently recognized as a National Blue Ribbon School.

DEERFIELD HIGH SCHOOL

Ranks among the top 3% of high schools nationwide by U.S. News & World Report and consistently recognized as a National Blue Ribbon School.



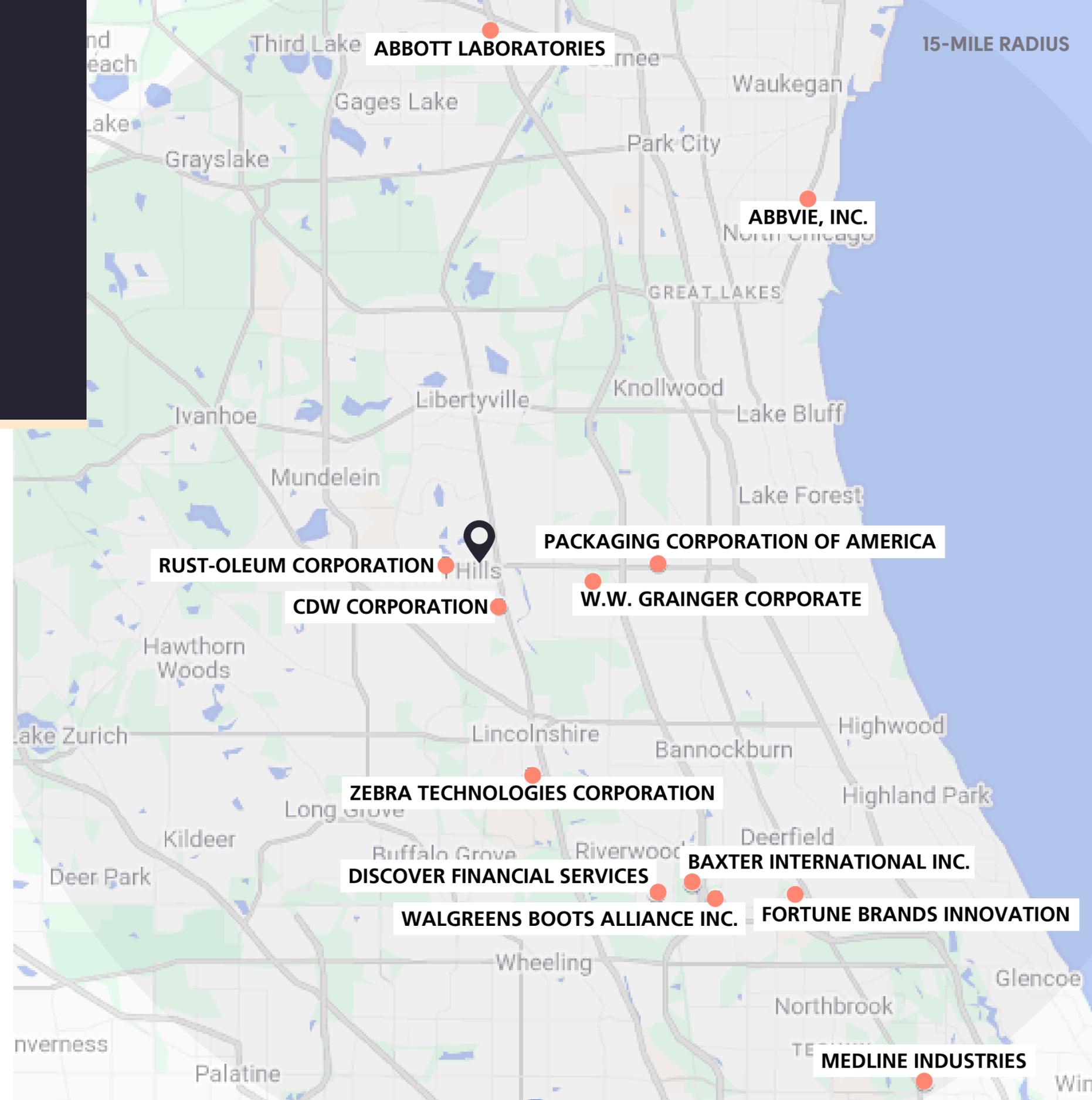
SUBURBAN HUB FOR FORTUNE 500 HEADQUARTERS

DAYTIME POPULATION
625,749

EMPLOYEES
266,931

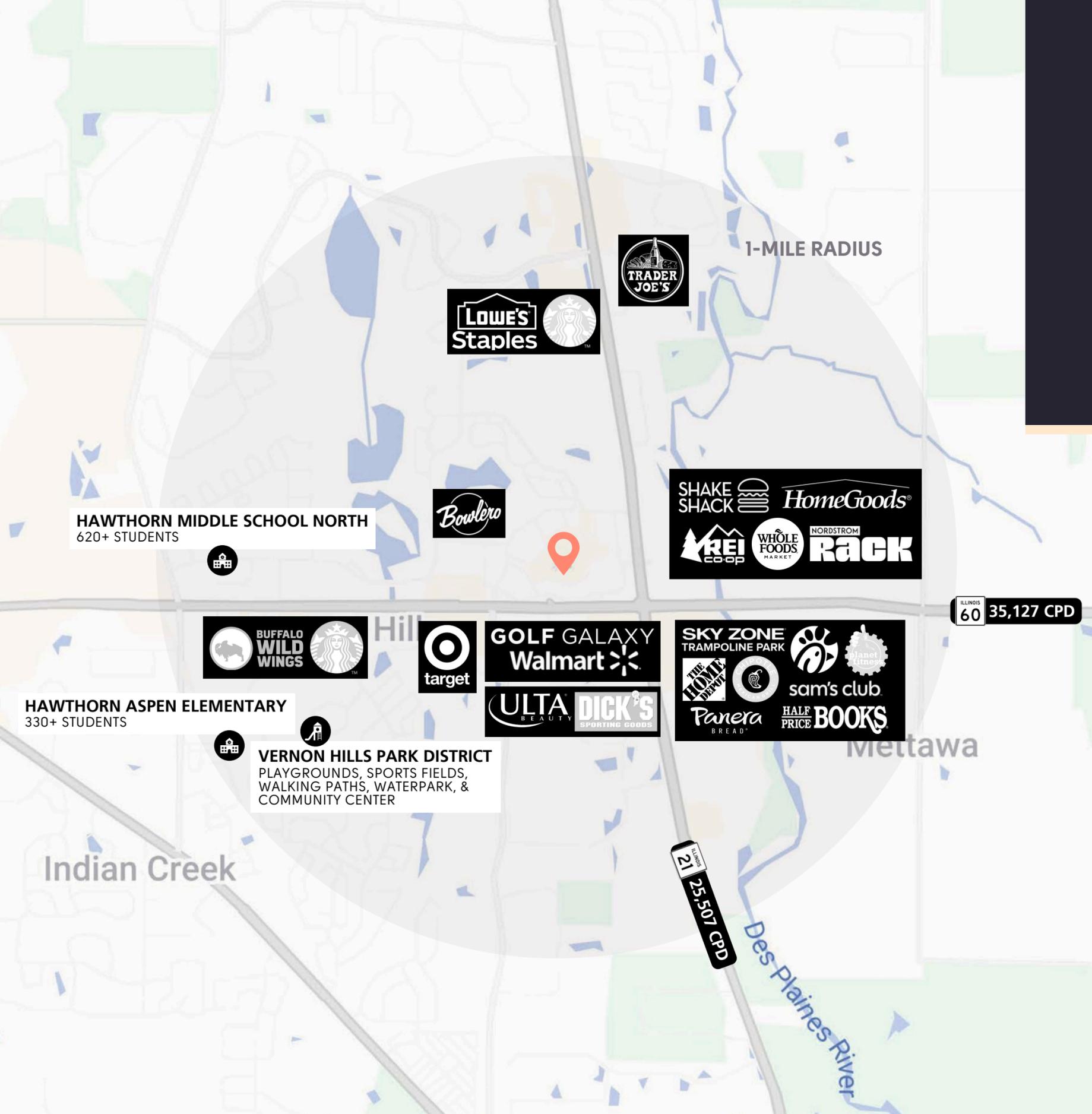
BUSINESSES
15,144

Lake County is a magnet for **Fortune 500 companies**, boasting the **second-highest concentration of corporate headquarters** in the Midwest, just behind Chicago.



THE CENTER OF IT ALL

MORE THAN
60,634 CPD



Hawthorn Mall sits at the intersection of **energy and opportunity**, where two of Lake County's major thoroughfares collide.

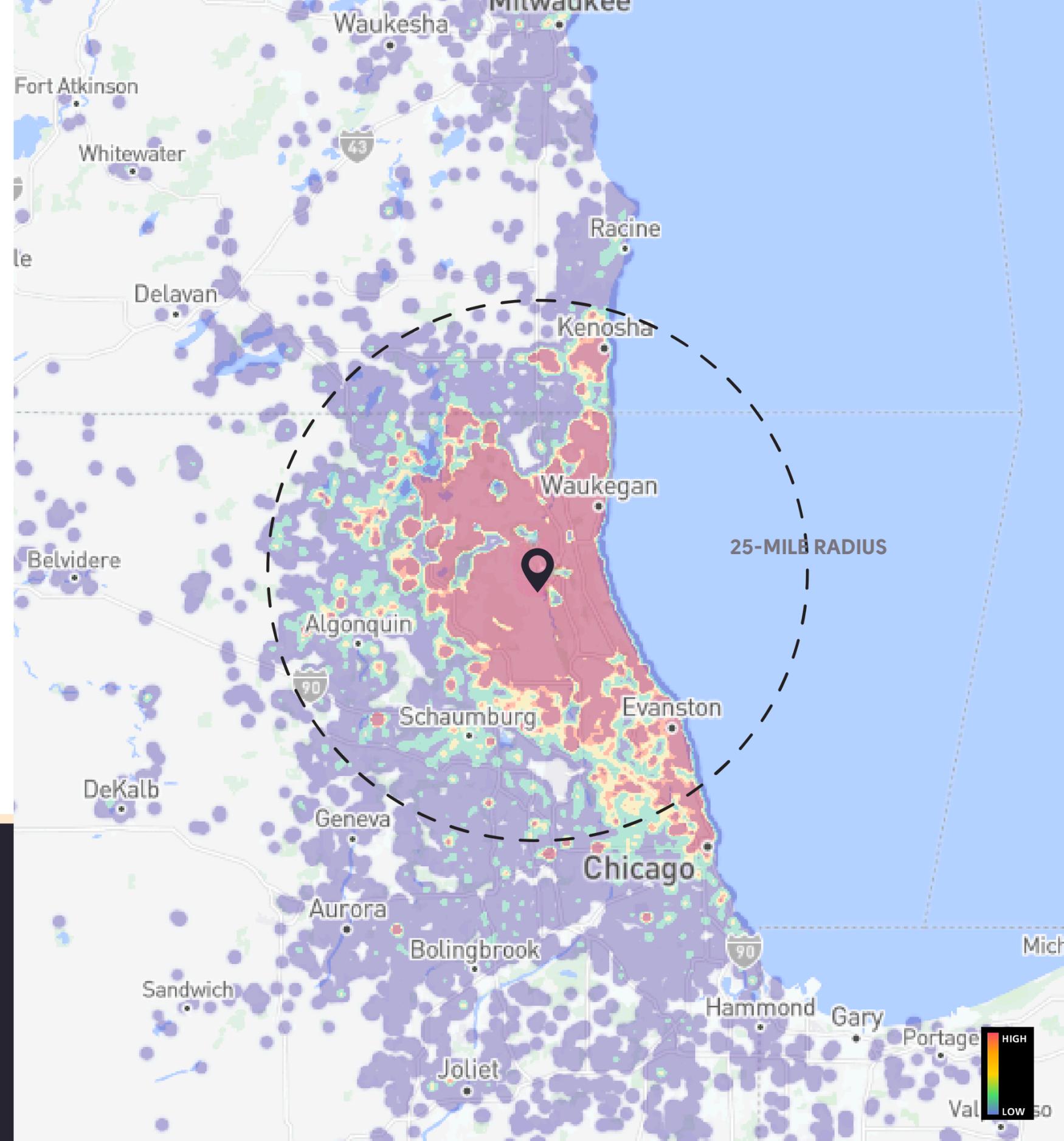
Just 2.5 miles from I-94 and surrounded by **thriving neighborhoods** and **top-rated schools**, it's more than just a shopping center. It's the **cornerstone of the community** and the **hub of of the region's most active retail corridor**, offering a place to gather, explore, and experience what's next.

TRAFFIC DATA

Annual Visits **2.7M**
 Annual Avg. Visit Frequency **3.2**
 Avg. Dwell Time **81 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	585,081	Average Age	38
Households	215,350	Ages 5-14	14%
Family Households	150,127	Average HHI	\$163,000
Gen Alpha	19%	HHI \$150K-\$200K	11%
Millennials	20%	HHI \$200K+	20%
Gen X	20%	College Degree+	69%
Baby Boomers	22%		



WITHIN A 5 MILE RADIUS OF HAWTHORN MALL
MORE THAN 15,400 HOUSEHOLDS
 EARN \$200K OR MORE IN ANNUAL HHI

CORE CUSTOMER INSIGHTS

Hawthorn Mall's core customer base is **families, with a strong emphasis on those with young children**. The average shopper age is 37, with the highest concentration of visitors falling between ages 5–14. Therefore, our **primary audience is young families with healthy spending patterns** making Hawthorn a destination focused on family-friendly experiences and offerings.

SPENDING PATTERNS

Household Income \$500K+	3%	+
Avg. Discretionary Income	\$75,177	+
Discretionary Income \$150K+	10%	+

ABOVE
U.S. AVERAGE

PSYCHOGRAPHICS

Ultra-Wealthy Families The nation's wealthiest families.	22%
Wealthy Suburban Families Wealthy and diverse suburban families living children-driven lifestyles.	12%



HAWTHORN'S CORE CUSTOMERS ARE IDENTIFIED AS THE MOST AFFLUENT HOUSEHOLDS IN PLACER.AI.



FAMILY-FOCUSED EVENTS

Hawthorn Mall is proud to be a **hub for community connection**, hosting a variety of events throughout the year that bring families together in fun and meaningful ways. From festive seasonal celebrations to interactive kids' activities and family-friendly pop-ups, there's always something happening for all ages.

EASTER EGG VENTURE 1,000 ATTENDEES

Egg hunts, games, local vendor market, and a special visit from the Easter Bunny.

EARTH DAY EXPO 800 ATTENDEES

Focusing on environmental awareness, sustainability activities, and kid-friendly exhibits.

KIDS CLUBS 50-100 ATTENDEES EACH EVENT

Rotating series throughout summer— crafts, STEM activities, and outdoor play.

BACK TO SCHOOL BASH 500 ATTENDEES

Helping families prepare for the school year with supplies, games, and resources.

HARVEST FEST 1,000 ATTENDEES

A fall favorite, featuring seasonal games, inflatables, treats, and costumes.

SANTA'S ARRIVAL 600 ATTENDEES

A kickoff to the holiday season with Santa, family activities, and festive entertainment.

HOT COCOA STROLL 1,000 ATTENDEES

Featuring hot cocoa stations, holiday-themed activities, ice skating rink and caroling.



THE REDEVELOPMENT AHEAD OF WHAT'S NEXT

APPROXIMATELY
635,000 SF

LUXURY APARTMENTS
561

Hawthorn is on the verge of redefining the next generation of **what-to-do** and **where-to-be** in the northern suburbs of Chicago.

Here, we're creating an **experience unmatched**. A lifestyle destination, created for the entire region, rife with **best-in-class shopping, dining, and entertainment**, immersed with intentional design that connects you to every component effortlessly. This vibrant, walkable community will cater to every part of your day — from morning coffee to evening strolls— and may just inspire some to **set their roots and call it home**.





THE VISION UNFOLDS



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