

THE POINT

DRAPER CITY, UT

 Centennial
Powered by Lincoln



UTAH IS RANKED AS THE OVERALL
#1 STATE IN THE NATION
CONSECUTIVELY FOR 2023-2025



#1 FOR LIVABILITY IN THE U.S.



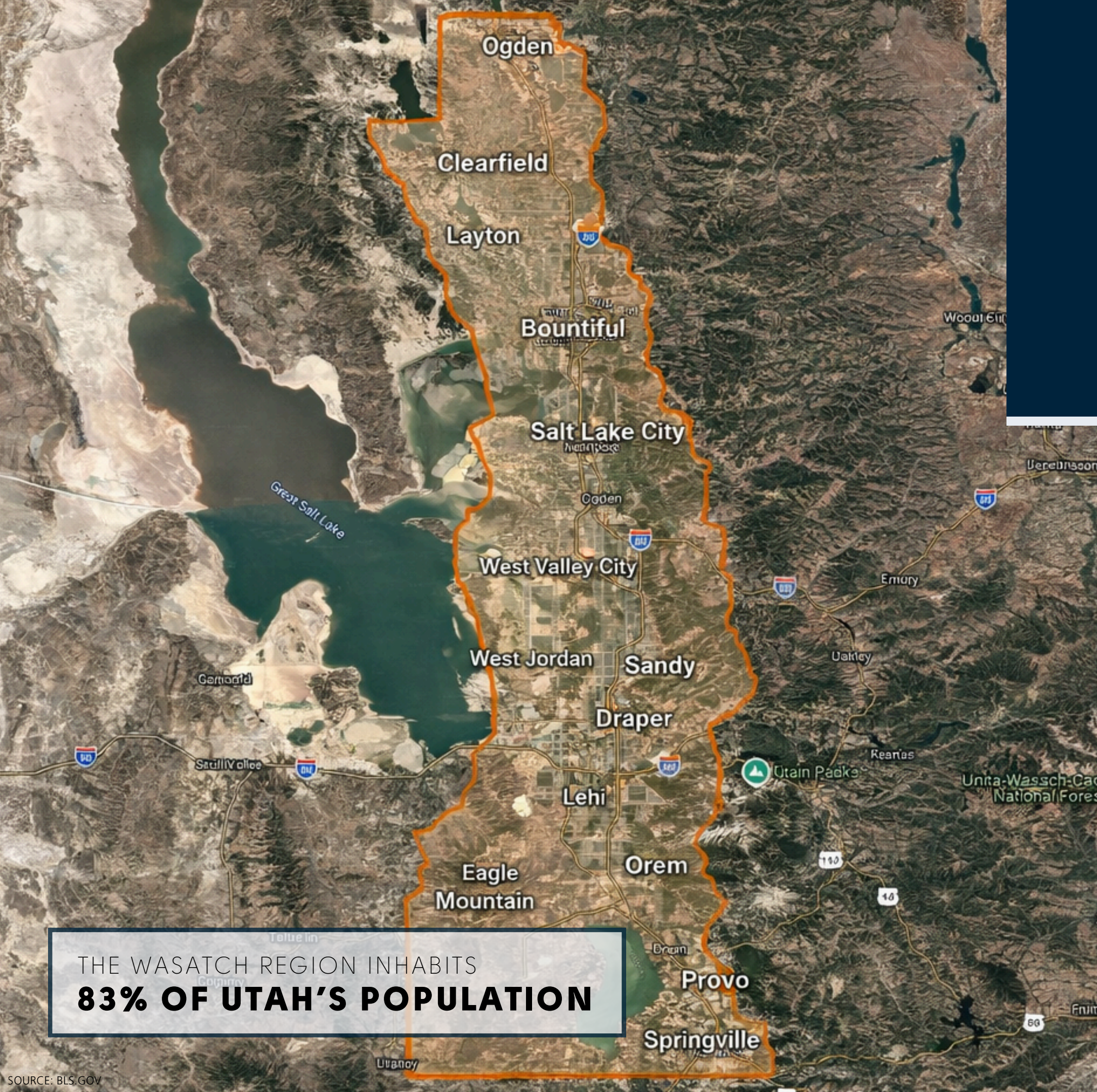
#1 BEST STATE TO START A BUSINESS



#1 JOB MARKET & STATE FOR EMPLOYMENT

UTAH RANKED AS THE
FASTEST GROWING STATE
IN THE U.S. FOR 13 CONSECUTIVE YEARS





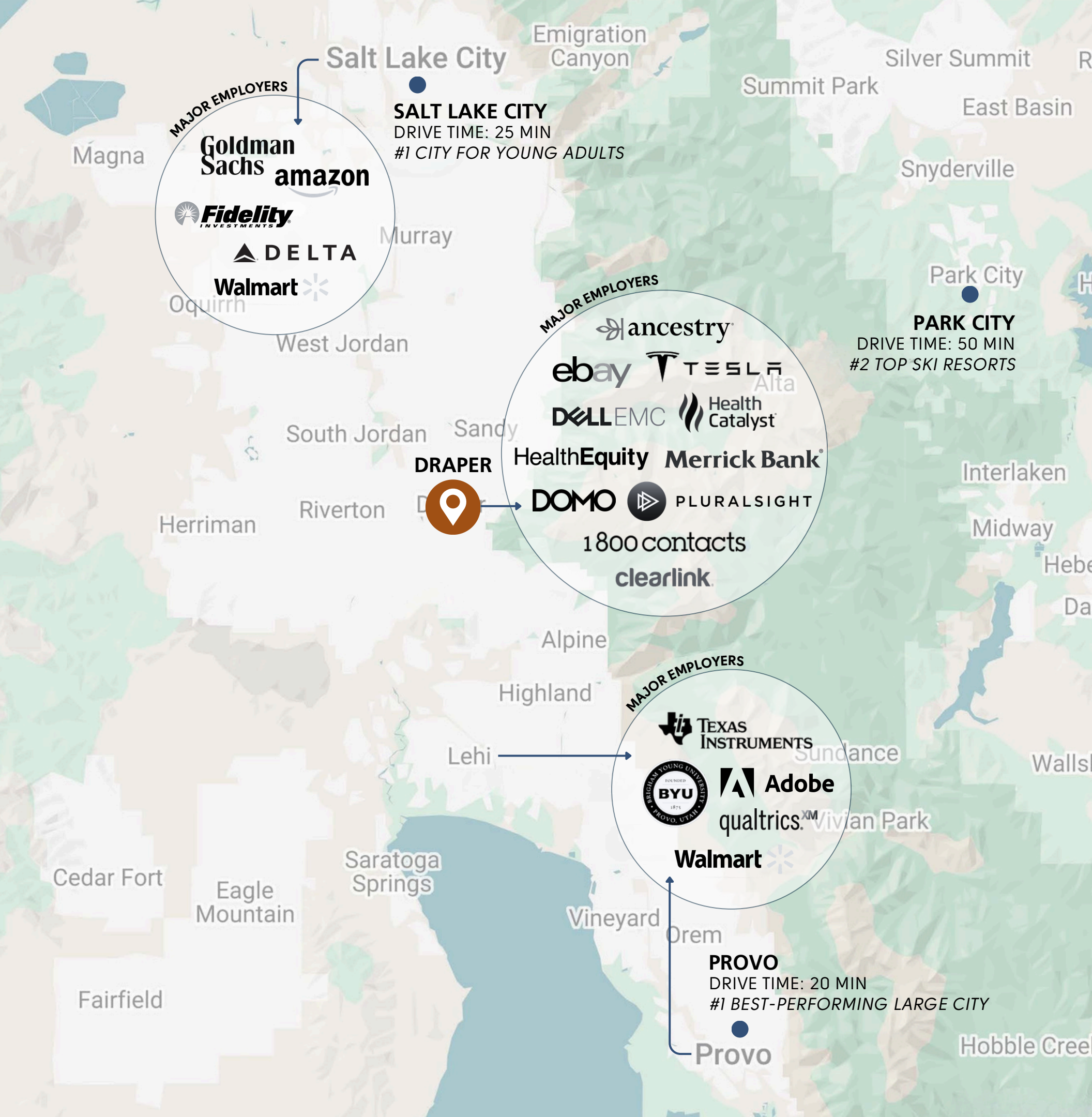
THE WASATCH FRONT UTAH'S MAIN METRO CORRIDOR

POPULATION
2.7M
83% OF UTAH'S POPULATION

EMPLOYMENT
1.3M
79% OF UTAH'S JOBFORCE

The Wasatch Front is Utah's **primary metro corridor**, running north to south along the base of the Wasatch Mountains from Ogden through Salt Lake City to Provo. It includes the state's **most populous and economically active counties**.

While it occupies a relatively narrow geographic footprint, the **Wasatch Front is home to approximately 80% of Utah's total population and workforce**, making it the state's epicenter for economy and lifestyle.



SALT LAKE CITY, ONE OF THE
NATION'S LEADING METROS
 FOR TECH EMPLOYMENT GROWTH

THE SILICON SLOPES



SALT LAKE CITY

A NATIONAL LEADER ON THE RISE

Salt Lake City is booming, driven by sustained **economic strength**, a **young and growing workforce**, and **increasing consumer momentum**, with national rankings consistently recognizing its performance.

The Milken Institute ranks Salt Lake City in the **top 3 Best-Performing Large U.S. Metros** based on economic performance, job growth, wage growth, and high-tech industry concentration.

Due to employment opportunities and quality of life, Salt Lake City is the **#1 City for Young Adults in the U.S.**

Salt Lake City International Airport is the **#1 airport in the U.S.** and **#8 globally** serving **more than 28.3M passengers** each year.

According to Placer.ai, Salt Lake City is one of the **top five areas best primed for retail growth** and the **#1 city in the U.S. for the most consumer momentum** going into 2026.



\$ \$147.5B GDP

**+8% YOY OUTPERFORMING THE
U.S. AVERAGE YOY INCREASE**

9%

**HIGHER AVG HHI OF \$106,000 VS.
THE NATIONAL AVERAGE**







DRAPER, THE HUB OF UTAH'S MOST INFLUENTIAL MARKETS

DRAPER AVG HOUSEHOLD INCOME
\$133,500
56% ABOVE U.S. AVERAGE

HOUSEHOLD INCOME \$150K+
500K+ HOMES
WITHIN A 20-MINUTE DRIVE-TIME



-  30-MIN DRIVE TO SLC & DOWNTOWN SALT LAKE CITY
-  STRATEGIC ACCESS TO I-15, BANGERTEER HIGHWAY, & OTHER MAJOR ROADWAYS
-  WITHIN A ONE-HOUR DRIVE FROM EIGHT MAJOR SKI RESORTS
-  EXTENSIVE MILES OF RECREATIONAL NATURE TRAILS

Draper is strategically positioned at the intersection of the two most populous counties in Utah, with immediate proximity to one of the **nation's most recognized and exclusive** tourist destinations.

The city delivers the benefits of **connectivity** and **affluence** boasting an environment **defined by ease, quality of life, and economic strength.**

DRAPER'S HIGH-VALUE RESIDENTIAL LANDSCAPE

Riverton

Draper

Bluffdale



DRAPER'S MEDIAN HOME PRICE IS
NEARLY 115% HIGHER THAN
THE NATIONAL AVERAGE AT \$920K

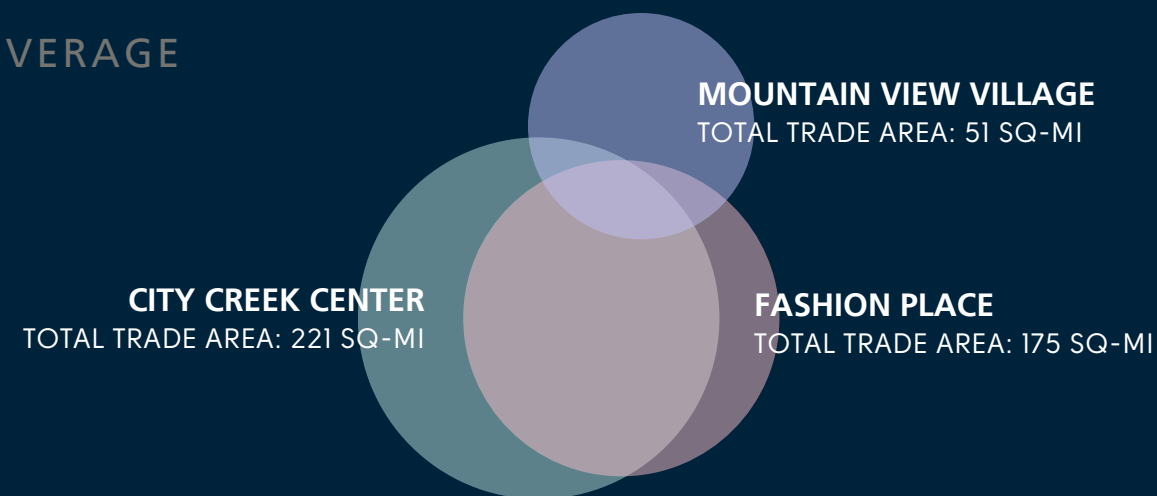
PRIME DEMOGRAPHICS

UNTAPPED TRADE AREA POTENTIAL

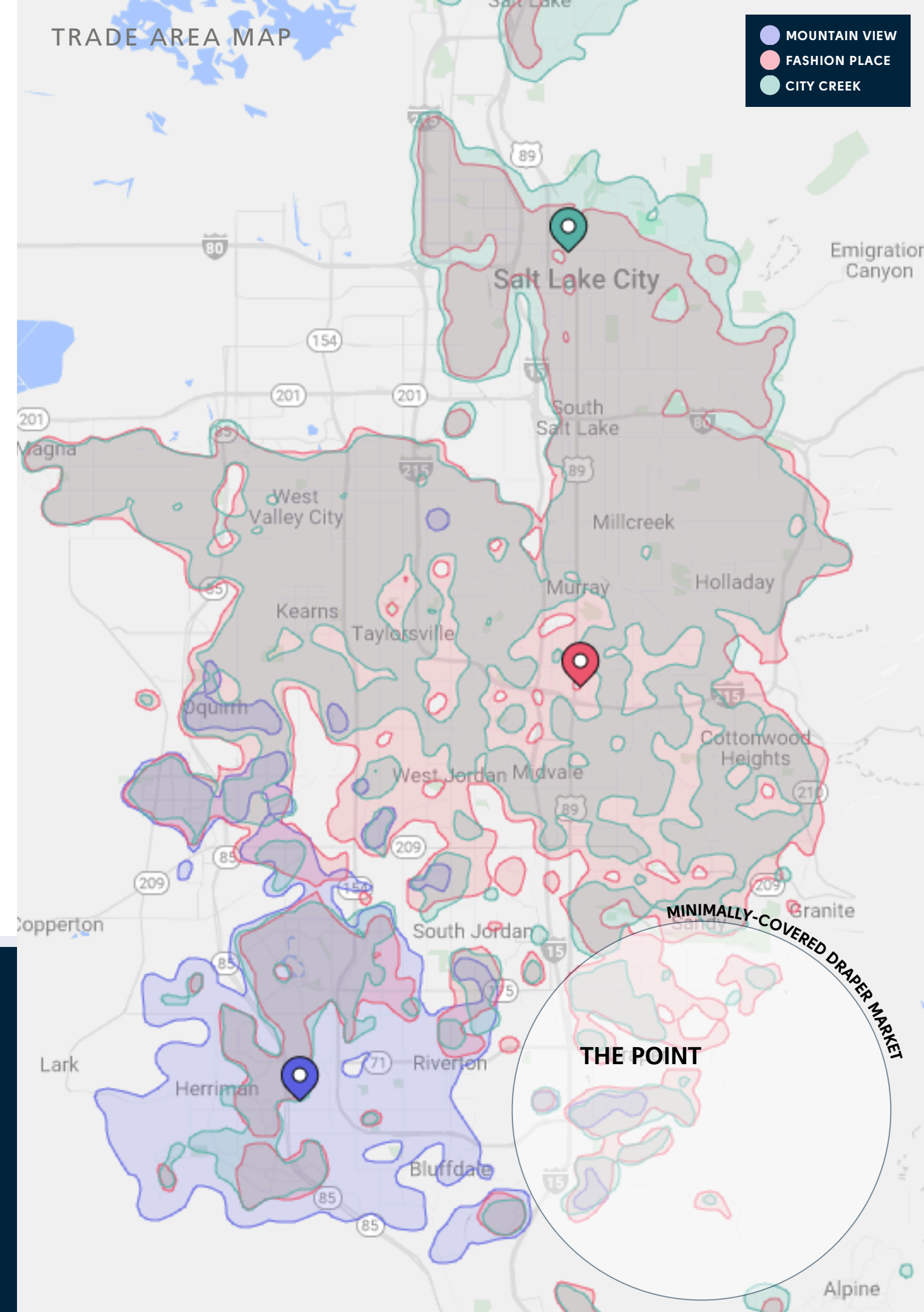
Three major shopping destinations operate within a 25-minute drive of Draper, yet none fully capture the Draper trade area. The Point development will eliminate this unmet demand.

	<u>MOUNTAIN VIEW VILLAGE</u>	<u>FASHION PLACE</u>	<u>CITY CREEK CENTER</u>
Population	258,475	1.1M	1.4M
5-Year Population Forecast	311,522	1.1M	1.5M
Avg. Age	31	33	31
College Degree+	76%	70%	72%
Average Household Income	\$145,506	\$120,178	\$120,768
Household Income \$500K+	4%	3%	3%
Avg Discretionary Income	\$94,066	\$76,422	\$76,280
Discretionary Income \$150K+	16%	11%	11%
Average Home Value	\$703,147	\$600,300	\$592,959

TRADE AREA COVERAGE DIAGRAM



TRADE AREA MAP



DRAPER PSYCHOGRAPHICS

HIGH INCOME, HIGH IMPACT

Draper is home to the **most affluent households** in the U.S., significantly outpacing national benchmarks. The community is led by Ultra Wealthy Families, Placer.ai's most affluent psychographic group. Together, these segments create a **high-income, diverse community** with strong **purchasing power** and premium lifestyles.

ULTRA WEALTHY FAMILIES **26%**

The nation's wealthiest families.

UPPER SUBURBAN DIVERSE FAMILIES **23%**

Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds.

WEALTHY SUBURBAN FAMILIES **23%**

Wealthy and diverse suburban families living children-driven lifestyles.



THE POINT IS
MAKING HEADLINES AND
COMMANDING STATEWIDE ATTENTION

“THE POINT IS ARGUABLY THE MOST SIGNIFICANT QUALITY-OF-LIFE OPPORTUNITY FOR UTAHNS IN STATE HISTORY.”

BOARD CO-CHAIRS REP. JORDAN TEUSCHER & LOWRY SNOW

I BELIEVE THAT THE POINT REPRESENTS THE VERY BEST OF THE UTAH DREAM & MAKING THAT DREAM AVAILABLE FOR THE NEXT GENERATION."

GOVERNOR SPENCER COX



IT'S A **TRANSFORMATIVE INVESTMENT** BY UTAHNS FOR THE **BENEFIT OF CURRENT & FUTURE GENERATIONS**

THE POINT DEVELOPMENT DETAILS

PROJECT START
2026

APPROXIMATELY
600 ACRES

INVESTMENT
\$415M



A **groundbreaking transformation** is underway, set to redefine Draper as we know it while capturing a trade area not currently served by existing shopping centers. It's more than a shopping destination, **it's a city within a city**. The vision seamlessly blends shopping, dining, entertainment, and lifestyle, creating an elevated community designed specifically for the people of Draper and aligned with the continued growth and evolution of the broader Salt Lake City metro.



THE POINT MASTER PLAN

- NUMEROUS **MULTI-LEVEL OFFICE BUILDINGS**
- BEST-IN-CLASS **RETAIL & SERVICE SHOPS**
- NEXT-LEVEL **5,000 SEAT EVENT VENUE**
- LUXURY **HOTEL CONCEPT**
- MULTIPLE **RESIDENTIAL COMPONENTS**
- COMMUNITY **PARK & GREEN SPACE**
- SCENIC **HIKING & BIKE TRAILS**



THE POINT MASTER PLAN PHASE I

BUILDING 1 & 5
MULTIFAMILY & RETAIL

BUILDING 7
TECH CENTER

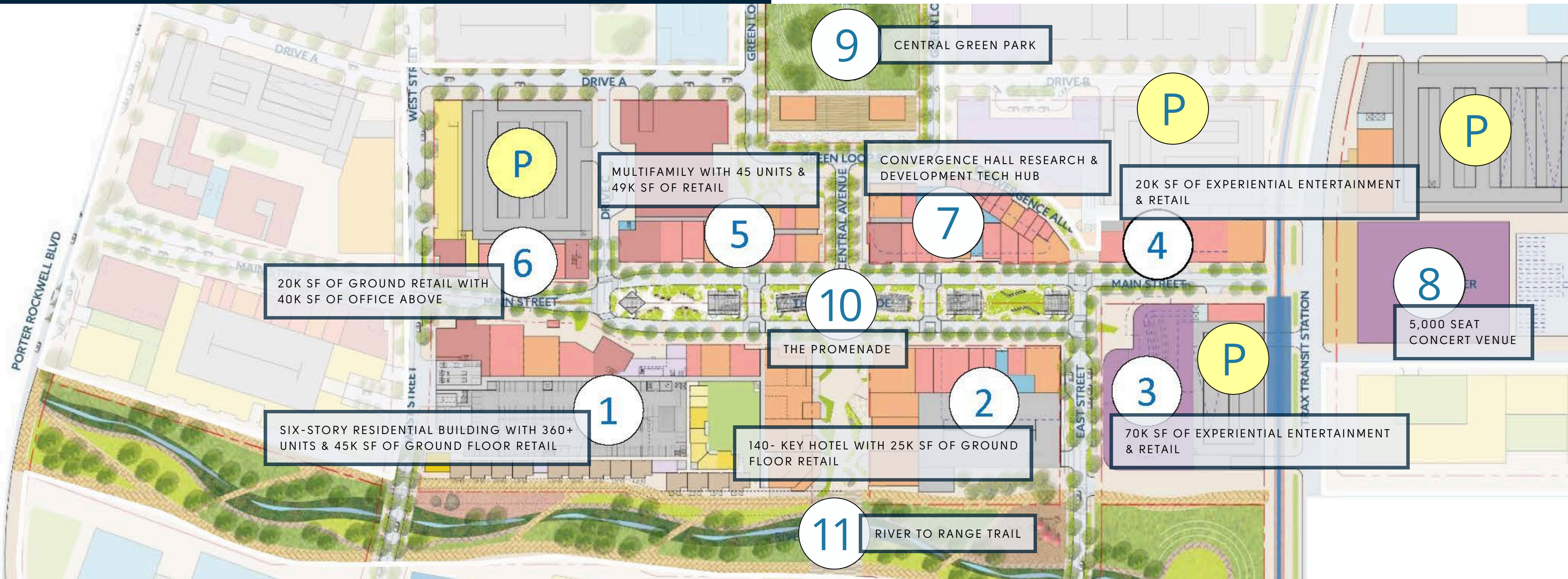
BUILDING 2
HOTEL & RETAIL

BUILDING 8
CONCERT VENUE

BUILDING 3 & 4
ENTERTAINMENT & RETAIL

BUILDING 9,10, & 11
PARKS & GATHERING SPACE

BUILDING 6
OFFICE & RETAIL





DARE

BOWL

CAFE

JAZZ
MUSIC FESTIVAL

BLUME

BOUTIQUE



arket

market

STRAWBAR CAFE

SORSO

OTUM

OTUM











ROCKWELL
MUSIC HALL

RWH 2

AT THE ROCKWELL MUSIC HALL



POPPY

ESSENTIALS

RESIDENCES

UP

UP

UP

stitch.
stitch.

lola

THE POINT

BE A PART OF THE TRANSFORMATION

NATIONAL LEASING

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