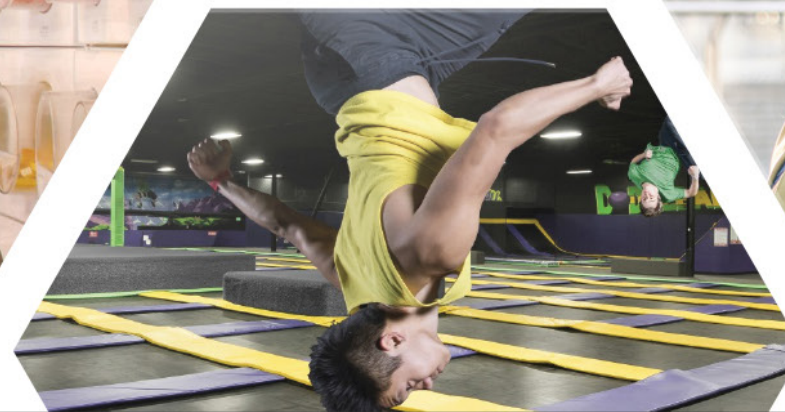




CROSSGATES



CROSSGATES

The premier shopping, dining, entertainment and hospitality complex in Albany's growing Capital District.

Trade Area Population

1.6 million

Average HH Income

\$102,327

Total Sales

\$417 million

Total GLA

1.7 million sf



CROSSGATES 2



ENVIABLE ACCESS, VISIBILITY & EXPOSURE

At the junction of I-87 & I-90, the busiest section of the NYS Thruway.

- The largest destination in the Albany region with its own dedicated exit.
- Over 295,900 cars pass the center each day.



TRADE AREA

Crossgates' trade area ranks amongst the top MSAs in the U.S.

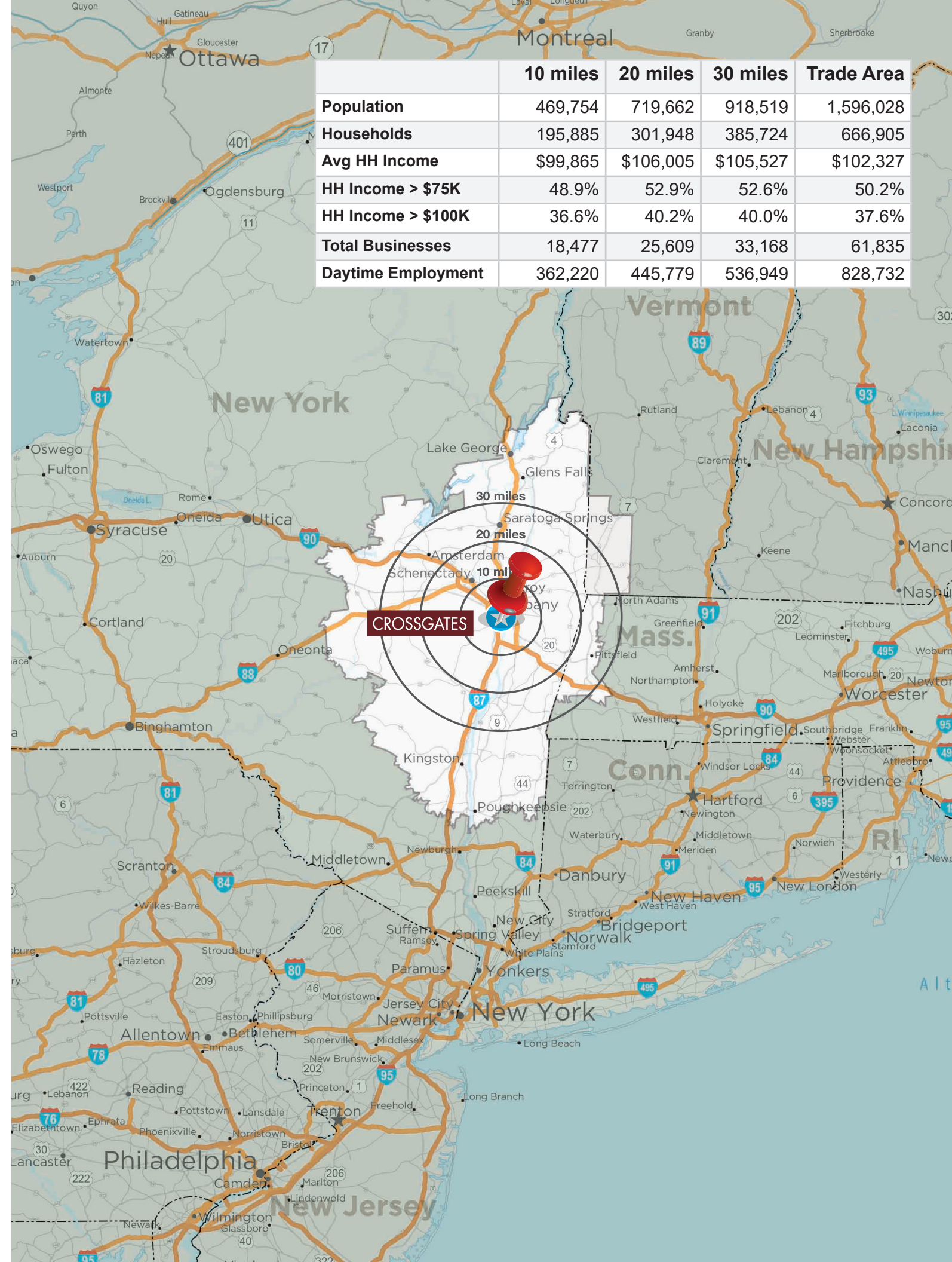
Nearly 2 million people live within the Crossgates trade area.

50% of Albany's higher end restaurant patrons visit from more than 60 miles away. (American Express Consumer Insights)

TOP 100 MSA'S

Rank	Metropolitan Statistical Area	2022 Est. Population	Rank	Metropolitan Statistical Area	2022 Est. Population
1	New York-Newark-Jersey City, NY-NJ-PA	19,768,458	51	Grand Rapids-Kentwood, MI	1,091,620
2	Los Angeles-Long Beach-Anaheim, CA	12,997,353	52	Rochester, NY	1,084,973
3	Chicago-Naperville-Elgin, IL-IN-WI	9,509,934	53	Tucson, AZ	1,052,030
4	Dallas-Fort Worth-Arlington, TX	7,759,615	54	Tulsa, OK	1,023,988
5	Houston-The Woodlands-Sugar Land, TX	7,206,841	55	Fresno, CA	1,013,581
6	Washington-Arlington-Alexandria, DC-VA-MD-WV	6,356,434	56	Urban Honolulu, HI	1,000,890
7	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	6,228,601	57	Worcester, MA-CT	978,447
8	Atlanta-Sandy Springs-Alpharetta, GA	6,144,050	58	Omaha-Council Bluffs, NE-IA	971,637
9	Miami-Fort Lauderdale-West Palm Beach, FL	6,091,747	59	Bridgeport-Stamford-Norwalk, CT	959,768
10	Phoenix-Mesa-Charlter, AZ	4,946,145	60	Greenville-Anderson, SC	940,774
11	Boston-Cambridge-Newton, MA-NH	4,899,932	61	Albuquerque, NM	918,259
12	Riverside-San Bernardino-Ontario, CA	4,653,105	62	Bakersfield, CA	917,673
13	San Francisco-Oakland-Berkeley, CA	4,623,264	63	Albany-Schenectady-Troy, NY	899,286
14	Detroit-Warren-Dearborn, MI	4,365,205	64	Knoxville, TN	893,412
15	Seattle-Tacoma-Bellevue, WA	4,011,553	65	McAllen-Edinburg-Mission, TX	880,356
16	Minneapolis-St. Paul-Bloomington, MN-WI	3,690,512	66	Baton Rouge, LA	871,905
17	San Diego-Chula Vista-Carlsbad, CA	3,286,069	67	El Paso, TX	871,234
18	Tampa-St. Petersburg-Clearwater, FL	3,219,514	68	Allentown-Bethlehem-Easton, PA-NJ	865,310
19	Denver-Aurora-Lakewood, CO	2,972,566	69	New Haven-Milford, CT	863,700
20	Baltimore-Columbia-Towson, MD	2,838,327	70	North Port-Sarasota-Bradenton, FL	859,760
21	St. Louis, MO-IL	2,809,299	71	Oxnard-Thousand Oaks-Ventura, CA	839,784
22	Charlotte-Concord-Gastonia, NC-SC	2,701,046	72	Columbia, SC	838,250
23	Orlando-Kissimmee-Sanford, FL	2,691,925	73	Dayton-Kettering, OH	813,516
24	San Antonio-New Braunfels, TX	2,601,788	74	Charleston-North Charleston, SC	813,052
25	Portland-Vancouver-Hillsboro, OR-WA	2,511,612	75	Boise City, ID	795,268
26	Sacramento-Roseville-Folsom, CA	2,411,428	76	Stockton, CA	789,410
27	Pittsburgh, PA	2,353,538	77	Cape Coral-Fort Myers, FL	787,976
28	Austin-Round Rock-Georgetown, TX	2,352,426	78	Greensboro-High Point, NC	778,848
29	Las Vegas-Henderson-Paradise, NV	2,292,476	79	Colorado Springs, CO	762,793
30	Cincinnati, OH-KY-IN	2,259,935	80	Lakeland-Winter Haven, FL	753,520
31	Kansas City, MO-KS	2,199,490	81	Little Rock-North Little Rock-Conway, AR	750,936
32	Columbus, OH	2,151,017	82	Des Moines-West Des Moines, IA	719,146
33	Indianapolis-Carmel-Anderson, IN	2,126,804	83	Ogden-Clearfield, UT	706,696
34	Cleveland-Elyria, OH	2,075,662	84	Poughkeepsie-Newburgh-Middletown, NY	701,637
35	Nashville-Davidson-Murfreesboro-Franklin, TN	2,012,476	85	Akron, OH	700,015
36	San Jose-Sunnyvale-Santa Clara, CA	1,952,185	86	Provo-Orem, UT	697,141
37	Virginia Beach-Norfolk-Newport News, VA-NC	1,803,328	87	Springfield, MA	695,305
38	Providence-Warwick, RI-MA	1,675,774	88	Deltona-Daytona Beach-Ormond Beach, FL	685,344
39	Jacksonville, FL	1,637,666	89	Madison, WI	683,183
40	Crossgates Mall Trade Area	1,596,028	90	Winston-Salem, NC	681,438
41	Milwaukee-Waukesha, WI	1,566,487	91	Syracuse, NY	658,281
42	Raleigh-Cary, NC	1,448,411	92	Durham-Chapel Hill, NC	654,012
43	Oklahoma City, OK	1,441,647	93	Wichita, KS	647,919
44	Memphis, TN-MS-AR	1,336,103	94	Toledo, OH	644,217
45	Richmond, VA	1,324,062	95	Palm Bay-Melbourne-Titusville, FL	616,628
46	Louisville/Jefferson County, KY-IN	1,284,566	96	Augusta-Richmond County, GA-SC	615,933
47	Salt Lake City, UT	1,263,061	97	Harrisburg-Carlisle, PA	596,305
48	New Orleans-Metairie, LA	1,261,726	98	Spokane-Spokane Valley, WA	593,466
49	Hartford-East Hartford-Middletown, CT	1,211,906	99	Jackson, MS	587,202
50	Buffalo-Cheektowaga-Niagara Falls, NY	1,162,336	100	Scranton-Wilkes-Barre, PA	567,750
51	Birmingham-Hoover, AL	1,114,262			

CROSSGATES 4



Exclusive retail not found within 90+ miles



Destination Retail



Entertainment & Dining



Coming Soon!



EXCITING NEW OPENINGS

Several new stores have opened at Crossgates over the last three years, strengthening our dominance in the market.

2018

110 Grill
American Eagle (Remodel)
Lego
Showcase
Taco Bell

2019

Apex Entertainment
Charlotte Russe
Get Air
Journeys Kidz (Remodel)
Kazan
Maggie McFly's
Sunglass Hut (Remodel)
Trollbeads

2020

Lovesac
Popeyes

2021

Earthbound Trading Co.
OFFLINE by Aerie
Urban Outfitters

2022

Joseph Jacob Jewelers
Kong Dog
Lovisa
Mrs. Field's
Newbury Comics

Coming Soon

Aloha Krab
Primark
Whealthy



CROSSGATES 6



A NEW LOOK AND FEEL

A multi-million dollar redevelopment has elevated the Crossgates tenant mix and customer experience.

Crossgates has undergone a **\$50 million transformation**; appealing to Albany's growing, higher income and active lifestyle customer.

- Redesigned center court area
- New feature entrance
- Rich floor tile throughout
- Warmer paint scheme
- Designer light fixtures
- New food court design
- Comfortable soft seating
- Free WiFi



ALBANY'S BEST PLACE FOR DINING, ENTERTAINMENT & FUN

Entertainment and dining differentiates the shopping center and increases length of stay and visit frequency.

The recent additions of Maggie McFly's, 110 Grill, Texas de Brazil, FunnyBone Comedy Club, Get Air and Apex Entertainment, have made Crossgates a destination for business lunches, dinner gatherings and exciting entertainment.

Restaurants



Coming Soon



Entertainment



MAGGIE MCFLY'S



GET AIR



CROSSGATES 8



APEX ENTERTAINMENT

ACTIVATING OUR SOCIAL SPACE

Marketing events drive thousands of people to the center on a daily basis and extend dwell time.

Fashion shows, fitness classes, celebrity appearances, sports viewings and charitable events are just a few examples of the hundreds of programs that take place within the social space of Crossgates.



**BEST BUDDIES FRIENDSHIP WALK
1,200 ATTENDEES**



LEGO AMERICANA ROADSHOW



**EMPIRE STATE YOUTH ORCHESTRA PLAYATHON
600 PLAYERS**

A LUXURY DAY SPA AT CROSSGATES

Spa Mirbeau...More than a spa. An experience.

Spa Mirbeau is an ultimate haven where - any day of the week - guests can escape, unplug, relax, rejuvenate and renew...inside and out.

Spa treatments include:

- Yoga studio
- Spinning room
- Eucalyptus-infused sauna and steam room
- Resting Area with heated foot pool
- Aqua Terrace with a hot plunge pool
- French-inspired bistro
- Retail boutique

THE DOCTOR IS IN.



Now Offering:

- Hydrofacial
- Botox
- Dermal Fillers
- Microneedling/Sanguifacial
- PDO Threading
- Body Sculpting
- IV Infusions & IM Injections
- Laser Treatments
- Teeth Whitening
- Invisalign



TREATMENT ROOM



CROSSGATES 10



RESTING ROOM

A STABLE, GROWING MARKET

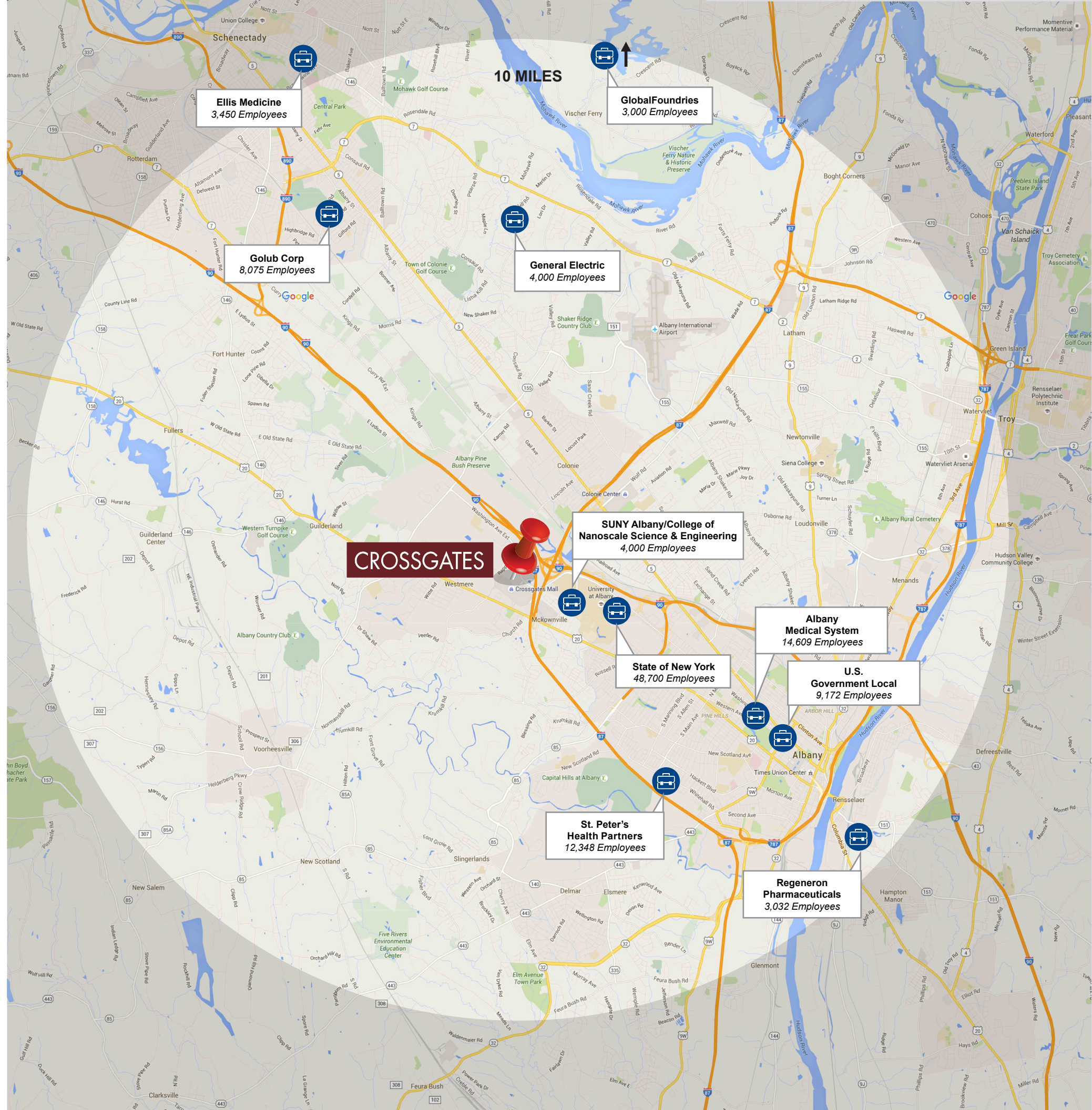
Nanotechnology, higher education, healthcare, government and tourism continue to drive the Albany economy.

- As the state capital, government provides a stable economic base with nearly 103,000 local jobs and an annual payroll of \$15 billion
- New York State lobbying creates an annual economic impact of approximately \$3 million on the Capital Region when legislature is in session (Jan-June)
- The Capital Region healthcare field provides over 70,000 local jobs with an average annual payroll of \$4.5 billion. Local hospitals generate \$4 billion each year in economic activity.



TOP 10 EMPLOYERS

362,220 employees work within 10 miles of Crossgates.



NANOTECHNOLOGY ALBANY

Initiated through powerful government incentives and a strong university community, Albany has become the focal point of the growing nanotechnology industry.

Nanotechnology is predicted to be a main driver of technology and business in the 21st century.

Wages

\$92,000

Jobs

46,500

Investment

\$40 billion +



MAJOR DEVELOPMENTS

SUNY Polytechnic Institute

- Formerly the College of Nanoscale Science & Engineering, located .5 miles from Crossgates
- 1.65 million sq ft, \$24 billion facility; Over 4,000 scientists and high-tech workers
- First college in the world dedicated to research, development and education in Nanoscience
- SUNY Poly represents the world’s most advanced university-driven research enterprise with more than 300 global corporate partners
- Intel Corp. and IBM will collaborate on next-generation semiconductor research in a new initiative to be based in Albany. The collaboration would bring hundreds of jobs to the area.
- Construction of 50,000 sq. ft. of new cleanroom space, located south of the existing NanoFabX cleanroom building. Multiple semiconductor-related tenants are anticipated to occupy the building. A new four-level covered parking structure with 400 spaces, including 30 spots for electric vehicles will also be constructed.

GlobalFoundries

- \$15 billion, 1.3 million sq. ft. semiconductor manufacturing facility
- 3,000 people employed; local payroll exceeding \$338 million
- Plans are underway to build a second semiconductor fabrication plant at its Fab 8 campus. Will add 737,000 sq. ft. across nine buildings, create 1,000 jobs and will double its manufacturing capacity to address the worldwide chip shortage.
- GF is under contract to purchase 800 acres at the Luther Forest Campus, a move that would give the computer chip maker control of one of the largest remaining pieces of undeveloped commercial property in the Albany region. Will purchase the property if and when the federal government approves roughly \$52 billion in funding to entice companies to produce more computer chips in the U.S. The estimated total investment will be between \$6 and \$8 billion.

General Electric

- Located just 11 miles west of Crossgates employing over 6,000 people; \$400 million invested
- Recent studies have shown that GE is worth \$4 billion a year to the Capital Region; each day generates \$10.9 million, and each hour generates more than \$458,000

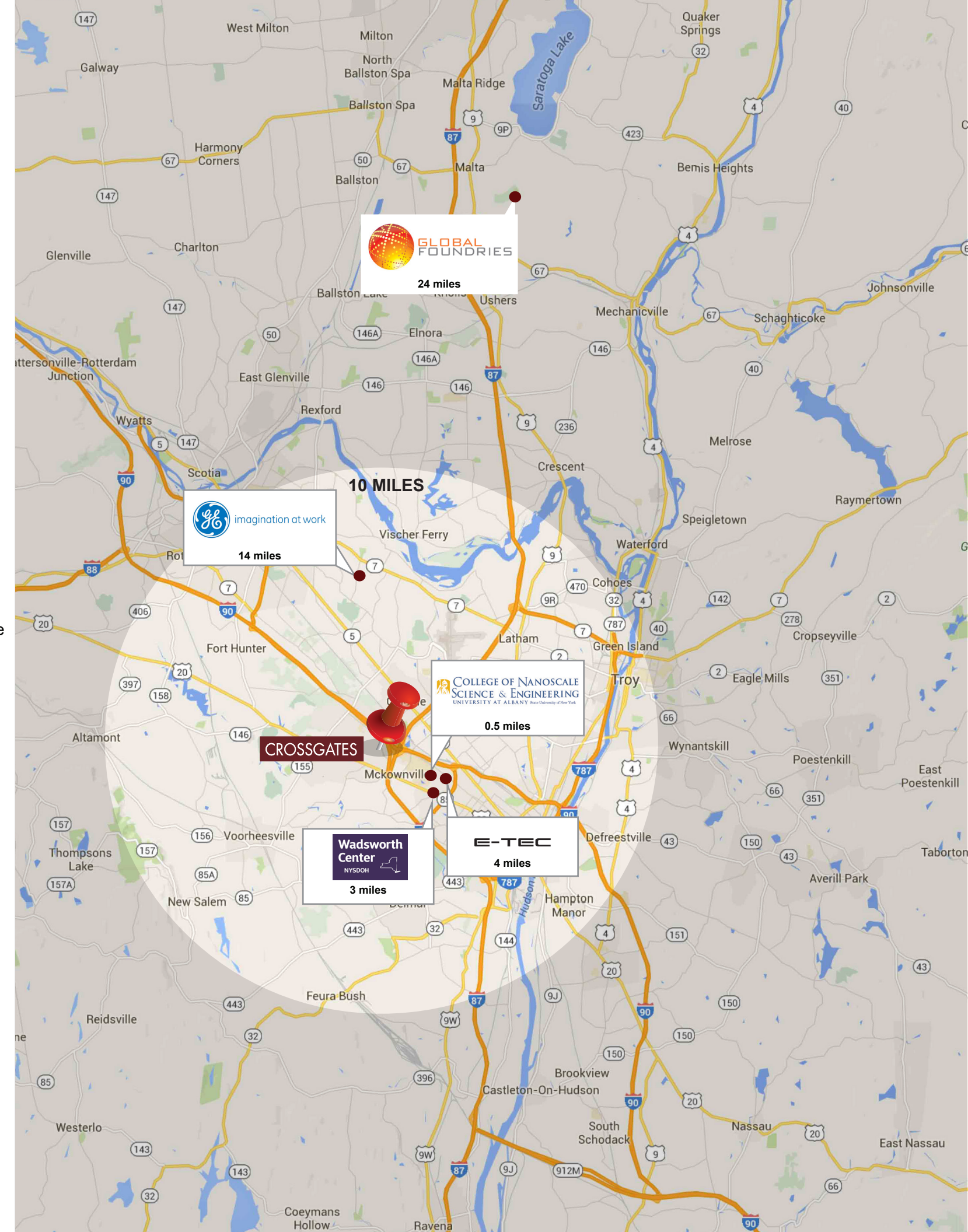
Emerging Technology and Entrepreneurship Complex (E-TEC)

- The 12-acre, \$184 million E-TEC will house the new College of Emergency Preparedness, Homeland Security and Cybersecurity, State Police, and will be the hub of the New York State Mesonet. This new complex will help keep New York on the cutting edge of technological innovation, as well as help ensure we are prepared for emerging threats, such as extreme weather and terrorism.

Wadsworth Center

- New York State has included \$750 million in its final budget to build a new hub for the Wadsworth Center, the state’s public health lab. New 750,000 sf lab could create more than 1,200 new life sciences jobs and generate \$2.3 billion in economic activity in the region if the state partners with private companies.
- Construction of the lab would require 2.3 million trades hours, the equivalent of 590 union jobs

CROSSGATES 14



HIGHER EDUCATION

The Capital Region includes 20 colleges and universities with over 71,000 students and a combined economic impact of nearly \$4.4 billion.

The Capital Region is home to some of the most highly ranked higher education institutions in the United States according to US News & World Report.



CAPITAL REGION TOURISM

Tourism generated over \$1.9 billion in visitor spending and \$1.1 billion in labor income in 2021.

The Capital Region sees 200,000 Canadian visitors annually with \$60 million in direct spending.

Top area attractions include:

- Saratoga Race Course - attendance in 2021 was over 1 million
- Times Union Center - The 17,500 capacity arena with 539,000 visitors annually
- Saratoga Performing Arts Center (SPAC) - over 360,000 visitors annually
- New York State Capitol Building
- Adirondack Park - Over 14 million people - one of the largest parks in the U.S. (larger than Yosemite, Yellowstone, Glacier, Grand Canyon and the Great Smokey Mountains National Parks combined)

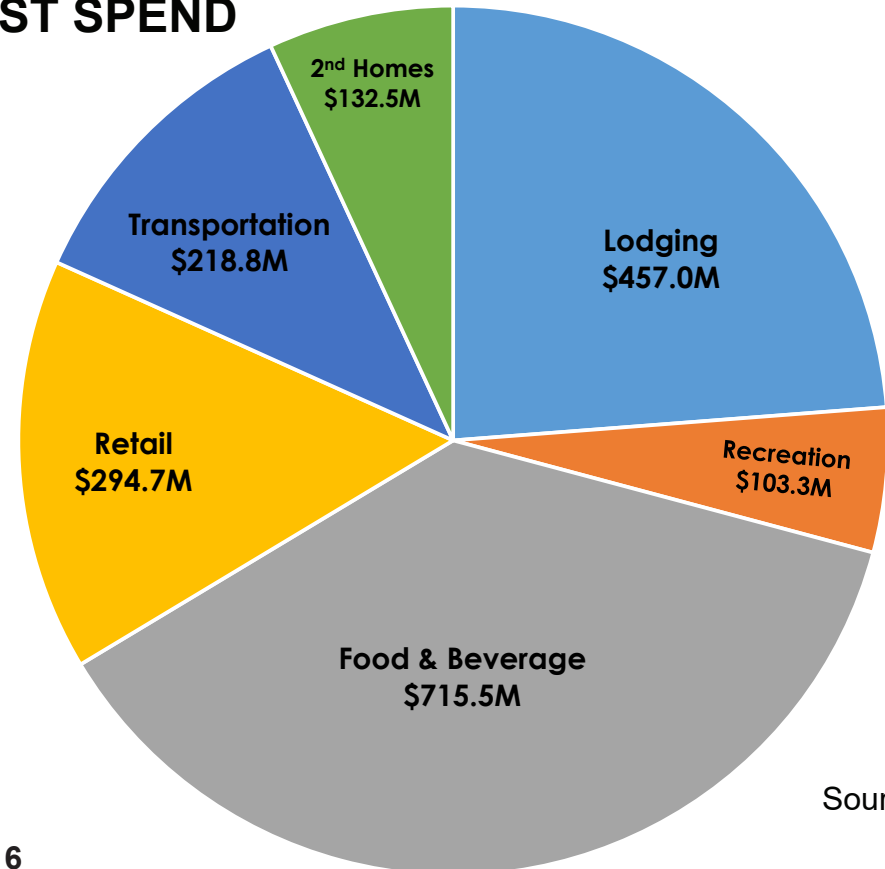


SARATOGA RACE COURSE



SARATOGA PERFORMING ARTS CENTER

2021 TOURIST SPEND



Source: Tourism Economics, August 2022

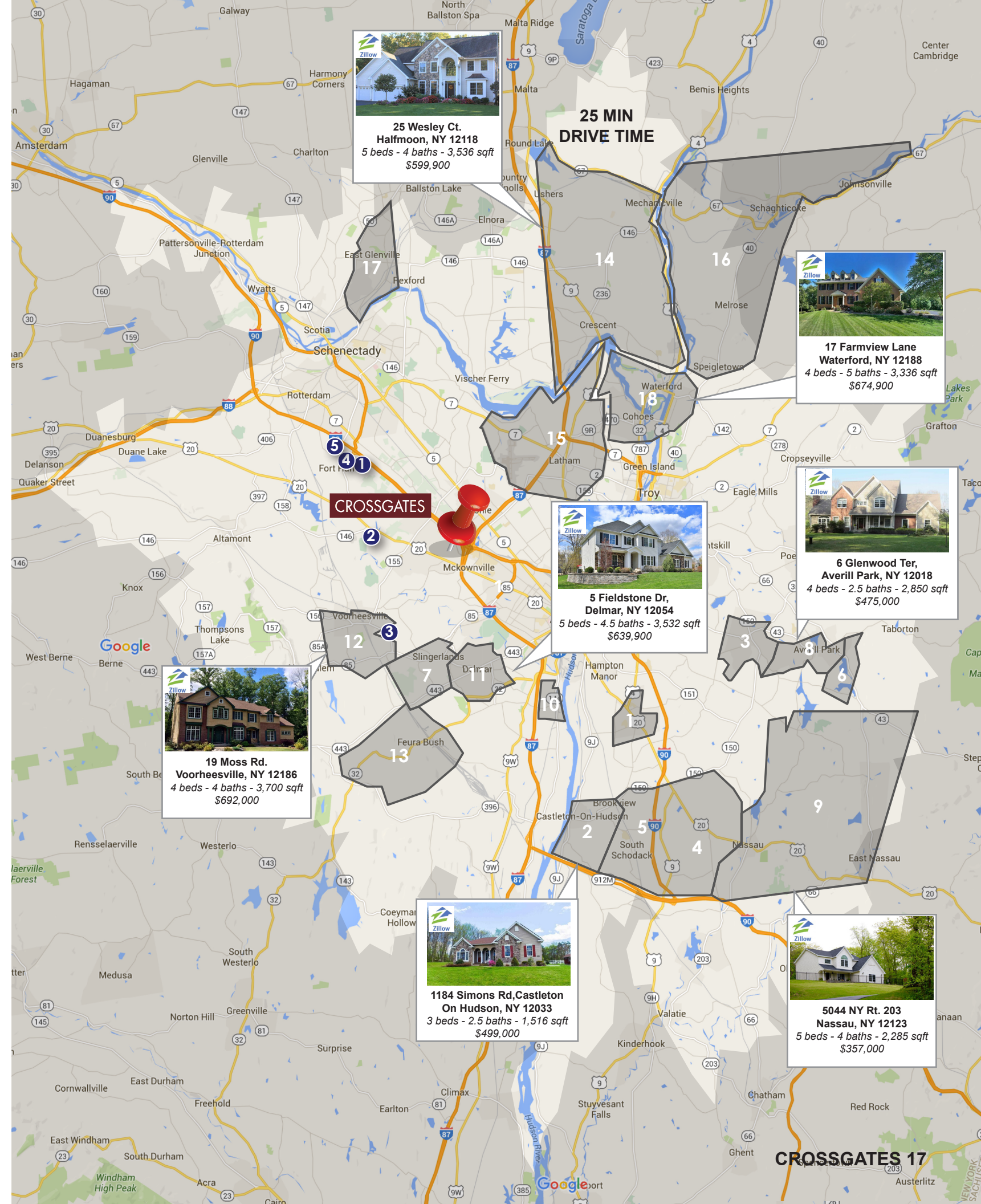
WEALTHIEST NEIGHBORHOODS

18 of the wealthiest neighborhoods in the trade area fall within a 25 minute drive of Crossgates.

Town	Drive time	Median Home Value
1. East Greenbush	16 min	\$600,299
2. Castleton-on-Hudson	22 min	\$586,685
3. West Sand Lake	18 min	\$547,500
4. East Schodack	19 min	\$543,478
5. Schodack Landing	25 min	\$520,548
6. Sand Lake	24 min	\$456,667
7. Slingerlands	13 min	\$387,564
8. Averill Park	24 min	\$370,717
9. Nassau	25 min	\$365,683
10. Glenmont	14 min	\$354,470
11. Delmar	15 min	\$328,402
12. Voorheesville	11 min	\$293,967
13. Feura Bush	21 min	\$286,316
14. Halfmoon	20 min	\$267,100
15. Latham	11 min	\$262,637
16. Schaghticoke	22 min	\$245,340
17. E. Glenville	28 min	\$226,699
18. Waterford	19 min	\$185,472

Wealthy Neighboring Housing Developments

Development	Drive time	Starting Price	# of Homes
1 Carriage Hill	13 min	\$700,000+	30
2 Prescott Woods	5 min	\$700,000+	50
3 Saddle Brook	6 min	\$600,000+	45
4 Lone Pine	14 min	\$425,000+	24
5 Essex Woods	19 min	\$400,000+	37



BEST PLACE TO LIVE IN NY!

US News & World Report has named Albany, NY the Best Place to Live in New York and #45 in the country due to better value for housing, healthy job market and low unemployment.

- There has been significant housing growth over the past five years due to the growth in the medical, technology, government and education sectors as well as the migration of New York City residents to upstate locations following the pandemic.
- Realtors report that new home buyers have high disposable income but don't have time to travel resulting in more local spending.
- The 2021 Albany-Saratoga housing market is booming with the median sale price up 9.2%, number of home sold up 57% and median days on market down 74.1% to **only 8 days!**



CROSSGATES 18



AREA LODGING

Over 8,550 hotel rooms surround Crossgates within a 10 mile radius.

- In the past 2 years, close to 1,000 more hotel rooms were added or in the approval process
- \$457 million was spent on lodging by travelers to the Capital-Saratoga Region in the last year
- Hotel occupancy rates in Albany are consistently at 60% or higher
- Crossgates is well positioned to capture all of the downtown and hotel traffic off of the thruway



EASE OF ACCESS TO, FROM AND AROUND THE CAPITAL REGION

Since launching their apps in late June 2017, Crossgates has ranked in the Top 3 Capital Region Destinations for both Uber and Lyft.

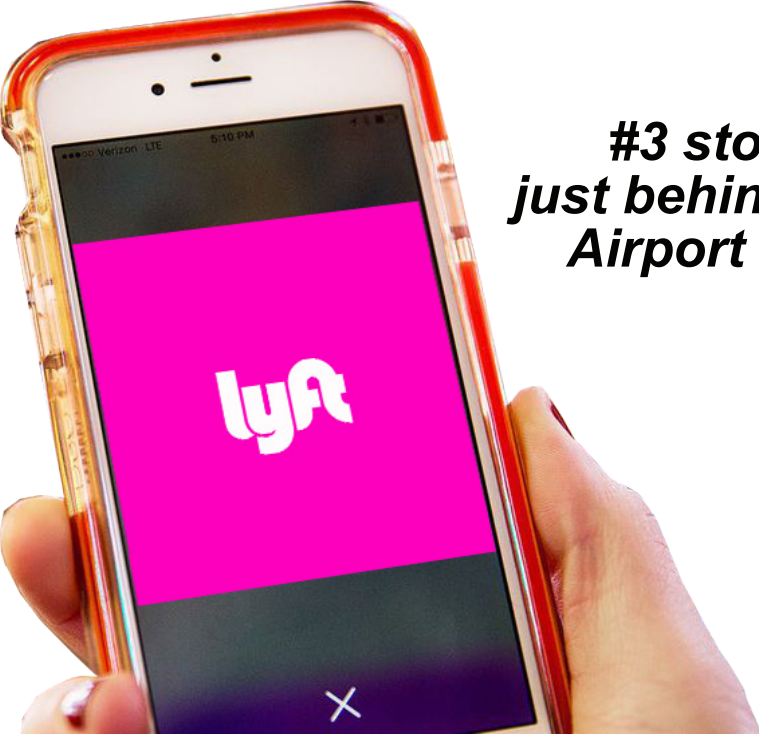


Universal Access agreements between the Capital District Transportation Authority (CDTA) and all of the area colleges and universities and various major employers gives all students free rides to Crossgates.

The Crossgates Complex routes saw total ridership of over 1 million people in 2021.



#2 stop on Uber just behind the Albany Airport



#3 stop on Lyft just behind the Albany Airport & UAlbany



STAY & SAVE SAVINGS PASS

Exclusively for hotel guests, the Crossgates/Tru and Homewood Suites by Hilton Stay & Save Savings Pass is given to guests at check-in with their room key.

- Over 30 featured deals including discounts at various entertainment and dining venues within Crossgates.
- A Shop & Drop delivery service is available, bringing shopping bags right from the guests hands over to the hotel so that visitors can continue on with ease, making shopping that much simpler.
- Bookable packages offered in partnership with Spa Mirbeau, during various events and throughout the holiday season.
- Merchant of the Month is offered to restaurants who wish to participate in the Homewood Suites complementary evening social.



More ways to enjoy your stay just steps away.



PRESENT THIS PASS AND YOUR ROOM KEY AT PARTICIPATING VENUES AND START SAVING TODAY!

Enjoy these exclusive discounts at Crossgates - the Capital Region's largest shopping, dining, and entertainment destination.

Become a **VIP @ Crossgates** and enjoy...

 APEX ENTERTAINMENT <small>FOOD • ATTRACTIONS • EVENTS</small> CROSSGATES MALL	1/2 OFF ONE HOUR OF BOWLING <small>(Shoes not included)</small>
110 Grill	10% OFF PURCHASE <small>(Dine-In and Takeout, Excludes Alcohol)</small>
	20% OFF ONE FULL-PRICED ITEM
	\$20 OFF A DAY PASS <small>(Regularly \$45 midweek and \$65 weekend visit www.spamirbeau.com/spa/#dayspa for more details)</small>



Scan the QR Code For MORE VIP Deals!



RESIDENCES AT CROSSGATES

222 market rate residential units are currently in the planning & development stage adjacent to Crossgates. Anticipated groundbreaking spring 2023.



ARTIST RENDERING

PYRAMID LAUNCH PAD

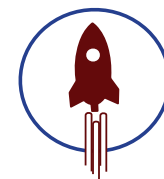
Unparalleled **FREE** onsite marketing and advertising support over 90 days to help propel your brand to its biggest and best grand opening ever.

**NOW OPEN AT
CROSSGATES!**

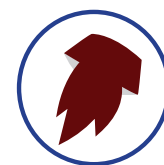
PROGRAM ELEMENTS



Countdown Phase
30 Days Prior to Opening
Awareness; Building Excitement



Launch Phase
30 Days Grand Opening
Driving Traffic & Sales



Rocket Booster Phase
\$13,800 in **FREE** Onsite Digital Advertising
30 Days Post Opening
Maximizing Results



STRONG TRAFFIC TO CROSSGATES!

Year-over-year visitor traffic to Crossgates continues to exceed pre-pandemic levels! And we expect it to keep climbing!

WEEKLY VISIT TRENDS - PLACER.AI
January - November YTD
2022 / 2021 / 2019

