

PACIFIC  
RETAIL

SHOPPING, DINING, AND  
ENTERTAINMENT DESTINATION  
IN SANDY, UTAH

MOUNTAIN MEETS MODERN

# THE SHOPS AT SOUTH TOWN



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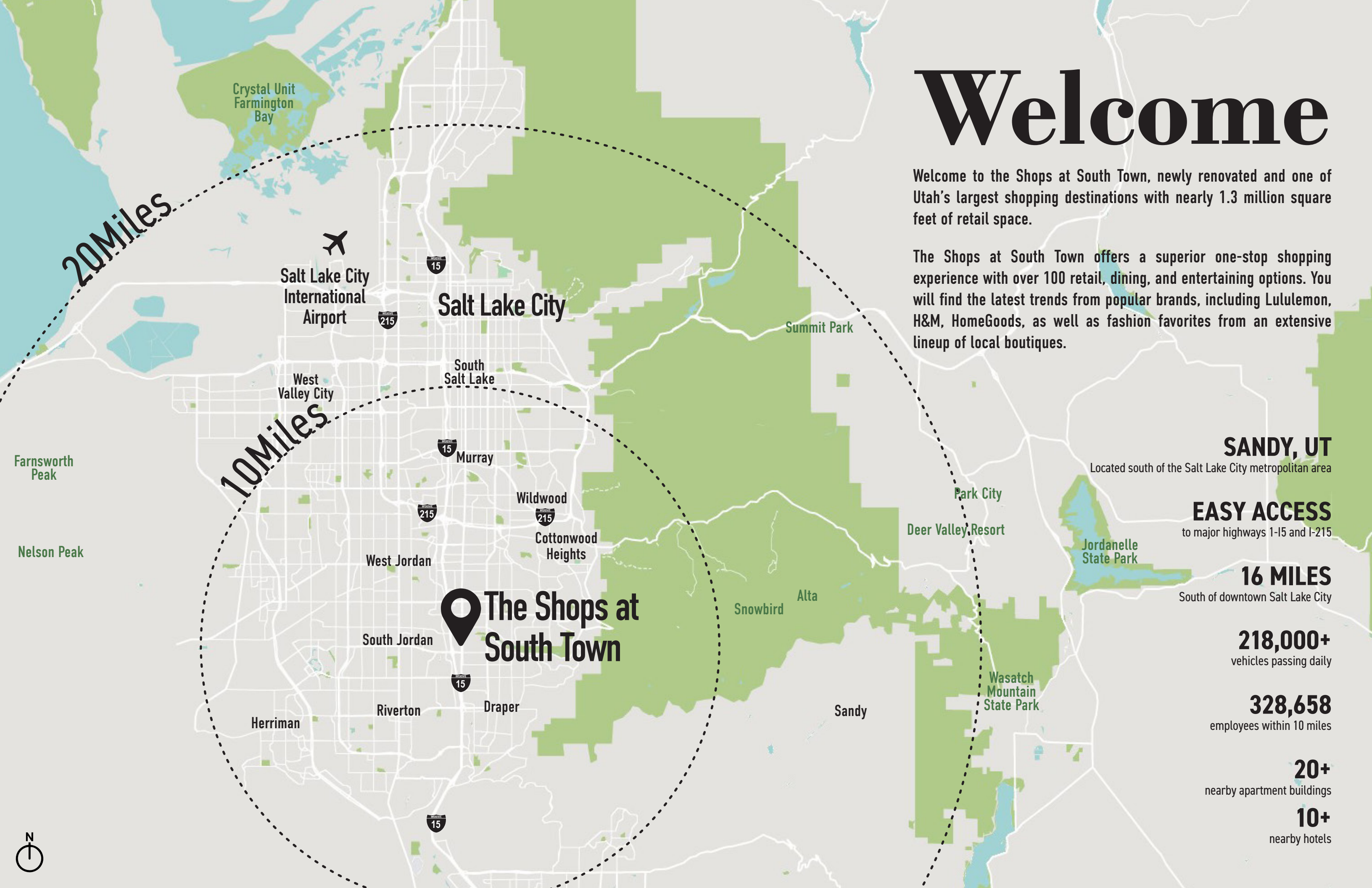




# Welcome

Welcome to the Shops at South Town, newly renovated and one of Utah's largest shopping destinations with nearly 1.3 million square feet of retail space.

The Shops at South Town offers a superior one-stop shopping experience with over 100 retail, dining, and entertaining options. You will find the latest trends from popular brands, including Lululemon, H&M, HomeGoods, as well as fashion favorites from an extensive lineup of local boutiques.



## SANDY, UT

Located south of the Salt Lake City metropolitan area

## EASY ACCESS

to major highways I-15 and I-215

## 16 MILES

South of downtown Salt Lake City

## 218,000+

vehicles passing daily

## 328,658

employees within 10 miles

## 20+

nearby apartment buildings

## 10+

nearby hotels

 **The Shops at  
South Town**

20 Miles

10 Miles





HYATT®  
(0.8 miles away)

## MARKETPLACE AT SOUTH TOWN



TARGET

OLD NAVY

Marshalls

BOWLING & AMUSEMENT  
ROUND1

JCPenney

STATE STREET  
33,671 VEHICLES PER DAY

COMMONS AT SOUTH TOWNE  
Nordstrom Rack, DSW, Petsmart and More

10600 SOUTH  
52,592 VEHICLES PER DAY



Utah Hockey Club  
Training & Practice Facility

## THE SHOPS AT SOUTH TOWN

HomeGoods®

1-15 OFFRAMP  
PROVIDES DIRECT ACCESS TO CENTER



INTERSTATE-15  
218,000 VEHICLES PER DAY



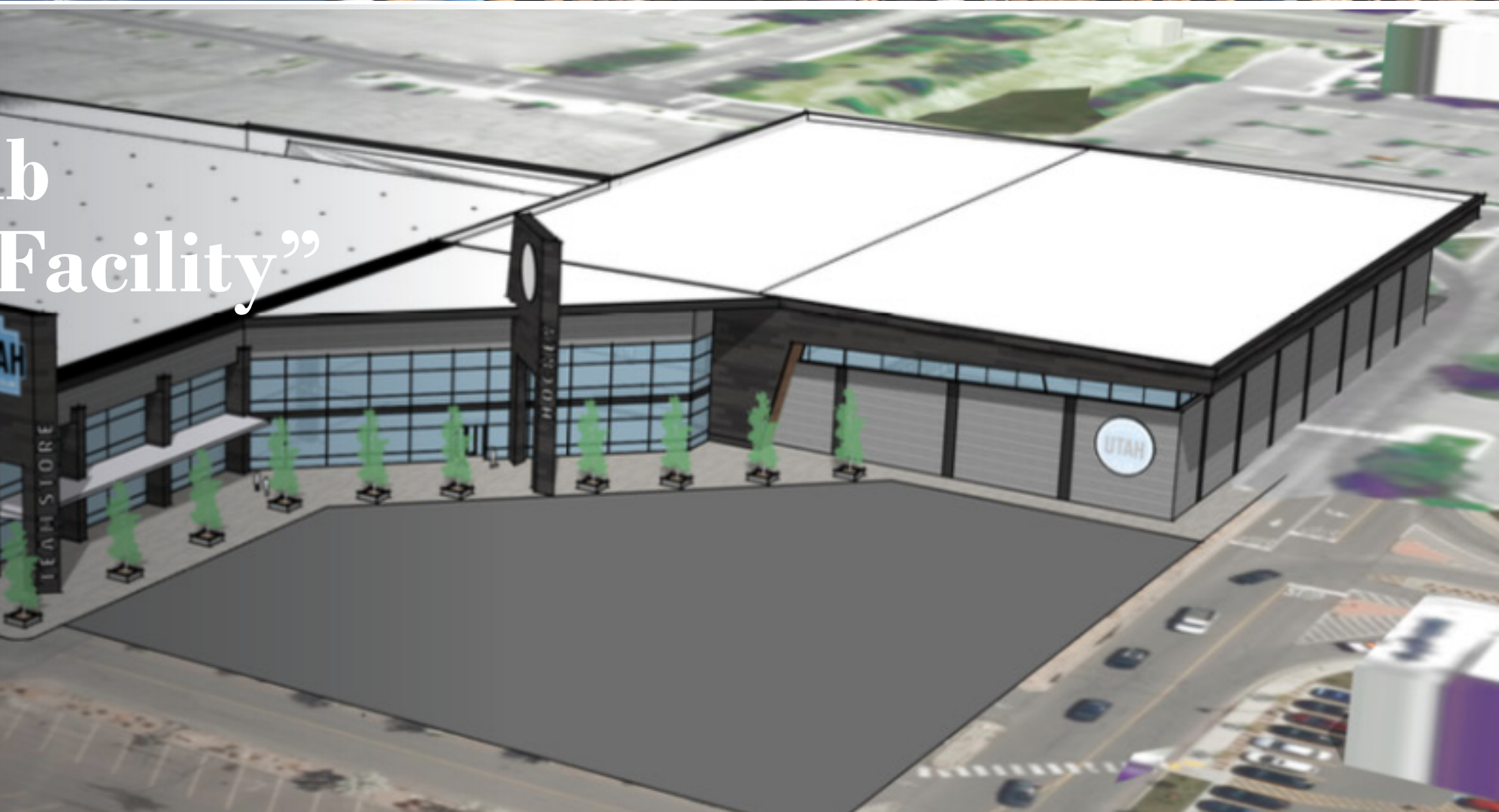
MARRIOTT  
(0.3 miles away)





# “Future Home of the Utah Hockey Club Training & Practice Facility”

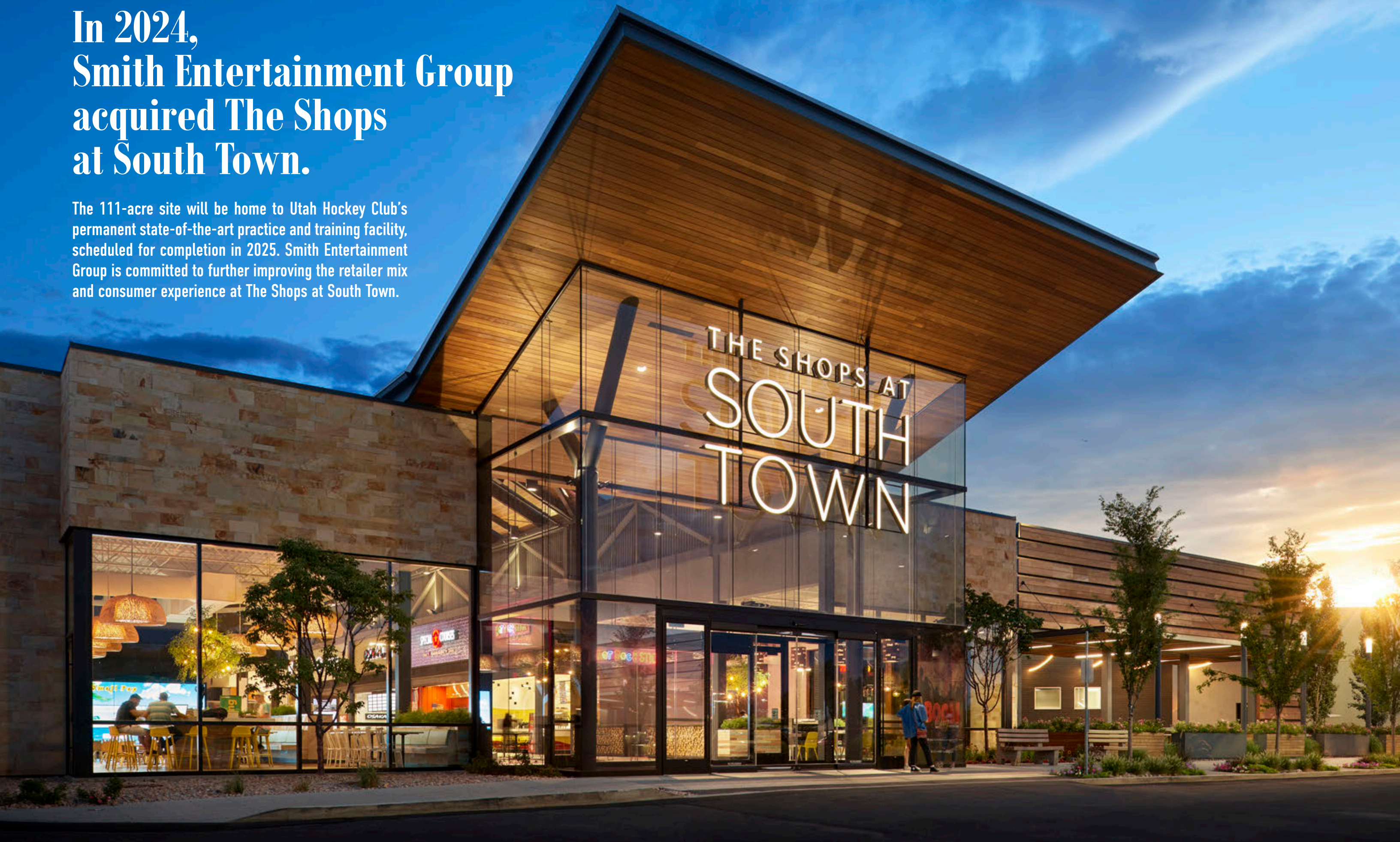
Under the recent transfer of ownership from PRCP to Smith Entertainment Group, The Shops at South Town is soon to be home to Utah Hockey Club's Training and Practice Facility. The facility will be built onto the southeast end of The Shops at South Town and will include a minimum of two NHL-standard regulation ice surfaces and the team's official offices. Smith Entertainment Group will also make the facility available for community purposes outside of Utah Hockey Club's designated use, such as youth and amateur hockey and recreation. The Shops at South Town will remain open for business during the construction process, scheduled for completion in 2025.





# In 2024, Smith Entertainment Group acquired The Shops at South Town.

The 111-acre site will be home to Utah Hockey Club's permanent state-of-the-art practice and training facility, scheduled for completion in 2025. Smith Entertainment Group is committed to further improving the retailer mix and consumer experience at The Shops at South Town.





# Nearby Universities

Nestled at the base of the Wasatch Mountains, Utah is home to several excellent educational institutions. University of Utah, Westminster College, Utah Valley University, and Brigham Young University educate 105,000+ students that reside within 30 miles of The Shops at South Town.



## UNIVERSITY OF UTAH

The University of Utah is a public research university in Salt Lake City, Utah. It is the flagship institution of the Utah System of Higher Education.

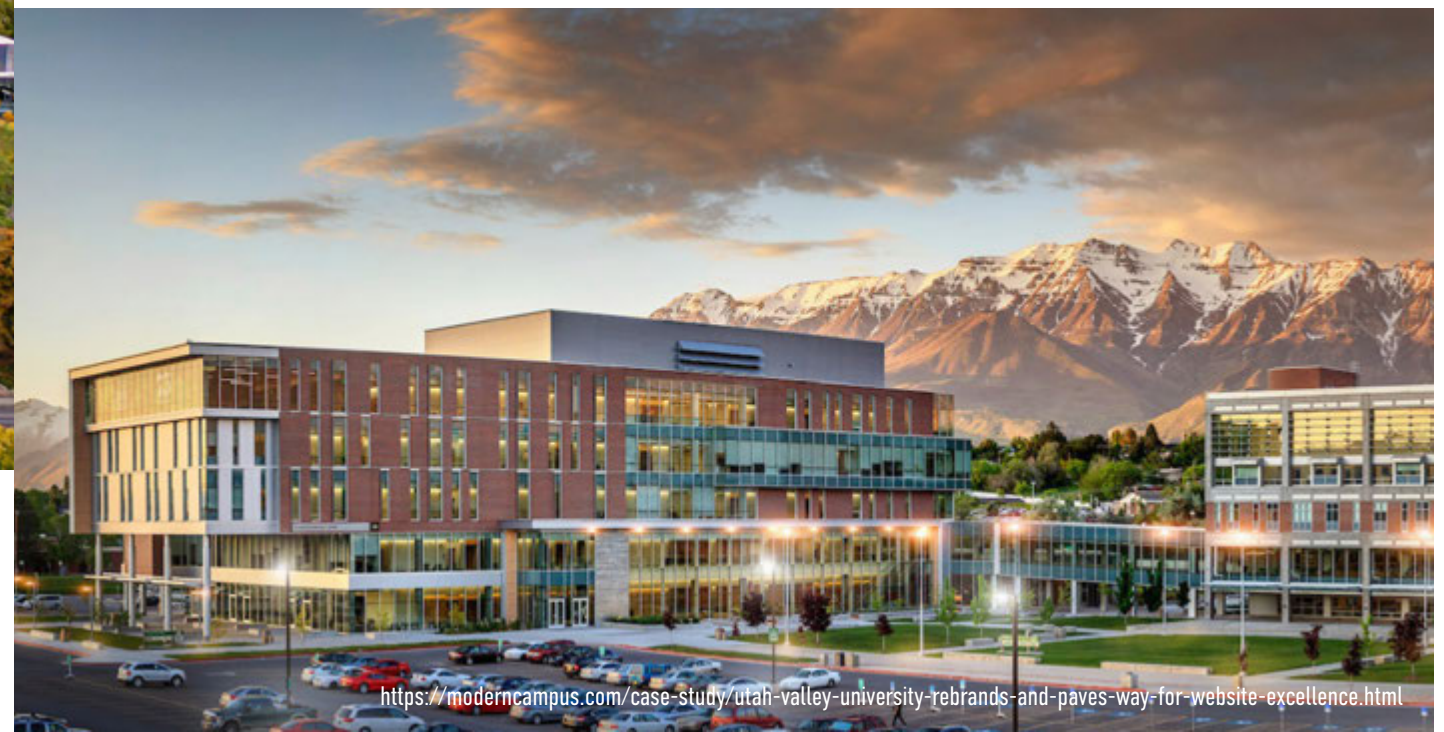


## BRIGHAM YOUNG UNIVERSITY

Brigham Young University is a private research university located in Provo, Utah. The university is accredited by the Northwest Commission on Colleges and Universities.

## UTAH VALLEY UNIVERSITY

Utah Valley University is a public university in Orem, Utah. UVU offers master's, bachelor's, and associate degrees. Previously called Utah Valley State College, the school attained university status in July 2008.





# Cairns Project

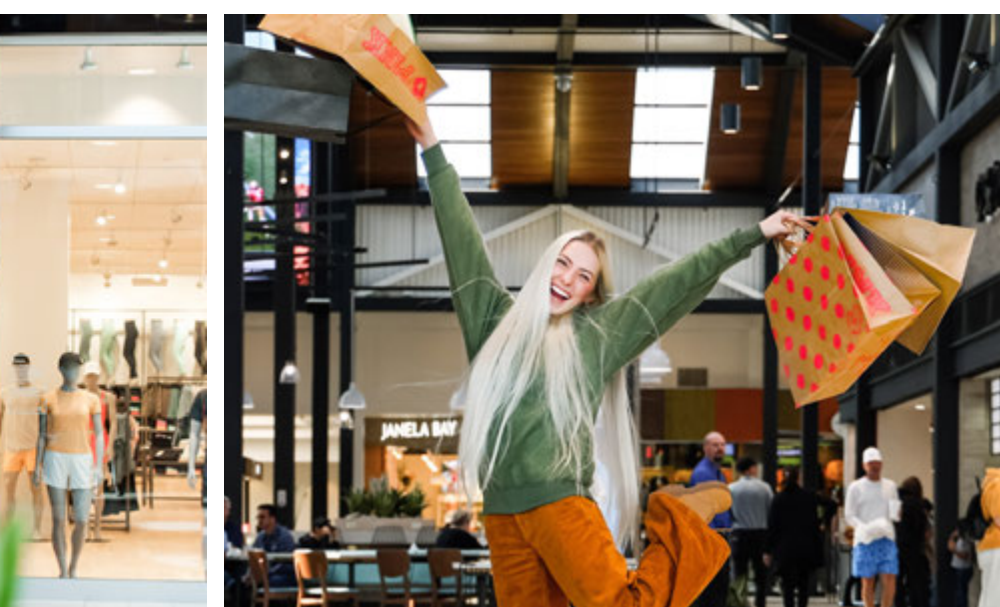
Sandy City's vision for the downtown district is to become the "ultimate base camp" for the surrounding mountains and amenities. Their vision for the next 30 years is to bring a ski resort feel to the area, while bringing new entertainment and restaurants to the Salt Lake Valley, allowing higher density projects to develop within the shown area.

With a planned 20-million square feet of development, the city center plan includes:

- + A variety of housing options, hotels, office and retail
- + New trails
- + Enhanced transportation to minimize congestion and ample walkable event parking
- + A bustling arts and entertainment scene







# Retail Mix

## SHOPPING



## DINING



## ENTERTAINMENT



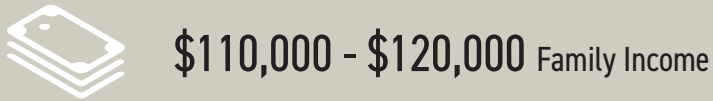
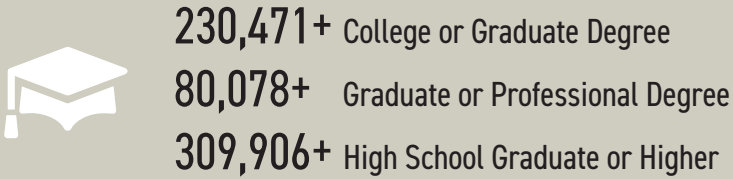
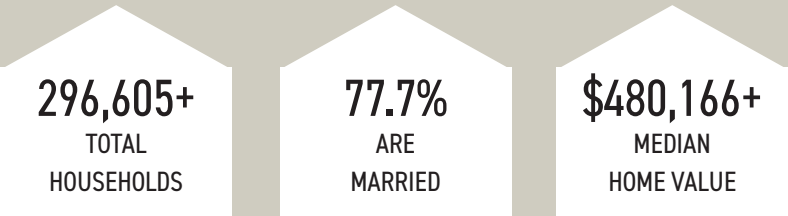


# Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	111,374	305,338	892,772
TOTAL HOUSEHOLDS	39,158	103,889	296,605
AVG. HOUSEHOLD INCOME	\$134,841	\$154,244	\$144,982

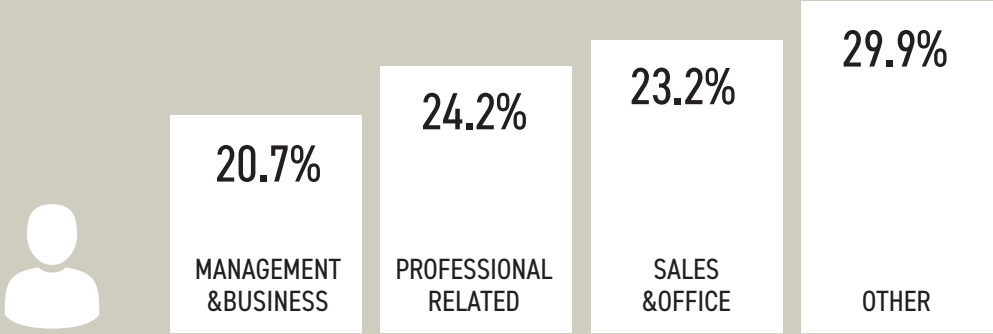
## HOUSEHOLDS & EDUCATION

10-MILE RADIUS



## OCCUPATION

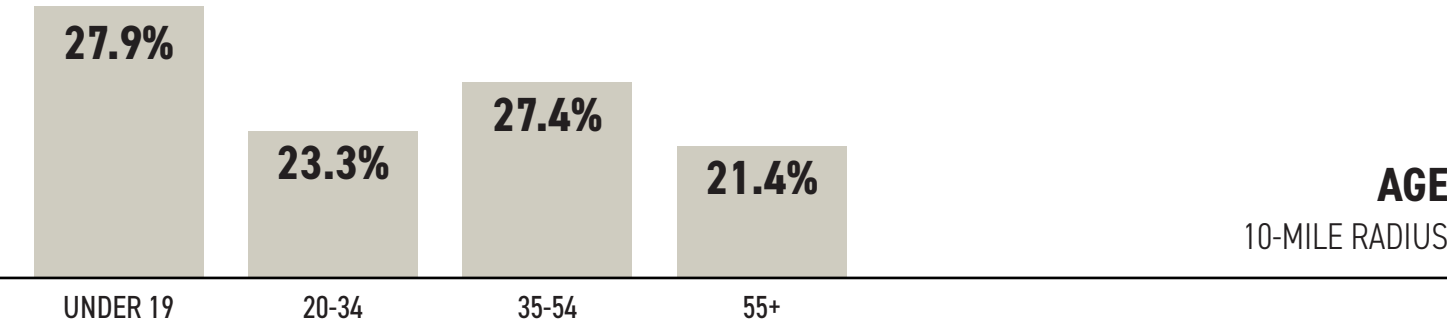
10-MILE RADIUS



# Estimated 7.6 million shoppers per year

In Salt Lake County, our **\$4.62 billion** visitor economy represents 46% of the State's **\$10.1 billion** visitor economy.

379,000 shoppers per month - 87,800 shoppers per week  
63% of shoppers live in 10 mile radius  
83% of shoppers live in 30 mile radius



AGE  
10-MILE RADIUS



# Tenant Marketing

The Shops at South Town implements strategic Marketing campaigns, including community events, public art installations, and public relations initiatives to boost tenant sales, increase foot traffic, and enhance the center's visibility.

## — DIGITAL & SOCIAL

Inclusion on property website and directories.  
Regular social media posts on property social media channels with paid support when applicable.  
Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

## — PUBLIC RELATIONS

Press releases coordinated with tenants, released in conjunction with paid social posts.  
Strong relationships with local media and influencers who can offer turnkey services.

## — ADVERTISING

General campaigns for center brand awareness across digital, social, print and sponsorships.







The Shops at South Town represents the **charm and adventure** that embodies the **Utah lifestyle**.







COMMUNITY ART SHOW



BLOSSOMS & BUBBLES



BACK TO SCHOOL BASH

# Community Programming & Signature Events

**120+**  
ANNUAL CENTER  
ACTIVATIONS

**5+**  
SIGNATURE EVENTS  
PER YEAR

**50K+**  
PARTICIPATING  
ATTENDEES PER YEAR

PHOTOS WITH SANTA



CUPID'S CRAWL



KIDS CLUB



DONUTS WITH SANTA







# Public Art Murals

To enhance and activate the property's exterior facade, a first-of-its kind art partnership with Sandy City, Visit Salt Lake and The Shops at South Town came to life.

Envisioning blank exterior walls as an opportunity to cultivate the arts created a synergy between the center's picturesque backdrop and the property's urban meets mountain theme. The murals feature three artists serving as a tangible touchpoint inspiring ongoing community engagement and fueled a city-wide, city-funded arts initiative.







**SUSTAINABLE  
PRACTICES**  
Energy Management



**24/7 SECURITY  
PRESENCE**



**PUBLIC ART**



**MAGNIFICENT  
TENANT MIX**



**INTERACTIVE  
DIGITAL SCREEN**



**AMPLE  
PARKING**



**COMMUNITY ACTIVITIES  
& ENTERTAINMENT**



**UNIQUE PLAY  
AREAS**



# By The Numbers

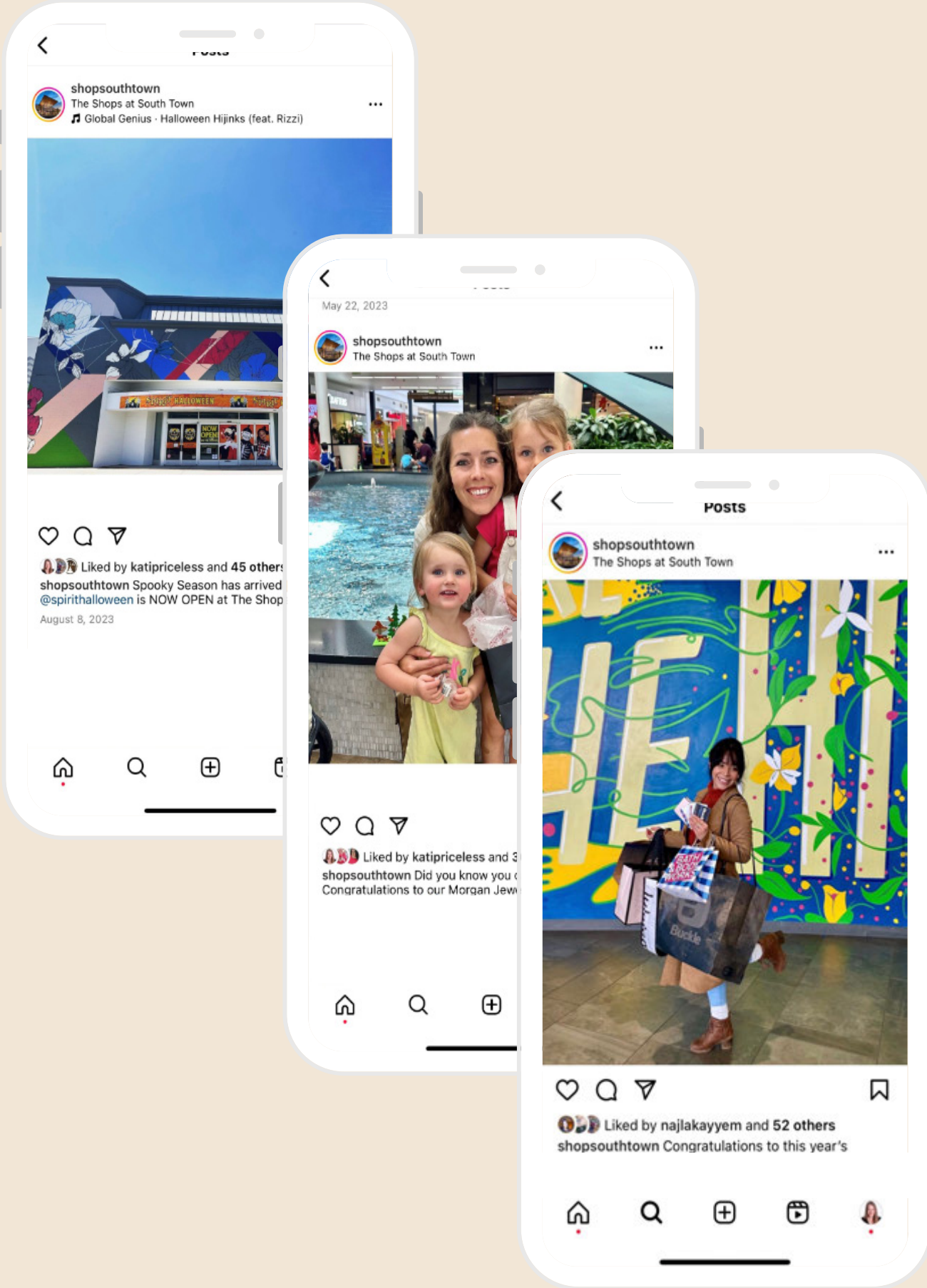
FACEBOOK  
**11,500+** Page Likes  
**1.7M+** Reach

INSTAGRAM  
**4,000+** Total Followers  
**54,000+** Reach

EMAIL  
**103,000+** Total Subscribers

WEBSITE  
**13,000+** Average Monthly Visits  
**12,500+** Average Monthly Sessions  
**28,300+** Average Monthly Page Views

SMS  
**30,000+** Total Subscribers



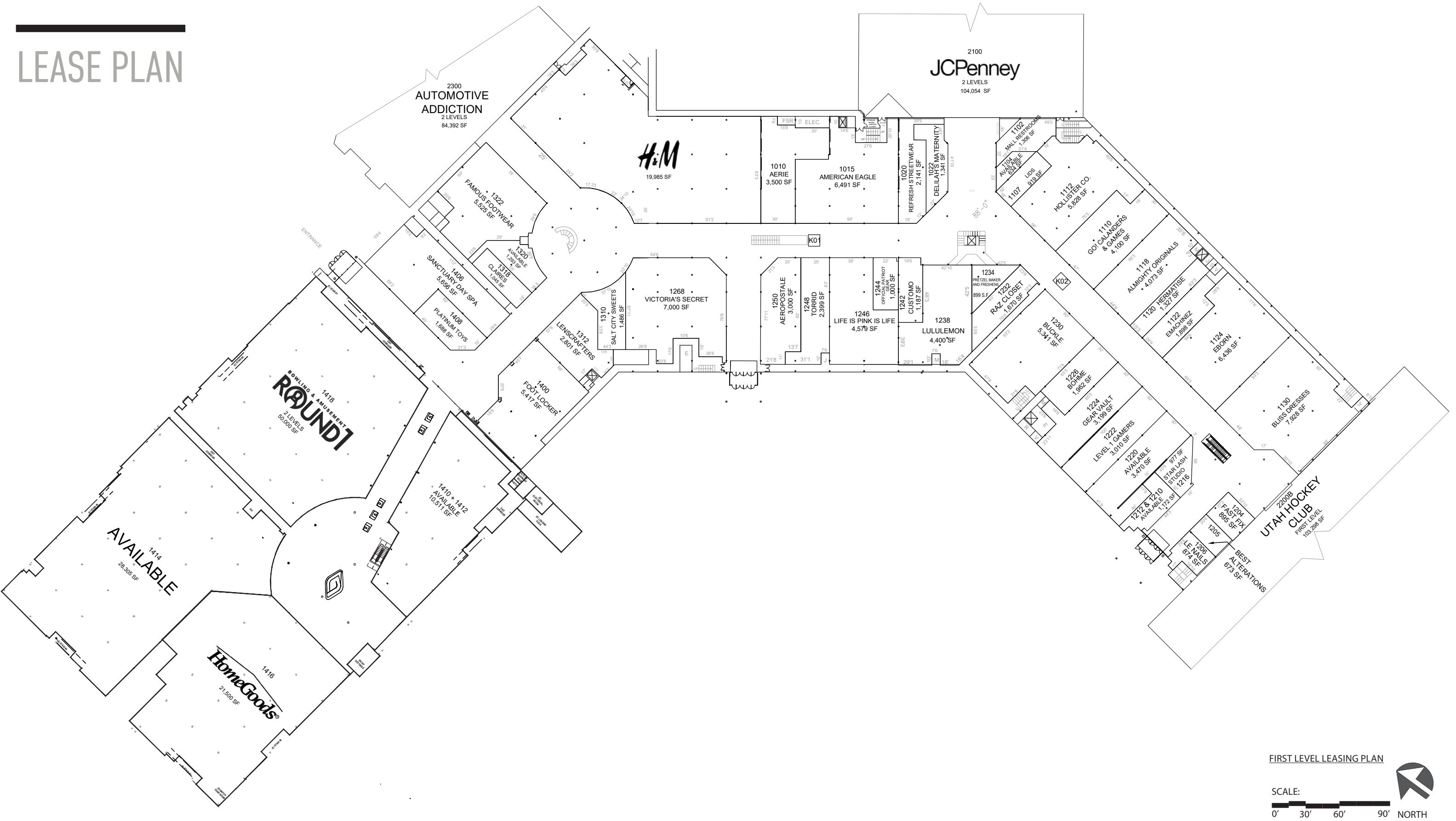




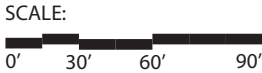


# Lower Level

## LEASE PLAN



FIRST LEVEL LEASING PLAN





# LEASE PLAN







## LEASING

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## LOCAL LEASING

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# #SHOPSOUTHTOWN

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# Partner with us!


Pacific Retail Capital Partners (PRCP) is one of the nation's premier real estate investment groups, with a proven track record of evolving and repositioning large-format retail properties. Based in Southern California, PRCP strategically leads over \$3 billion and 24 million square feet in assets under direct management and an additional 17 million square feet of asset management, advisory and master planning services.





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