

Marshall Square Mall Executive Summary

Marshall Square Mall is the **only** enclosed shopping center in its trade area -- adjoining the campuses of Syracuse University and the SUNY College of Environmental Science & Forestry. The trade area also includes a major regional medical complex in Central New York. It is within blocks of **every** significant university, hospital, stadium, arena and museum in central New York. In addition to the tens of thousands of customers whose **only** choice is shopping at Marshall Square Mall, the market expands considerably by people attending sporting events, concerts, conventions, trade shows, fund-raisers and cultural events.

Two merchants of special note in Marshall Square Mall are:

- Follett's Orange Student Bookstore is owned and operated by the oldest and largest college bookstore chain in the United States. With more than 700 stores serving colleges and universities in 46 states, Follett prides itself in providing students with the best customer service, the lowest prices and more amenities than any other college bookstore.
- The United States Postal Service's office at Marshall Square delivers in excess of 650,000 pieces of mail and serves 325,000 customers annually. This is the **only** Post Office that serves the trade area. The volume of business is so enormous that the Post Office is currently remodeling and expanding.

The trade area continues to expand with these significant additions:

There is an 800 vehicle, multi-level parking facility one block North of the mall on University Avenue, and;

The Syracuse University, Martin J. Whitman School of Management, is located directly adjacent to the mall. In excess of 1,800 students, faculty and staff use this new, state of the art facility.

Trade Area

The Marshall Square Mall trade area includes Syracuse University, SUNY Environmental Science and Forestry, the Upstate Medical Center, Crouse Irving Memorial Hospital, the Veterans Administration Hospital, the Plaza Health and Rehabilitation Center, the Sheraton University Inn and Conference Center.

Marshall Square Mall is the **only** enclosed place to shop for over 38,000 students, faculty, staff administrators and medical professionals plus employees of more than 25 additional businesses in the trade area.

Several million customers are drawn to Syracuse each year as a result of the dynamic facilities and events, marking the University Hill Area as the only Upstate New York market to generate such a convergence of customers. This creates a retailing opportunity unmatched in Upstate New York.

Facility	Students	Faculty	Employees & Staff	Distance From Mall
Syracuse University	18,734	1,373	3,495	Adjacent
SUNY College of Environmental Science & Forestry	1,943	500		Three blocks
SUNY Upstate Medical University & University Hospital	1,200		5,192	Two blocks
Crouse-Irving Memorial Hospital	220		4,450	One block
VA Medical Center			1,040	Three Blocks
Rosewood Heights Health Center			300	Four Blocks
Hutchings Psychiatric Center			521	Three blocks
Totals	22,097	1,873	14,998	38,968

Bonus Customers

Surrounding Marshall Square Mall are numerous and diverse nationally recognized facilities such as:

Syracuse University is ranked among the nation’s top private research institutions. The University draws a sizeable number of visitors annually to the 200 acre campus that overlooks the city of Syracuse. The campus boasts some of the finest contemporary architecture in Upstate New York, with 15 of the University’s buildings on the National Register of Historic Places. SU continues to attract a diverse student body that has only one mall available for shopping -- Marshall Square.

The State University of New York College of Environmental Science & Forestry (ESF) is internationally recognized as one of the best in its field.

Students come from 37 different countries to study at this superb doctoral granting institution with its highly focused academic and professional programs, devoted to the advancement of environmental science and forestry.

The **Carrier Dome** is a short walk from Marshall Square Mall. The “Dome” is the only multi-purpose domed stadium on a college campus and the fifth largest of its kind in the United States. The Dome is the premier facility for sporting events, concerts, fund-raisers, conventions and events in Upstate New York. The facility is home to the SU Orangemen in football, men’s basketball, lacrosse and soccer teams.

Over 50,000 people can attend the “Dome” for a single event. As tens of thousands of people converge on the “Dome” during these events, Marshall Square Mall provides some of the best parking and the **only** enclosed shopping.

Several major medical facilities of the Central New York region are centered around Marshall Square Mall. Upstate Medical Center (SUNY Health Science Center), Crouse-Irving Memorial Hospital, VA Medical Center and the Plaza Health and Rehabilitation Center draw patients from all over New York to seek the expertise and innovative treatment abilities these centers provide. Family members and visitors of patients, along with the doctors and personnel from these facilities shop regularly at Marshall Square Mall.

A renowned hotel in the Syracuse area, **the Sheraton University and Conference Center** is located across the street from Marshall Square Mall. Its 231 suites accommodate visitors and attendees of Syracuse University, the Carrier Dome, the OnCenter and the ongoing conventions and events hosted in the area. Of all the hotel rooms in Syracuse, 60 percent are less than a ten minute walk from Marshall Square Mall.

Tourism

Tourism in Marshall Square Mall’s trade area is one of the strongest in the Upstate New York Market: Syracuse University, Upstate Medical Center, Everson Museum, Syracuse Stage and the OnCenter collectively enhance and broaden the growing number of visitors to our trade area.

Syracuse University is a focal point in Central New York for tourists, students and their families. Nationally and internationally known events are regularly hosted at the University and Carrier Dome. Millions of people are drawn to SU each year adding to the buying excitement and success of Marshall Square Mall.

The **OnCenter**, comprised of the newly constructed Onondaga County Convention Center, the War Memorial and the Civic Center is six blocks from Marshall Square Mall. The OnCenter is host to the nationally acclaimed Syracuse Symphony Orchestra and the American Hockey League's Syracuse

Crunch, Home Show, Central New York Car Dealer's Auto Show and the Festival of Nations. The multitude of other trade shows, conventions and other fund-raisers guarantees attendance at the OnCenter in excess of 750,000 people annually, adding to the economic buying demand generated by such numbers.

Designed by I. M. Pei, the world class **Everson Museum** is only five blocks from Marshall Square Mall. The Everson Museum is home to the famous 1810 George Washington portrait by Gilbert Stuart. Works by such world famous artists as Andrew Wyeth, Jackson Pollack, Gustav Stickley and Maxfield Parrish grace the halls. The Everson Museum also hosts the Syracuse China Center, the nation's most comprehensive display of American ceramics.

Hosting numerous symposiums, lectures and forums for medical professionals and pioneers of medical research and development in New York, the **Upstate Medical Center** is also within a short walk of Marshall Square Mall.

Tourism in the trade area is undoubtedly one of the strongest in the Upstate New York market. Syracuse University, Upstate Medical Center, Everson Museum and OnCenter collectively enhance and expand the customer base of trade area.