

bradley square

■■■ MALL



BRINGING PEOPLE TOGETHER



MORRISON

COMPANIES

Bradley Square Mall is in a strategic location at the intersection of Paul Huff Parkway and US Highway 11 in Cleveland, Tennessee. Cleveland is approximately 30 miles north of Chattanooga and 75 miles south of Knoxville. The mall's location, just one mile east of Interstate 75, provides high visibility and excellent access to Cleveland and Bradley County residents. It is also located in close proximity to surrounding counties and beyond. Cleveland's industrial and business recruitment has made it a hub of booming industrial growth. This has contributed to Cleveland's status as an employment leader in the state of Tennessee. All of these factors: access, visibility and strong employment, together with sustained, positive population growth trends, ensure that the mall achieves superior performance and will be a sustainable and desirable venue for major retailers for many years to come.

In addition to its robust anchor tenants - Belk, Carmike Bradley Square 12, Dunham's Sports, JCPenney - Bradley Square Mall is home to many other superior national retailers. Included among others are Aéropostale, American Eagle, Bath & Body Works, maurices, rue21, Shoe Dept. Encore, Santa Fe Cattle Company, Justice, and The Children's Place. The mall also benefits from a line up of outparcel tenants including O'Charley's, Steak 'n Shake, Applebee's, Royal Buffet, Regions Bank, Bank of Cleveland, and Baymont Inn.



NEW STORES



Santa Fe
Cattle Company



The
Children's
Place



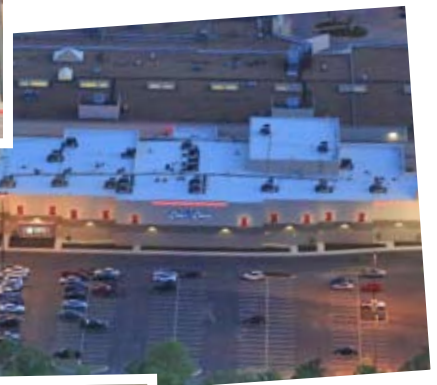
Dunham's
Sports



rue21



OK
Maguey



Carmike
Bradley Square 12



Shoe Dept. Encore



Justice



claire's

STATISTICS & DEMOGRAPHICS

Drive Time	15 Min	30 Min
Average Household Income	\$51,155	\$60,186
Median Household Income	\$38,581	\$46,0625
# of Household	28,327	115,592
Population	73,642	292,599

Traffic Counts: >56,000 VPD



RENOVATION AND EXPANSION HIGHLIGHTS

- A \$15 million expansion and renovation project was completed in November 2013.
- Anchor tenants invested over \$5 million in store renovations.
- New leases in the last 24 months total 141,957 sq. ft.
- Carmike Cinemas opened a \$9 million, 12-screen, 2,364 seat, state-of-the-art cinema December 2012 to record-setting numbers. Bradley Square 12 includes a 452 seat BigD auditorium with custom luxury seating, the latest in 7.1 surround sound, and DIGITAL projection for both 2D and 3D features. The theater anchors the North side of the mall and connects to the main mall concourse.
- The new Food Court was resized and relocated to the newly renovated northmall entrance contiguous to the plaza entrance for the new Carmike Cinema, thereby deriving direct access to the hundreds of thousands of cinema patrons.
- The combination of the new Carmike Cinema and Bradley Square Food Court has greatly enhanced the “mall experience” for all patrons and is a huge benefit for residents throughout the surrounding area.
- The mall exterior has been completely renovated including: redevelopment of all 4 mall entrances, renovation of all anchor entrances, new facade painting and updated materials and renovation of all signage, landscaping and lighting.
- Interior renovations include updated color schemes, new lighting, landscaping and graphics.

BEFORE &

AFTER



AREA HIGHLIGHTS

REVENUE AND GROWTH

- Bradley County generates annual retail sales in excess of \$1.1 billion.
- Tourists spend on average \$122 million annually in Bradley County on rafting, hiking, sight-seeing, participating and attending sporting events such as softball, baseball and soccer.
- Paul Huff Parkway has seen increasing development and the city's largest amount of commercial construction. In a recent newspaper article about north Cleveland, City Councilman Avery Johnson said, the "Paul Huff area has become an active commercial district in just a few years," and City Councilman Dale Hughes said, "Paul Huff has developed into a business hub for Cleveland."
- Bradley County population in 2011 was 101,134 with the 2nd highest growth rate in the state at 13.1%.
- Cleveland is the 7th largest industrial city in Tennessee and benefits from its highly diversified and growing economy.
- According to the Bureau of Economic Analysis, Cleveland is one of the 10 Least Expensive Metro Areas in the U.S.
- Bradley County's rate of unemployment (6.1%) remains consistently lower than the national average.
- Household income is just over the national median, while net worth is double the national average. Economic indicators project a 7.1% personal income growth for 2015.
- The numbers of individuals per household is 2.50. For the city of Cleveland, the median age, according to the 2000 census, is 34.0. Those 18 years of age and under, account for roughly 26.4 percent of the population.

INDUSTRY

- 12 Fortune 500 manufacturers are located in Bradley County.
- Over 1,000 manufacturing jobs have been added over the past 3 years.
- To attract supporting automotive suppliers to the German auto maker Volkswagen, a 330-acre industrial park is being developed. Volkswagen is located just 11 miles from the industrial park along Interstate 75.
- Wacker Chemie's \$2 billion production facility is projected to go on line in 2016.
- Bradley County has seen steady employment in construction, manufacturing, and related service industries.
- Amazon.com has completed construction of two 1.3 million-square-foot fulfillment centers representing a total local investment of \$139 million. One center is located in Cleveland, and the other in Chattanooga. A recently announced tax agreement between the state and Amazon.com has resulted in additional jobs being added to these facilities. Total investment in Bradley County has been estimated at \$63 million. Each facility employs 450 full-time employees and as many as 3,500 additional temporary jobs in peak holiday seasons.



Amazon



Whirlpool

- Whirlpool opened a new one-million-square-foot state-of-the-art manufacturing facility and a 400,000-square-foot distribution center. Whirlpool Corporation made their largest single investment in the world to manufacture premier cooking appliances here in Cleveland, TN. With a total investment of \$200 million the new facility added 130 new jobs to its 1500 Cleveland employees.

TRANSPORTATION

- Cleveland is home to a new Regional Jetport that opened in January 2013. This new general aviation airport features a state-of-the-art 5,500 foot runway and an 8,000 square foot terminal. The Jetport is able to handle corporate fleet aircraft and is convenient to Cleveland, Athens, Chattanooga and surrounding areas.
- Cleveland is strategically located with three exits on the North-South Corridor of Interstate 75. Interstate 75 intersects with East-West bound Interstate 24 and South bound Interstate 59 near Chattanooga, putting the two major interstates within 40 miles of driving distance of Cleveland.



Lee University



Chieftain Monument



The Museum Center at Five Points

EDUCATION

- Cleveland provides excellent post-secondary education opportunities: Cleveland State Community College (3,000 students enrolled in a typical semester) and Lee University (4,377 enrolled in Fall 2010). Lee University is Tennessee's second largest private university behind only Vanderbilt University. Lee is a comprehensive university offering bachelor's, master's and education specialist's degrees. Founded in 1918, Lee University has been ranked among the nation's best colleges by *The Princeton Review* and was ranked in the top tier among comprehensive medium-size universities in the South in 2010 by *U.S. News & World Report*.
- Cleveland State Community College is an accredited public community college serving approximately 3,500 credit students and 1,500 non-credit students.

ENTERTAINMENT, RESTAURANTS & ACCOMMODATIONS

- 114 Restaurants
- 24 Hotels and Motels (1,215 rooms)
- 2 Movie Theaters
- Cleveland Speedway Stock Car Racing Track

ATTRACTIONS

- Cherokee Heritage: From 1832-1837, Red Clay in southern Bradley County, was the council grounds of the Cherokee Nation where their federal government conducted Cherokee business. Present day Charleston located in Bradley County, was once the location of the federal Cherokee Indian Agency (1820-1834) providing protection for the Cherokee people. Charleston was a gateway to the Cherokee Nation. In 1835, The Cherokee Indian Agency area became Fort Cass, a federal military post. Later, in the fall of 1838, Fort Cass was the scene of one of the greatest American tragedies carried out in history, the forced removal of the Cherokee from their eastern homeland on what is now known as the Trail of Tears.
- The Museum Center at Five Points is both a museum and a cultural center. The Museum houses exhibits and artifacts relating to the history of the Ocoee Region of Tennessee, which includes Bradley and Polk Counties.

CLEVELAND/ BRADLEY COUNTY



1,326 Employees



600 Employees



380 Employees



340 Employees



300 Employees



296 Employees



290 Employees



HARDWICK
CLOTHES
SINCE 1880

220 Employees



75 Employees

INDUSTRY



Mars

552 Employees



MERCK

463 Employees



325 Employees



295 Employees



321 Employees



290 Employees

Lonza

295 Employees



Wacker Polysilicon North America, LLC

235 Employees



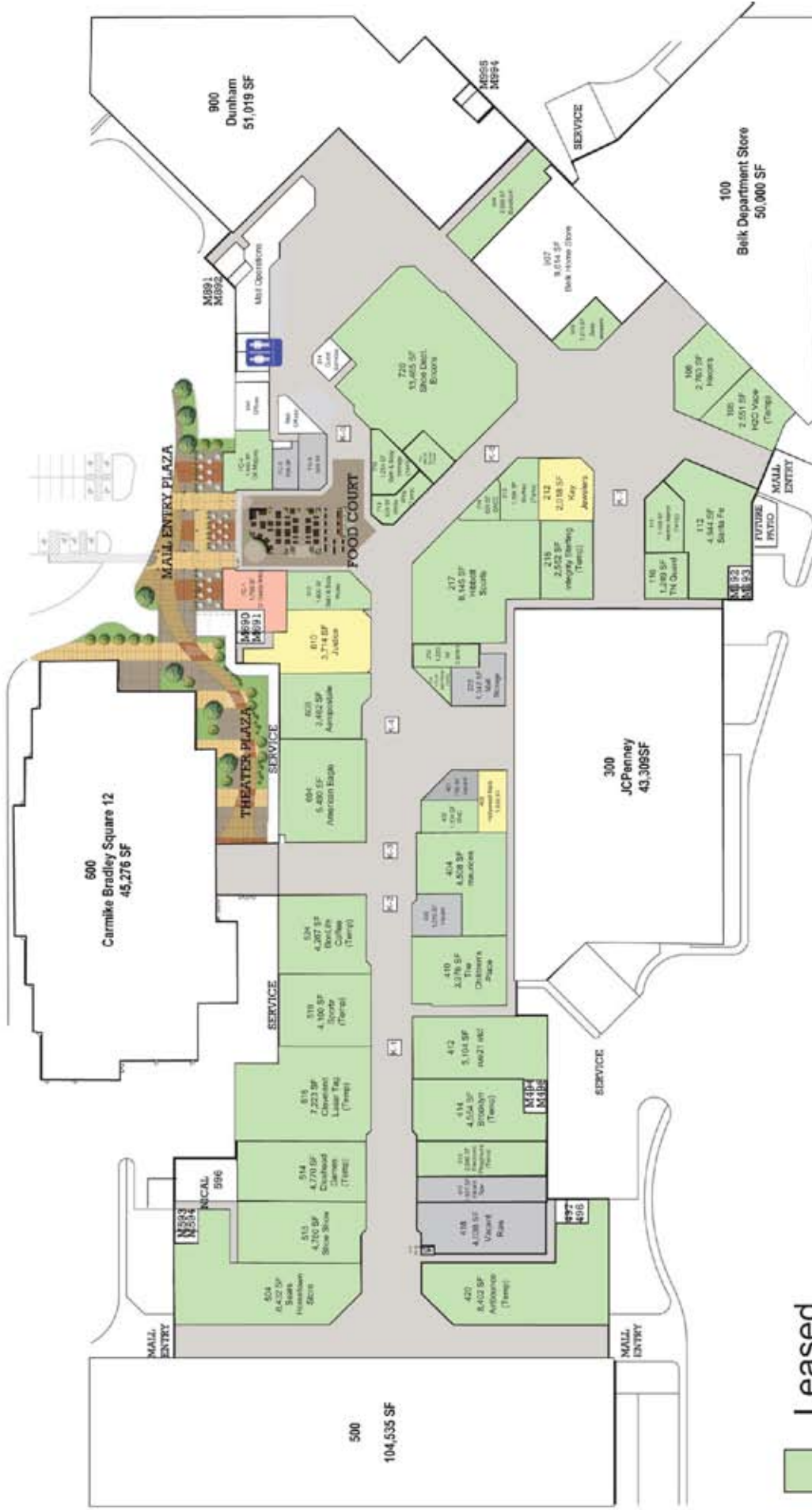
NEWLY WEDS FOODS
CUSTOMIZED TASTE TECHNOLOGY

172 Employees



resolute
Forest Products

556 Employees



Current Lease Plan

Bradley square

MALL





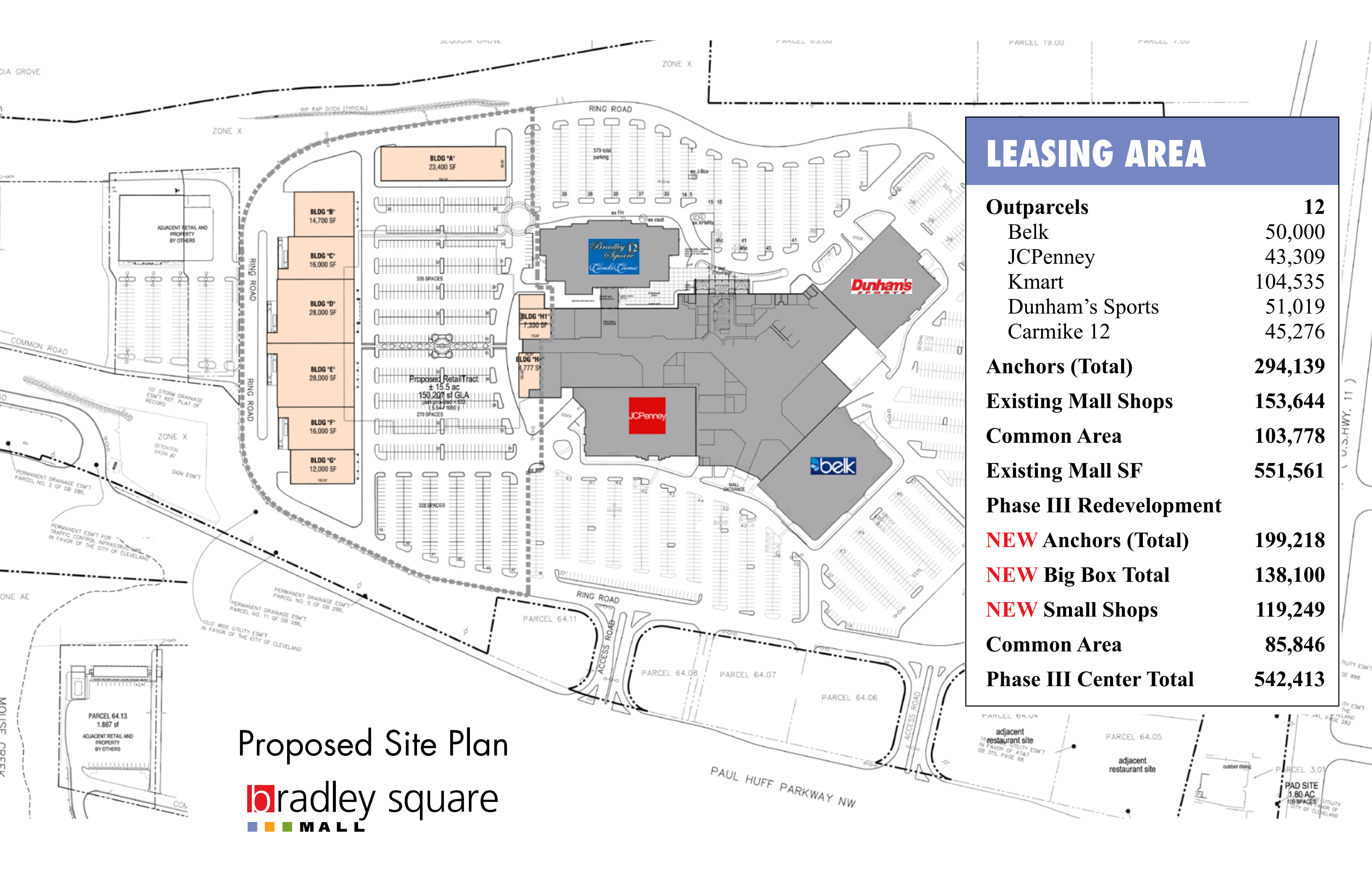
radley square
MALL CLEVELAND, TENNESSEE

Current Site Plan

SITE PLAN



HODGES ASSOCIATES
ARCHITECTS



LEASING AREA

Outparcels	12
Belk	50,000
JCPenney	43,309
Kmart	104,535
Dunham's Sports	51,019
Carmike 12	45,276
Anchors (Total)	294,139
Existing Mall Shops	153,644
Common Area	103,778
Existing Mall SF	551,561
Phase III Redevelopment	
NEW Anchors (Total)	199,218
NEW Big Box Total	138,100
NEW Small Shops	119,249
Common Area	85,846
Phase III Center Total	542,413

Proposed Site Plan



North View



South View



East View



West View





For additional information

MORRISON --- COMPANIES

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