A COMMUNITY EXPERIENCE

PREMIER DESTINATION
FOR SHOPPING, DINING, AND
ENTERTAINMENT
IN THE ALBANY AREA



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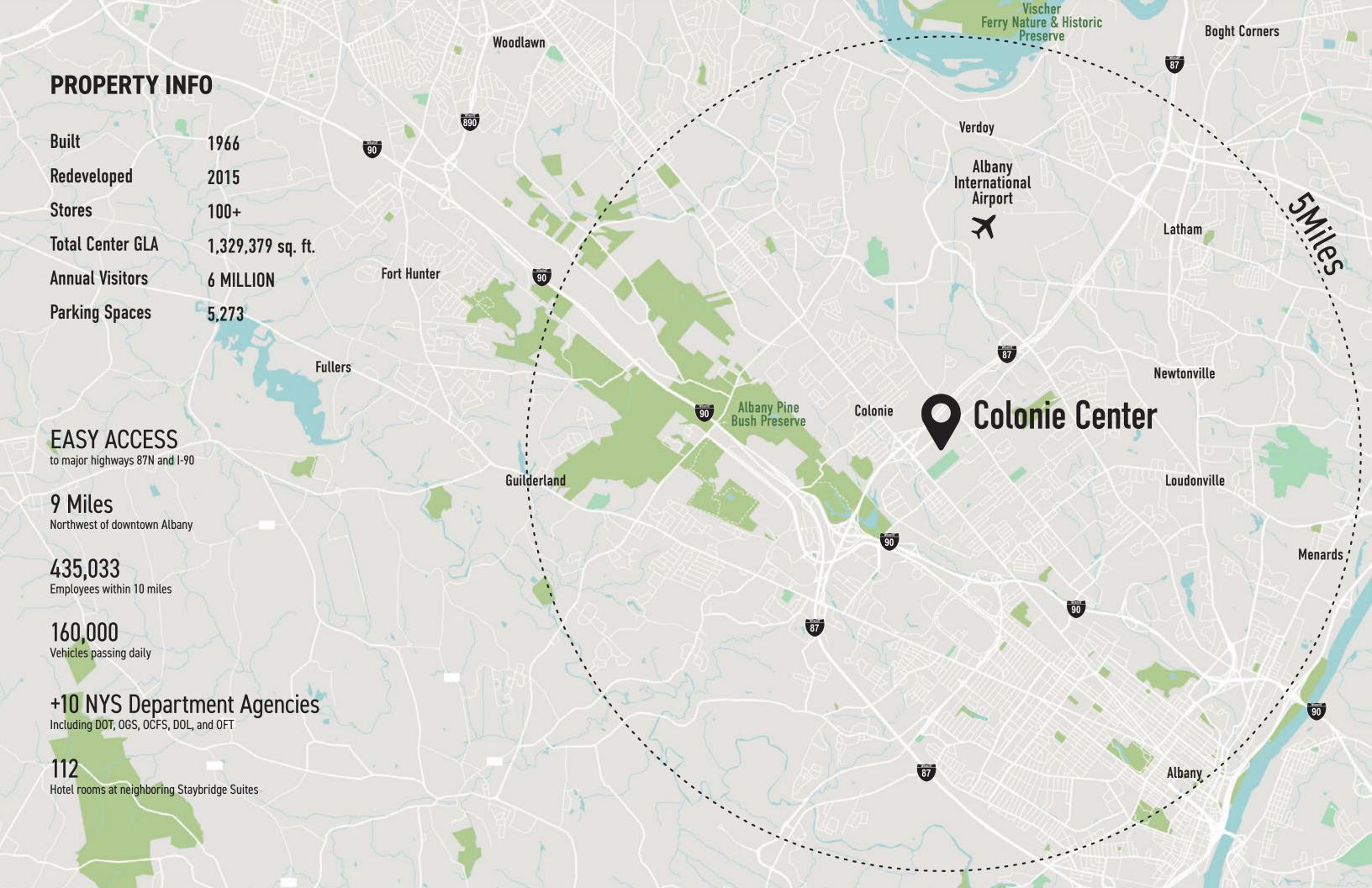




Colonie Center

represents the quaint and charm that embodies the Upstate New York lifestyle.















Retail Mix

SHOPPING









BARNES&NOBLE

L.L.Bean



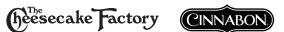




SUPERMARKET / DINING

















ENTERTAINMENT



Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	59,376	179,381	525,209
TOTAL HOUSEHOLDS	23,594	74,986	221,183
AVG. HOUSEHOLD INCOME	\$92,262	\$90,311	\$89,040

HOUSEHOLDS & EDUCATION

10-MILE RADIUS

221,000+
TOTAL
HOUSEHOLDS

\$89,040
AVERAGE
HOUSEHOLD INCOME

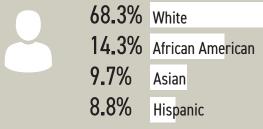
40.7% NEVER MARRIED



249,186+ College or Associate Degree 151,744+ Bachelor Degree or Higher

RACE & ETHNICITY

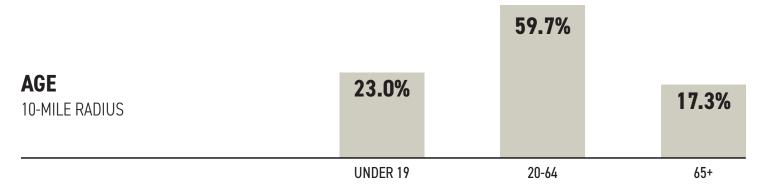
10-MILE RADIUS





Estimated 6+ million shoppers per year

\$2.3 billion total retail expenditure within a 5 mile radius 512,459 shoppers per month / 128,000+ shoppers per week 803,208 trade population within a 30 mile radius



Placemaking

CREATING A SENSE OF PLACE

Customization, Localization & Curation

Context and details are important
Destination-worthy public spaces
Custom artwork & FF&E
Partnered with local artists & artisans
Customized music lists











Tenant Marketing

Colonie Center features a full service Marketing team to develop and execute strategic Marketing campaigns and programs from community events to public art installations to public relations to increase sales, traffic and visibility at the center.

— 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.















EASTER EGG HUNT COSMECON COATS FOR KIDS

Community Programming & Signature Events

50+ **ANNUAL CENTER ACTIVATIONS**

SIGNATURE EVENTS PER YEAR

15K+ **PARTICIPATING** ATTENDEES PER YEAR

VISIT WITH SANTA



PHOTOS WITH THE BUNNY



TRUNK OR TREAT



EVENING OF GIVING





UNIQUE DINING EXPERIENCES



24/7 SECURITY PRESENCE



DOG FRIENDLY



COMMUNITY FUNDRAISING (SCHOOL BUCKS AND COMMUNITY EVENTS)



FAMILY

PLAY PARK



By The Numbers

FACEBOOK

35,000+ Page Likes 2,500,000+

Yearly Impressions

INSTAGRAM

4,600+ Total Followers 400,000+

Yearly Impressions

WEBSITE

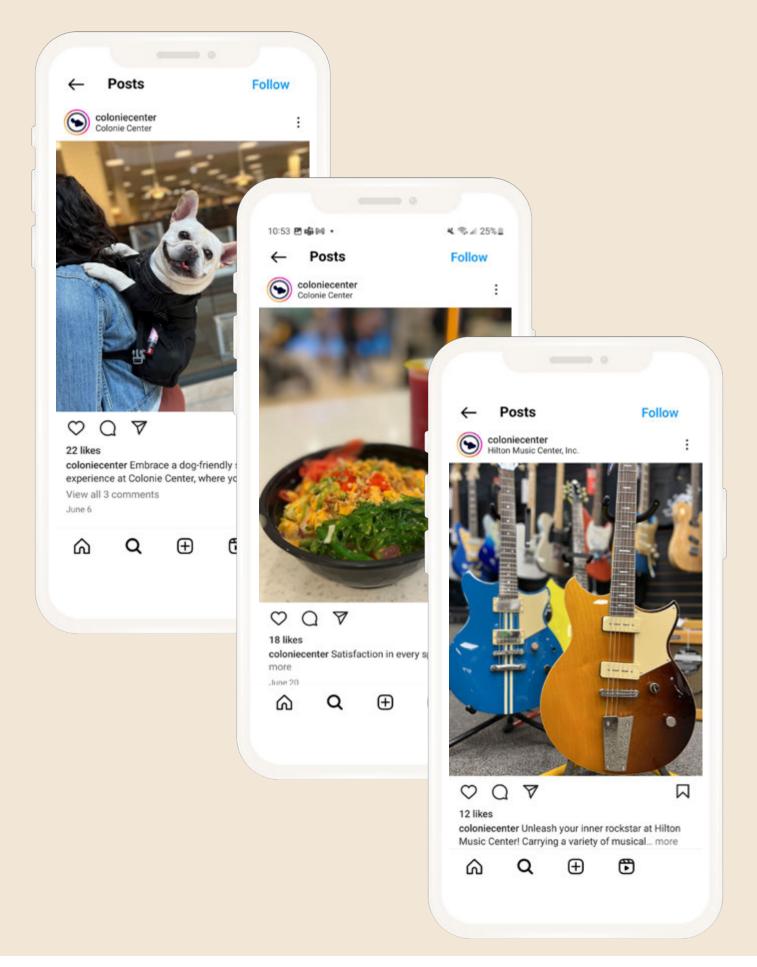
20,000 + Average Monthly Sessions
30,000 + Average Monthly Page Vi
19,000 + Average Monthly Visits

EMAIL

94,000+ Total Subscribers

SMS

58,000+ Total Subscribers



Environmental, Social & Governance

OUR COMMITMENT

At Colonie Center, we honor our connection to the community and the environment, recognizing blessings and generously sharing resources with others. Our management team at Trademark Property strives to be stewards of sustainability across their portfolio of properties by collaborating with stakeholders at all levels.



LED is highly energy efficient technology. The widespread use of LED lighting has the greatest potential impact on energy savings, and we're proud to have over 2,000 LED lights installed. Solar panels also deliver energy from our rooftops.



We will have several new stations to supply electricity for electric cars and plug-in hybrids in the upcoming year.



This is a crucial component to centralizing property infrastructure. Our operations run efficiently to monitor ventilation, lighting, energy, fire, security systems and more.



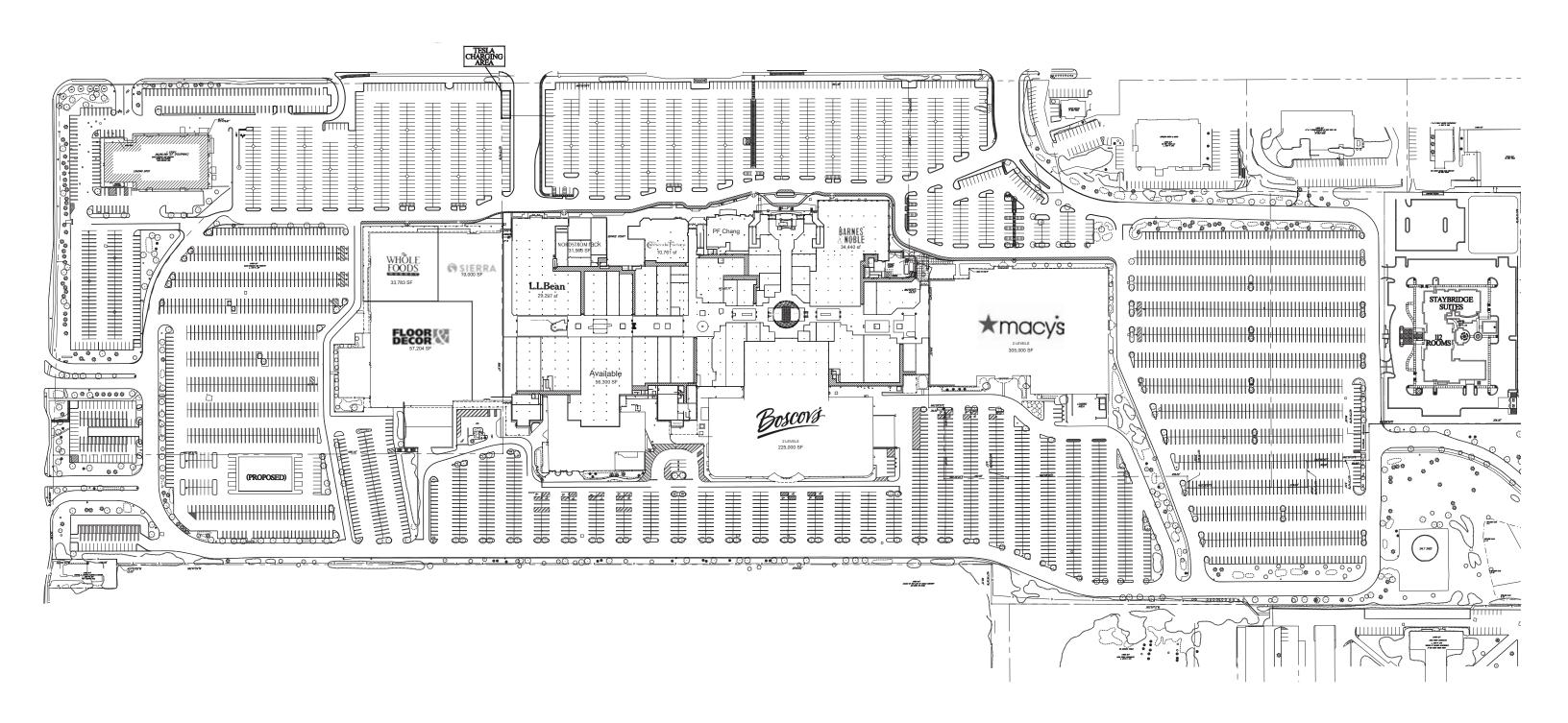
Cardboard recycling minimizes waste and improves the overall hygiene of the environment. It also helps conserve natural materials. Over 250 tons of waste are recycled per year at Bridgewater Commons.



We make recycling easy for our tenants and our customers. All recyclables are placed in a single bin for recycling.

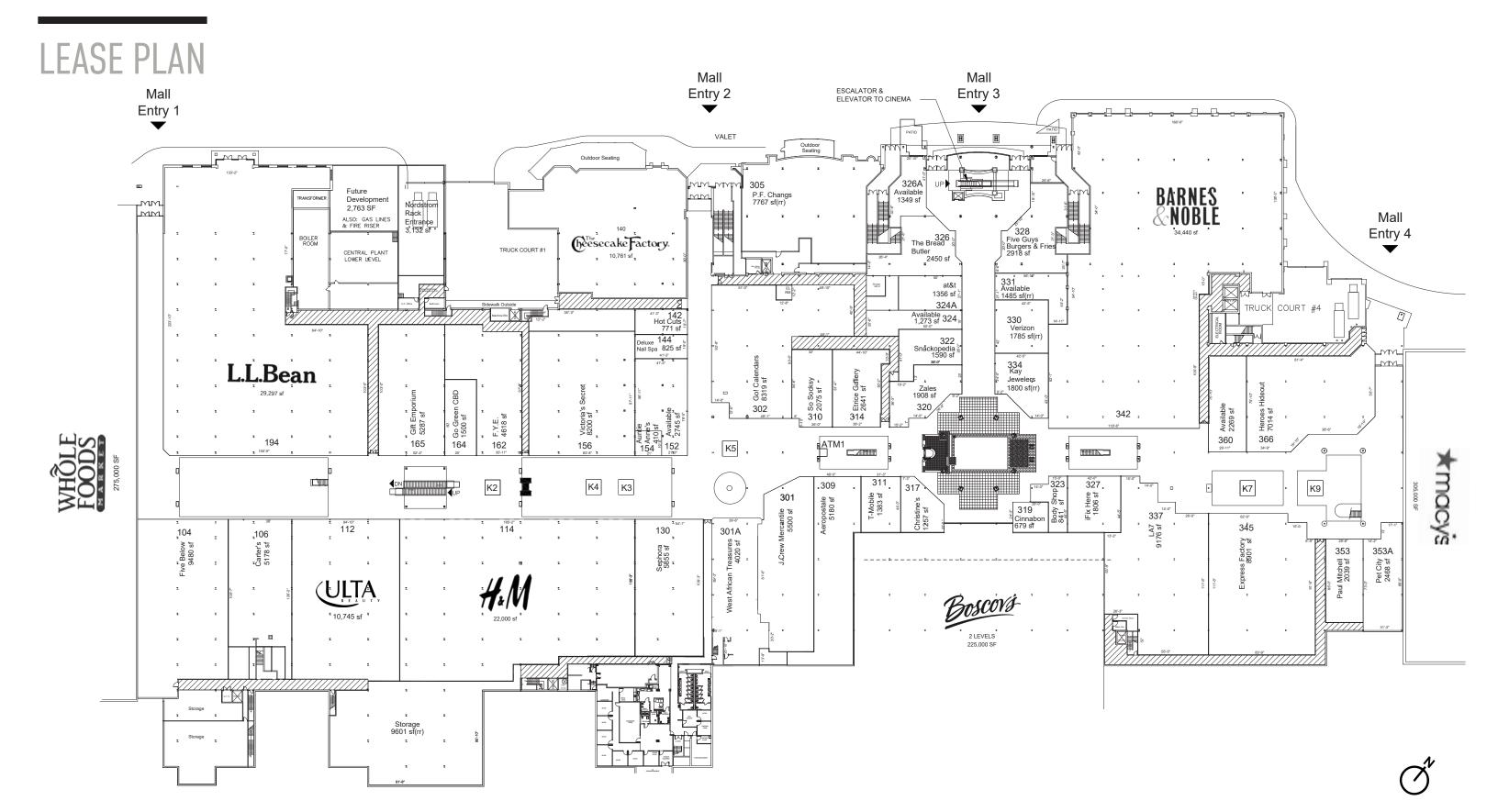


Site Plan

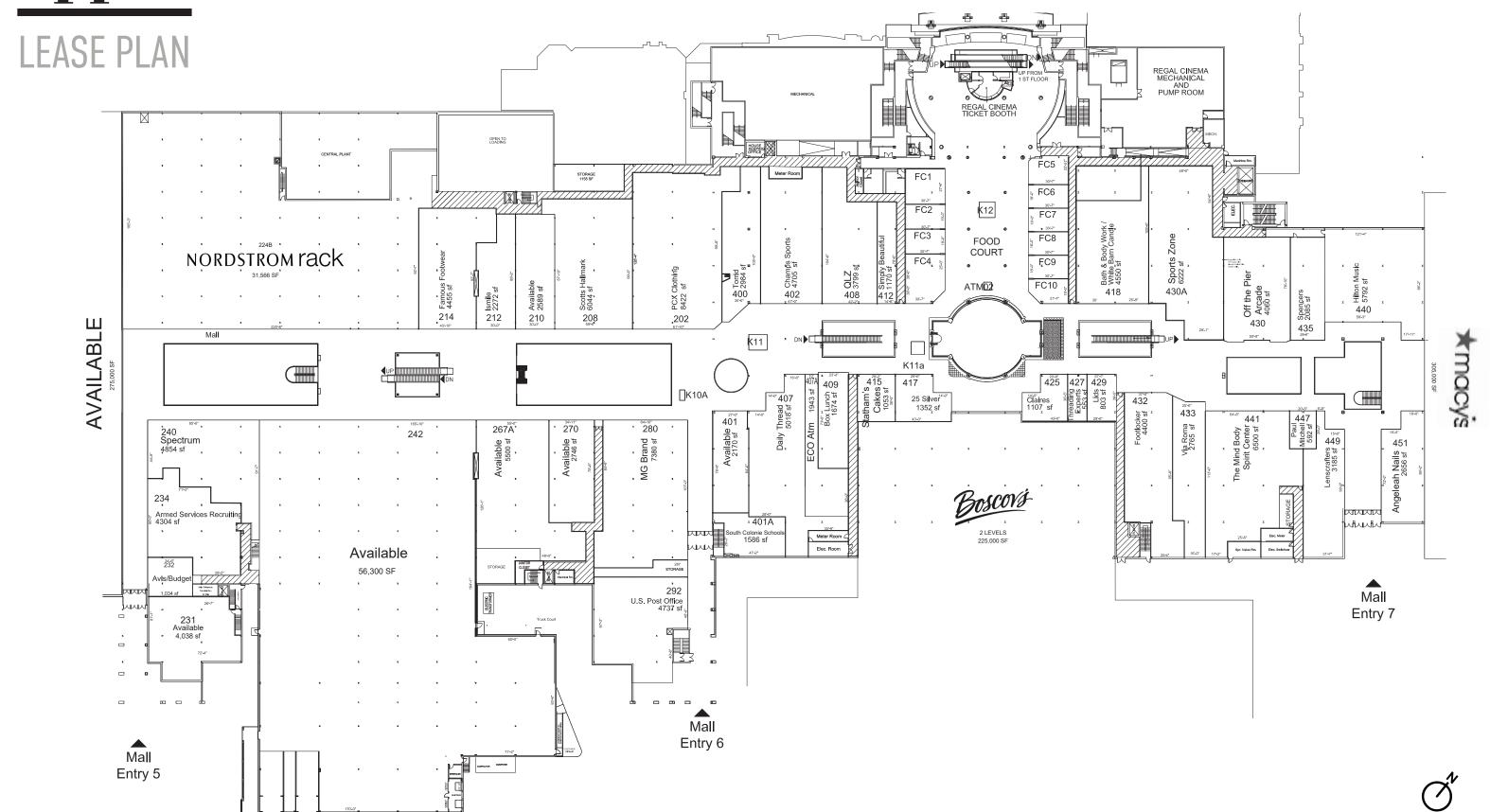




Lower Level



Upper Level







LEASING

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