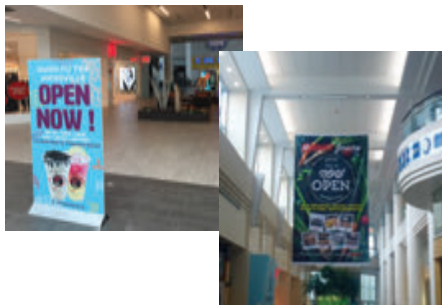


EXPAND BROADWAY | COMMONS *your business*



Broadway Commons is a regional shopping center located on Long Island in Hicksville, New York with a rich and significant history from Presidential candidate visits to history-making retail industry firsts. Originally an open-air shopping center named Mid-Island Shopping Plaza, Broadway Commons is conveniently located with central and easy access to the three major east and west express routes traversing Long Island; Long Island Expressway/I-495 (6-minute north), Northern State Parkway (6-minute north), and Southern State Parkway (11-minute south).



advertising

- Exterior Static Billboard
- Sky Banners
- Mall Entrance Window Graphics
- Escalator Wraps
- Elevator Wraps
- Column Wraps
- Bulkhead Graphics
- Mobile Standees
- Table Clings
- Door Clings
- Table Tents
- Custom Projects



activations

- Branded Kiosks and Retail Merchandising Units
- Unique Displays
- Pop-Up Shops
- Visual Vignettes
- Sampling
- Branded Corridors, Soft Seating or Common Area Intersections
- Informational Booths and Tables
- Food Trucks
- Vehicle Placement
- Ride & Drives
- Staffed or Unstaffed Displays
- Enter-to-Win Static Displays



sponsorship

- New Children's Play Area
- Santa and Easter Bunny Photos
- Kids Club Program
- Major Event
- School Bucks Program
- Health and Wellness Program
- Custom Opportunities

Center facts

Demographics

TRADE AREA (10 MILE RADIUS)

Population	1,273,229
Total Households	419,039
Average Household Income	\$140,146



- Broadway generates over **\$300 million in annual sales** and boasts some of the most popular brands in retail, including H&M, Forever 21, Victoria's Secret, Bath & Body Works, Kay Jewelers, Hollister, Old Navy, Express, The Disney Store, American Eagle Outfitters and New York & Company.
- Broadway is strategically located in the heart of Nassau County, according to the U.S. Census Bureau it's one of the **highest income counties in the United States** and the wealthiest in the State of New York, comprising four of the nation's top ten towns by median income.
- Broadway is positioned on Route 106/107, centrally located to the three major east and west express routes traversing Long Island; Long Island Expressway/I-495, Northern State Parkway, and Southern State Parkway. Approximately **56,200 vehicles travel daily** along Route 106/107 passing Broadway Commons with an additional **107,000 vehicles** traveling on nearby Northern State Parkway.
- Broadway recently **completed a multi-million dollar renovation** providing an ambiance that is unparalleled in the market. An updated and fresh look is found throughout the center with a brand new center court, soft seating areas, new flooring throughout the entire mall, along with a new entrance facing 106/107.
- **New Stores:** Burger Village, Carter's / OshKosh, Francesca's, Round One, Shah's Halal, Starbucks
Coming Soon: Cheerscut, Potato Corner, Sbarro, Teriyummy Japan
- Significant disposable income exists in the market as 24% of the **households annually earn more than \$100,000** with 30% of the households earning over \$150,000.
- A variety of casual, sit-down eateries call Broadway home including in-line restaurants **Panera Bread, Blaze Fast Fire'd Pizza, Burger Village, On the Border Mexican Café, and Buffalo Wild Wings** flanked by outparcel restaurants comprised of **Chick-fil-A, Boulder Creek Steaks & Saloon, and Boston Market.**
- Several **prominent corporate headquarters** are located within Hicksville, including Kozy Shack Pudding, National Grid USA's KeySpan energy division, Sam Ash Music, Sleepy's Mattresses, and ScholarChip school ID card company.
- Long Island's major employers focus on technology and education, playing a prominent role in scientific research and engineering jobs in the area. **Major employers** include; Cablevision Systems, Henry Schein Inc., CA Inc., Pall Corp., Broadridge Financial, and Systemax Inc.
- **Broadway's 9-unit Food Court** features Sbarro's, Subway, Arby's, Shah Halal, and Charley's Grilled Subs conveniently located on the upper rotunda next to the fully renovated **Multiplex 12-Screen Cinemas worth state-of-the-art, reclining luxury seating, a themed kids play area, and family lounge.**
Coming Soon: Cheerscut
- **Ten prominent colleges and universities** are located within the malls trade area including: Adelphi University, Hofstra University, and New York Institute of Technology.
- **Store Renovations** since acquisition: Fully renovated H&M, Panera Bread, Kay Jewelers expansion from 1,200 to 1,800 sf, Cohen's Fashion Optical, New York and Company, Broadway Dental, a brand new On The Border, Bath & Body Works with White Barn Candle, Footlocker, Aeropostale and Victoria's Secret with Pink.

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