



# Southaven Towne Center Southaven, MS (Memphis)

Location	I-55 at Goodman Road and Airways Boulevard
Anchors	Dillard's, JCPenney, Bed Bath & Beyond, Gordmans, Ashley Homestore, JoAnn's Fabrics & Crafts, hhGregg and Books-A-Million
Size	520,828 square feet
Web Site	SouthavenTowneCenter.net

**Mall Facts** Southaven Towne Center is an open-air shopping center located approximately six miles south of Memphis, Tennessee. Spanning 101 acres, the center offers more than 35 specialty stores including Aéropostale, American Eagle Outfitters, David's Bridal, Journeys, Justice, Kirkland's Home, PacSun and The Children's Place.

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**Trade Area Facts** Southaven Towne Center is strategically located in DeSoto County along I-55 allowing easy access for shoppers and tourists. More than 100,000 cars per day travel this main thoroughfare between Memphis, Tennessee and Tunica, Mississippi. Tunica is the third largest gaming destination in the United States.

DeSoto County ranks in the top forty fastest growing counties in the U.S. and is the fastest growing county in Mississippi.

DeSoto County's low 7% sales tax rate, low property taxes and sustained growth continue to attract consumers from the Memphis market and surrounding area for recurring purchases and big-ticket items.

The DeSoto County Public School System is home to the second largest and highest ranked schools in the state of Mississippi. Approximately 70% of public school graduates in DeSoto County attend college. In addition, there are three major colleges and universities located within the Southaven Towne Center trade area including University of Mississippi at Southaven, University of Tennessee at Memphis and Northwest Mississippi Community College.

Southaven in DeSoto County has been recognized as the "Top Small Market in the South", according to *Southern Business and Development* magazine.

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## Demographics

Population Trends	Primary Trade Area	Secondary Trade Area	Total Trade Area
2013 Projection	212,295	125,371	337,666
2008 Estimate	183,710	123,058	306,768
2000 Census	133,306	118,684	251,990

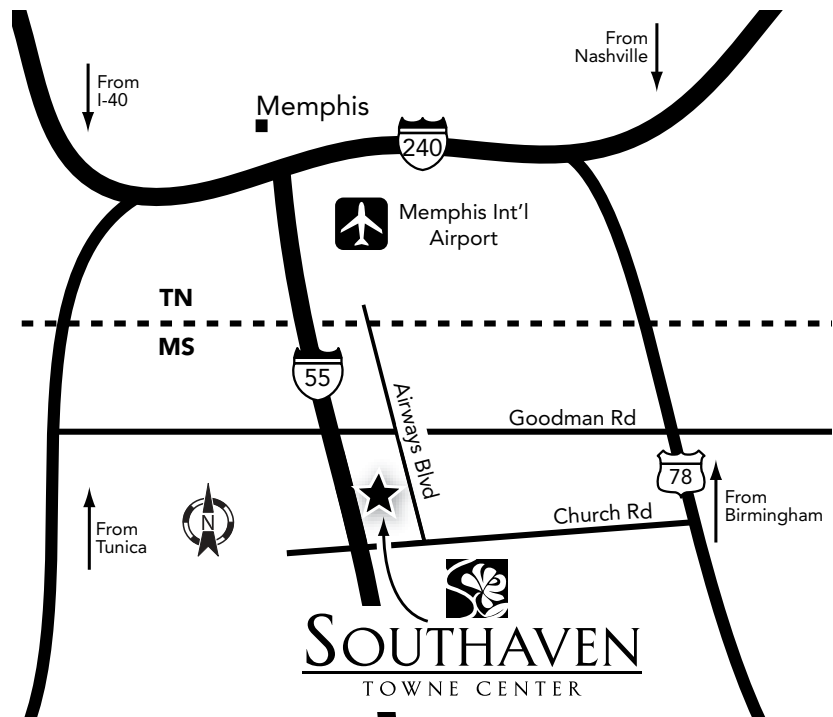
Average Household Income	Primary Trade Area	Secondary Trade Area	Total Trade Area
2013 Projection	\$65,787	\$50,446	\$59,984
2008 Estimate	\$59,119	\$45,485	\$53,619

Median Age	Primary Trade Area	Secondary Trade Area	Total Trade Area
2008 Estimate	35	33	34

Source: 2000 Census; Scan/US 2008/2013 Estimates

## Location Map



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