

## DMM Custom Dataset Fact sheet:

Major shopping centers  
and malls

*Directory of Major Malls  
...because it really is  
about location.*



## Partner with **Directory of Major Malls** The Essential Resource for Planning, Prospecting, and Investment Professionals in Retail

Details on the 8,300+ major open-air shopping centers, lifestyle/specialty, entertainment mixed-use, value retail and enclosed malls in the U.S. and Canada which are approximately 200k sq ft and larger in size, their 315,000+ associated tenants and 24,654 VIP contacts. Now with mapping so you can pinpoint and interactively map and zoom-in to the actual locations of any major US and Canadian shopping center.

- Online at [ShoppingCenters.com](http://ShoppingCenters.com)
- Custom data products including geocodes, trend demographics, reports, and mailing lists, contact files

Leading retail market intelligence firms, GIS mapping service providers, commercial real estate developers, retail chains and restaurants rely on Directory of Major Malls (DMM) for accurate and up-to-date data on over 8,300+ shopping centers and tenants in the US and Canada.

### Up-to-Date detailed data on over 8,300+ shopping centers and tenants

DMM is the go-to source for reliable intelligence on US and Canadian shopping centers and malls. Trusted by prominent market analytics and GIS intelligence firms, DMM devotes a staff of researchers to maintaining current and accurate information on over 8,300 major open-air and enclosed malls in the US and Canada, including 315,000+ store locations and 24,654 VIP contacts.

DMM, which has been publishing and researching this niche market for over 35 years, has earned the reputation as the “bible” of the major shopping center and mall segment.

On the average the Directory of Major Malls research team updates close to 98% of the existing listings each year and adds hundreds of new shopping center listings and thousands of new stores.

Our research process and commitment to our users makes the DMM data as timely as possible. Our steadfast position as a primary source to retailers, owner/developers, management companies, promotional, retail design, architectural firms, service and supply companies has helped us form strong longstanding and cooperative relationships with the primary shopping center developers and managing companies in the industry. Consequently, both the major and minor players in the industry respond to our requests for updates on new and existing projects.



Directory of Major Malls • [ShoppingCenters.com](http://ShoppingCenters.com)  
PO Box 837, Nyack NY 10960  
(845) 348-7000 • [sales@shoppingcenters.com](mailto:sales@shoppingcenters.com)

“The DMM database is an important piece of our strategic planning process. It helps us quickly identify centers that should be on our radar as we investigate future opportunities. The depth of information offered is unique and highly valuable.”

**Bill Simms, Divisional Vice President - Planning and Analysis**  
**Helzberg Diamonds**

“We are extremely pleased with Directory of Major Malls. We use a custom dataset and import it into our primary line of business application. Their comprehensive and complete data has streamlined our processes and allowed us to turn what was highly disorganized data into highly valuable information. This in turn has allowed us to service our clients better. Thanks DMM!”

**Mitchel Friedman, Senior Vice President**  
**RCS Real Estate Advisors**

## **DMM licenses custom data feeds to a wide variety of value-added resellers in retail, real estate, GIS and mobile analytics.**

The focus of the online data in Directory of Major Malls ([www.shoppingcenters.com](http://www.shoppingcenters.com)) is the major shopping centers and malls in the US and Canada which are approx. 200,000 square feet and above in size as well as those which are classified by DMM as lifestyle/specialty/mixed-use. Details include ownership information, leasing, management, marketing, general demographics and marketing information as well as the physical configuration (# of levels, GLA, open vs enclosed design, # of acres, year opened/to open, etc.), as well as a breakdown of the tenants into the categories. Currently our coverage includes detailed information on over 8,300 major shopping centers and malls and their 315,000+ associated tenants.

### **Details included in each DMM major shopping center/mall listing:**

#### **Location and Market Information**

Center Location - Intersecting Streets, City, State, Zipcode, County, Metro Market  
Nearest Competing Mall and distance to it  
Distance of the Primary Market, Nearest Major City and Distance to it  
General Demographics for Primary Market - Average Household Income, Population

#### **Physical Features**

Gross Leasable Area (GLA) Term definition - Retail Square footage for the entire center  
Anchor Store Square Footage  
Design of Center - Open or Enclosed, # of levels, shape  
Existence of a Food Court in Center, # of seats  
Year Opened / To Open , Expansion/Renovation planned, Year of Last Renovation/Expansion

#### **VIP Contact Information - Six Primary contacts with name, company, address, phone, fax, e-mail, and company website**

- Owner/Developer
- Leasing Agent
- Management Company
- Center/Mall Manager
- Marketing Director
- Specialty Leasing Contact



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### Sales and Visitor Traffic

- Total Sales Figures (including Anchors)\*
- Sales Per Square Ft. (excluding Anchors)\*
- Average Visitor Traffic Counts by the week, month and year\*

*\*Note: Due to the proprietary nature of these fields, the range of listings with this data populated is approx. 25%*



### Leasing Information

- Space availability and types of tenants sought
- Outparcel space present and/or available
- Does the Center Accept Temporary Tenants - If cart/kiosk is provided, Leasing of temporary in-line space

### Center Classifications

- **Community Center** - 200,000 - 499,999 sq. ft. in size
- **Regional Center** - 500,000-999,999 sq. ft. in size
- **Super-Regional Center** - over 1 million sq. ft. in size
- **Power Center** - usually open-air in design and with 3 or more big-boxes
- **Value Retail** - Tenants are predominantly outlets, discount, off-price retailers
- **Entertainment** - Focus on themed entertainment and restaurants, theaters, attractions, with more limited retail
- **Lifestyle / Specialty / Mixed-Use** - usually open-air & anchorless with an upscale mix of tenants. May also include mixed-use combination of retail, office, residential

### Tenant Information

- Anchor tenants and sizes
- Tenant list broken down according to 16 retail categories

### Center Website link

A live link to the website of the center is provided. This allows you to quickly check out additional details and other information directly on the website for the shopping center/mall.

### Longitude/Latitude coordinates

Visually see the actual shopping center/mall location on a street and/satellite map using DMM's verified longitude/latitude coordinates in 3rd party GIS /analytic software to see the exact location, identify other centers nearby and run analytics.

Contact Tama Shor, Publisher, DMM at [tshor@shoppingcenters.com](mailto:tshor@shoppingcenters.com) for more information.

## Mall/Shopping Center Detail File structure for DIRECTORY OF MAJOR MALLS® dataset available through resellers and direct licensing

DMM Major Shopping Center and Mall dataset as of January 2017 contains over 8,300 listings of major US & Canadian shopping centers and malls of approx. 200,000 sqft and above in size as well as centers DMM has classified as lifestyle/specialty centers of any size. Associated Store File contains 315,000+ tenants with category codes. Please contact DMM at (845) 348-7000 with any questions or e-mail [dmm-info@shoppingcenters.com](mailto:dmm-info@shoppingcenters.com)

### File Structure – Mall Data

Field	Field Name	Type	Width	Dec	Description	Notes
1	MALLCODE	Character	6		Unique Identifier code - used to cross reference with store data	
2	MALLNAME	Character	35		Mall /Shopping Center Name	
3	MALLCOUNTY	Character	15		County where project is located	
4	MALLLOCA	Character	48		Intersecting streets where project is located	
5	MALLCITY	Character	20		City where project is located	
6	MALLSTATE	Character	2		State where project is located	
7	MALLZIP	Character	10		Zip code where project is located	
8	GLA	Numeric	8		Gross Leasable area (sq. Ft.)	
9	SITESIZE	Numeric	5		# of acres	
10	TOTSALES	Numeric	9		total retail sales (including anchor stores)	* Not all listings have this field populated
11	SALE_SQFT	Numeric	4		Sales per square foot (excluding anchor stores)	* Not all listings have this field populated
12	DISTONMALL	Numeric	3		Distance to nearest competing center	
13	MARKTPOPU	Numeric	8		Population of the primary market	
14	HOUSAVEINC	Numeric	6		Average Household Income	
15	TYPEMALL	Character	3		Type of center ("O"=Open, "E"=Enclosed)	
16	LEVELS	Character	3		# of Levels	
17	SHAPE	Character	3		Shape code for design	*(see look-up table)
18	DATEOPENED	Character	8		Year Opened/To Open	
19	SPACEAVAIL	Character	3		Is space available - Yes/No?	
20	TENANTNEED	Character	48		Types of tenants needed	
21	EXPANSION	Character	3		Expansion planned - Yes/No?	
22	WHENEXPAND	Character	8		When will expansion be completed	
23	DISTONCITY	Numeric	3		Distance to nearest major city	
24	NEARMCITY	Character	20		Nearest major city	
25	TOTSTORES	Numeric	4		Total # Stores	
26	PARKSPACES	Numeric	6		# of Parking Spaces	

27	DIST_PRIM	Numeric	5	distance of the primary market	
28	TEMP_TENYN	Character	3	Does center accept temporary tenants? Y/N	
29	FOOD_CRTYN	Character	3	Does the center have a food court? Y/N	
30	JOINTYN	Character	3	Is this a joint venture project?	
31	JOINTPART	Character	35	Names of joint venture partners	
32	CTR_CLASS	Character	10	Classification code for Center	*(see look-up table)
33	CTR_OTHER	Character	15	Center Classification Other description	
34	WEEKLY	Numeric	10	Average # of weekly visitors	*Not all listings have this field populated
35	MONTHLY	Numeric	10	Average # of monthly visitors	*Not all listings have this field populated
36	YEARLY	Numeric	10	Average # of annual visitors	*Not all listings have this field populated
37	CART_PR	Character	1	Can center provide cart/kiosk	
38	IN_LINE_TP	Character	1	Are temporary in-line space available?	
39	LAST_RENOV	Character	4	Last renovation completed	
40	OUT_PARC	Character	1	Are there outparcels?	
41	OUT_P_SPAC	Character	1	Is outparcel space available?	
42	NEARMALL	Character	35	Name of nearest competing center	
43	FOODSEATS	Numeric	5	Number of seats in the food court	
44	COMMENT	Character	175	Comment field	
45	MALLMRKMGR	Character	25	Marketing Director	
46	OD_ADD1	Character	45	Owner/Developer Company	
47	OD_NAME	Character	25	Owner/developer contact	
48	OD_ADD2	Character	25	Owner/developer Address line 1	
49	OD_ADD3	Character	25	Owner/developer Address line 1	
50	OD_CITY	Character	25	Owner/Developer City	
51	OD_STATE	Character	2	Owner/Developer State	
52	OD_ZIP	Character	10	Owner/developer zip	
53	OD_PHONE	Character	12	Owner/Developer Phone	
54	O_FAX	Character	12	Owner/Developer Fax	
55	O_WEB	Character	60	Owner/developer company Website	
56	O_EMAIL	Character	60	Owner/developer contact E-mail address	
57	O_TITLE	Character	30	Owner/developer contact title	
58	LA_ADD1	Character	35	Leasing Agent Company	
59	LA_NAME	Character	25	Leasing Agent Contact	
60	LA_ADD2	Character	25	Leasing Agent Address Line 1	

61	LA_ADD3	Character	25	Leasing Agent Address Line 2
62	LA_CITY	Character	20	Leasing Agent City
63	LA_STATE	Character	2	Leasing Agent State
64	LA_ZIP	Character	10	Leasing Agent Zip
65	LA_PHONE	Character	12	Leasing Agent Phone
66	A_FAX	Character	12	Leasing Agent Fax
67	A_WEB	Character	60	Leasing agent Company website
68	A_EMAIL	Character	60	Leasing Agent contact E-mail address
69	A_TITLE	Character	30	Leasing Agent contact E-mail title
70	MM_NAME	Character	25	Mall Manager
71	MM_ADD1	Character	25	Mall Mailing Address Line 1
72	MM_ADD2	Character	25	Mall Mailing Address Line 2
73	MM_CITY	Character	20	Mall Mailing Address City
74	MM_STATE	Character	2	Mall Mailing Address State
75	MM_ZIP	Character	10	Mall Mailing Address Zip
76	MM_PHONE	Character	12	Mall Mailing Phone
77	MM_FAX	Character	12	Mall mailing address Fax
78	MM_WEB	Character	60	Mall mailing address website
79	MM_EMAIL	Character	60	Mall mailing address e-mail address
80	SP_LS_NM	Character	25	Specialty Leasing contact
81	SP_LS_CO	Character	45	Specialty Leasing Company
82	SP_LS_ADD1	Character	25	Specialty Leasing Address Line 1
83	SP_LS_ADD2	Character	25	Specialty Leasing Address Line 2
84	SP_LS_CITY	Character	20	Specialty Leasing Address City
85	SP_LS_STAT	Character	2	Specialty Leasing Address State
86	SP_LS_ZIP	Character	10	Specialty Leasing Address Zip code
87	SP_LS_PH	Character	12	Specialty Leasing Phone
88	SP_LS_WEB	Character	60	Specialty Leasing Company website
89	SP_LS_EMAI	Character	60	Specialty Leasing Contact e-mail address
90	SP_LS_TITL	Character	30	Specialty Leasing Contact title
91	MGMT_NM	Character	25	Third Party management contact name
92	MGMT_CO	Character	45	Third Party Management Co.
93	MGMT_ADD1	Character	25	Third Party Address Line1
94	MGMT_ADD2	Character	25	Third Party Address Line2

95	MGMT_CITY	Character	25		Third Party Address City	
96	MGMT_STATE	Character	2		Third Party Address State	
97	MGMT_ZIP	Character	10		Third Party Address Zip	
98	MGMT_PHONE	Character	12		Third Party Address Phone	
99	MGMT_FAX	Character	12		Third Party management fax	
100	MGMT_WEB	Character	60		Third Party management company website	
101	MGMT_EMAIL	Character	60		Third party management contact e-mail address	
102	MGMT_TITLE	Character	30		Third party management contact title	
103	SP_LS_FAX	Character	12		Specialty Leasing Fax	
104	DEC_LAT	Numeric	11	6	Geocodes - Latitude*	
105	DEC_LON	Numeric	11	6	Geocodes - Longitude*	
106	MSA	Character	4		Code for Metropolitan Statistical Area	*(see look-up table)
107	US_CAN	Character	3		US / Canada designation	

### Center Classifications

#### Code Definition

CC	Community Center:	0-499,999 sqft
EC	Entertainment Center:	Focused on Entertainment, theatres, attractions, themed restaurants
LC	Lifestyle/Specialty Center/Mixed-Use Lifestyle/upscale:	usually not dept. store anchored, usually open-air. May include some mixed use with office and/or residential
PC	Power Center:	Open-Air usually includes 3+ big boxes anchors
RC	Regional Center:	500,000-999,999 sqft.
SR	Super Regional Center:	1,000,000+ sqft.
UU	Unknown	
VR	Value Retail Center:	Outlets, Discount, off-price focus

**Please Note: Classifications assigned to listings are based upon DMM's review of the tenant mix and configuration of the project. Although advisory is taken from input provided by the Owner/Developer, DMM will make the final determination as to which center classification is assigned to each project.**

**Store List File structure for DIRECTORY OF MAJOR MALLS® dataset available through resellers and direct licensing**

DMM Major Shopping Center and Mall dataset as of January 2017 contains over 8,300 listings of major US & Canadian shopping centers and malls of approx. 200,000 sqft and above in size as well as centers DMM has classified as lifestyle/specialty centers of any size. Associated Store File contains 315,000+ tenants with category codes. Please contact DMM at (845) 348-7000 with any questions or e-mail dmm-info@shoppingcenters.com

Field	Field Name	Type	Width	Description	*See Lookup table
1	MALLCODE	Chara	6	Internal code used to link to unique Malls/shopping center database	
2	STORETYPE	Chara	2	Store category code	
3	STORENAME	Chara	25	Storename	
4	SQFT	Chara	10	Square footage for anchor stores (storetype: 3A)	
	Total		43		

STORETYPE	DESCRIPTION
3A	ANCHOR
4G	BARBERS, BEAUTY
3M	CHILDREN'S APPAREL
3U	FOOD & RESTAURANTS
4A	GIFTS, CARDS, BOOKS
3W	JEWELRY
5H	HI-TECH
5S	SERVICES
5Z	MISCELLANEOUS
3J	MEN'S WEAR
3D	SHOES
4M	SPECIALTY STORE
4B	TEMPORARY TENANT
3S	UNISEX/FAMILY CLOTHING
3G	WOMEN'S WEAR
5T	ENTERTAINMENT

<b>LICENSEE – Please Complete:</b>	Date: _____
Company name: _____	
Term: _____ # of users: _____	

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### **END USER LICENSE AGREEMENT**

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*Waivers.* No delay or failure to exercise any right or remedy provided for in this Agreement will be deemed to be a waiver.

*Severability.* If any provision of this Agreement is held invalid or unenforceable, for any reason, by any arbitrator, court or governmental agency, department, body or tribunal, the remaining provisions will remain in effect.

*Governing Law.* This Agreement will be governed by and construed in accordance with the laws of New York, U.S.A., without regard to New York's conflict of laws principles.

*Jurisdiction.* Any party bringing a legal action or proceeding against the other party arising out of or relating to this Agreement or the transactions it contemplates shall bring the legal action or proceeding in either the United States District Court for the Southern District of New York or in any court of the State of New York sitting in New York, NY, or in White Plains, NY, U.S.A. Each party consents to the exclusive jurisdiction of such courts in any such action or proceeding.

## **FURTHER INFORMATION**

For further Information about DMM's licensing policies or products, contact DMM at:

Address: Directory of Major Malls, Inc., P.O. Box 837, Nyack, NY 10960  
Tel: 845-348-7000  
Fax: 866-597-2935  
E-mail: [tshor@shoppingcenters.com](mailto:tshor@shoppingcenters.com)  
Web: [www.shoppingcenters.com](http://www.shoppingcenters.com)

I confirm my understanding and agree to the Terms of Use as outlined on the preceding pages.

Signature: \_\_\_\_\_

Customer Name (please print): \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_