

PACIFIC
RETAIL

PREMIER DESTINATION
FOR SHOPPING, DINING, AND
ENTERTAINMENT
IN OLYMPIA, WA

WHERE YOU BELONG

CAPITAL MALL

**EVOLVING
REAL ESTATE
FOR THE NEXT
GENERATION**



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Welcome

As the cornerstone of the community in Olympia, Washington, Capital Mall boasts more than 100 specialty shops, restaurants, a 14-screen Century Theater. The center offers Puget Sound's families a vibrant retail mix including H&M, Sephora, Best Buy, Old Navy, REI, Cost Plus World Market, Olive Garden, Total Wine, Pandora, Dick's Sporting Goods, Stack 571 and more.

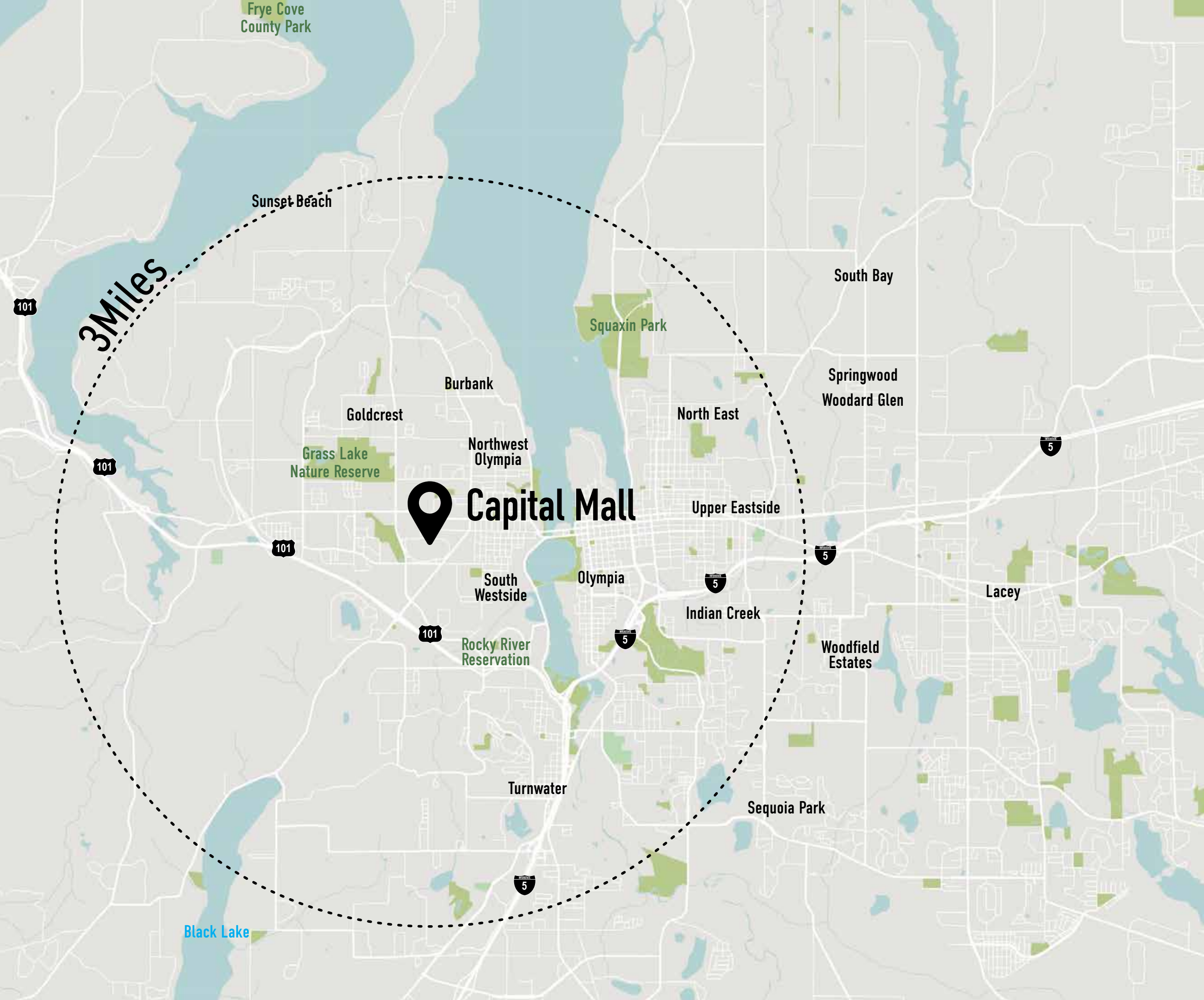
CAPITAL
MALL

A CENTRAL GATHERING PLACE

Capital Mall Celebrates The Unique Culture And Community Of The Pacific Northwest, Serving As A Gathering Place For Residents, Tourists, And Local Business Owners.

Located In Washington's Capital City, Capital Mall Offers Its Community Premiere Shopping Experiences While Helping To Grow And Nurture Local Entrepreneurs.





PROPERTY INFO

Built	1978
Redeveloped	2006
Stores	106
Total Center GLA	1,061,200 sq. ft.
Parking Spaces	3,515

OLYMPIA, WA

Capital of Washington State

EASY ACCESS

to major highways UI-5 and US-101

2 MILES

West of Downtown

74,926+

vehicles passing daily

91,271

employees within 10 minles

101,373+

Houses within 10 miles

20

Hotels within 10 miles radius

CRITICAL COMPANIES

Providence Health & Services, Group Health Coopera-
tive, Columbia Capital Medical Center



Retail Mix

SHOPPING



DINING



ENTERTAINMENT



Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	53,025	105,510	238,662
TOTAL HOUSEHOLDS	24,450	46,790	99,230
AVG. HOUSEHOLD INCOME	\$112,984	\$117,340	\$124,049

HOUSEHOLDS & EDUCATION

10-MILE RADIUS



130k+ College or Graduate Degree
29k+ Graduate or Professional Degree
33k+ High School Graduate or Higher

RACE & ETHNICITY

10-MILE RADIUS



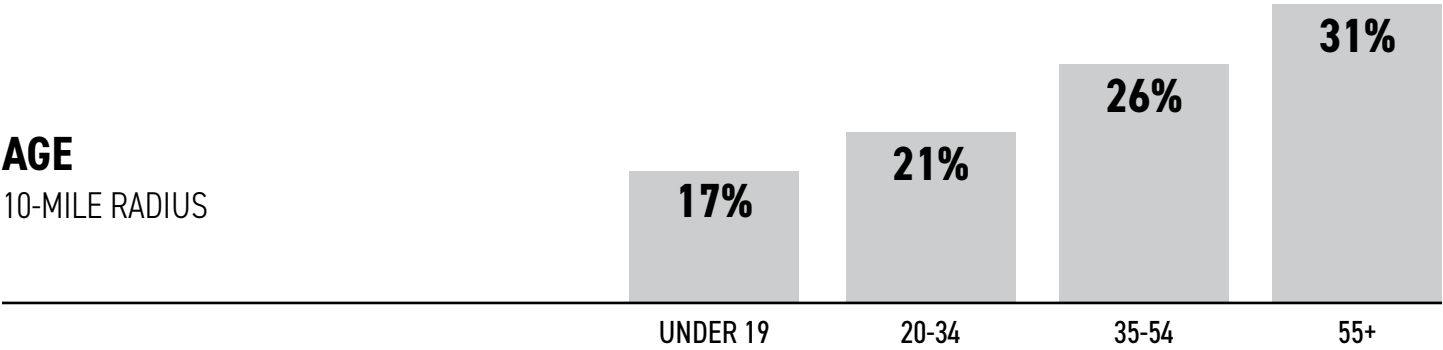
73.5% White
4.6% Black or African American
7.7% Asian
2.9% Other



\$2.74 billion total retail expenditure within a 5 miles
Radius **\$75,100+** daytime employees within 5 miles
20-64 years of age make up **60.1%** of shoppers

AGE

10-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

Capital Mall 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.





FOOD TRUCK EXPERIENCE



FIRE TRUCK EXPERIENCE



CAMP CAPITAL



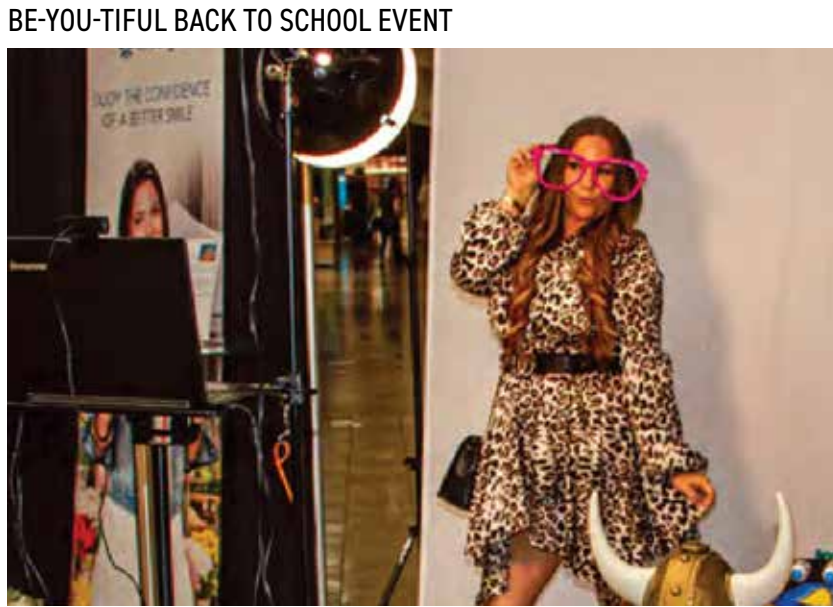
SANTA'S ARRIVAL

“Capital Mall is the cornerstone of the community”

- Experience Olympia and Beyond



GIVING TUESDAYS



BE-YOU-TIFUL BACK TO SCHOOL EVENT



DOG-FRIENDLY



MOTHER'S DAY CELEBRATION



LEED
CERTIFIED



LOCAL BUSINESS
SUPPORT



INDOOR FAMILY
PLAY AREA



24/7 SECURITY
PRESENCE



DIVERSE
TENANT MIX



INTERCITY
TRANSIT HUB



STROLLERS AND
COMPLIMENTARY
WHEELCHAIRS



LOC-OLY GROWN
COMMERCIAL KITCHEN



AMPLE
PARKING



COMMUNITY ACTIVITIES
& ENTERTAINMENT

By The Numbers

FACEBOOK

17,700+ Page Likes

48,700+ Check-ins

35,000+ Monthly Reach

INSTAGRAM

5,500+ Total Followers

30k+ Monthly Reach

WEBSITE

9,000+ Average Monthly Sessions

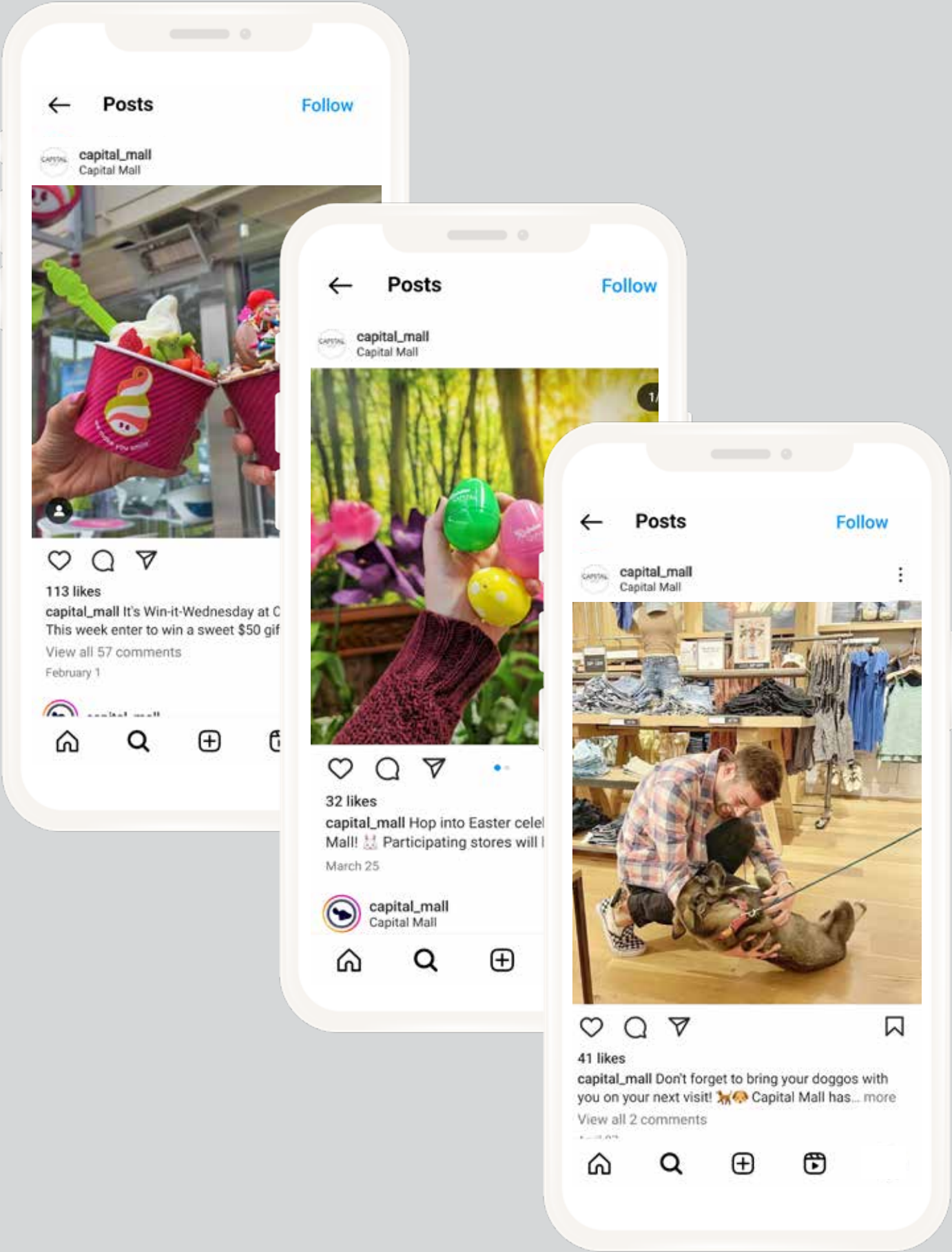
23,000+ Average Monthly Page Views

EMAIL

41,000+ Total Subscribers

SMS

25,000+ Total Subscribers



Environmental, Social & Governance

OUR COMMITMENT

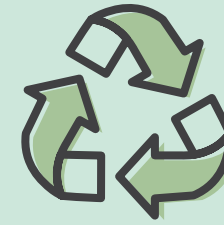
At Capital Mall, we honor our connection to the community and the environment, recognizing blessings and generously sharing resources with others. Our management team at Pacific Retail strives to be stewards of sustainability across their portfolio of properties by collaborating with stakeholders at 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.



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



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

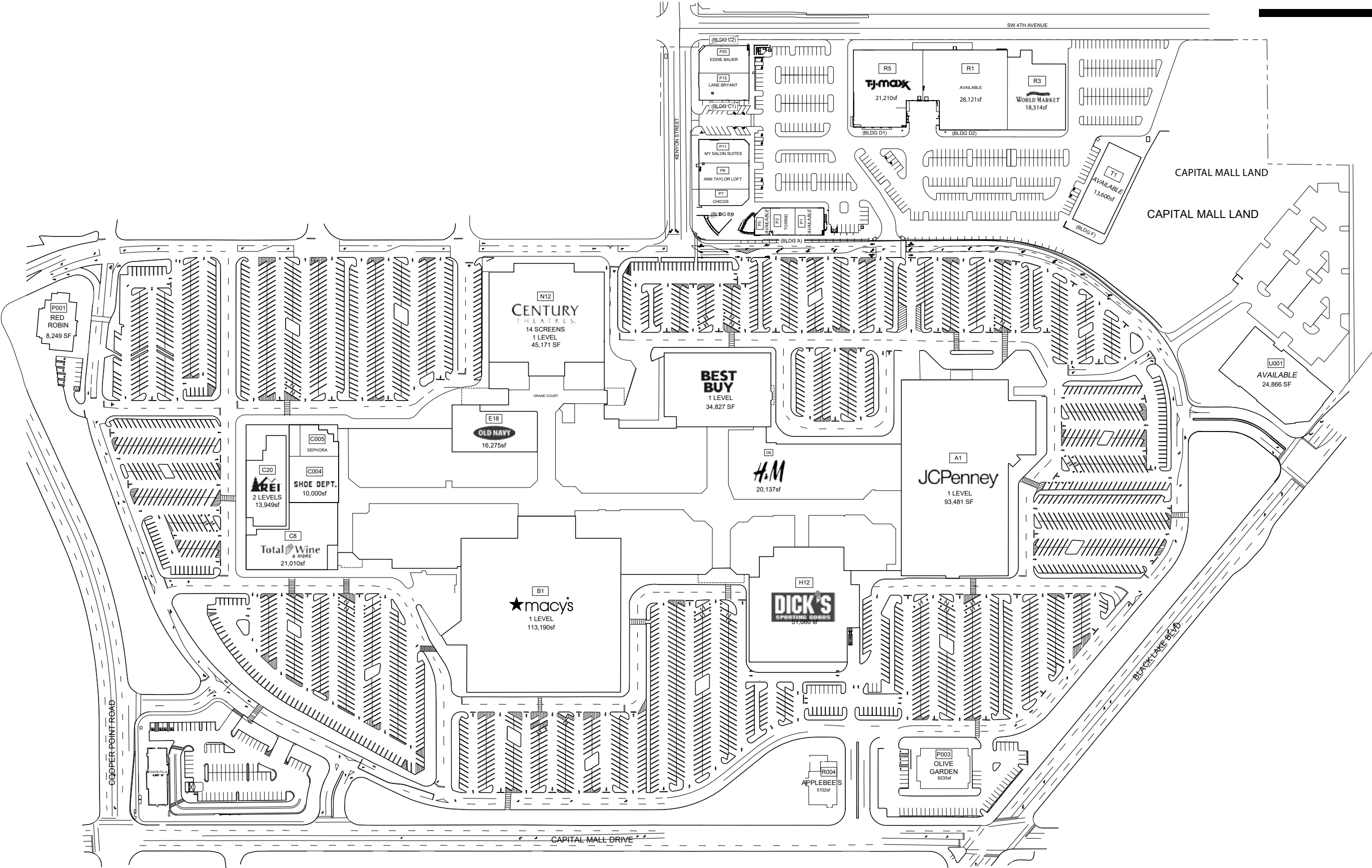


We will have several new stations to supply electricity for electric cars and plug-in hybrids in the upcoming year.



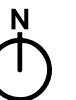
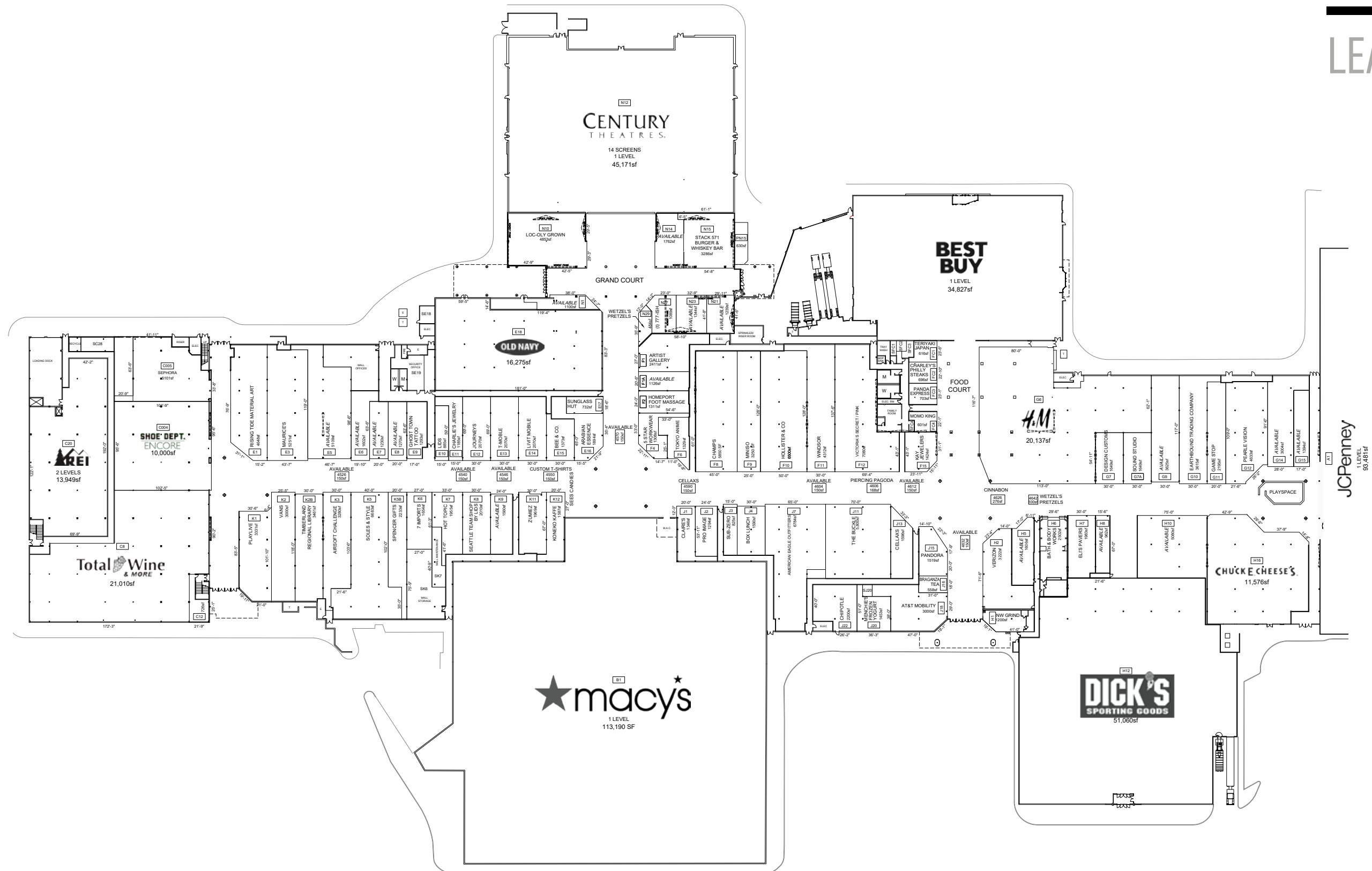
Cardboard recycling minimizes waste and improves the overall hygiene of the environment. It also helps conserve natural materials. Over 250 tons of waste are recycled per year at Capital Mall.

Site Plan



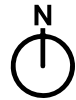
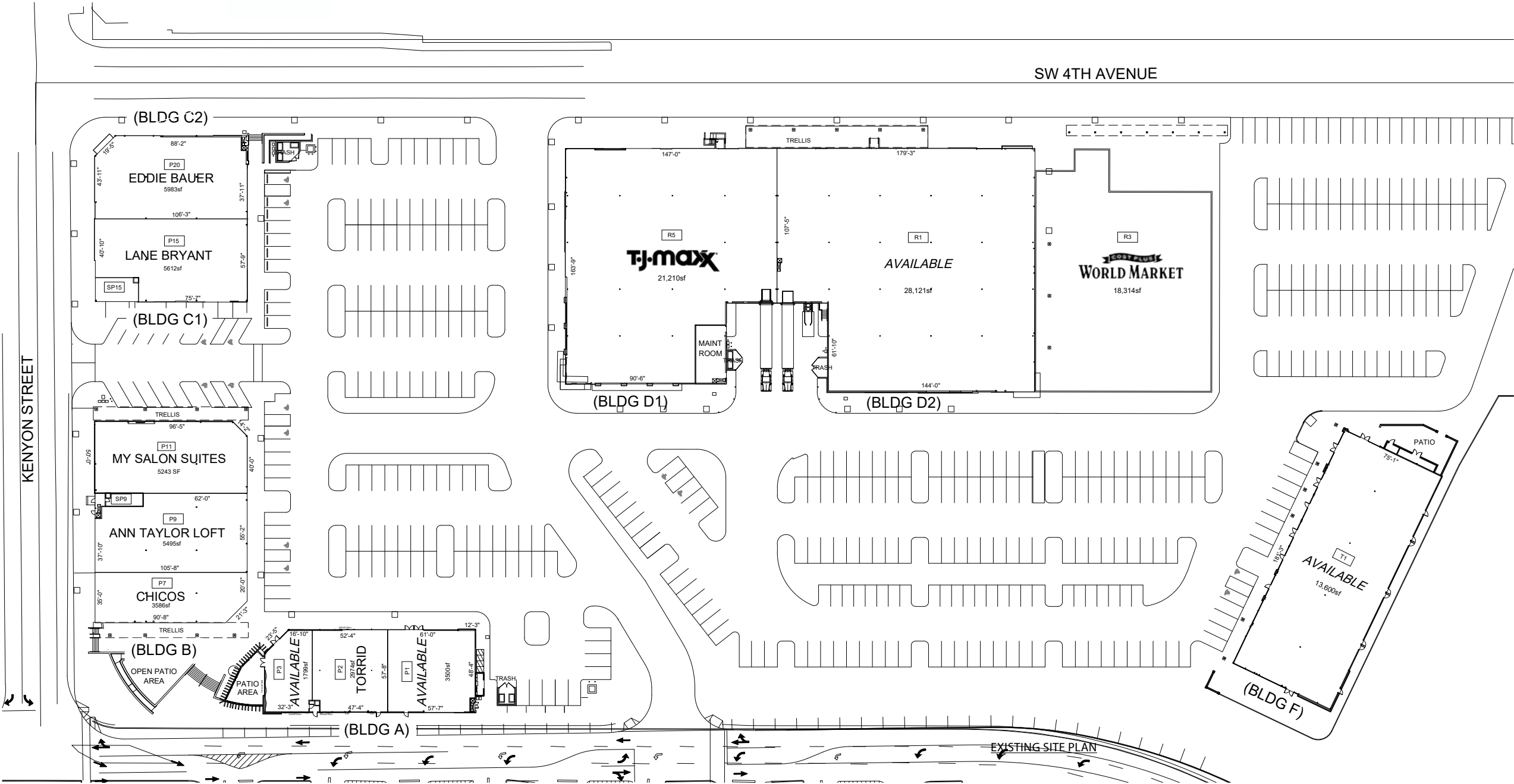
Lower Level

LEASE PLAN



Promenade

LEASE PLAN





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PACIFIC
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RECREATIONAL EQUIPMENT, INC.

Partner with us!

Pacific Retail Capital Partners (PRCP) is one of the nation's premier real estate investment groups, with a proven track record of evolving and repositioning large-format retail properties. Based in Southern California, PRCP strategically leads over \$3 billion and 24 million square feet in assets under direct management and leasing. Additionally, 17 million square feet of asset management, advisory and master planning services.



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