

OUTLETS OF DES MOINES

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THE VISITORS

2.9 MILLION TOURIST VISITS A YEAR

3.6 MILLION VISITS TO PRAIRIE MEADOWS AND ADVENTURELAND PER YEAR

OPPORTUNITY

Outlets of Des Moines will bring 300,000 square feet of some of the best brand names in retail to the Des Moines metropolitan area, one of the strongest economies in the United States. Located at an established destination for entertainment and shopping, the site is easily accessible to the residential trade area of 995,858. With no major outlet center located within 80

995,858

RESIDENTS LIVE WITHIN 60 MILE TRADE AREA

\$78,000

AVERAGE ANNUAL INCOME WITHIN 60 MILE TRADE AREA

6 MILES

DISTANCE TO DOWNTOWN DES MOINES

802,566

DAYTIME POPULATION



Retail market

Department Store-Anchored Shopping Centers within 30 Mile Radius

Mall	Distance
Jordan Creek Town Center	16 miles
Valley West Mall	13 miles
Southridge Mall	10 miles
Merle Hay Mall	10 miles

The Outlets of Des Moines site represents the best opportunity to enter the Des Moines market and maintain sufficient spacing between traditional department store-anchored centers.