

NEW ENGLAND DEVELOPMENT

OUTLETS OF DES MOINES

Altoona, Iowa

PROJECT DETAILS

Project Type:
Outlet Center

GLA:
300,000 sf

Address:
801 Bass Pro Drive NW,
Altoona, Iowa 50009
Polk County

Outlets
of DES MOINES

Outlets of Des Moines brings 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 nearly one million. With no major outlet center located within 80 miles, Outlets of Des Moines is perfectly poised to fill a void in this market.

LOCATION

- Six miles from downtown Des Moines, the capital of Iowa and the most populous city in the state
- At the intersection of I-80 and US-65 in Altoona, an established destination for entertainment and shopping
- Adjacent to Bass Pro Shops Outdoor World
- No major outlet center within 80 miles
- 13.7 million annual visitors to Greater Des Moines
- 14 miles from Des Moines International Airport

KEY TENANTS

American Eagle, Asics, Bath & Body Works, Brooks Brothers Factory Store, Converse, Express Factory Outlet, francesca's, LOFT Outlet, Lucky Brand, Michael Kors Outlet, Nike Factory Store, Old Navy Outlet, Polo Ralph Lauren Factory Store, Skechers, Tommy Hilfiger, Vera Bradley, and Under Armour

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75 Park Plaza
Boston, Massachusetts 02116
617.965.8700
NEDevelopment.com



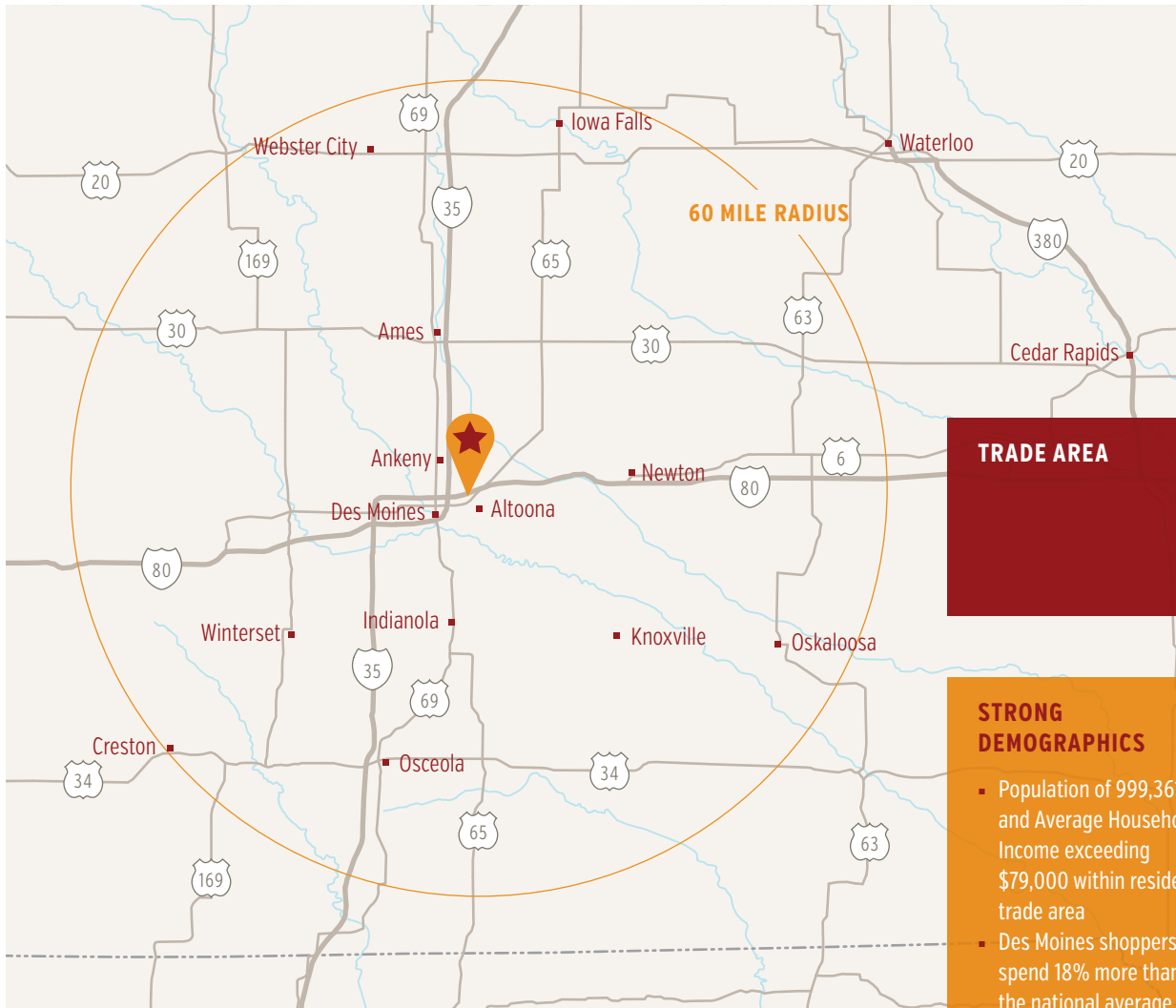


Site Plan & Location

LOCATION

- At the intersection of I-80 and US-65 in Altoona, Iowa
- Adjacent to 145,000 SF Bass Pro Shops Outdoor World and Fairfield Inn & Suites
- Located at same exit as Prairie Meadows and Adventureland [Combined 3.6 million annual visitors]





TRADE AREA

STRONG DEMOGRAPHICS

- Population of 999,361 and Average Household Income exceeding \$79,000 within residential trade area
- Des Moines shoppers spend 18% more than the national average on GAFO merchandise.
- Higher than average population growth
- Low cost of living and low unemployment rate

Demographics

DEMOGRAPHICS

- The nearest outlet center is 80 miles away in Williamsburg, Iowa.
- The Des Moines area boasts high average household incomes, low cost of living, and low unemployment.
- Des Moines is widely recognized as one of the best places in the nation for business and careers; national companies are investing significantly in the region and increasing local employment.

2017 TRADE AREA DEMOGRAPHICS

	60 miles
Population	999,361
Households	398,896
Average Household Income	\$79,456
Daytime Population	812,292

TOURISM

- Des Moines attracts 13.7 million visitors annually.
- Over one million people visit the Iowa State Fair annually.
- More than 12,500 hotel rooms serve the busy tourism industry.
- Visitor spending generates an annual \$2 billion economic impact.

Tourism



The internationally-acclaimed **Iowa State Fair** attracts more than 1 million visitors annually from around the world and is the single largest event in Iowa.



Bass Pro Shops Outdoor World, next to Outlets of Des Moines, is a major destination for outdoor gear, entertainment and education.



Iowa's largest amusement park, **Adventureland**, has over 100 rides, shows and attractions drawing over 600,000 annual visitors and is located next to Outlets of Des Moines.



Prairie Meadows Racetrack and Casino is at the same exit as Outlets of Des Moines and attracts more than 3 million annual visitors.



Iowa Speedway is a state-of-the-art race track and motorsports facility located in Newton, Iowa, 30 miles east of Des Moines. The track is designed for year-around use and includes 30,000 permanent seats.

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