

OUTLETS OF DES MOINES

Altoona, Iowa

**NEW ENGLAND
DEVELOPMENT**



Project Type:
Outlet Center

GLA:
300,300 sf

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

Outlets of Des Moines brings some of the best brand names in retail to the Des Moines regional 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 more than one million people. With no major outlet center located within 80 miles, Outlets of Des Moines fills 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

KEY TENANTS

American Eagle Outfitters, Bath & Body Works, Coach Outlet, Eddie Bauer Outlet, J.Crew Factory, Kate Spade New York, Le Creuset, Michael Kors Outlet, Nike Factory Store, Old Navy Outlet, Polo Ralph Lauren, PUMA, Skechers, Tommy Hilfiger, Under Armour Factory House, Vera Bradley Factory Outlet Store, Victoria's Secret





Site plan & location

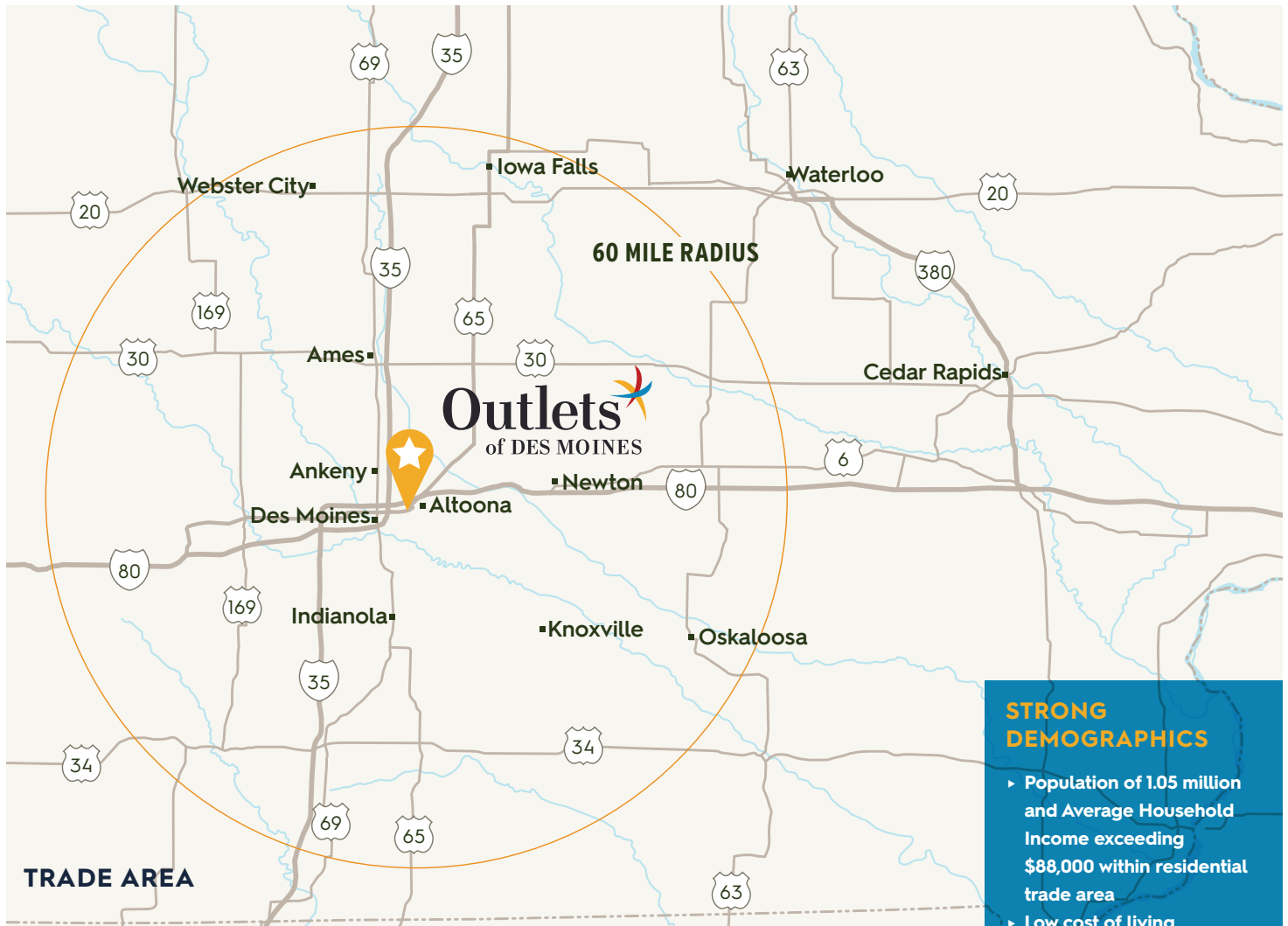
LOCATION

- At the intersection of I-80 and US-65 in Altoona, Iowa
- Adjacent to 145,000 SF Bass Pro Shops Outdoor World
- Across from 108-room Fairfield Inn & Suites by Marriott and 106-room Hyatt Place
- Located at same exit as Prairie Meadows and Adventureland (Combined 4.2 million annual visitors)
- Facebook is currently expanding its Altoona campus to become the company's largest operational data center in the world

AVERAGE DAILY TRAFFIC

- I-80: 65,000
- I-65: 32,800





Demographics

- ▶ The nearest outlet center is 80 miles away in Williamsburg, Iowa.
- ▶ The Des Moines area boasts high average household incomes and low cost of living.
- ▶ 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.

2022 TRADE AREA DEMOGRAPHICS

	60 Miles
Estimated Population	1.05 M
Households	418,045
Average Household Income	\$88,524
Number of Businesses	45,728
Daytime Population	792,111



Tourism

AREA FACTS

- ▶ Des Moines attracts 13.7 million visitors annually.
- ▶ Over one million people visit the Iowa State Fair annually.
- ▶ More than 12,800 hotel rooms serve the busy tourism industry.
- ▶ Visitor spending generates an annual \$2.2 billion economic impact.



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 approximately 1 million 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 3.2 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.

