

# Outlets of DES MOINES



# Des Moines

Iowa

NEW ENGLAND  
DEVELOPMENT





Featuring many of the nation's

## Popular Brands

American Eagle Outfitters  
Bath & Body Works  
Coach Outlet  
Cole Haan Outlet  
Eddie Bauer Outlet  
Forever 21  
J.Crew Factory  
kate spade new york  
LOFT Outlet  
Lucky Brand  
Michael Kors Outlet  
Nike Factory Store  
Old Navy Outlet  
Polo Ralph Lauren  
PUMA  
Tommy Hilfiger  
Under Armour Factory House  
Vera Bradley Factory Outlet Store  
Victoria's Secret



**1+ MILLION  
RESIDENTS**

Live within 60 mile  
trade area



**\$88,524  
ANNUAL**

Average household  
income within 60 mile  
trade area



**LOCATION**

Only 6 miles from  
popular downtown  
Des Moines



**80 MILES**

Distance to closest  
outlet center

# Opportunity

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 more than 1 million**. With **no major outlet center located within 80 miles**, Outlets of Des Moines fills a void in this market.



**COACH**  
OUTLET

**COLE HAAN**  
OUTLET

**J. CREW**  
FACTORY

**kate spade**  
NEW YORK

**MICHAEL KORS**  
OUTLET

  
NikeFactoryStore

**POLO RALPH LAUREN**

  
**PUMA**

**TOMMY HILFINGER**

  
**UNDER ARMOUR**

**VICTORIA'S  
SECRET**



# Location

## IDEALLY LOCATED IN DES MOINES REGIONAL METROPOLITAN AREA

- ▶ Six miles from downtown Des Moines, the capital of Iowa and the most populous city in the state
- ▶ Located at same exit as Prairie Meadows and Adventureland Amusement Park (4.2 million annual visitors)
- ▶ Adjacent to 145,000 SF Bass Pro Shops Outdoor World (the only Bass Pro Shops in Central Iowa)
- ▶ Across from 108-room Fairfield Inn & Suites by Marriott and 106-room Hyatt Place
- ▶ No major outlet center within 80 miles
- ▶ 14 miles from the Des Moines International Airport
- ▶ Facebook is currently expanding its Altoona campus to become the company's largest operational data center in the world



“DES MOINES RANKS #5 BEST PLACES TO LIVE IN THE U.S. IN 2020-2021”

U.S. News & World Report ■ 2020





**amazon** **AMAZON DISTRIBUTION CENTERS**  
910,000 sf

**f** **FACEBOOK DATA CENTER**  
Currently: 3 Million+ sf  
Under Development: 5 Million+ sf

65,000 ADT

**Outlets**  
of DES MOINES

**PRAIRIE CROSSING  
RESIDENTIAL**

**NEW DEVELOPMENT**

**MAIN ENTRANCE**

TO DOWNTOWN DES MOINES  
6 MILES

Easily accessible via  
Exits 141 and 142 on I-80



Outlets of Des Moines fills a clear need in the Greater Des Moines market for an outlet center.



# Competition

# Markets



## RETAIL MARKET

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

### Department Store-Anchored Shopping Centers within 30 Mile Radius

Mall	Distance
Jordan Creek Town Center	22 Miles
Valley West Mall	21.1 Miles
Merle Hay Mall	13.1 Miles



Outlets of Des Moines is well sited in relationship to department store-anchored shopping centers.

# Demographics



**1.05 MILLION  
RESIDENTS**

Live within 60 mile  
trade area

**75,000  
STUDENTS**

17 institutions  
of higher education  
within 60 miles

## 2022 DEMOGRAPHIC ANALYSIS

### Population

60 Miles

Estimated Population	1.05 M
Projected Pop. (2027)	1.10 M
Adj. Daytime Demographics Age 16 Year or over	792,111
Median Age	37.5

### Income

Estimated Average Household Income	\$88,524
Estimated Median Household Income	\$74,207

### Households

Estimated Households	418,045
Projected Households (2027)	431,194

### Education (Age 25+)

Some College	19.4%
Associates Degree Only	11.0%
Bachelors Degree Only	23.9%
Graduate Degree	11.3%

### Business

Total Businesses	45,728
Total Employees	499,051



## Market analysis

The Des Moines area benefits from high average household incomes and low cost of living. According to *Medium.com*, "With relatively low housing costs and higher than average salaries for the region, Des Moines is one of the wealthiest cities in the country. One of the only high-income cities in the Midwest, Des Moines has a highly educated populous and a diverse workforce."



“TOP 25 UP-AND-COMING  
TECH MARKET”

CBRE ■ 2022



# Markets

## BUSINESS MARKET

Key industries in Greater Des Moines include financial services, insurance, government, manufacturing, agricultural, trade, healthcare and service. The metro area's finance-insurance sector has a \$3 billion annual payroll.

### Largest Employers Headquartered in Des Moines

EMPLOYER	SERVICE/PRODUCT	EMPLOYEES
Wells Fargo*	Financial services, home mortgage	13,500
Principal Financial Group	Financial services	6,500
MercyOne	Healthcare	5,843
UnityPoint Health	Healthcare	5,580
Nationwide*	Insurance	3,300
John Deere	Agriculture	3,280
Vermeer Corporation*	Agriculture	2,900
Corteva Agriscience	Agriculture	2,500
Pella Corporation*	Manufacturing	2,224
Kum & Go*	Service	2,000
Wellmark Blue Cross Blue Shield of Iowa	Health insurance	1,600
Mercer	Insurance	1,500
EMC Insurance Companies	Insurance	1,391
Athene	Financial services	1,300
FBL Financial Group, Inc.	Insurance	1,037
Universal Pediatrics, Inc.	Home Care Services	926
The Iowa Clinic, P.C.	Healthcare	921

Source: The Greater Des Moines Partnership, November 2022

\* Headquartered in Metro



“ IOWA RANKED THE TOP 10 OF AMERICA’S BEST PLACES TO LIVE IN 2022.”

CNBC ■ 2022



# Tourism



The internationally-acclaimed **Iowa State Fair** attracts more than 1.1 million visitors annually from around the world and is the single largest event in Iowa.



**Prairie Meadows** racetrack and casino is at the same exit as Outlets of Des Moines. This popular destination, attracting more than 3.2 million annual visitors, also features a 189 room hotel and conference facility.



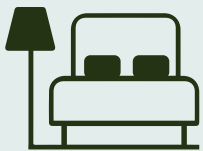
**Bass Pro Shops Outdoor World**, next to Outlets of Des Moines, is a major destination for outdoor gear, entertainment and education.



**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-round use and includes 30,000 permanent seats.



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.



**12,800+  
HOTEL ROOMS**

Rooms serving the busy tourism industry



**13.7 MILLION  
VISITORS**

Annual visitors to Greater Des Moines



**\$2.2 BILLION  
IN SPENDING**

Annual travel expenditures



Source: Catch Des Moines



**Outlets**   
of DES MOINES

## **NEW ENGLAND DEVELOPMENT**

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11.28.2022