

## 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 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 987,858. With no major outlet center located within 80 miles, Outlets of Des Moines is perfectly poised to fill a void in this market.

Ranked by *Business Insider* as the best city for the middle class, Des Moines is consistently recognized for its burgeoning growth and quality of life. Soon, Des Moines will have another accolade: the best place in the region to shop for great value.

### 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
- No major outlet center within 80 miles
- 14 miles from Des Moines International Airport, serving more than 2 million passengers annually



### NEW ENGLAND DEVELOPMENT

75 Park Plaza  
Boston, Massachusetts 02116  
617.965.8700  
NEDevelopment.com



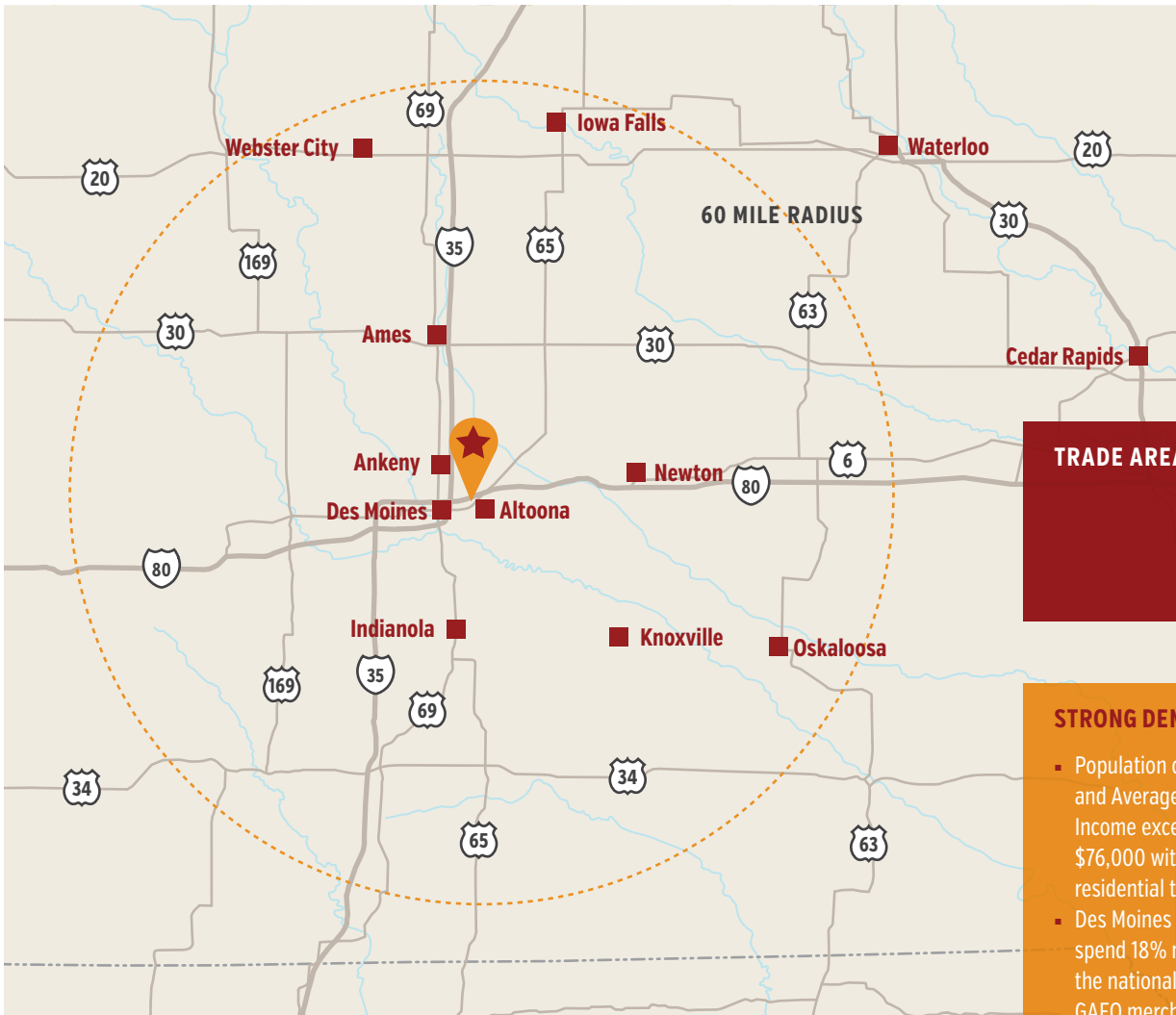
AERIAL SITE PLAN

## 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
- Located at same exit as Prairie Meadows and Adventureland (3.6 million annual visitors)





**TRADE AREA**

**STRONG DEMOGRAPHICS**

- Population of 987,858 and Average Household Income exceeding \$76,000 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
- A significant proportion of affluent shoppers, exceeding the national average in five Mosaic categories

# 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.
- Within the residential trade area, five Mosaic groups exceeded the national average by 31% or more, accounting for more than 44% of total households in the trade area.
- 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.

**2016 TRADE AREA DEMOGRAPHICS**

	60 miles
Population	987,858
Households	395,294
Average Household Income	\$76,788
Adj. Daytime Demographics Age 16 Years or Over	798,884

## TOURISM

- Des Moines has a robust tourism and visitor industry attracting more than 2.9 million visitors to the region each year.
- Over one million people visit the Iowa State Fair annually and more than 60 unique venues draw people from throughout the region.
- Sports and recreation facilities such as the Wells Fargo Arena and Principal Park offer modern venues for minor league baseball, arena football, basketball, and large concerts.
- More than 10,000 hotel rooms serve the busy tourism industry.
- The new 330-room Hilton Des Moines opens in 2018.

# 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 about 3 million annual visitors.



**Iowa Speedway** is a state-of-the-art trace 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.

## NEW ENGLAND DEVELOPMENT

75 Park Plaza  
Boston, Massachusetts 02116  
617.965.8700  
NEDevelopment.com