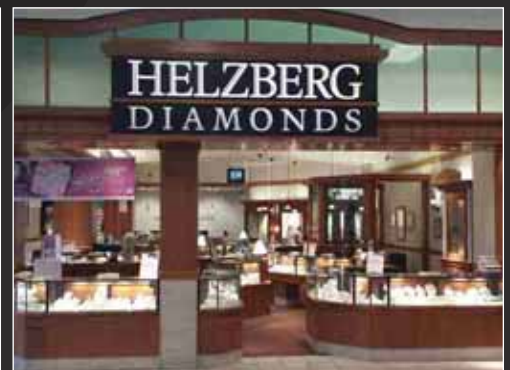




## OUTLET SHOPPES AT MERLE HAY



## MAJOR METROPOLITAN AREAS

Des Moines, West Des Moines, Ankeny and Ames

## RETAIL

Retail GLA 975,000 sq. ft.

Office GLA 200,000 sq. ft.

## PARKING RATIO

5.0 / 1,000

## POPULATION

5 mile: 193,510

30 mile: 704,095

60 mile: 968,717

## AVERAGE HH INCOME

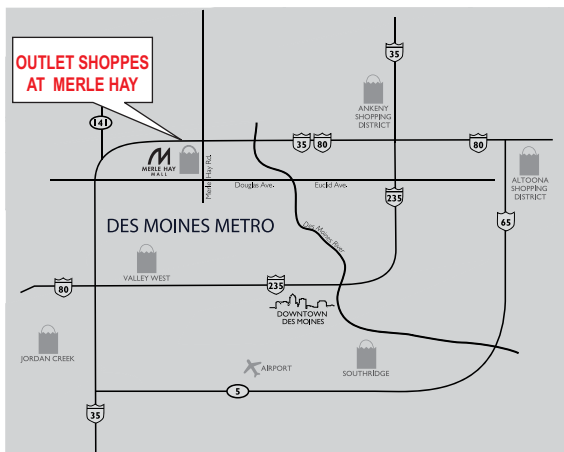
5 mile: \$77,084

30 mile: \$78,400

60 mile: \$73,994

## LOCATION

Merle Hay Rd. and Douglas Ave. intersection



## TOURISM / TRAFFIC

Des Moines is the capital of Iowa and the second largest worldwide insurance capital after London. Many insurance companies are headquartered in Des Moines, including The Principal Financial Group, EMC Insurance Group, Fidelity & Guaranty Life, Allied Insurance, Wellmark Blue Cross Blue Shield of Iowa, and American Republic Insurance Company.

As a center of financial and insurance services, other major corporations headquartered outside of Iowa have established a presence in the Des Moines Metro area, including Wells Fargo, Voya Financial, and Electronic Data Systems. The Meredith Corporation, a leading publishing and marketing company, is also based in Des Moines. Meredith publishes *Better Homes and Gardens*, one of the most widely circulated publications in the United States. Des Moines is also the headquarters of *Golf Digest* magazine.

In 2010, *Forbes* magazine ranked the Des Moines metropolitan area first on its list of "Best Places For Business And Careers", based on factors such as the cost of doing business, cost of living, educational attainment, and crime rate. In recent years Microsoft, Hewlett-Packard and Facebook have established data processing and logistical facilities in the Des Moines metro. *Forbes* magazine ranked Des Moines as the "Best Place for Business" in both 2010 and 2013. In 2014, NBC ranked Des Moines as the "Wealthiest City in America" according to its criteria.

The Science Center of Iowa Blank IMAX Dome Theater and the Iowa Events Center opened in 2005. Des Moines is also home to the Saylorville Recreation Area, which offers many outdoor recreational activities including camping, boating, fishing, hiking, biking, wildlife watching and more.

In December 2014, Merle Hay Mall opened Iowa's only first-run cinema and microbrewery restaurant: Flix Brewhouse. Within its first year, Flix attracted over 300,000 visitors and is ranked first in per-screen revenue and third in overall ticket sales in the Des Moines market.

Merle Hay Lanes hosts tournaments ranging from the high school level to regional and professional ranks.



# AERIAL



JOHNSTON



96,000 VPD

MERLE HAY ROAD (32,000 VPD)

URBANDALE HIGH SCHOOL

URBANDALE

DES MOINES

HERBERT HOOVER  
HIGH SCHOOL

DOUGLAS AVE. (15,000 VPD)

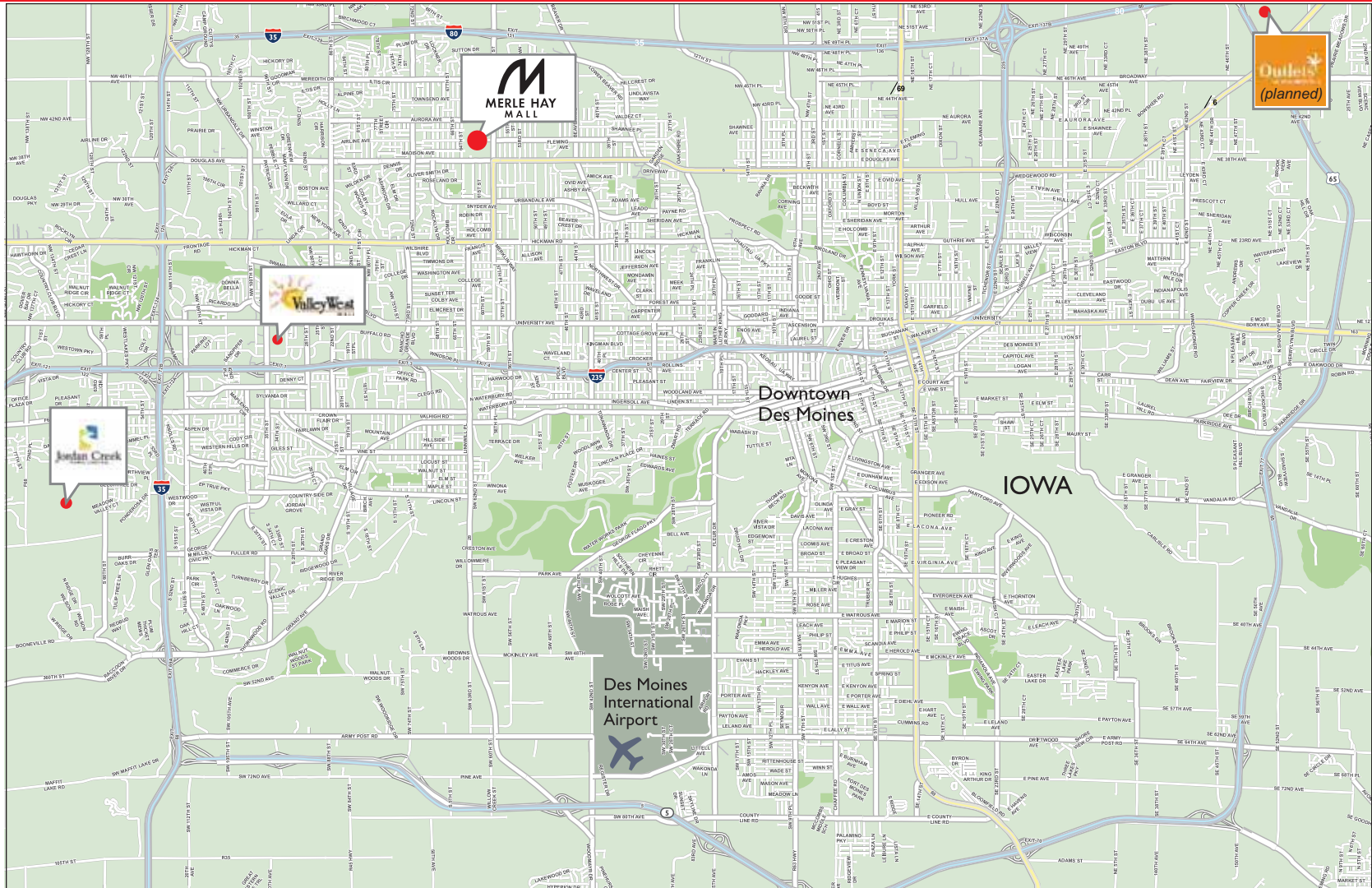
INTERSECTION (47,000 VPD)

BEAVERDALE





# SURROUNDING AREA CENTER



## SHOPPING CENTERS

**Valley West Mall**  
West Des Moines, IA

**Jordan Creek Town Center**  
West Des Moines, IA

**Outlets of Des Moines (planned)**  
Des Moines, IA

## GROSS LEASABLE AREA

683,817 sq. ft.

1,340,000 sq. ft.

TBD

## ANCHORS

JCPenny, Von Maur, Younkens

Dillard's, Younkens, Scheel's

TBD

## DISTANCE

5.5 Miles

10.4 Miles

9.7 Miles





(312) 528-7940  
tom@abbell.com  
liz@abbell.com



(862) 203-4352  
jeff@was-group.com  
darren@was-group.com