



NEW ENGLAND
DEVELOPMENT

*A capital city destination
and home to the state's only
outlet center*

LITTLE ROCK

ARKANSAS

Highlights

IDEAL LOCATION

- Located in Little Rock, the capital city of Arkansas
- Easily accessible at the intersection of I-30 and I-430
- Excellent visibility with 95,000 cars driving by the site daily
- Part of Gateway Town Center, a mixed-use development that includes Bass Pro Shops Outdoor World, future office space, hotel, restaurant and retail venues.

DEMOGRAPHICS

- Little Rock MSA Population is 729,135.
- Little Rock MSA has more than 20 institutions of higher learning with approximately 65,000 students.
- Pulaski County has over 5.7 million annual visitors.



OUTLETS OF LITTLE ROCK FEATURES SUCH BRAND FAVORITES AS BANANA REPUBLIC, BROOKS BROTHERS FACTORY STORE, CLARKS OUTLET, COLE HAAN, LOFT OUTLET, AND JCREW | CREWCUTS FACTORY.

OPPORTUNITY

Outlets of Little Rock features some of the nation's best brand names, including Banana Republic Factory Store, Brooks Brothers Factory Store, Clarks Outlet, Cole Haan, Gap Factory Store, J.Crew | crewcuts Factory, LOFT Outlet, Nike Factory Store, Old Navy Outlet, Restoration Hardware and Under Armour. Adjacent to the only Bass Pro Shops store in Arkansas and with no other outlet center within 145 miles, Outlets of Little Rock fills a significant retail void in the market and is a strong statewide draw. The center has excellent highway access and visibility with its location at the intersection of I-30 and I-430, with 95,000 cars driving by the site daily.

The demographics are excellent, with nearly 40% of the state's population living within 60 miles of the site. Little Rock has more than 20 institutions of higher learning with approximately 65,000 students. Pulaski County, the county in which the project is located, attracts 5.7 million annual visitors.

Little Rock is a very unique city, encompassing a community with premier national attractions, a superb quality of life, and world-class appeal. The largest city in Arkansas and the state capital, Little Rock is also the 4th strongest economy in the nation (Brookings Institution), the 7th best place for jobs in the country (Forbes.com), and the 6th best real estate market in America (Wall Street Journal). It has a strong tourism market, with key attractions including Verizon Arena and the William J. Clinton Presidential Library.


“This is a great day for tourism in the City of Little Rock and the state. No longer will tourists need to travel to nearby states for an outlet destination.”

*Gretchen Hall, Little Rock Convention
& Visitors Bureau - October 16, 2015*

LOCATION

Ideal location

- Located in Little Rock, the capital city of Arkansas and the most populous city in the state
- Easily accessible with location at the intersection of I-30 and I-430
- Excellent visibility with 95,000 cars driving by the site daily
- Adjacent Bass Pro Shops draws strong traffic to the site
- Directional billboards on I-30 east and west-bound will advise motorists of upcoming exits.



EACH YEAR, MORE THAN 5.8 MILLION PEOPLE VISIT PULASKI COUNTY, IN WHICH LITTLE ROCK IS LOCATED.

Situated on the Arkansas River, Little Rock is Home to a Thriving New South Culture.

Little Rock Convention & Visitors Bureau



To downtown Little Rock 14 miles

To Clinton National Airport (LIT) 13 miles

430

61,000 ADT

Exit 128

PROPOSED HOTEL

PROPOSED RETAIL



CAVENDERS

Exit 128

95,000 ADT

Exit 128

30

AVERAGE DAILY TRAFFIC
I-30: 95,000
I-430: 61,000

PROPOSED MOVIE THEATER

Bass Pro Pkwy

Outlets of Little Rock



To Hot Springs 40 miles

MARKETS

THE OUTLETS OF LITTLE ROCK LOCATION REPRESENTS AN IDEAL OPPORTUNITY TO ENTER THE LITTLE ROCK MARKET.



Retail market

There are three full-price shopping centers in greater Little Rock more than nine miles from Outlets of Little Rock.

Mall	Distance
McCain Mall	19.8 miles
Promenade at Chenal	11.4 miles
Park Plaza	9.7 miles

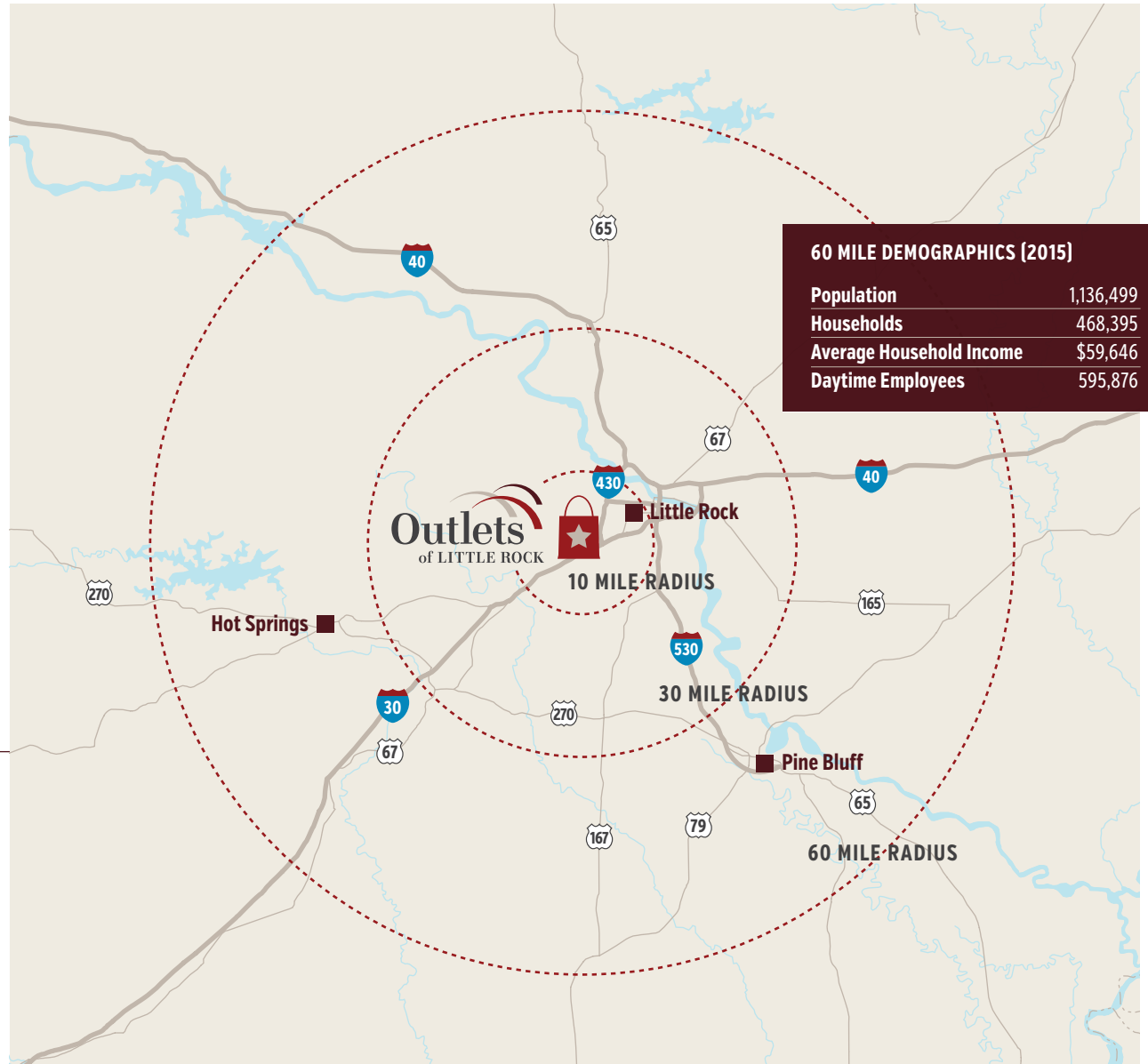
Market analysis

Outlets of Little Rock benefits from excellent regional access with its location on I-30, which connects Outlets of Little Rock with Little Rock, the affluent western suburbs of West Little Rock, and affluent retirement communities located in nearby Hot Springs.

MAJOR EMPLOYERS

Employer	Employees
University of Arkansas for Medical Sciences	8,500
Baptist Health	7,000
Little Rock Air Force Base	4,500
Acxiom	4,380
Little Rock School District	3,500
Central Arkansas Veterans HealthCare System	3,500
Entergy Arkansas	2,740
Pulaski County Special School District	2,700
AT&T	2,600
St. Vincent Health System	2,600

Source: Little Rock Regional Chamber of Commerce



*Little Rock Ranked
#1 of America's
10 Great Places
to Live*

Kiplinger's Personal Finance July 2013

With no other outlet center in Arkansas, Outlets of Little Rock will be a strong statewide draw.



THE NEAREST OUTLET CENTER IS 145 MILES AWAY IN BRANSON, MISSOURI.

COMPETITION

TOURISM

Major Visitor Destination

KEY TOURISM FACTS

- 25.8 million annual visitors to Arkansas
- Estimated \$6.7 billion in annual travel expenditures
- 5.7 million annual visitors to Pulaski County

Source: Arkansas Dept. of Parks and Tourism, 2014 Annual Report

DRIVE MARKET:

The majority of the drive traffic comes from Arkansas, Texas, Missouri, Louisiana, Illinois and Oklahoma. Visitation is fairly even throughout the year with peak season from July through September and substantial traffic in the spring and fall.

BUS MARKET:

The tour bus market comes primarily from Oklahoma and other surrounding states including Texas, Missouri, Tennessee, Louisiana and Mississippi, with year-round visitation.

FLY MARKET:

Bill and Hillary Clinton National Airport is located only 13 miles east of the Outlets of Little Rock and is home to six carriers with non-stop service to 12 major U.S. cities.

The Arkansas River Trail System winds its way through Little Rock and North Little Rock, connecting 38 parks, six museums and 5,000+ acres of federal, state and local parkland. Thousands flock to the trail to explore its diversity of habitats, landscapes and activities.



Outlets of Little Rock is on the major route to the popular resort area, Hot Springs, known as “The American Spa” for its natural hot springs. About 40 miles away from Outlets of Little Rock, Hot Springs National Park receives 1.3 million visitors each year.



Located on the banks of Arkansas River in the Little Rock’s River Market District, the William J. Clinton Presidential Center attracts 400,000 visitors annually. It provides 20,000 square feet of exhibit space chronicling American history at the turn of the 21st century and hosts free festivals, musical performances and special events throughout the year.



In the heart of downtown Little Rock, the River Market District hosts a bustling market hall as well as loft apartments, luxury condominiums, remodeled and newly-developed office and retail space, restaurants, bars, entertainment and cultural venues. Popular annual events such as the Riverfest Music Festival, free Movies in the Park and the Sculpture at the River Market draw visitors year-round.

DEMOGRAPHICS

DEMOGRAPHIC ANALYSIS

Population	60 Miles
2015 Estimated Population	1,136,499
2020 Projected Population	1,165,396
Historical Annual Growth 2000 to 2015	0.9%
2015 Median Age	37.3

Income	
2015 Estimated Average Household Income	\$59,646
2015 Estimated Median Household Income	\$48,043

Households	
2015 Estimated Households	468,395
2020 Projected Households	491,369

Race & Ethnicity	
2015 Estimated White	72.0%
2015 Estimated Black or African America	21.7%
2015 Estimated Asian or Pacific Islander	1.4%
2015 Estimated American Indian or Native Alaskan	0.4%
2015 Estimated Other Races	4.4%
2015 Estimated Hispanic	4.9%

Education (Age 25+)	
2015 Estimated Some College	19.4%
2015 Estimated Associates Degree Only	5.4%
2015 Estimated Bachelors Degree Only	12.7%
2015 Estimated Graduate Degree	14.2%

Business	
2015 Estimated Total Businesses	53,213
2015 Estimated Total Employees	595,876





*Outlets of
Little Rock*



**NEW ENGLAND
DEVELOPMENT**

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