



The Outlets at Bloomfield | Pearl, Mississippi



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## Project Overview

### THE PROJECT

The Outlets at Bloomfield will be the region’s largest and most upscale outlet center, attracting visitors from well over a 200-mile radius.

Nestled in the crossroads of two interstates and two major highways just five minutes outside Jackson, Mississippi, Bloomfield offers unrivaled visibility and accessibility - and plenty of shoppers as the site already draws close to 3 million visitors per year.

This open-air retail village will feature approximately 325,000 square feet of retail and restaurant space. It is expected to showcase over 80 designer and name-brand outlet stores. The Outlets are Phase II of the Bloomfield development - creating a complete family entertainment destination offering shopping, entertainment and dining for everyone.

OPENING DATE:	Fall 2013
GLA:	325,000sf
NUMBER OF STORES:	More than 80
PARKING RATIO:	4.5 spaces / 1,000sf

### DEVELOPMENT HIGHLIGHTS

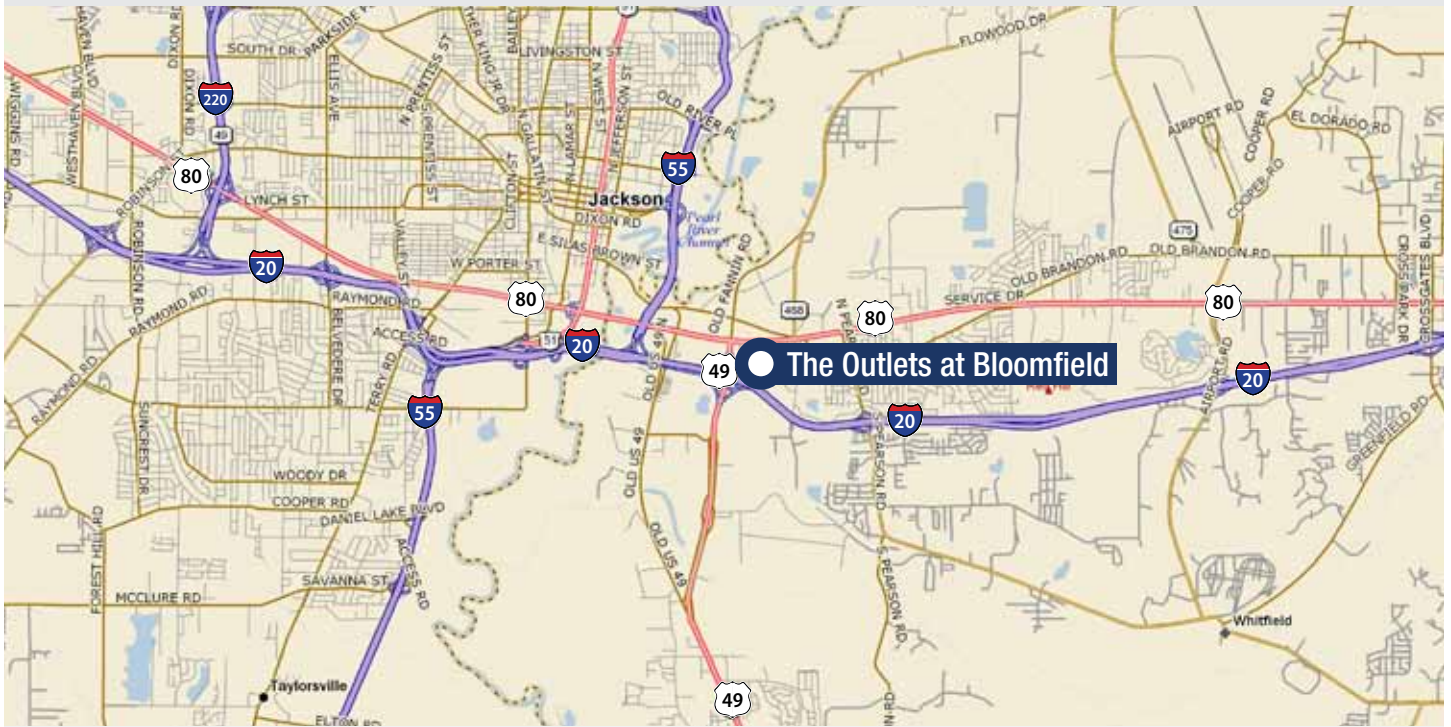
Anchored by Bass Pro Shops, the Mississippi Braves ballpark and Sam’s Club.

Highly visible 166 acre master planned destination located at the crossroads of Interstates 55 and 20, and US Highways 49 and 80.

Impressive daily traffic count exceeds 200,000 cars. Appropriately deemed the “Crossroads of the South.”

Phase II - The Outlets at Bloomfield will attract the largest concentration of quality national brands this region has experienced and will undoubtedly become the retail attraction of the central south.

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LOCAL LOCATION MAP

Location

**The Market**

Rankin County consistently ranks in the top three counties in MS for highest average household income, population growth, and currently maintains the lowest unemployment rate in the state.

Downtown Jackson (state capital) is only 5 minutes away and has the highest daytime population in the state with over 45,000 people employed by the government and various businesses.

Within a 15 mile radius of the site, there is a network of five major hospitals employing over 20,000 individuals and another 35,000 college students.

According to the Metro Jackson Chamber of Commerce, over 4 million people visit Jackson, MS every year.

**DRIVING DISTANCES**

Atlanta	382 miles
New Orleans	157 miles
Baton Rouge	140 miles
Memphis	193 miles
Montgomery	229 miles
Birmingham	215 miles





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## Demographics

Distance	Population	Avg HH. Income
5 mile radius	76,776	\$43,727
10 mile radius	291,944	\$52,348
30 mile radius	524,215	\$57,728
60 mile radius	815,543	\$52,062
90 mile radius	1,498,335	\$47,136

### Daytime Employment

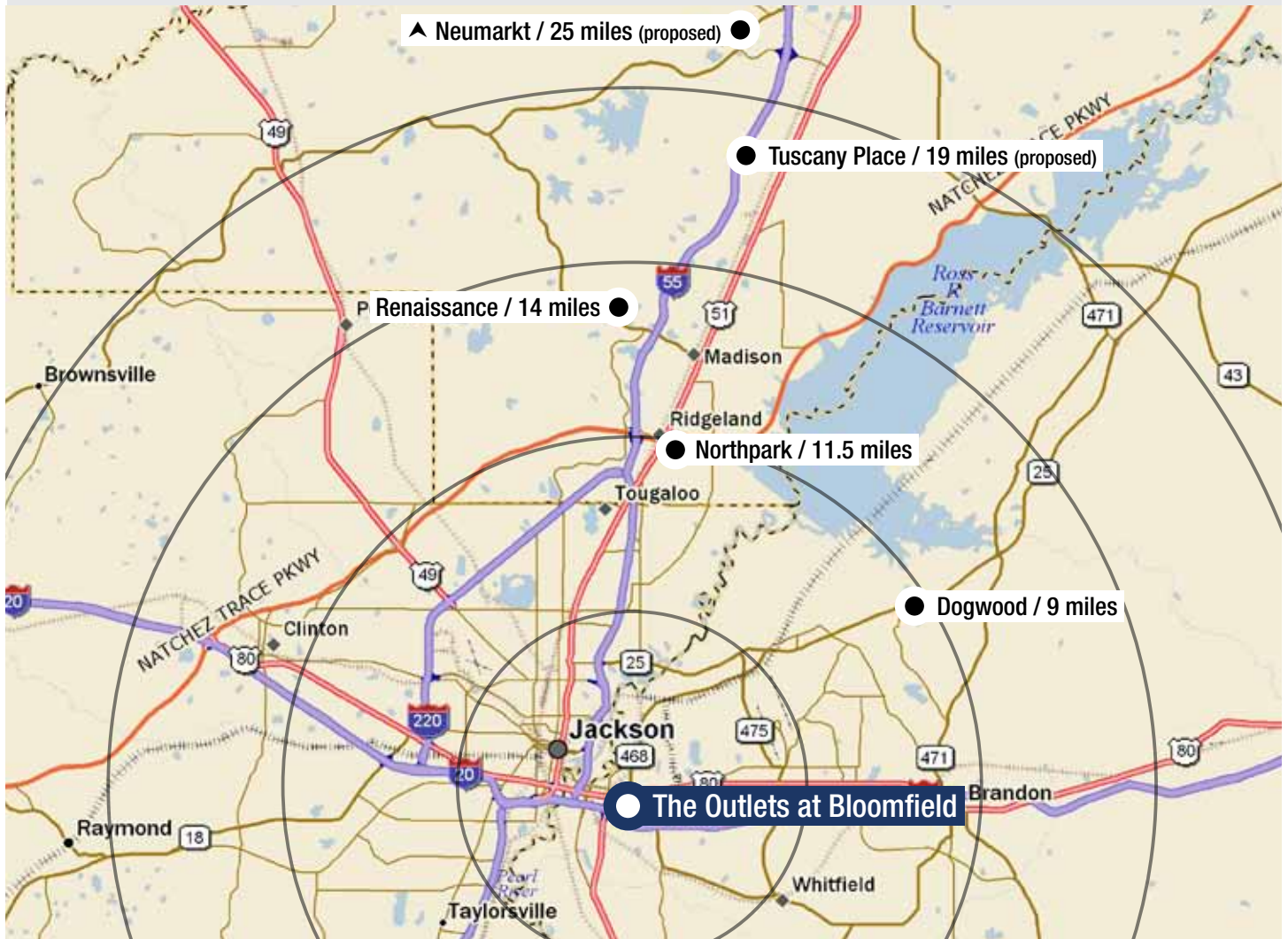
3 mile radius	65,715
5 mile radius	262,279

Rankin County continues to be one of the fastest growing counties in the state with explosive population growth for the past three years.

Over 4 million people visit the metro area each year with 75% representing over-night leisure travelers - *Jackson Chamber of Commerce*.

### Attractions within 10 miles

- Jackson Convention Complex
- Mississippi State Fairgrounds
- Mississippi State Coliseum
- Mississippi Symphony Orchestra
- Mississippi Museum of Art
- Mississippi Arts Center
- Mississippi Trade Mart
- The Oaks House Museum
- Smith Robertson Museum & Cultural Center
- Thalia Mara Hall (Performing Arts Center)
- Davis Planetarium
- Old Capitol Museum
- Mississippi Museum of Natural Science
- Mississippi Agriculture and Forestry Museum



Competition Map

## Competition

With the entrance into the market by national retail favorites like Apple, J. Crew, Anthropologie, Lucky Brand Jeans and Williams-Sonoma, The Outlets at Bloomfield is strategically positioned to expand upon this continued growth.

### DOGWOOD

Belk, JC Penney, Kohl's, GAP, Target, Dick's, DSW, TJ Maxx, American Eagle, Victoria's Secret, Steinmart

### NORTHPARK MALL

Dillard's, Belk, JC Penney, GAP, Abercrombie & Fitch, American Eagle, Victoria's Secret, Aeropostale

### RENAISSANCE

J.Crew, Apple, White House/Black Market, Anthropologie, Lucky Brand Jeans, Ann Taylor, Banana Republic, Chico's



SATELLITE AERIAL

### Aerial View

- Over 2.9 million people already visit Bass Pro Shops and Trustmark Park at Bloomfield each year.
- Current attractions include:  
Bass Pro Shops, Trustmark Park (the Mississippi Braves), Sam's Club, Alumni House Grill and Holiday Inn
- More than 200,000 vehicles pass the site each day

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## Project Team

Developed by Spectrum Capital, an affiliate of The Yates Companies, Inc. and Yates Construction. Yate's annual revenues are approximately \$2 billion, and the company employs approximately 6,000 people, making it one of Mississippi's largest private employers.

Spectrum has partnered with FFO Realty, whose principals were formerly part of the team at Prime Retail that delivered industry favorites such as Prime Outlets Orlando, San Marcos and Williamsburg.



### SPECTRUM CAPITAL

Spectrum Capital, LLC is a privately owned, diversified real estate development company based out of Jackson, Mississippi. Our portfolio of past and current projects is comprised of approximately 15 high-rise condominium towers containing more than 3,000 units, retail entertainment attractions and vacation destinations throughout the Southeast. These projects contain a total combined cost exceeding \$1 billion.



### THE YATES COMPANIES, INC. / YATES CONSTRUCTION

The Yates Companies, Inc., led by its largest



division, W.G. Yates & Sons Construction Company (Yates), ranks among the top construction service providers in the nation according to Engineering News Record. Experience includes over fifty Sak's Fifth Avenue properties, the Borgata Hotel Casino & Spa in Atlantic City, and almost \$1 billion of LEED Certified buildings.

Yates has offices strategically located across the southern United States including Mississippi, Alabama, Florida, Georgia, Louisiana, Tennessee, and Texas.

