



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, Cavender's and Dave & Buster's, plus future office space, hotel, restaurant and retail venues.

DEMOGRAPHICS

- Little Rock MSA Population is 731,612.
- 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, JCREW | CREWCUTS FACTORY, AND RH OUTLET.

OPPORTUNITY

Outlets of Little Rock, the only outlet shopping center in Arkansas, features some of the nation's best brand names, including Banana Republic Factory Store, Brooks Brothers Factory Outlet, Clarks Outlet, Cole Haan, Gap Factory Store, J.Crew | crewcuts Factory, LOFT Outlet, Nike Factory Store, Old Navy Outlet, RH Outlet and Under Armour. Adjacent to the only Bass Pro Shops store in Arkansas and with no other outlet center within 138 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.

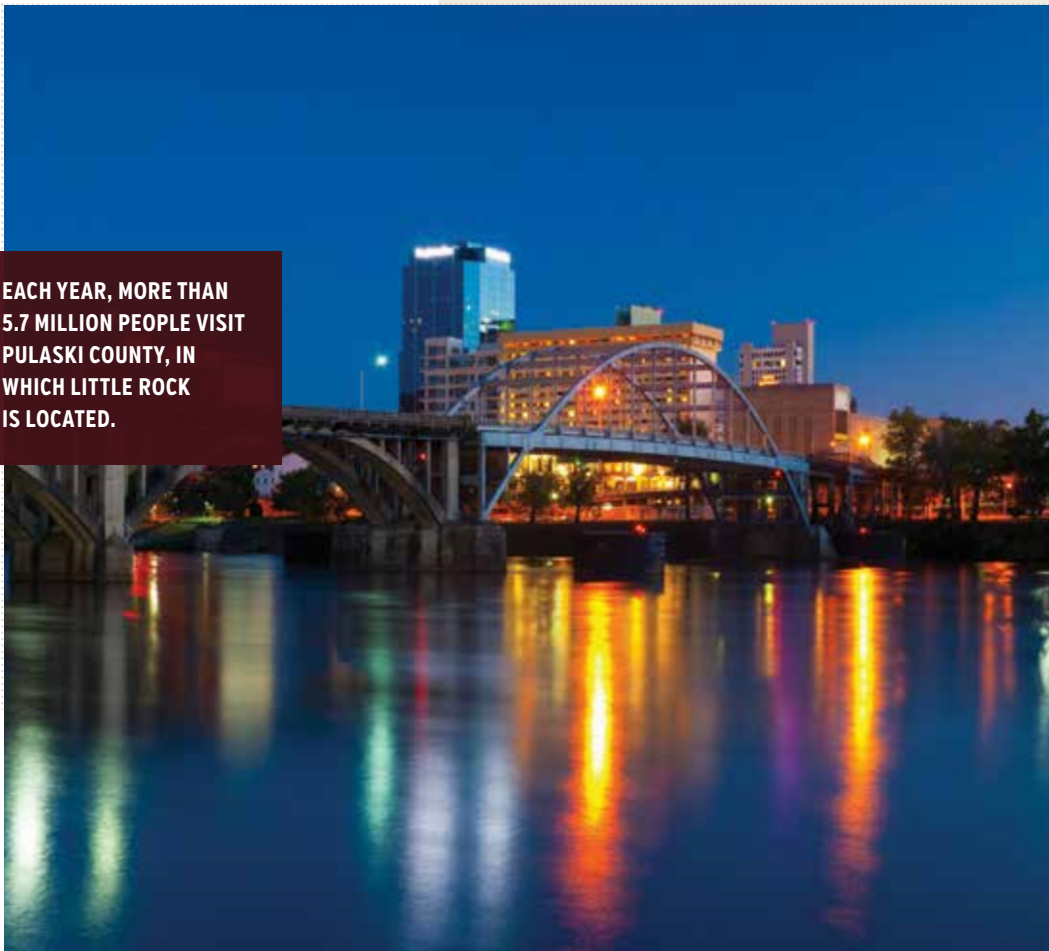
Little Rock is a very unique city, encompassing a community with premier national attractions, a superb quality of life, and world-class appeal. The largest city in Arkansas and the state capital, Little Rock has a strong tourism market, with key attractions including the William J. Clinton Presidential Library and the nearby Verizon Arena.

“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

EACH YEAR, MORE THAN 5.7 MILLION PEOPLE VISIT PULASKI COUNTY, IN WHICH LITTLE ROCK IS LOCATED.



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
- The first Dave & Busters in Arkansas opens June 2016 next to Outlets of Little Rock.
- Directional billboards on I-30 east and westbound advise motorists of upcoming exits.

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

Exit 128

PROPOSED HOTEL

PROPOSED RETAIL



OPENED JUNE 2016

CAVENDERS

MOVIE TAVERN
Theatricals, Tours, Events

UNDER CONSTRUCTION

Outlets
of LITTLE ROCK

95,000 ADT

Exit 128

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

30

↓ To Hot Springs 40 miles

Bass Pro Pkwy



MARKETS



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

Outlets
of LITTLE ROCK



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

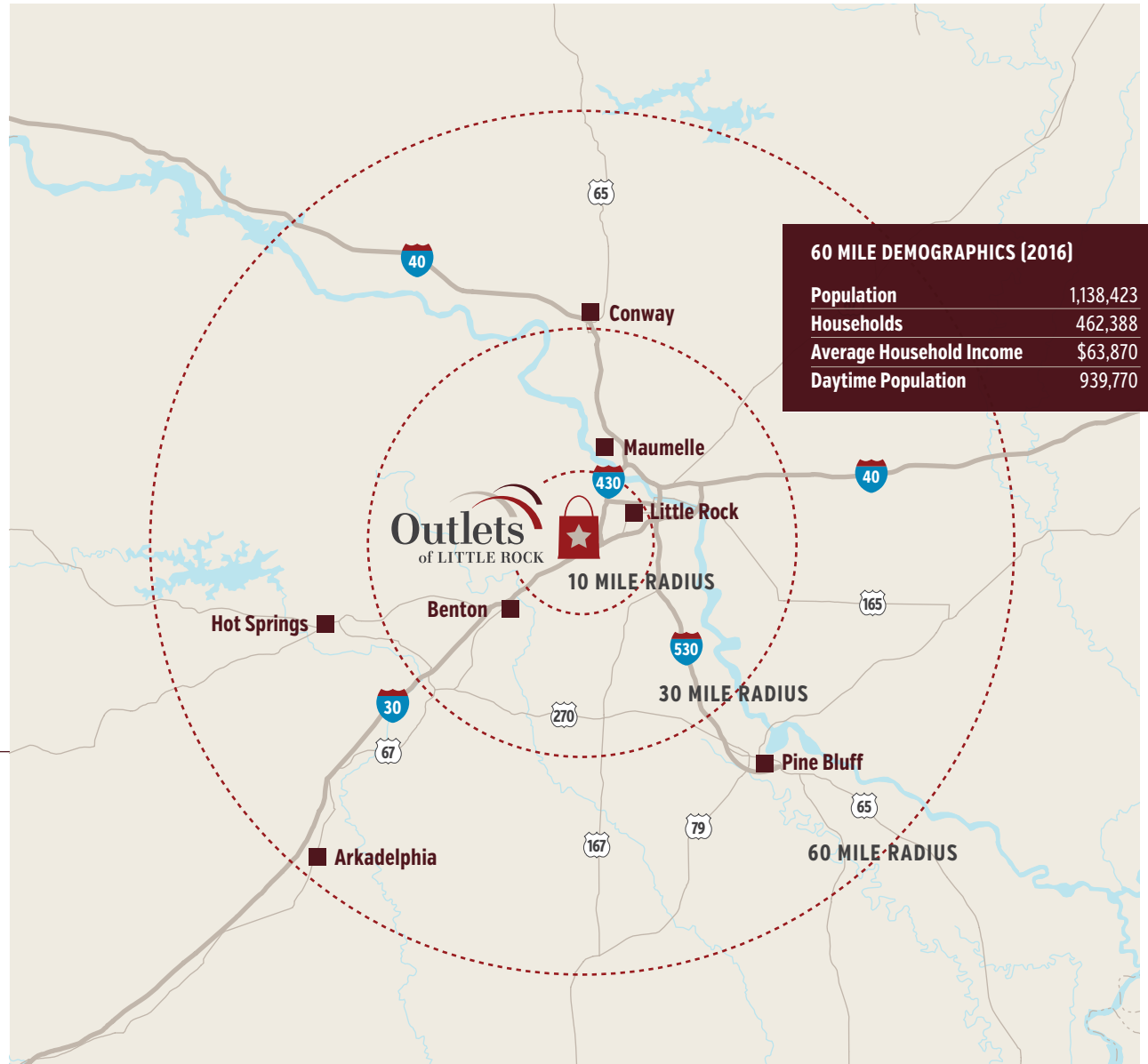
Market analysis

Outlets of Little Rock benefits from excellent regional access with its location on I-30, which connects Outlets of Little Rock with downtown Little Rock and the affluent western suburbs of West Little Rock and 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



60 MILE DEMOGRAPHICS (2016)	
Population	1,138,423
Households	462,388
Average Household Income	\$63,870
Daytime Population	939,770

Kiplinger Ranked Little Rock #1 on its list of "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 138 MILES AWAY IN SOUTHAVEN, MISSISSIPPI.

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, 2015 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 May through October.

BUS MARKET:

The year-round bus market comes from within Arkansas and from Oklahoma and other surrounding states including Texas, Missouri, Tennessee, Louisiana and Mississippi.

FLY MARKET:

Bill and Hillary Clinton National Airport is located only 13 miles east of Outlets of Little Rock and is home to six carriers with non-stop service to 14 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 is the 15th most visited national park in the country with nearly 1.5 million annual visitors. ▶



▲ Located on the banks of Arkansas River in the Little Rock's River Market District, the William J. Clinton Presidential Center attracts nearly 350,000 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
2016 Estimated Population	1,138,423
2021 Projected Population	1,160,028
Historical Annual Growth 2000 to 2016	0.9%
2016 Adj. Daytime Demographics Age 16 Years or Over	939,770
2016 Median Age	37.4

Income	
2016 Estimated Average Household Income	\$63,870
2016 Estimated Median Household Income	\$51,025

Households	
2016 Estimated Households	462,388
2021 Projected Households	487,107

Race & Ethnicity	
2016 Estimated White	72.1%
2016 Estimated Black or African America	21.5%
2016 Estimated Asian or Pacific Islander	1.5%
2016 Estimated American Indian or Native Alaskan	0.4%
2016 Estimated Other Races	4.5%
2016 Estimated Hispanic	5.0%

Education (Age 25+)	
2016 Estimated Some College	23.7%
2016 Estimated Associates Degree Only	6.8%
2016 Estimated Bachelors Degree Only	16.0%
2016 Estimated Graduate Degree	9.0%

Business	
2016 Estimated Total Businesses	50,038
2016 Estimated Total Employees	558,147





*Outlets of
Little Rock*



**NEW ENGLAND
DEVELOPMENT**

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