

The Outlet Shoppes at El Paso

El Paso, the largest metro area along the Texas-Mexico border, thrives with over 1.05 million residents and average incomes exceeding \$70,000. As the sixth-largest city in Texas, it ranks in the top 20% of the U.S. economy, attracting many businesses. With 70+ Fortune 500 companies, El Paso serves as a vital U.S.-Mexico entry point with 12M pedestrian and 4M vehicles crossing annually. Fort Bliss, a major military base, generates \$23 billion annually, supporting 120,000 jobs.




vineyard vines

BOSS


Nike Factory Store

LACOSTE 


**BROOKS
BROTHERS**
FACTORY STORE

POLO  RALPH LAUREN

 SEPHORA

COACH
OUTLET


VICTORIA'S
SECRET



DEMOGRAPHICS

Description	10 Miles	20 Miles	30 Miles
POPULATION BY YEAR			
Population (4/1/2010)	241,334	595,550	888,447
Population (4/1/2020)	256,891	599,019	959,614
Population (1/1/2023)	258,231	600,116	964,064
Population (1/1/2028)	267,854	622,140	999,526
Growth (2023/2020)	0.52	0.18	0.46
Forecast (2028/2023)	3.73	3.67	3.68
HOUSEHOLDS BY YEAR			
Households (4/1/2010)	82,354	200,315	290,127
Households (4/1/2020)	92,673	215,354	332,404
Households (1/1/2023)	89,494	207,109	320,917
Households (1/1/2028)	91,022	210,601	326,559
Forecast (2028/2023)	1.71	1.69	1.76
Median Age	34.8	35.5	34.3
Average Household Income (\$)	93,221	73,824	74,299

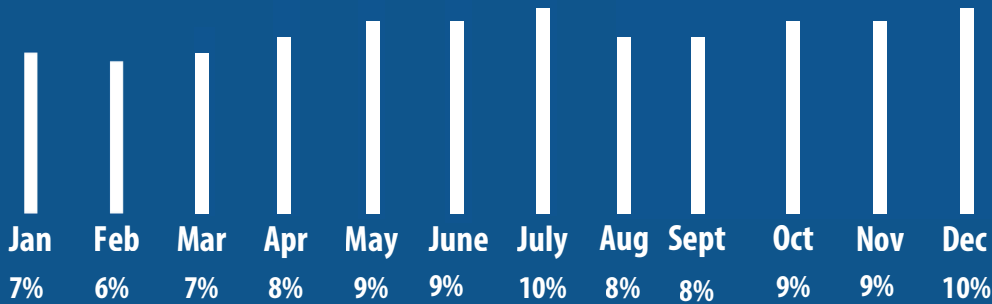
AREA COMPETITION

Retail	ANCHOR STORES	MILES FROM CENTER
West Towne Market Place	Cabela's, Home Goods, TJ Maxx, Walmart, Target	2.2
TheShoppes at Solana Basset Place	Dillard's, Aeropostale, Target, Costco, Conn's, Kohl's, Premier Cinema IMAX	7.8 19.1
Cielo Vista Mall The Fountains at Farah	Dillard's, JC Penney, Sears, Macy's Nordstrom Rack, Dick's Sporting Goods ULTA Beauty	21.3 22.6
Outlet Fashion Outlets Santa Fe (Santa Fe, NM)	Polo Ralph Lauren, Merrell, Le Creuset, Brooks Brothers, Coach, Eddie Bauer	305
TucsonPremium Outlets (Tucson, AZ)	Banana Republic, Brooks Brothers, Coach, Michael Kors, Nike, Tommy Hilfiger	318
PhoenixPremium Outlets (Phoenix,AZ)	Armani, Saks Fifth Avenue Off 5th, Adidas, Brooks Brothers, Calvin Klein, Coach	401



Strategically positioned near 3+ million consumers, The Outlet Shoppes at El Paso provides easy access from I-10, attracting shoppers within a 300-mile radius, including New Mexico and Mexico. It offers connectivity to major U.S. Cities like Los Angeles Phoenix, Tucson, San Antonio, Houston, Baton Rouge, and New Orleans.

SEASONALITY



AREA MAJOR EMPLOYERS

The Borderplex region is a manufacturing hub with the fifth highest employment in North America, accounting for 17% of all trade with Mexico. The Borderplex boasts a world-class manufacturing sector, with \$94.2 billion worth of trade with Mexico in 2020, 495+ manufacturing operations, and 75+ related facilities in El Paso and neighboring Las Cruces.

Largest Employers		Employment Count
1.	Fort Bliss	47,628
2.	El Paso Independent School District	7,875
3.	Socorro Independent School District	7,144
4.	City of El Paso	6,840
5.	T&T Sta Management	6,387



**AREA
ATTRACTIONS**

**MILES FROM
THE CENTER**

	3
	8.9
	10.7
	12.8
	13
	13.7
	13.8

EL PASO AREA HIGHER EDUCATION INSTITUTIONS

Institution	Enrollments	Miles from the center
University of Texas at El Paso	24,300	12.5
Texas Tech Health Sciences Center	3,740	18.1
El Paso Community College	24,963	23.0
New Mexico State University	14,794	29.8

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Horizon Group Properties is distinguished for developing, managing, and marketing outlet shopping centers. Each property offers a wide variety of quality designer brands at discounted prices in a compelling outdoor environment within attractive markets.

“Quality delivered with Economy and Proven Experience.”

