

Outlets

at the Dells

Nestled in the heart of Wisconsin Dells, just a stone's throw away from the majestic Dells of the Wisconsin River lies Outlets at The Dells. This alluring shopping destination perfectly complements this picturesque and beloved tourist hotspot. With its stunning glacial gorge and captivating sandstone formations as a backdrop, this area is a magnet for visitors all year round. Earning the title of "The Waterpark Capital of the World!®", Wisconsin Dells truly is a paradise for fun-seekers. The Outlets at the Dells is positioned perfectly as the top shopping destination in the area.



AMERICAN EAGLE
OUTFITTERS®

COACH
OUTLET


NIKE FACTORY STORE

 Columbia
FACTORY STORE

Eddie Bauer
OUTLET

five BELOW


OUTLET STORE

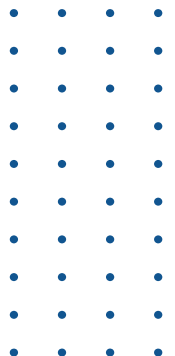
MICHAEL KORS
OUTLET

OLD NAVY
OUTLET

T.J. maxx


ULTA
BEAUTY


UNDER ARMOUR.



DEMOGRAPHICS

DESCRIPTION	10 Miles	35 Miles	65 Miles
POPULATION BY YEAR			
Population (4/1/2020)	30,251	214,314	1,044,560
Population (1/1/2023)	36,385	255,283	1,244,187
Population (1/1/2028)	37,254	263,542	1,294,267
Growth (2023/2020)	.033	1.01	1.03
Forecast (2028/2023)	2.39	3.24	4.03
Gender			
Male	18,244	130,934	631,971
Female	18,141	124,349	612,216
Age			
Median Age	43.5	43.6	39.9
INCOME CHARACTERISTICS			
Median Household Income (\$)	67,838	73,321	73,104
Average Household Income (\$)	87,365	96,497	97,631
Household High Income Average (\$)	440,628	370,152	383,025

AREA COMPETITION

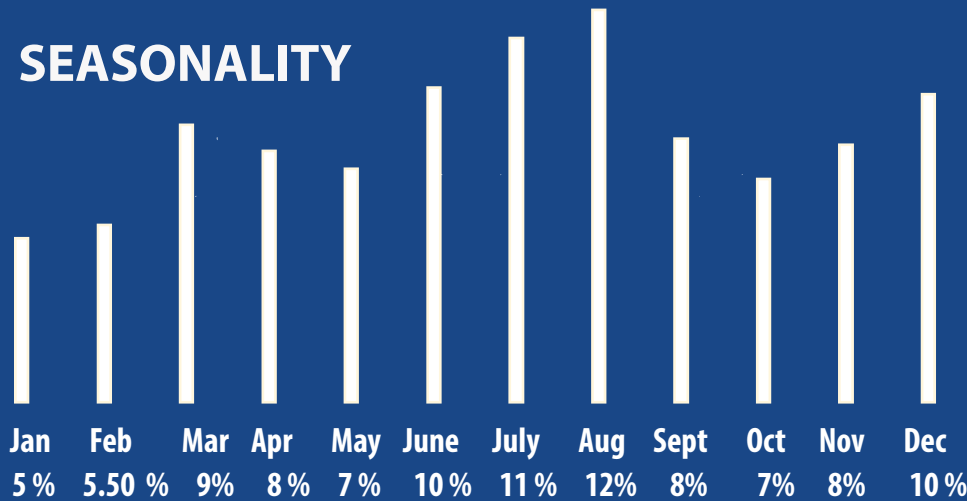
Outlet	Anchor Stores	Miles from Center
Johnson Creek Premium Outlets	Nike Clearance Store, Polo Ralph Lauren Factory Store, Tory Burch, Michael Kors	73 Miles
The Outlet Shoppes at Oshkosh	Nike Factory Store	88 Miles
Retail	Anchor Stores	Miles from Center
Greenway Station Middleton, WI	DSW, HomeGoods, Marshalls, Loft	43 Miles
West Town Mall Madison, WI	H&M, Nordstrom Rack, JC Penney	45 Miles
Hilldale Shopping Center Madison, WI	Apple Store, Macy's, Lululemon	46 Miles
East Towne Mall Madison, WI	H&M, Dick's Sporting Goods, JC Penney	45 Miles



Located at the intersetion of I 90/94 & Hwy 12
Daily Traffic counts on I 90/94 average 61,400 Vehicles.

Regarded as a top vacation spot, Wisconsin Dells houses 400+ businesses and accommodates over 10,000 guests nightly. It hosts diverse events and attractions year-round and features 80+ attractions and 90+ dining spots. The area boasts over 5 million annual visitors, producing an economic impact of \$1.96 billion in less than a 20-mile radius.

SEASONALITY



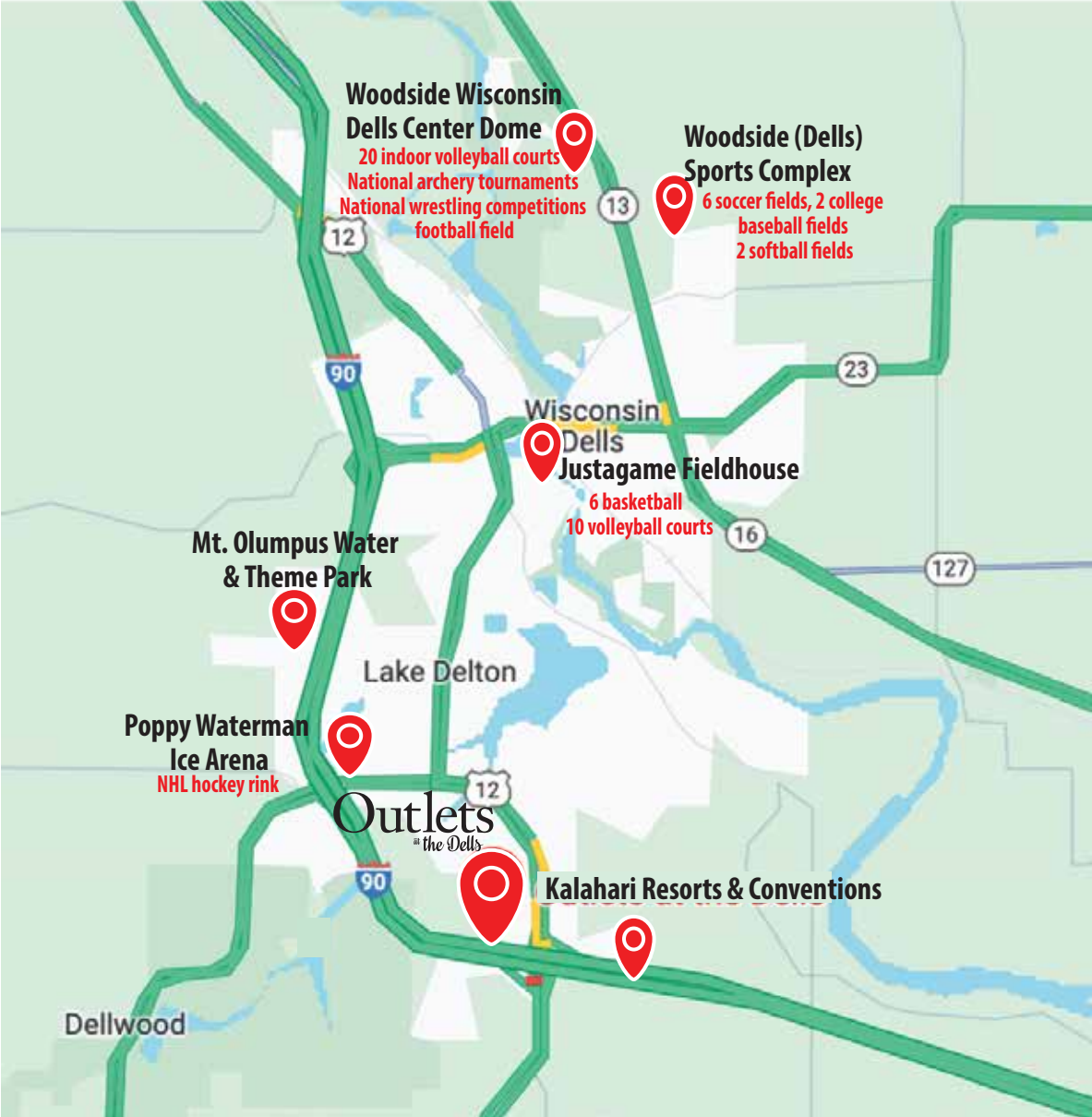
**Gross Leasable Area
269,315 Square Feet**

PROPERTY VISITS

ANNUAL VISITORS	197.8k
FREQUENCY OF VISITS	1.23
AVERAGE DWELL TIME	71 minutes

AREA COLLEGES


College Enrollment	Miles From Center
University of Wisconsin-Platteville Baraboo Sauk Co.	13.8
Madison Area Technical College Reedsburg	17
Madison Area Technical College	48.3
University of Wisconsin - Madison	53.8
Edgewood College	56.2




AREA ATTRactions	MILES FROM THE CENTER
20 Waterparks	Through out the area
5 Signature Golf Courses	Through out the area
	.3
	.7
	1.3
Lake Delton	2
	7
	8

In 2024, Outlets at the Dells is surrounded by a fresh array of new adventures.. This renowned family vacation destination, recognized as one of the top spots in the United States by USA Today, is set to unveil a host of thrilling updates. Mt. Olympus Water & Theme Park will introduce "The Rise of Icarus," touted as America's tallest waterslide, alongside a collection of new family attractions. In close proximity, the International Crane Foundation will showcase enhanced overlooks and a variety of endangered crane species. Additionally, Knuckleheads will launch a new, kid-friendly coaster, while Fairfield Hills Golf Course will now offer advanced golf simulators and innovative playing experiences.

CONTACT:

 Andrew Pelmoter
301.312.6104

 210 N. Gasser Road
Baraboo, WI 53913

 apelmoter@horizongroup.com
 horizongroup.com



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."