

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

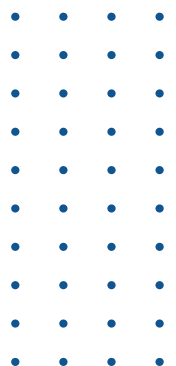
BOSS

kate spade
OUTLET

LACOSTE 


**BROOKS
BROTHERS**
FACTORY STORE

POLO  RALPH LAUREN



DEMOGRAPHICS

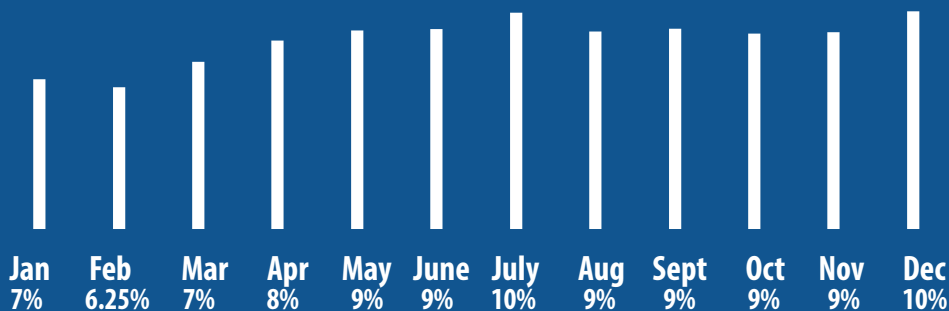
Description	10 Miles	20 Miles	30 Miles
POPULATION BY YEAR			
Population (4/1/2010)	241,334	595,550	888,447
Population (4/1/2020)	256,891	599,019	959,614
Population (1/1/2023)	258,231	600,116	964,064
Population (1/1/2028)	267,854	622,140	999,526
Growth (2023/2020)	0.52	0.18	0.46
Forecast (2028/2023)	3.73	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
The Shoppes at Solana Basset Place	Dillard's, Aeropostale, Target, Costco, Conn's, Kohl's, Premier Cinema IMAX	7.8 19.1
Cielo Vista Mall	Dillard's, JC Penney, Sears, Macy's	21.3
The Fountains at Farah	Nordstrom Rack, Dick's Sporting Goods ULTA Beauty	22.6
Outlet		
Fashion Outlets Santa Fe (Santa Fe, NM)	Polo Ralph Lauren, Merrell, Le Creuset, Brooks Brothers, Coach, Eddie Bauer	305
Tucson Premium Outlets (Tucson, AZ)	Banana Republic, Brooks Brothers, Coach, Michael Kors, Nike, Tommy Hilfiger	318
Phoenix Premium 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.



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 Staff Management	6,387

