

The Outlet Shoppes at Atlanta

The Outlet Shoppes at Atlanta is located in Woodstock, Georgia, just 30 miles north of downtown Atlanta, serving as the entry point to the Appalachian trails amidst the Blue Ridge Mountains. Woodstock, Georgia, often referred to as the place "Where City Meets the Mountains," is a part of the Atlanta Metropolitan Statistical Area (MSA) and stands out as one of the fastest growing suburbs in the nation.



 vineyard vines

BOSS kate spade
OUTLET

LACOSTE 

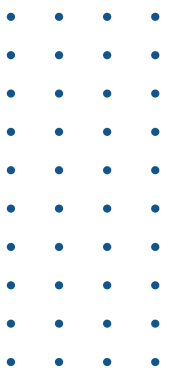

BROOKS
BROTHERS
FACTORY STORE

POLO  RALPH LAUREN

 ATHLETA

purple

KARL LAGERFELD
PARIS



DEMOGRAPHICS

<u>Description</u>	<u>10 Miles</u>	<u>20 Miles</u>	<u>30 Miles</u>
Square Miles	306.05228	1,223.98	2,771.18
Population Density	1,603.70	1,377.40	1,266.50
<u>POPULATION BY YEAR</u>			
Population (4/1/2010)	411,807	1,415,888	2,957,852
Population (4/1/2020)	473,647	1,644,907	3,429,987
Population (1/1/2023)	490,817	1,685,935	3,509,720
Population (1/1/2028)	520,467	1,780,414	3,702,736
Growth (2023/2020)	3.63	2.49	2.32
Forecast (2028/2023)	6.04	5.6	5.5
<u>Average Household Income</u>			
	\$126,614	\$142,163	\$127,348

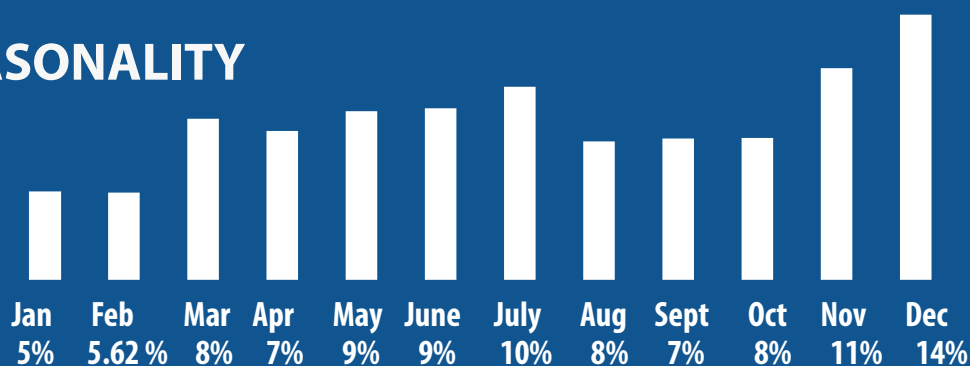
<u>HOUSEHOLDS BY YEAR</u>			
Households (4/1/2020)	171,955	622,802	1,319,112
Households (1/1/2023)	180,073	644,697	1,370,387
Households (1/1/2028)	192,263	684,978	1,458,646
Growth (2023/2020)	4.72	3.52	3.89
Forecast (2028/2023)	6.77	6.25	6.44

AREA COMPETITION

<u>OUTLET</u>	<u>ANCHOR STORES</u>	<u>MILES FROM CENTER</u>
Sugar Loaf Mills (Lawrenceville GA)	Bass Pro Shop, Saks Fifth Avenue OFF 5TH	33
North Georgia Premium Outlets (Dawsonville, GA)	Nike, Pottery Barn, Polo Ralph Lauren,	38
Premium Outlets at Calhoun (Calhoun, GA)	GAP Outlet, Nike, LOFT	46
Tanger Outlets (Locust Grove, GA)	GAP Outlet, Nike, Polo Ralph Lauren	66
<u>RETAIL</u>	<u>ANCHOR STORES</u>	<u>MILES FROM CENTER</u>
Town Center at Cobb (Kennesaw, GA)	Macy's, Belk, JC Penney, Sears, H&M	9
Avalon (Alpharetta, GA)	Anthropologie, Crate & Barrel, J. Crew, GAP, Pottery Barn, Apple	19



SEASONALITY



FORTUNE 500 | AREA MAJOR EMPLOYERS

Atlanta boasts an MSA of 5.5+ million, a GDP of \$270 billion, and an average household income in excess of \$90,000. Atlanta is an 'alpha-world' city, offering a myriad of world-class dining, international cultural attractions, award-winning entertainment venues and headquarters for Atlanta has 16 Fortune 500 companies and 14 Fortune 1000 companies. Atlanta is the third most concentrated city in the United States for Fortune 500 headquarters.

TOP 1000 AND 500 FORTUNE COMPANIES HQ IN ATLANTA MSA

Company	Revenue	Miles from Center
The Home Depot	\$108.2B	22.2
United Parcel Service	\$71.8B	29.4
Delta Air Lines, Inc.	\$44.4B	39.8
The Coca-Cola Company	\$31.9B	30.0
The Southern Company	\$23.5B	30.2
Genuine Parts Company	\$16.3 B	19.3
AGCO Corporation	\$9.35B	37.3
Suntrust Banks, Inc	\$ 632M	30.7
Rock-Tenn Company	\$ 14.8M	33.0
First Data Corporation	\$12.1M	27.4



AREA ATTRACTIONS	MILES FROM THE CENTER
	20
	21
	22
	30.3
	30.3
	30.4
	30.8
	31

ATLANTA HIGHER EDUCATION INSTITUTIONS

Institution	Enrollments	Miles from Center
Kennesaw State University	45,152	8
Georgia Tech	48,000	30
Georgia State University	43,807	32
Emory University	13,997	34

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