

BIRMINGHAM, ALABAMA



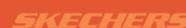
Join our Grand Adventure.

THE
OUTLET SHOPS
OF GRAND RIVER





2021 LEASING GUIDE



And so much more.



Join our dynamic and growing community, and find out how your brand can flourish at Alabama's best outlet center.

You're in Good Company.

There's never been a more exciting time at The Outlet Shops of Grand River—and the best is yet to come. Our beautifully landscaped, 329,378-square-foot retail center features distinctive outlets, award-winning restaurants, a four-screen drive-in movie theatre, outdoor lawn games and entertainment, a mini golf course, a dog park, a brewery, and more. But there's still one thing missing: you.

Join our dynamic and growing community, and find out how your brand can flourish at Alabama's best outlet center. Our facilities are maintained to the highest standards by an ownership group committed to ongoing investment in the property, and superior service for our retail partners.

It's our pledge to help you succeed—and the proof is evident in our property. The Outlet Shops of Grand River now delivers exceptional shopping, dining, and entertainment, and we continue to improve our property each year. Our newly added Backyard has transformed the guest experience, and new developments are on the horizon.

Big things are happening in Grand River. Be a part of it with The Outlet Shops of Grand River.



Now
Playing at
The Outlet



Shops of Grand River.

The Backyard & Grand River Drive-In

These days, patio dining and outdoor activities are a major draw—and The Backyard was launched just in time to take advantage of this growing trend. Guests can catch a movie under the stars at our four-screen drive-in theater, listen to live music with friends, let their kids burn off energy at our playground, and let their best friends off-leash at our dog park. Classic yard games, pool tables, and a mini-golf course add to the fun at our 17-acre entertainment destination.

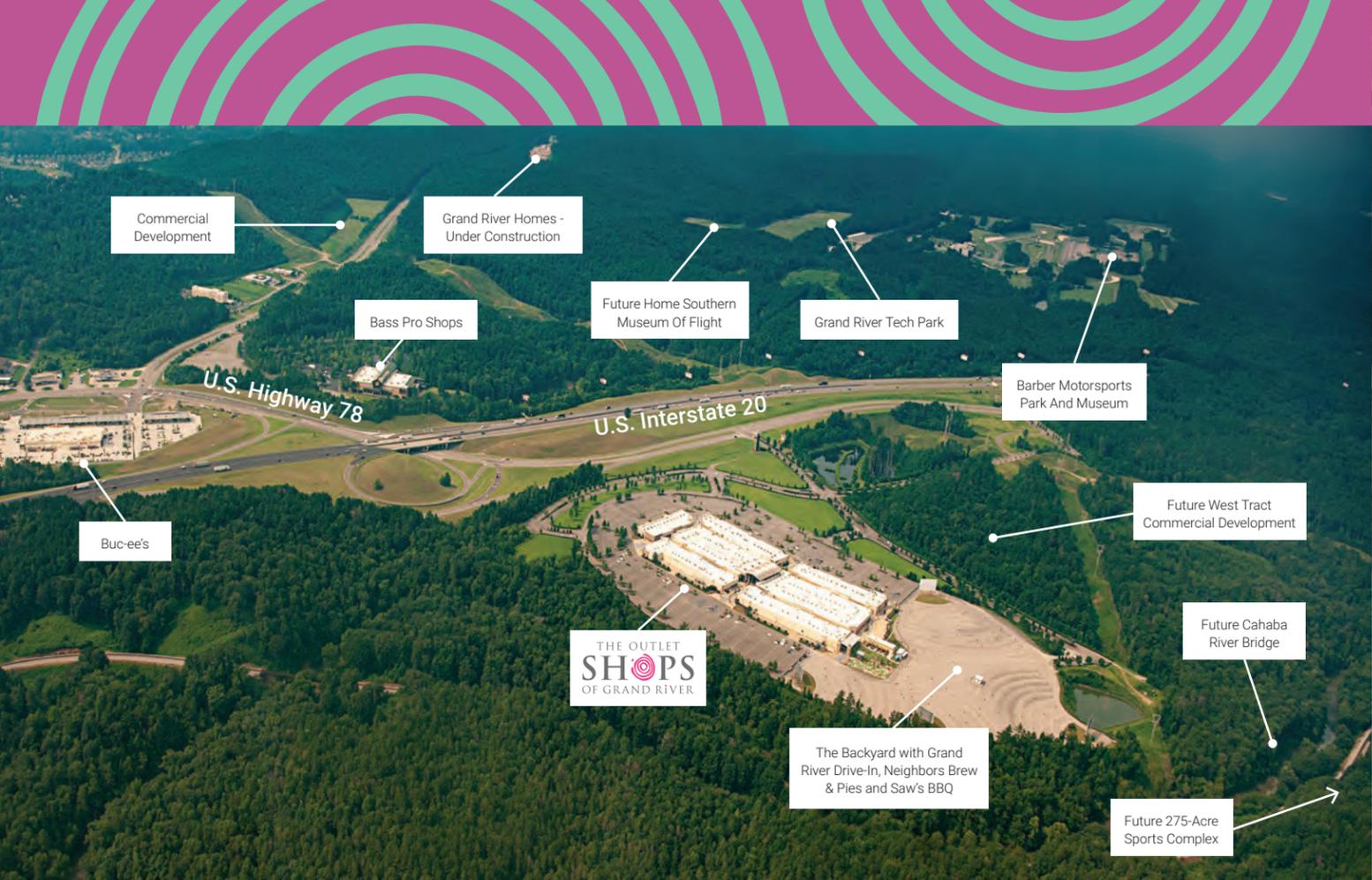
Neighbors Brew & Pies, and Saw's BBQ

What do you get when you combine locally crafted brews, Birmingham's best barbecue, and stone-fired pizza? One incredible hangout destination. With 12 hand-crafted beers onsite, a giant projection screen for sports, pool tables, and indoor/outdoor dining options, this new addition to The Outlet Shops at Grand River is already a guest favorite.

The Pixel Room

A Shangri-La for the Selfie Set, the Pixel Room lets customers shoot fun photos of themselves in over 20 rooms featuring colorful, eye-popping backgrounds they won't find anywhere else—like the Sideways House of Colors, Dynamic Disco, Lemonade Stand, and more. As Birmingham's first Selfie Museum, this unique attraction is irresistible to the Instagram crowd.



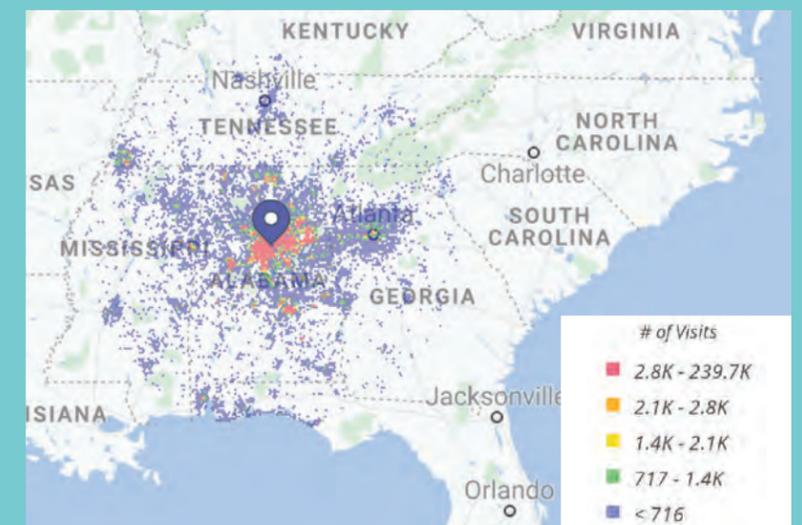


Market Demographics

	30 miles	45 miles	60 miles
Population	1,021,833	1,323,622	1,829,048
Households	401,371	518,363	715,642
Average Household Income	\$75,809	\$71,743	\$67,763
Households Earning \$75K+	139,751	169,892	217,227
Households Earning \$100K +	92,499	109,632	137,165

Shopper Demographics

Average Household Income	\$72,361
Median Age	36.9
Population Aged 18-25	25%
Households Earning \$75 K+	33%
College+ Graduates	30.6%
Male	47.3%
Female	52.7%
Average Length of Stay	85 Minutes



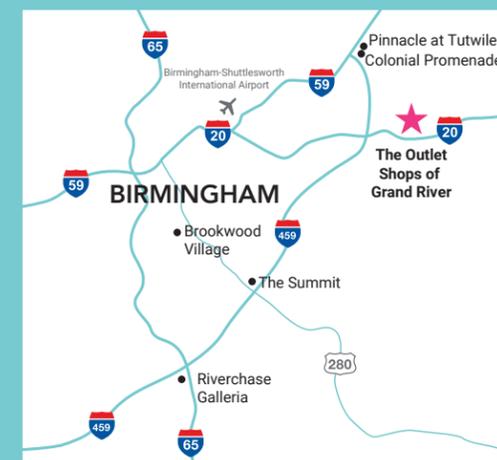
There's a Reason it's Called the Magic City.

Get to Know Birmingham.

Birmingham is the nucleus of the state's largest metro population and economic center. It's a vibrant, energetic place to be. Known for its beautiful natural surroundings, history in the American Civil Rights movement, bustling music and arts culture and thriving foodie scene, it's a growing city that's making an impact across the country. Located just northeast of Birmingham, Leeds is a thriving suburban region that's home to master-planned communities, attractive housing, and exciting new developments. However, our market extends well beyond Birmingham and Leeds. The Outlet Shops of Grand River also attracts customers from Tuscaloosa, Huntsville, Montgomery, Atlanta, and beyond.

The Birmingham Market

- 12 miles to Birmingham International Airport.
- Home to 26 colleges and universities, with a student population of more than 157,000, within a 75-mile radius.
- Birmingham ranks seventh among the 150 largest U.S. metro areas for percentage increase in millennial residents (ages 25-34).
- Vulcan, the mythical god of metalworking, is the largest cast-iron statue in the world and second in size only to the Statue of Liberty. The statue sits high atop Red Mountain as a symbol of Birmingham's birth in the iron and steel industry.
- Birmingham has a thriving economy, driven by healthcare, banking, professional services, engineering, construction, and automotive manufacturing.
- Both Honda and Mercedes employ over 4,000 people at their Birmingham-area manufacturing plants.



Nearby Shopping and Lifestyle Centers

Distance from The Outlet Shops of Grand River

Colonial Promenade	7.7 miles
Pinnacle at Tutwiler Farm	10.9 miles
The Summit	14 miles
Riverchase Galleria	19.7 miles



It's All Happening Here.

It's not just about what's inside The Outlet Shops of Grand River. It's also about what's all around us. Our property is centrally located within the 6,500-acre planned community of Grand River, which has become a high-growth area along the I-20 corridor between Birmingham and Atlanta. Our stores are anchored at Exit 140, which features the popular destinations listed at right, with more developments on the way. Each year, over 7 million people come to Grand River to visit The Outlet Shops, Bass Pro, Buc-ee's, and Barber Motorsports Park, and attend events such as the Honda Indy Grand Prix of Alabama.



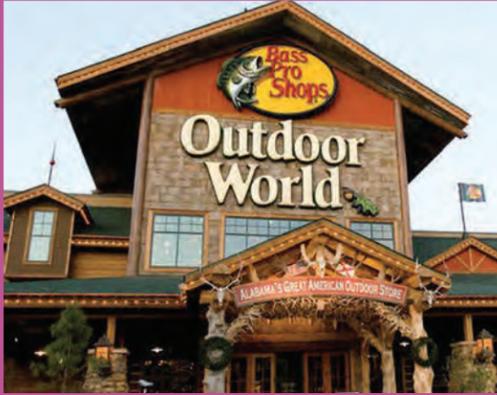
Area Attractions

Buc-ee's
If you've never been to Buc-ee's, buckle up. The legendary convenience store chain prides itself on setting records—like the world's largest convenience store, the world's longest carwash, and the world's cleanest restrooms. Located just off Interstate 20, which runs from Texas to South Carolina and draws 73 thousand cars a day, our local Buc-ee's features 120 gas pumps and a 53,250-square-foot retail store. The famed fuel stop draws travelers—and it's located just across the interchange from The Outlet Shops of Grand River.

Barber Motorsports Park
One of the world's premier racing circuits, Barber Motorsports Park is home to the Honda Indy Grand Prix of Alabama, and the largest Porsche driving experience in the world. Located just four miles from The Outlet Shops of Grand River, the 880-acre, multi-purpose racing facility also includes the Barber Vintage Motorsports Museum, which boasts the largest collection of motorcycles in the world—with more than 600 bikes on display. Racing fans who visit Grand River are just a quick dash away from several other top motorsports destinations: Talladega Superspeedway, the Harley Davidson U.S. Test Facility, and the International Motorsports Hall of Fame are all less than a 45-minute drive.



Bass Pro Shops Outdoor World
Bass Pro Outdoor World, located on the South side of the I-20 interchange across from The Outlet Shops of Grand River, is more than a hunting and fishing store. As the world's leading supplier of outdoor products, it is part museum, art gallery, education, conservation, and entertainment center. The 135,000-square-foot facility attracts locals and tourists with its wide selection and family-friendly events.



More Homes. More Businesses. More Reasons to Join Our Scene.

New Home Development Under Construction

Leeds is growing—and our future is getting more upscale. Over 1,800 new homes are being constructed within five miles of The Outlet Shops of Grand River.

Development	Number of Homes	Average Home Price
Clarke Meadows	53	High \$300s (Sold Out!)
Cedar Rock Farms	21	Low \$400s
Spring Valley Phase 4	39	Mid \$250s
The Cottages on Weaver	63	Rentals \$1,695
The Cottages on Lane	7	Rentals \$1,165
The Cove at Southern Trace	33	Mid \$250s
Southern Trace – Sector 5	35	Mid \$260s
Clairmont Park – Phase 6	160	Mid \$260s
Grand River Homes	1450	Low \$300s
Total New Homes	1,861	

The Grand River Parkway Bridge

Construction is scheduled to begin in 2022/2023 on the Grand River Parkway Bridge. Located at the north end of the shopping center on Grand River Parkway, the bridge will span the Cahaba River, connecting the 3,000 acres to the north, where the new sports park and residential community will be built, with the shopping center and other attractions to the south.

New Regional Sports Park

An all-new, 275-acre, state-of-the-art sports complex is coming to Grand River, with construction planned to begin in 2022. Youth sports are big here—and the new park will serve as a hub for regional competitive tournaments, serving soccer, lacrosse, baseball, softball, track & field, basketball, volleyball, and pickleball. Plans include the addition of an arena, equestrian center, and recreational areas in later phases. More families in the area means more visitors to The Outlet Shops of Grand River—making this development a home run. The sports park is projected to open in 2024.

Grand River North Residential Community

This new, master-planned residential community will be located directly north of The Outlet Shops of Grand River, surrounding the Alabama Dreams Park. The initial plan includes 533 acres and 991 single-family homes.

West Tract and Regional Retail Site

Grand River continues to grow—and more projects are on the way. Up to 475,000 square feet of complementary retail, restaurant, and hotel space will be developed, along with the new sports facility, on land adjacent to The Outlet Shops of Grand River. The project is scheduled for completion in 2024.

Future Home of the Southern Museum of Flight

The Southern Museum of Flight is one of the largest aviation museums in the Southeast, housing over 100 aircraft, as well as engines, models, artifacts, photographs, and paintings. The popular Alabama attraction is relocating next to the Grand River Tech Park, on land adjacent to the Barber Motorsports Park and Museum. The new 24-acre museum will be interdisciplinary and multidimensional, featuring hands-on exhibits, a park with aircraft displays, hiking and biking trails, and an outdoor amphitheater. Its opening is scheduled for 2024.



Bring Your Brand to The Outlet Shops of Grand River.

Want to learn more about bringing your store to The Outlet Shops of Grand River? Contact us today for leasing information.

For Leasing, Contact:
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