

OKC OUTLETS



Go Outlet



OKLAHOMA'S ONLY OUTLET CENTER

BRANDS *for every* OCCASION

PROGRESSIVE VIBRANT ENGAGED



The Oklahoma City Opportunity

- **OKC ranks #8** on Realtor.com's list of **Most Popular Cities**. The list is based on factors such as the migration ratio and growth rate.
- Among the largest cities in the U.S., WalletHub ranked **OKC as having the 7th most diversified economy in the country** based on industry, occupational, and worker-class diversity.
- OKC MSA has over **1.4 million** people with an Average Household Income of **\$74,240**
- Four **Fortune 500** companies headquartered in the market including:
 - **Devon Energy Corporation** – 2,500 employees
 - **Chesapeake Energy Corporation** – 1,800 employees
 - **ONEOK, Inc.** – 1,140 employees
 - **NGL Energy Partners** – 2,700 employees



Tourism and World Class Attractions

- **Chesapeake Energy Arena**, home of the OKC Thunder (NBA) hosted an average of 18,200 fans at each home game of the 2017 season (over 655,300 total).
- **Oklahoma Museum of Art** serves over 125,000 visitors per year.
- **Oklahoma City National Memorial & Museum** has an average of 350,000 visitors per year.
- **Bricktown Entertainment District**
- **National Cowboy & Western Heritage Museum**
- **The US Olympic Committee (USOC) Training Center** is where many of America's top rowing and canoe/kayaking athletes are training for Tokyo 2020.
- **Riversport Rapids & Adventures** is located in the Boathouse District just 9 miles from OKC Outlets. The challenge park offers activities and adventures for all ages!
- The **State Fair Park**, only 4.3 miles from OKC Outlets, holds a variety of events year round from concerts, auto racing, and rodeos, to the annual Oklahoma State Fair which attracts nearly 1 million people each September.

The Center

7624 W. Reno Avenue Oklahoma City, OK 73127

35.4622° N, 97.6486° W

Powerhouse center featuring

drawing nearly **5 million people** from the entire state of Oklahoma and beyond

171.3 miles

average distance traveled

1.1 VISITS PER MONTH

on average

88 MINUTE

average dwell time

26% of shoppers

live in households with

\$100,000+ HOUSEHOLD INCOME

(vs. 20% in the MSA)



1/3 OF ALL SHOPPERS

reside outside Oklahoma, with **10% from Texas** and **7% from Kansas**



Excellent Co-Tenancy

- POLO RALPH LAUREN FACTORY STORE
- COACH
- NIKE FACTORY STORE
- MICHAEL KORS
- KATE SPADE NEW YORK
- UNDER ARMOUR FACTORY HOUSE
- THE NORTH FACE
- FOSSIL
- BATH & BODY WORKS
- JOHNSTON & MURPHY
- LE CREUSET
- COLUMBIA SPORTSWEAR
- VERA BRADLEY





Market Demographics

| | 5 MILES | 10 MILES | 30 MILES | 45 MILES | 60 MILES |
|--------------------------|----------|----------|-----------|-----------|-----------|
| Population | 137,641 | 557,718 | 1,307,208 | 1,492,428 | 1,682,392 |
| Households | 52,277 | 219,910 | 506,647 | 574,771 | 648,822 |
| Average Household Size | 2.60 | 2.49 | 2.53 | 2.53 | 2.52 |
| Average Household Income | \$63,408 | \$67,910 | \$76,478 | \$74,645 | \$73,098 |
| INCOME | | | | | |
| <\$35,000 | 35.8% | 35.6% | 31.0% | 32.0% | 32.8% |
| \$35,000 - \$49,999 | 15.2% | 14.6% | 13.6% | 13.7% | 13.8% |
| \$50,000 - \$74,999 | 20.0% | 18.5% | 18.5% | 18.6% | 18.5% |
| \$75,000 - \$99,999 | 11.6% | 11.9% | 12.8% | 12.7% | 12.5% |
| \$100,00 - \$149,999 | 11.8% | 12.1% | 14.2% | 13.2% | 13.4% |
| \$150,000 - \$199,999 | 3.1% | 3.8% | 5.1% | 4.8% | 4.6% |
| \$200,000+ | 2.4% | 3.5% | 4.7% | 4.5% | 4.3% |
| AGE | | | | | |
| <20 years | 28.7% | 26.7% | 26.7% | 26.5% | 26.3% |
| 20 - 24 years | 7.0% | 6.7% | 7.3% | 7.3% | 7.7% |
| 25 - 34 years | 15.1% | 15.4% | 14.7% | 14.5% | 14.5% |
| 35 - 44 years | 13.3% | 13.1% | 13.0% | 12.9% | 12.6% |
| 45 - 54 years | 11.6% | 11.8% | 12.0% | 12.0% | 11.9% |
| 55 - 64 years | 11.2% | 11.8% | 12.1% | 12.2% | 12.2% |
| 65+ years | 13.1% | 14.4% | 14.4% | 14.6% | 14.8% |



Area Opportunity

| CENTER | DISTANCE | KEY TENANTS |
|---------------------------|-------------------|--|
| <i>Penn Square</i> | <i>7.3 MILES</i> | <i>Apple, JCPenney, Macy's, Pottery Barn, Williams-Sonoma</i> |
| <i>Classen Curve</i> | <i>8.2 MILES</i> | <i>Anthropologie, lululemon, Trader Joe's, West Elm, Whole Foods</i> |
| <i>Quail Springs Mall</i> | <i>11.4 MILES</i> | <i>Dillard's, H&M, JCPenney, Von Maur</i> |
| <i>Sooner Mall</i> | <i>19.0 MILES</i> | <i>Dillard's, JCPenney, Old Navy, Sears, Sun & Ski Sports</i> |

OKC Outlets features of 394,000 square feet of strongly performing brands and dominates the region as the only outlet offering in the state.

| UNIVERSITY | LOCATION | DRIVE TIME | STUDENTS |
|---------------------------------------|-------------------|-------------------|---------------|
| <i>University of Central Oklahoma</i> | <i>Edmond</i> | <i>29 minutes</i> | <i>16,500</i> |
| <i>University of Oklahoma</i> | <i>Norman</i> | <i>35 minutes</i> | <i>31,250</i> |
| <i>Oklahoma State University</i> | <i>Stillwater</i> | <i>70 minutes</i> | <i>28,806</i> |

76,556

Strong Marketing Program

- ▶ Bespoke, researched-based marketing plan tailored for OKC Outlets
- ▶ Robust advertising strategy with strong broadcast, digital outdoor, tourism and social media components
- ▶ Compelling cut-through ad campaign promotes center, brands and categories
- ▶ In-house/on-property social media specialist
- ▶ Proprietary TORG marketing programs
 - Deal of the Day – social media tactic to promote the “thrill of the hunt” aspect of outlet shopping
 - A.S.P.I.R.E. Program – focuses marketing efforts on targeted retailers depending on seasonality and other factors





Deck Outlet

BRANDS for every SEASON

Lock your best deals saving up to 70% off retail prices at Deck Outlet. With over 40 shops from top top brands like Nike Factory Store, Under Armour Factory House, Coach, Bath & Body Works, Michael Kors, Fossil, Ray-Jewelry, Jared, Quilt, Zales Outlet, The Diamond Store, The North Face, and Vera Bradley. Complete our new look and discover something for everyone on your list. And, keep yourself!

OK OUTLETS | OKOUTLETS.COM | & COUNCIL

LEASING & MARKETING

TORG

The **Outlet** Resource Group

PROPERTY MANAGEMENT

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SINGERMAN
REAL ESTATE



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Contact us to learn more about this extraordinary opportunity in the heart of **Oklahoma's one and only** outlet shopping center.

