

THE OUTLET  
**SHOPS**  
OF GRAND RIVER



# Join our Grand Adventure.

2023

BIRMINGHAM, ALABAMA



NEW STORES



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.

*The Backyard*

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 finest 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.



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

Birmingham is a vibrant, energetic place to be, home to museums and art galleries, shops and restaurants, sports and music venues, the University of Alabama at Birmingham, and multiple companies on the Fortune 500 and Fortune 1000 lists. With its strong economy, beautiful natural surroundings, history in the American Civil Rights movement, bustling music and arts culture, and flourishing foodie scene, Birmingham is a growing city that's making an impact across the country. Located 15 minutes east of Birmingham, Leeds is a thriving suburb that's home to a master-planned community, 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, and Montgomery.

# The Outlet Shops of Grand River Market Insights

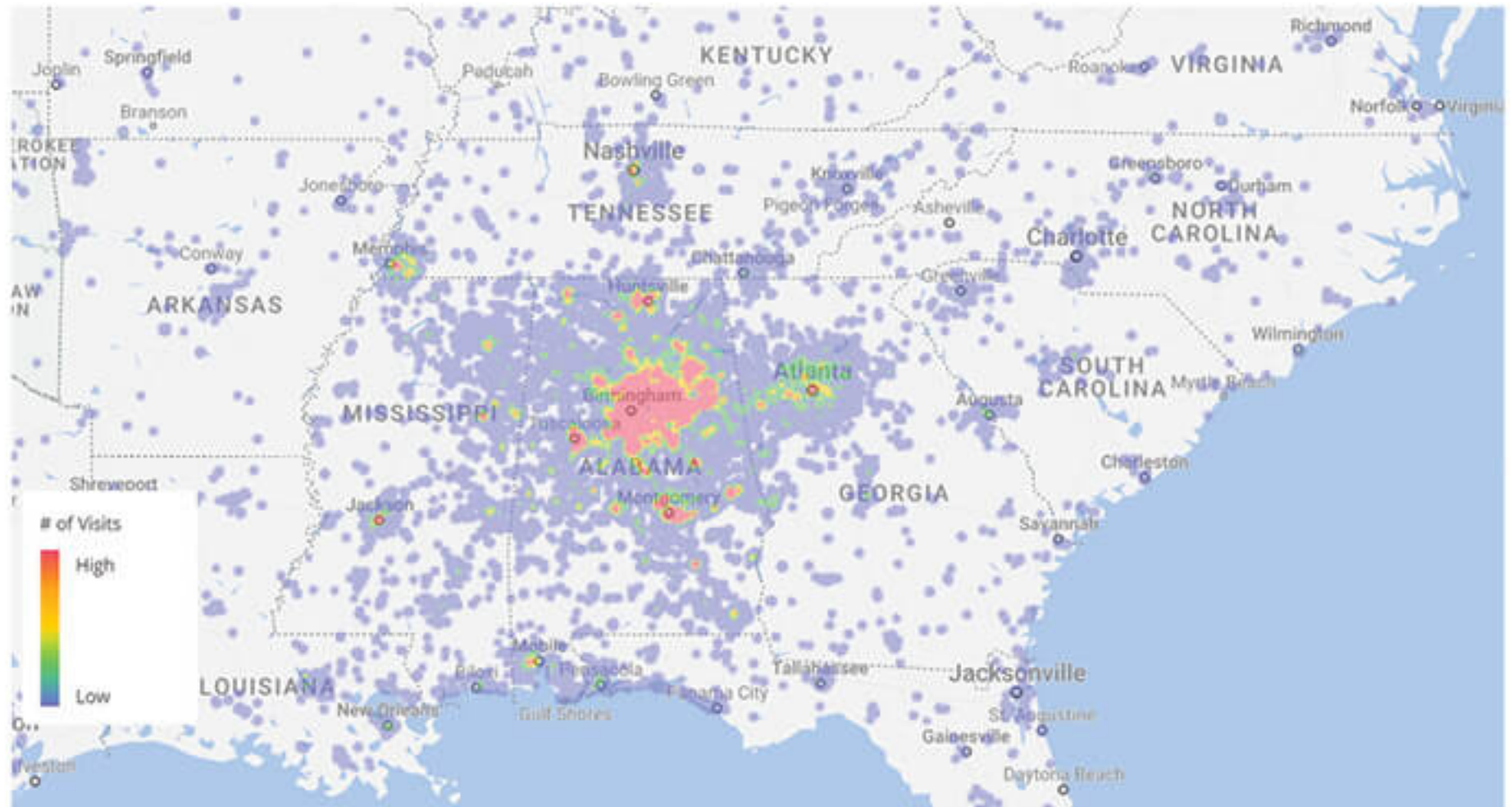
Gross Leasable Area (GLA)  
329,378 sq. ft.

## Trade Area






	30 miles	45 miles	60 miles
 <b>Population</b>	1,002,637	1,303,762	1,794,056
 <b>Households</b>	388,687	502,008	682,566
 <b>Average Household Income</b>	\$81,539	\$77,214	\$73,765
 <b>Median Age</b>	38	38	38



*The Backyard*

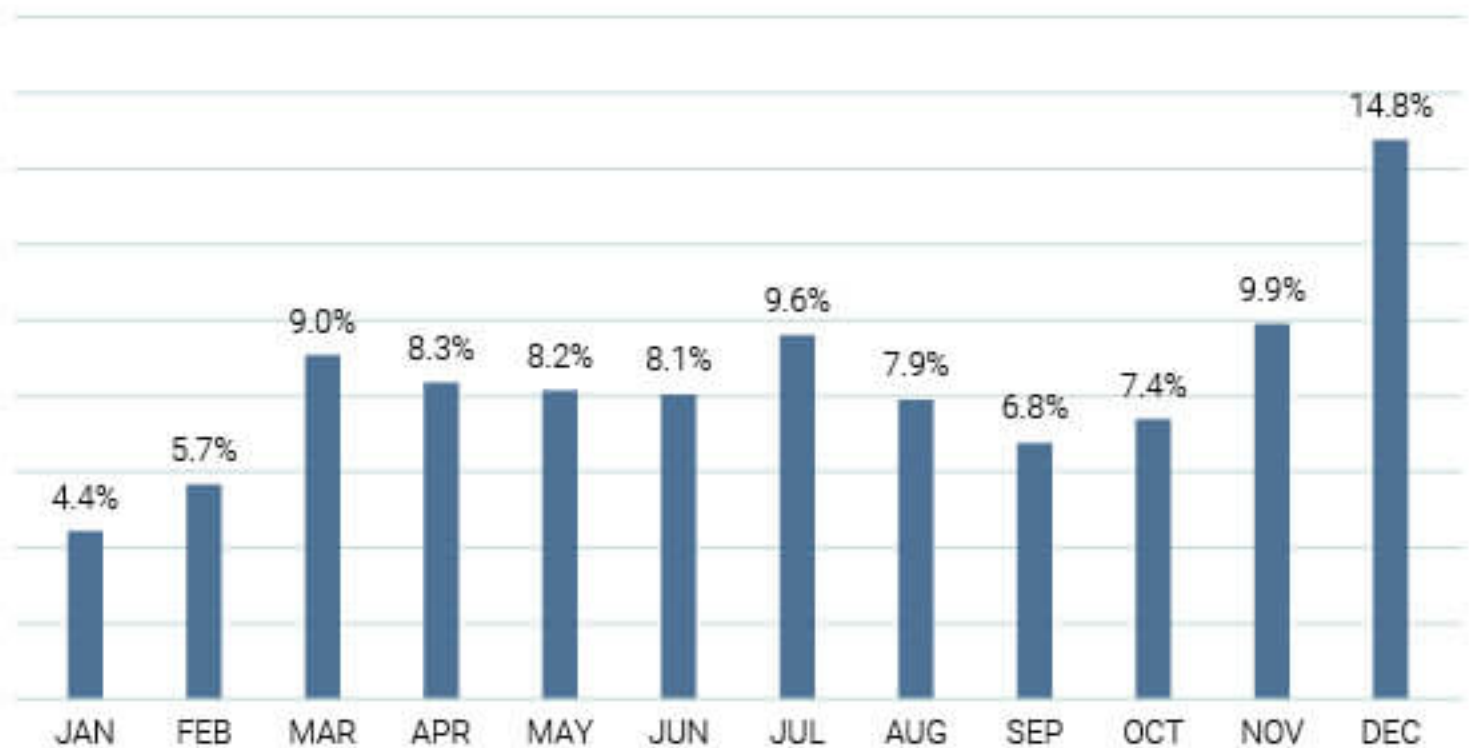


## Shopper Demographics

	<b>Average Household Income</b>	\$79,000
	<b>Median Age</b>	38.03
	<b>Households with Children</b>	26.2%
	<b>Education</b>	
	• High School	24.7%
	• Some College	21.4%
	• Bachelor's, Graduate, Professional Degree	45.1%
	<b>Gender</b>	
	• Male	47.6%
	• Female	52.4%



## 2022 Annual Sales Curve





## 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

## Attracting Customers from Regional Cities

Distance from The Outlet Shops of Grand River	
Tuscaloosa	71 miles
Montgomery	98 miles
Auburn	111 miles
Huntsville	116 miles
Atlanta	133 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 at Exit 140 in Leeds. 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 8.2 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 Children's of Alabama Indy Grand Prix.



## 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.

### **Barber Motorsports Park**

One of the world's premier racing circuits, Barber Motorsports Park is home to the Children's Indy Grand Prix of Alabama, and the largest Porsche driving experience in the world. Located 5 minutes 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. For race fans, **Talladega Superspeedway**, the Harley Davidson U.S. Test Facility, and the International Motorsports Hall of Fame are all less than a 35-minute drive.

### **Bass Pro Shops Outdoor World**

Bass Pro Shops Outdoor World, located on the south side of the I-20 interchange across from The Outlet Shops of Grand River, is the world's leading supplier of outdoor products; it is part museum, art gallery, education, conservation, and entertainment center.

# More Reasons to Join Our Scene.

In addition to the world-class attractions at Grand River, there is \$175M in planned development on land surrounding the center over the next few years.



## The Grand River Parkway Bridge

A new connection to our neighbors to the north will bring more guests to The Outlet Shops of Grand River. Located north of the shopping center on Grand River Parkway, the \$15M Grand River Parkway Bridge will span the Cahaba River, connecting the 3,000 acres to the north, which includes the new Alabama Dreams Park and a 500-acre residential community with over 900 new homes.

## Alabama Dreams Park

An all-new, 275-acre sports complex is coming to Grand River soon, and will serve as a hub for tournaments, including soccer, lacrosse, baseball, softball, track & field, volleyball, and more. 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 spring 2026.

### The Outlet Shops of Grand River—Expanded Hospitality and Entertainment

A new 175-room, full-service hotel with a restaurant, outdoor amenities, and an event plaza is being developed at the north end of the center. Plans include a 3,000-seat amphitheater accommodating popular sports like pickleball and volleyball. On the 14 acres bordering the Cahaba River, plans include walking trails and a launching area for canoes and kayaks.



*Planned hotel at The Outlet Shops*

#### **West Tract Lagoon and Hotel**

On 60 acres directly west of The Outlet Shops, plans include a major multi-acre lagoon project with a hotel and restaurants.

#### **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.



## 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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