Shopping, Events & Family

GRAN PLAZA
OUTLETS
H&M
PERRY ELLIS
GUESS
PUMA

STEVE MADDEN
STEVE MADDEN

LOVE
AMORE
AMOR

OVERVIEW

Consistent growth, sales increases and property enhancements are defining the Gran Plaza Outlets experience for both tenants and the shoppers they serve:

- Sales per square foot continue to rise significantly at the nearly 280,000 square foot outlet center with tenants reporting double-digit annual sales increases.
- Capital property improvements, which include a center-wide roof installation and air-conditioned common areas designed to increase the comfort level for center visitors.
- The first phase of a new and improved port of entry facility, recently completed in September 2018, is expected to dramatically increase Northbound border crossing vehicular capacity from 52,000 to over 70,000 daily as it also significantly decreases processing times.
- An impressive and ever-growing social media program currently boasts over 205,000 followers, 13 million video views and over 1 million engagements annually.

OPPORTUNITY

Situated on 162 acres directly adjacent to the Calexico West Port of Entry, the third busiest U.S./Mexico crossing point, Gran Plaza Outlets is the dominant retail site for cross border shopping.

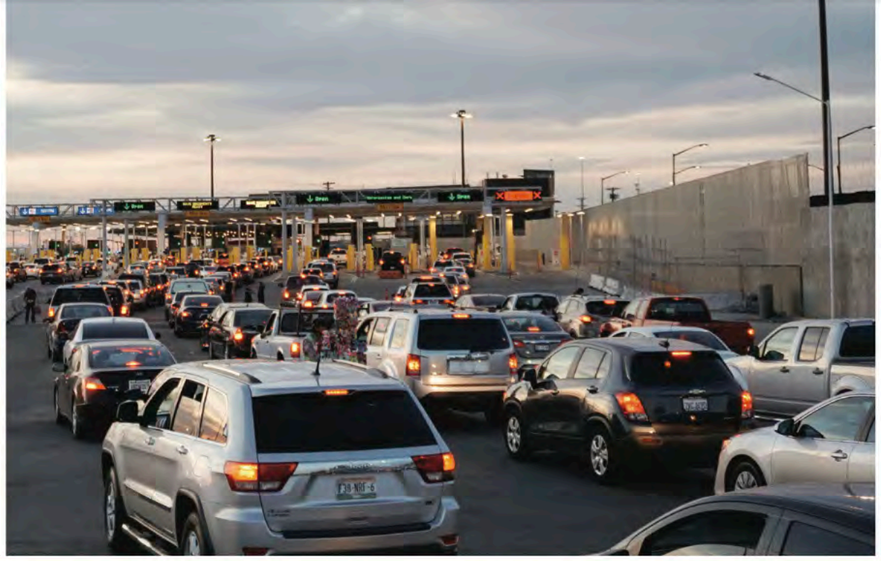
The property's nearly 280,000 square feet of outlet/value retail and food establishments form a robust and convenient destination to shop and dine for the more than 2.5 million people residing within its dense and growing trade area.

What's more, Gran Plaza Outlets now benefits from the completion of a Phase I, $98 million border crossing improvement project. Since opening in September 2018, the expanded facility is increasing vehicular capacity as it dramatically cuts processing times from over one hourto just 20 minutes, making crossing easier than ever.

An an additional $294 million will be invested during Phase II of the project for pedestrian crossing and additional entry lanes.

Overall, the legislation is ***investing $416 million*** *in the Calexico West Land Port of Entry project.*

This investment will foster economic growth and job creation in surrounding communities.



EXCEPTIONAL BORDER LOCATION

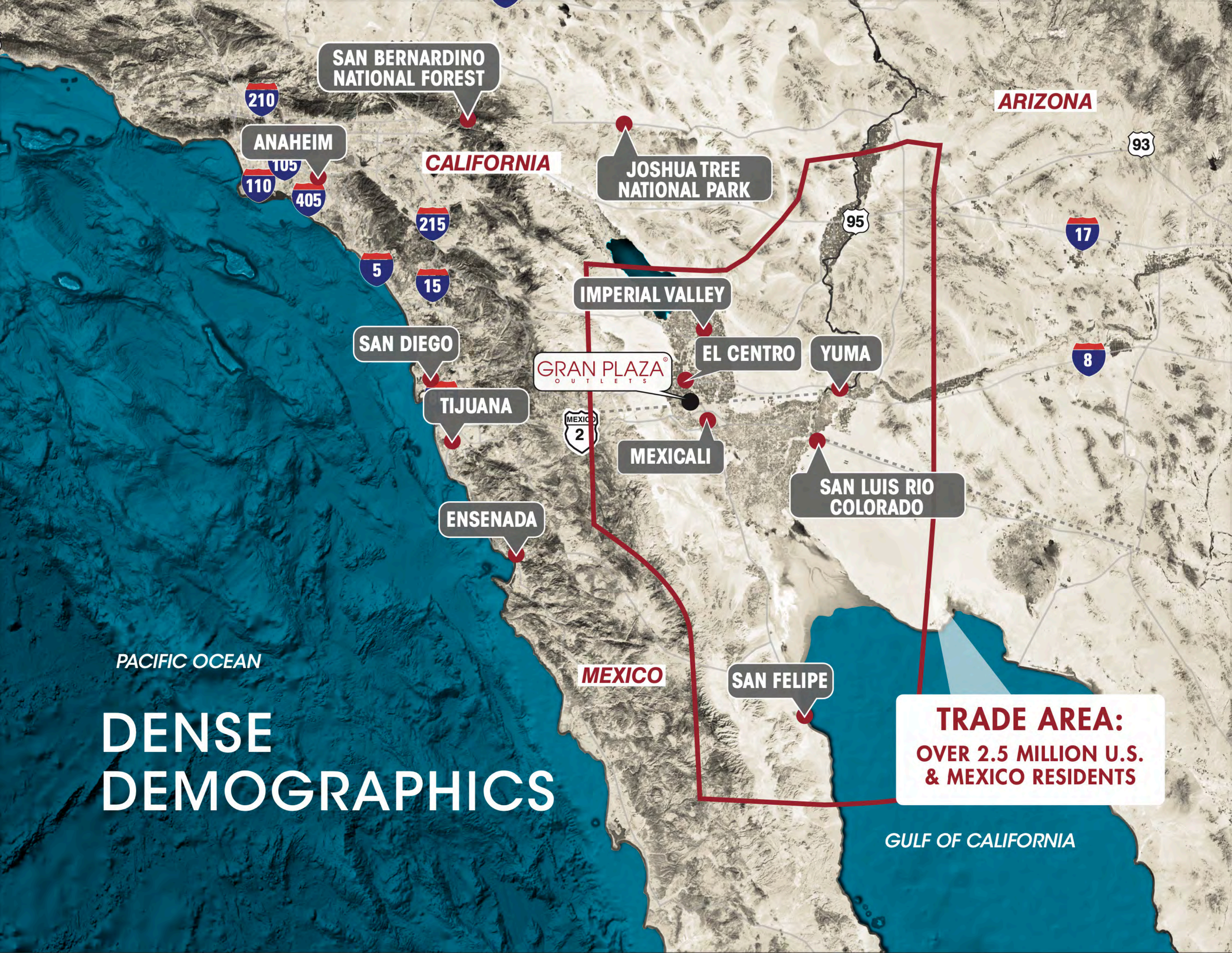
- Well-established, central address in Calexico, CA, just over the U.S./Mexico border.
- Marketed under the tagline, "Where California and Mexico Meet," the city of Calexico sits:
  - 6 miles north of Mexicali
  - 62 miles west of Yuma, AZ
  - 122 miles east of San Diego, CA
- The project includes nearly 4,000 parking spaces, a 4:1 ratio.
- Calexico International Airport, providing custom services to private aircraft passengers, sits adjacent to the property.

18+ MILLION
PEOPLE CROSS ANNUALLY

52,000+
DAILY NORTHBOUND CARS AND GROWING

4.8 MILLION
PEDESTRIANS CROSS EACH YEAR

MEDICAL TOURISM
A DEDICATED TRAFFIC LANE FOR MEDICAL TOURISM



DENSE DEMOGRAPHICS

THREE CORE MARKETS:

VALLE DE MEXICALI, MX

1,989,532

Including Mexicali, San Luis Rio Colorado and San Felipe

IMPERIAL VALLEY, CA

255,698

Including Imperial County, El Centro and Calexico

YUMA, AZ

225,230

Located in the extreme southwest corner of AZ, near the borders of CA and MX

MEXICALI, MX

- The state capital of Baja is the third largest U.S. border town and is currently experiencing record growth in population, housing and development.
- Boasts highest percentage of upper-income and college educated individuals in Mexico.
- Over half of its population (currently estimated at more than one million) holds daily U.S. visas allowing travel within a 35-mile radius.
- Home to:
  - Thirteen universities
  - A host of leading companies including Honeywell, Sony, Mitsubishi, LG Electronics, Carrier, Kellogg's, Nestle and more
  - A collection of new hotels (now open or under construction) including Marriott Fairfield Inn, Marriott Courtyard and Holiday Inn with an estimated total of over 450 rooms.

IMPERIAL VALLEY, CA

- Lies in the Golden State counties of Imperial and Riverside.
- Local economy is defined by a rich agriculture industry and growing solar production sector.
- A long-established RV and outdoor enthusiast destination where 1.5 million annual visitors enjoy nearby Glamis Dunes along with Anza-Borrego Desert State Park.

YUMA, AZ

- Located in the Southwest corner of The Grand Canyon State.
- Outside the state's metropolitan areas of Phoenix and Tucson, Yuma is Arizona's third largest city where sun-seeking snowbirds double its population during the peak travel months of January, February and March.
- A Home to the Marine Corps Air Station along with Yuma Proving Ground which conducts Special Forces and NATO training.

JOIN GRAN PLAZA OUTLETS' TENANT COMMUNITY

Gran Plaza Outlets is home to a growing collection of leading designer and brand names including:

adidas
AÉROPOSTALE
AMERICAN EAGLE OUTFITTERS
COACH NEW YORK
THE COSMETICS COMPANY STORE
carter's babies and kids
GAP FactoryStore
GUESS FACTORY STORE
H&M
Levi's OUTLET STORE
MICHAEL KORS OUTLET
NAUTICA FACTORY
RACK ROOM SHOES
OLD NAVY OUTLET
OshKosh B'gosh
PERRY ELLIS
PUMA
SKECHERS
STEVE MADDEN
zumiez

OPENING 2022

FOREVER 21
Bath & Body Works
Burlington

ANNUAL MARKETING SNAPSHOT

A robust annual consumer marketing plan, stellar social media following and well-attended series of 12 on-site special events contribute to Gran Plaza Outlets' ability to drive traffic and sales.

GRAN PLAZA OUTLETS' SOCIAL ENGAGEMENT IS AMONG THE STRONGEST IN THE INDUSTRY:

Facebook .....**Over 210,000 followers**
Instagram .....**Over 20,000 followers**

Gran Plaza Outlets' special event series attracts more than 35,000 people annually. Select on-site happenings include:

BeerFest ..... **2,000 in attendance**
Artwalk & Fireworks on the Border ..... **6,000 in attendance**
September Concert ..... **3,000 in attendance**
Christmas Tree Lighting ..... **4,000 in attendance**

RETAIL LANDSCAPE

CENTER	DISTANCE	KEY TENANTS
PLAZA LA CACHANILLA	1.2 miles	Sears, Coppel, Dax, Casa Ley
LIVERPOOL DEPARTMENT STORE	1.2 miles	Popular department store carrying leading name brand merchandise such as Tommy Hilfiger, Calvin Klein, Lacoste, Puma and more
IMPERIAL VALLEY MALL (EL CENTRO, CA)	11 miles	Dillard's, Macy's, JCPenney, Forever 21, Victoria's Secret
VIEJAS OUTLET CENTER (ALPINE, CA)	92 miles	Coach, Gap Outlet, Polo Ralph Lauren Clearance, Nike Clearance Store

NEAREST OUTLET SHOPPING: 92 MILES AWAY

WHAT SHOPPERS **ARE SAYING**

"WHAT GREAT OFFERS!

All the finest brand stores that you could ever imagine! And best of all, super discounts and great prices especially on the weekends. I highly recommend it!"
(Facebook)

"BEST SHOPPING IN CALEXICO.

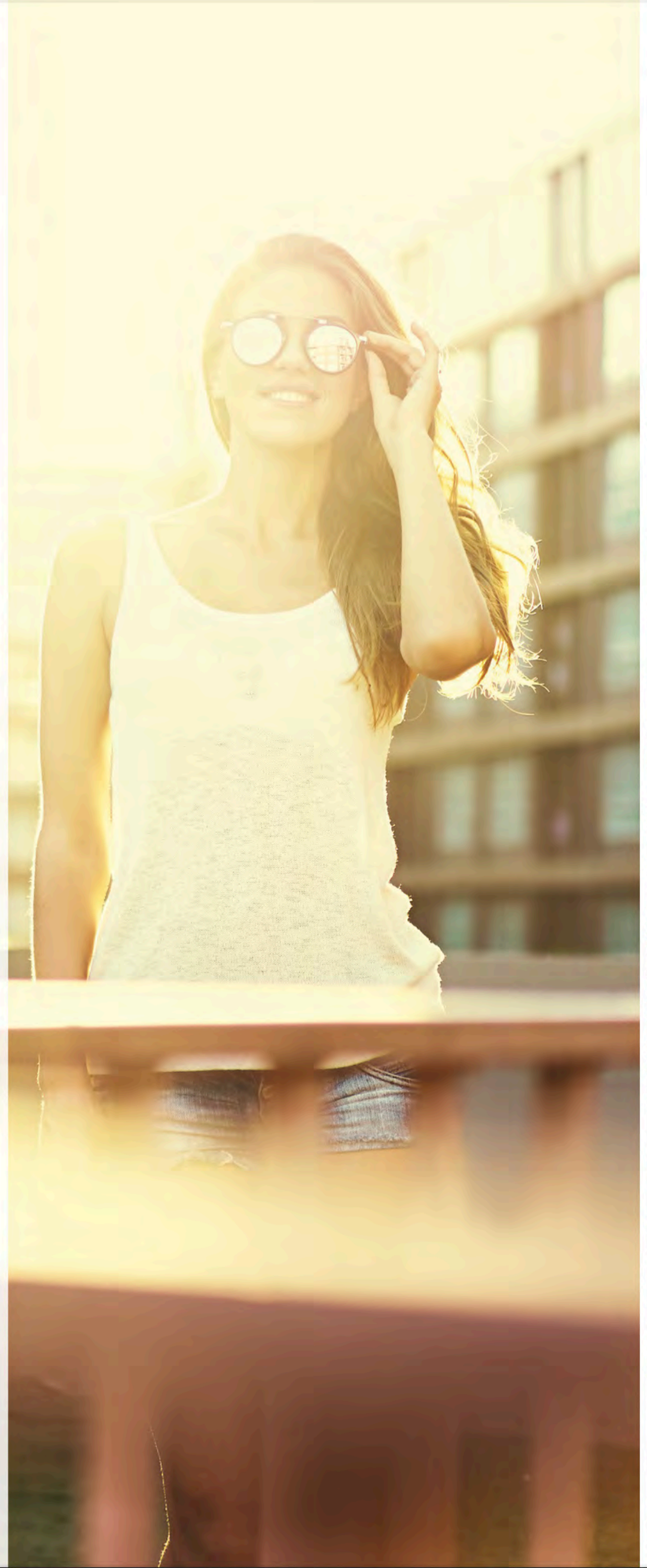
Many fine brand name stores and very clean!"
(Google Reviews)

"SHOPPING ON VACATION-

Here you can find great stores at very good prices. We took advantage of them today - they usually have great discounts on top of the already reduced prices. Good place to shop!"
(Trip Advisor)

"BLACK FRIDAY DONE IN A BREEZE!

Everything from finding parking to check out was really fast. This is a fairly new outlet mall so everything was new and clean."
(Yelp)



SIMKIN GROUP

Ron is an outlet industry veteran, bringing more than 35 years of experience in development, leasing and management to Simkin Group. Ron has extensive experience in developing architecture and construction plans and creating and managing budgets. Ron has overseen the end – to – end development and construction process for four outlet centers comprising over 2 million square feet.

Over his 21 – year tenure at Belz Enterprises, Ron managed the development process from feasibility and land procurement to entitlements, budgeting, tenant attraction and coordination. Ron was also responsible for the management and redevelopment of more than 3 million square feet in three outlet centers in the US and Puerto Rico.

Since 2008, Ron has been advising numerous development and private equity firms in retail real estate, the outlet sector and in traditional retail including a stint in China on behalf of Urban Retail Asia and working with Poag and Tanger on the groundbreaking of a new outlet center in Southaven, Mississippi.

Ron has a strong reputation and unparalleled contacts in the outlet industry and with municipalities such as Memphis, St. Augustine, Las Vegas, Pigeon Forge and Orlando. Ron also brings an important retail perspective, having served as Vice President of Operations and Real Estate for Toy King, a chain of more than 70 stores.

GROW WITH GRAN PLAZA OUTLETS!

LEASING INFORMATION

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