



Outlets of Mississippi | Jackson (Pearl), MS



Overview

THE CENTER

Opened in November 2013, the Outlets of Mississippi is the state's largest and most upscale outlet center attracting visitors from well over a 200-mile radius. This open-air retail village, in an area appropriately deemed the "Crossroads of the South," showcases over 80 designer and brand-name outlet stores in 300,000 square feet of retail and restaurant space in Pearl, Mississippi.

Located just 5 minutes outside of Jackson in the highly visible 166-acre Bloomfield development, the center enjoys unrivaled accessibility nestled in the crossroads of Interstates 55 and 20, and US Highways 49 and 80.

With an impressive daily traffic count that exceeds 200,000 vehicles and its anchors Bass Pro Shops, Trustmark Park, home of the Mississippi Braves and Sam's Club, the property already draws close to 3 million visitors per year. The Outlets are Phase II of the development and complete a family-friendly destination offering shopping, dining and entertainment for everyone.

OPENED:	November 2013
GLA:	300,000sf
NUMBER OF STORES:	More than 80
PARKING RATIO:	4.9 spaces / 1,000sf

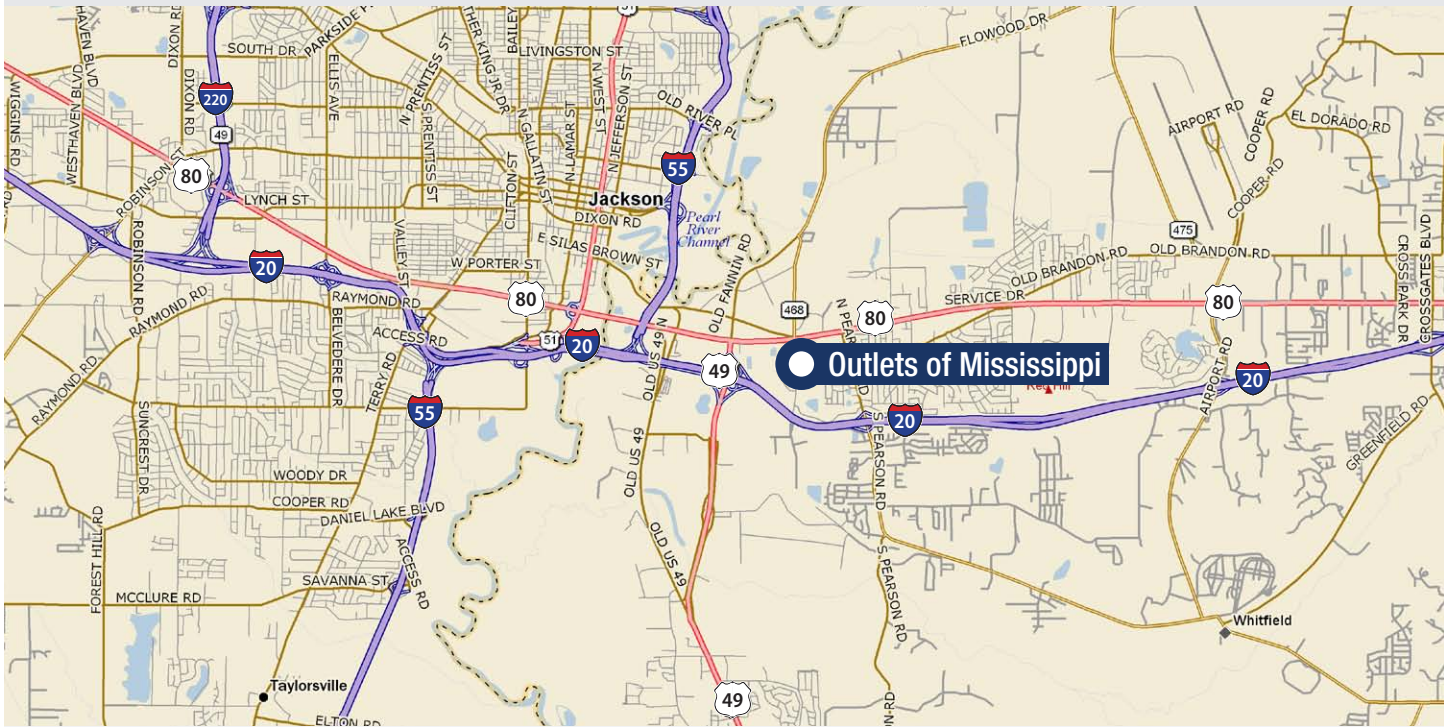
Already noted as a driving force for Pearl, Mississippi's economy, the outlets have attracted the largest concentration of quality national brands this region has experienced and will undoubtedly become the retail attraction of the central south.

Anchored by Bass Pro Shops, the Mississippi Braves ballpark and Sam's Club.

Highly visible 166 acre master planned destination located at the crossroads of Interstates 55 and 20, and US Highways 49 and 80.

Impressive daily traffic count exceeds 200,000 cars. Appropriately deemed the "Crossroads of the South."

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LOCAL LOCATION MAP

Location

The Market

The Outlets of Mississippi is located in Rankin County, one of the fastest growing counties in the state that has experienced explosive population growth over the past 3 years. Rankin consistently ranks in the top three counties in Mississippi for highest average household income, population growth, and currently maintains the lowest unemployment rate in the state.

Downtown Jackson (state capital) is only 5 minutes away and has the highest daytime population in the state with over 45,000 people employed by the government and various businesses.

Within a 15 mile radius of the site, there is a network of five major hospitals employing over 20,000 individuals and approximately 35,000 students attending local colleges including Mississippi College, Mississippi State University, Bellhaven University and Millsaps College.

According to the Metro Jackson Chamber of Commerce, over 4 million people visit Jackson every year with 75% representing over-night leisure travelers.

DRIVING DISTANCES

Atlanta	382 miles
New Orleans	157 miles
Baton Rouge	140 miles
Memphis	193 miles
Montgomery	229 miles
Birmingham	215 miles



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The Outlets of Mississippi are located at 200 Bass Pro Drive in Pearl, Mississippi 39208. The center features a robust merchant roster including Saks Fifth Avenue OFF 5TH, COACH Factory, Michael Kors, Gap Factory Store, Banana Republic Factory Store, J.Crew, White House/Black Market, Chico's Outlet, Nike Factory Store and Under Armour, among many more. Mississippi's rich heritage including its history, its people and its culture are celebrated through unique displays and interactive mediums throughout the property.



JACKSON

55

20

49

80

● Outlets of Mississippi

Holiday Inn

Bass Pro Shops

Trustmark Park

← Sam's Club



Demographics

Distance	Population	Avg HH. Income
5 mile radius	76,776	\$43,727
10 mile radius	291,944	\$52,348
30 mile radius	524,215	\$57,728
60 mile radius	815,543	\$52,062
90 mile radius	1,498,335	\$47,136

Daytime Employment

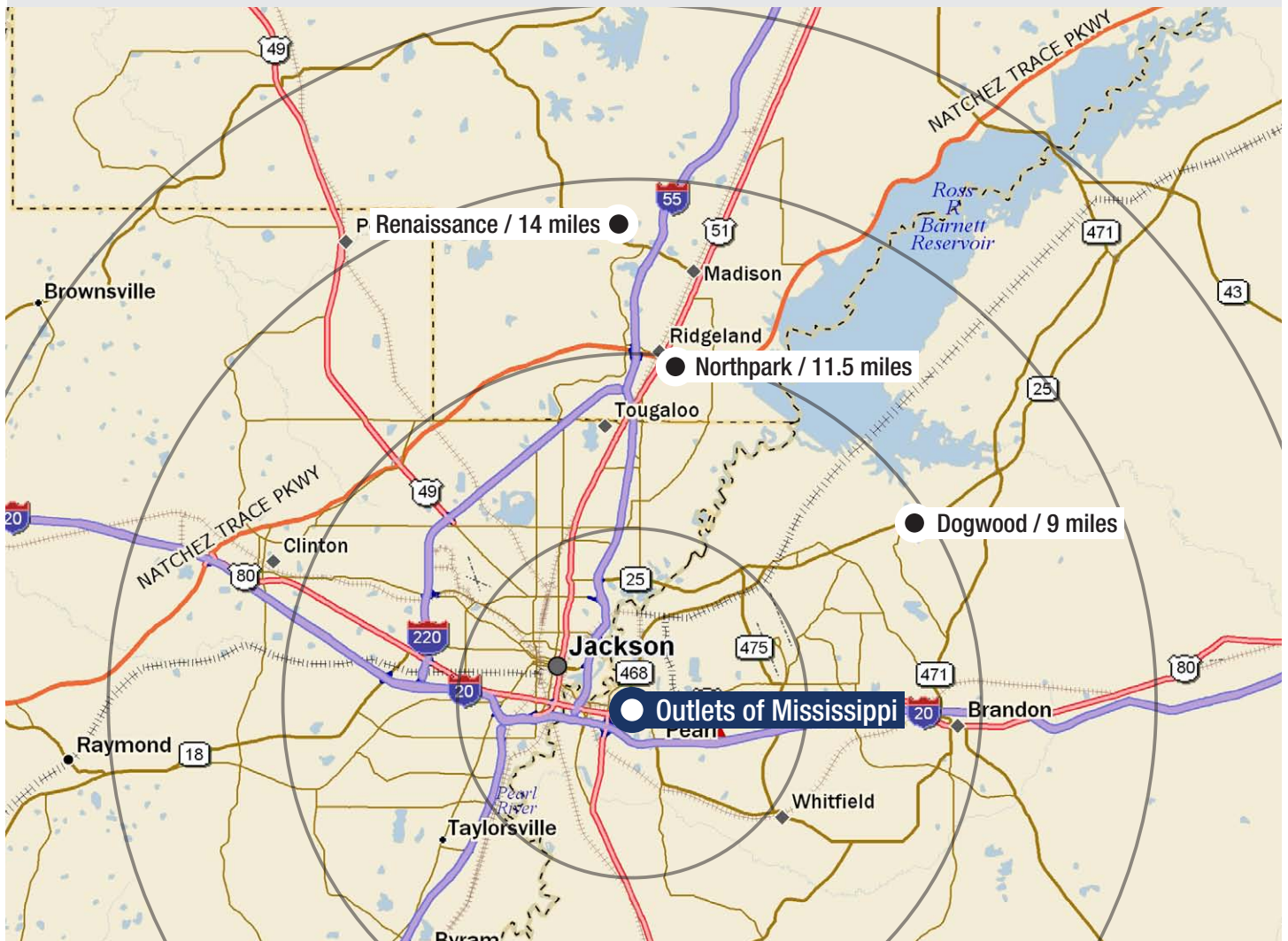
3 mile radius	65,715
5 mile radius	262,279

Rankin County continues to be one of the fastest growing counties in the state with explosive population growth for the past three years.

Over 4 million people visit the metro area each year with 75% representing over-night leisure travelers - *Jackson Chamber of Commerce*.

Attractions within 10 miles

- Jackson Convention Complex
- Mississippi State Fairgrounds
- Mississippi State Coliseum
- Mississippi Symphony Orchestra
- Mississippi Museum of Art
- Mississippi Arts Center
- Mississippi Trade Mart
- The Oaks House Museum
- Smith Robertson Museum & Cultural Center
- Thalia Mara Hall (Performing Arts Center)
- Davis Planetarium
- Old Capitol Museum
- Mississippi Museum of Natural Science
- Mississippi Agriculture and Forestry Museum
- Mississippi Children's Museum
- Mississippi Sports Hall of Fame and Museum
- Jackson Zoological Park
- Trustmark Park



Competition Map

Competition

With the entrance into the market by national retail favorites like Apple, J. Crew, Anthropologie, Lucky Brand Jeans and Williams-Sonoma, the Outlets of Mississippi is strategically positioned to expand upon this continued growth.

DOGWOOD

Belk, JC Penney, Kohl's, GAP, Target, Dick's, DSW, TJ Maxx, American Eagle, Victoria's Secret, Steinmart

NORTHPARK MALL

Dillard's, Belk, JC Penney, GAP, Abercrombie & Fitch, American Eagle, Victoria's Secret, Aeropostale

RENAISSANCE

J.Crew, Apple, White House/Black Market, Anthropologie, Lucky Brand Jeans, Ann Taylor, Banana Republic, Chico's





Project Team

Developed by Spectrum Capital, an affiliate of The Yates Companies, Inc. and Yates Construction. Yate's annual revenues are approximately \$2 billion, and the company employs approximately 6,000 people, making it one of Mississippi's largest private employers.

SPECTRUM CAPITAL

Spectrum Capital, LLC is a privately owned, diversified real estate development company based out of

Jackson, Mississippi. Our portfolio of past and current projects is comprised of approximately 15 high-rise condominium towers containing more than 3,000 units, retail entertainment attractions and vacation destinations throughout the Southeast. These projects contain a total combined cost exceeding \$1 billion.



THE YATES COMPANIES, INC. / YATES CONSTRUCTION

The Yates Companies, Inc., led by its largest



division, W.G. Yates & Sons Construction Company (Yates), ranks among the top construction service providers in the nation according to Engineering News Record. Experience includes over fifty Sak's Fifth Avenue properties, the Borgata Hotel Casino & Spa in Atlantic City, and almost \$1 billion of LEED Certified buildings.

Yates has offices strategically located across the southern United States including Mississippi, Alabama, Florida, Georgia, Louisiana, Tennessee, and Texas.



Spectrum has partnered with LOD Solutions, FFO Realty and Strategy+Style Marketing Group, whose principals were formerly part of the team at Prime Retail that delivered industry favorites such as Prime Outlets Orlando, San Marcos and Williamsburg.



LODSOLUTIONS.COM



strategyplusstyle.com