



Outlets

at the Dells

Baraboo, Wisconsin

Outlets at The Dells is located in the heart of the Wisconsin Dells, just five miles from The Dells of the Wisconsin River. This scenic area features a glacially-formed gorge with striking sandstone formations attracting tourists year-round. Wisconsin Dells is one of the favorite vacation spots in the country, made up of over 400 businesses, offering events and attractions throughout year. This year-round tourism destination has the most lodging options in the state, with just over 10,000 accommodations available per night! Wisconsin Dells is the ultimate family vacation community for adults and kids, with over 80 attractions and about 90 area restaurants, there's enough gaming, golf, and nightlife to keep everybody happy! The Dells is also home to many resorts, indoor and outdoor theme parks, and referred to as 'The Water Park Capital of the World'! Located along the I-90/94 corridor and receiving 4+ million visitors annually, the Outlets at The Dells is the go-to spot for shoppers!

TENANTS INCLUDE:

Adidas
American Eagle Outfitters
Banana Republic Factory Store
The Children's Place
Coach Factory
Columbia Sportswear
Company **New!**
Disney Outlet
Dressbarn
Eddie Bauer Outlet
Express Factory Outlet
Gap Factory
Kay Jewelers Outlet

Levi's Outlet Store
LOFT Outlet
Michael Kors **New!**
New Balance Factory Store
Nike Factory Store
Old Navy Outlet
Polo Ralph Lauren Factory Store
Sunglass Hut
Talbots Outlet
Under Armour
Vera Bradley **New!**
White House|Black Market
Wilsons Leather Outlet



CRAIG REALTY GROUP

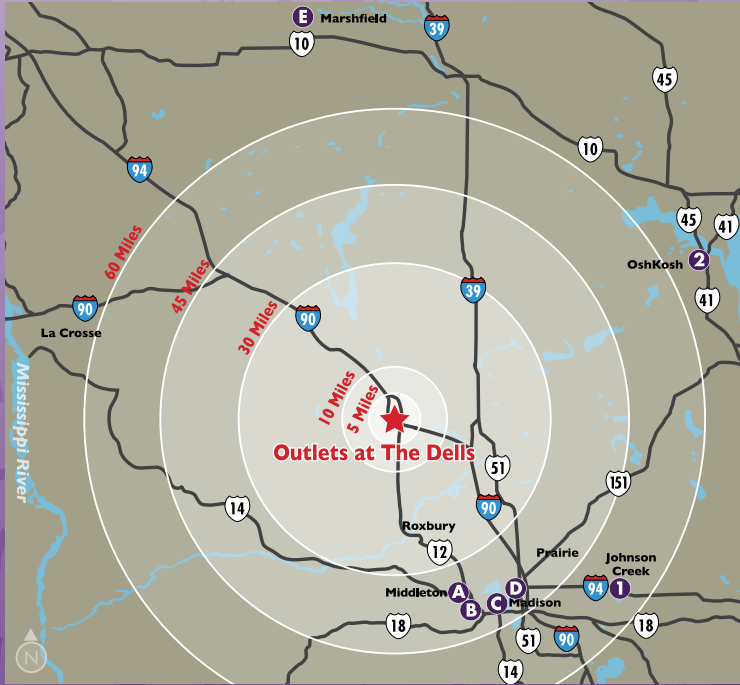
LOCATION

Baraboo, Wisconsin

I-90/94 off of Highway 12 (Wisconsin Dells Parkway) & Gasser Road

MARKET

La Crosse, Madison, Milwaukee; Chicago, Illinois; Minneapolis/St. Paul, Minnesota



SHOPPING CENTERS WITHIN 100 MILES OF OUTLETS AT THE DELLS

	AERIAL DISTANCE	DRIVING DISTANCE APPROX. DRIVE TIME
A. Greenway Station, Middleton DSW HomeGoods Francesca's Marshalls	36 Miles	43 Miles 50 Minutes
B. West Towne Mall, Madison Boston Store Nordstrom Rack	38 Miles	45 Miles 54 Minutes
C. Hilldale Shopping Center, Madison Apple Store Sundance Cinemas	38 Miles	46 Miles 1 Hour
D. East Towne Mall, Madison Boston Store Foot Locker JCPenney	39 Miles	45 Miles 42 Minutes
E. Marshfield Mall, Marshfield Ashley Homestore JCPenney	79 Miles	93 Miles 1 Hr., 57 Mins.

OUTLET CENTERS

	AERIAL DISTANCE	DRIVING DISTANCE APPROX. DRIVE TIME
1. Johnson Creek Premium Outlets, Johnson Creek	61 Miles	73 Miles 1 Hr., 5 Mins.
2. The Outlet Shoppes at Oshkosh, Oshkosh	66 Miles	88 Miles 1 Hr., 39 Mins.

MARKET STATISTICS & DEMOGRAPHICS

	5 Miles	10 Miles	30 Miles	45 Miles	60 Miles
POPULATION	10,175	35,730	172,040	741,738	1,094,904
MEDIAN AGE	43.5	42.4	43.8	38.2	39.6
POPULATION GROWTH 2017-2022	2.80%	3.15%	2.15%	4.40%	3.65%
AVERAGE HOUSEHOLD INCOME	\$78,151	\$74,668	\$79,191	\$91,318	\$88,759
NUMBER OF HOUSEHOLDS	4,205	14,722	68,855	310,482	450,951
MEDIAN HOME VALUE	\$222,046	\$190,153	\$195,719	\$242,893	\$225,621

Source: ESRI 2022 Estimate/Projections

TRAFFIC COUNT

Interstate 90/94, Baraboo **61,400 Vehicles/Day**



CRAIG REALTY GROUP

4100 MacArthur Blvd, Suite 100, Newport Beach, CA 92660
949/224-4100 • craigrealtygroup.com