



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 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 more than 4 million visitors annually, the Outlets at The Dells is the go-to spot for shoppers!

TENANTS INCLUDE:

Adidas
 American Eagle Outfitters
 Auntie Anne's
 Banana Republic Factory Store
 Bath & Body Works
 Build-a-Bear Workshop
 Carter's babies and kids
 The Children's Place
 Claire's
 Coach Outlet
 Columbia Sportswear Company
 Crocs
 Direct Tools
 Eddie Bauer Outlet
 Express Factory Outlet
 Famous Footwear
 Gap Factory
 GNC

Hanes Brands
 Hot Topic
 Journeys
 Kay Jewelers Outlet
 Levi's Outlet Store
 Lids
 LOFT Outlet
 Maurices
 Michael Kors
 New Balance Factory Store
 Nike Factory Store
 Old Navy Outlet
 rue21
 Skechers
 T.J.Maxx
 Under Armour
 Vera Bradley



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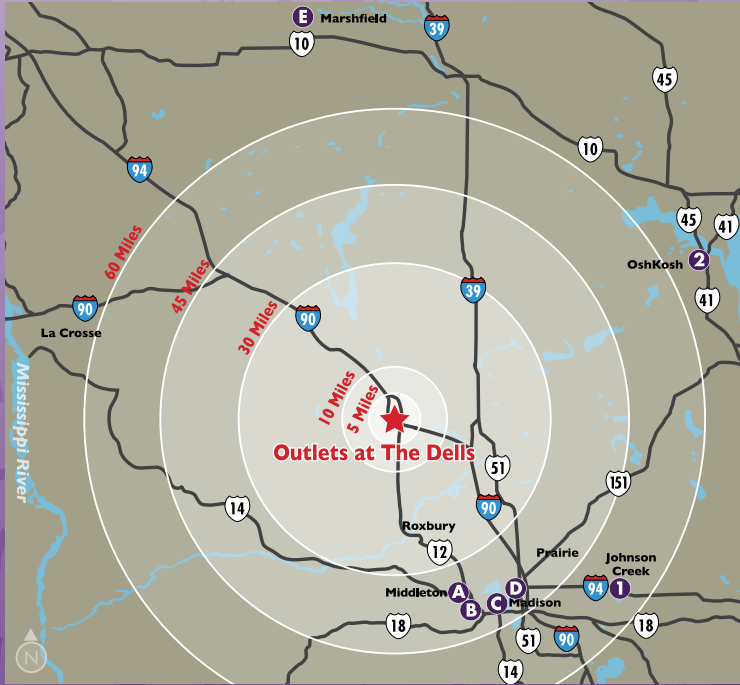
LOCATION

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 Marshalls	36 Miles	43 Miles 50 Minutes
B. West Towne Mall, Madison H&M Nordstrom Rack	38 Miles	45 Miles 54 Minutes
C. Hilldale Shopping Center, Madison Apple Store Macy's	38 Miles	46 Miles 1 Hour
D. East Towne Mall, Madison Dick's Sporting Goods H&M Zumiez	39 Miles	45 Miles 42 Minutes
E. Marshfield Mall, Marshfield Ashley Homestore Kohl's	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	10,208	35,797	172,489	759,485	1,115,829
MEDIAN AGE	43.5	42.5	43.9	38.2	39.7
POPULATION GROWTH 2018-2023	2.85%	3.05%	2.15%	5.10%	4.2%
AVERAGE HOUSEHOLD INCOME	\$76,832	\$73,872	\$80,261	\$93,619	\$90,666
NUMBER OF HOUSEHOLDS	4,222	14,754	69,033	317,979	459,977
MEDIAN HOME VALUE	\$223,303	\$187,171	\$197,171	\$249,497	\$231,055

Source: ESRI 2023 Estimate/Projections

TRAFFIC COUNT

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



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