





THE OUTLETS AT
SOUTHERN
COMMONS



PROJECT

COLUMBIA SC'S NEW DESTINATION FOR **OUTLET SHOPPING, DINNING & ENTERTAINMENT**

As South Carolina's capital and largest city, Columbia is the "A" location for commerce, entertainment, lifestyle, culture and recreation as well as being home to **35,000** students at the University of South Carolina. In fall 2017, USC welcomed its largest ever freshman class: **5,800** strong. Fort Jackson trains **70,000** new soldiers annually and **200,000** attend new soldier graduations each year. Southern Commons is an easy **11 minute/6.5 mile** drive from downtown Columbia.

SITE **DETAIL**

- **160,00 SF OUTLET BRAND STORES**
- **70,000 SF ENTERTAINMENT COMPLEX**
- **RESTAURANT, BREWERY & RETAIL OUTPARCELS'**
- **100 KEY HOTEL**
- **EXCELLENT, HIGHLY VISIBLE LOCATION**
- **DIRECT ACCESS FROM INTERSTATE 77**
- **2,000+ LF HIGHWAY FRONTAGE**
- **14.7 MILLION VISITORS ANNUALLY**
- **2016-17 REGIONAL TOURISM GENERATED \$2.1B**
- **EB JOINT PROJECT WITH PARIS PROJECTS**

MARKET

OPPORTUNITY AT THE INTERSECTION OF CULTURE AND COMMERCE.

Capitalizing on the City of Columbia's successful "Famously Hot" marketing campaign, Southern Commons will add a new and exciting shopping and entertainment venue to serve the dynamic, expanding population in the Columbia/Midlands region (Richland & Lexington Counties) and complement their retail needs.

MARKET

- SOUTHERN COMMONS IS PART OF SCANA (SC ELECTRIC) OTARRE CENTER
- DIRECT ACCESS OFF I-77
- MINUTES FROM I-26 AND I-20
- 6 MILES FROM COLUMBIA METROPOLITAN AIRPORT
- 17 MILES FROM THE AREA'S LARGEST REGIONAL MALL
- COLUMBIA BEAUTIFULLY BLENDS OLD AND NEW WITH A SOLID BASE OF YOUNG PEOPLE, PARTICULARLY STUDENTS, YOUNG PROFESSIONALS AND MILITARY PERSONNEL
- \$979.8MM DEVELOPMENT AND INVESTMENT IN COLUMBIA – 2013 TO 2017

POPULATION

- CITY OF COLUMBIA 130,000
- COLUMBIA MSA 900,000*
- 8 COLLEGES AND UNIVERSITIES 50,000 STUDENTS

*ULI-450,000 new residents by 2040

*Lindler Report-375,000 new residents by 2030

EMPLOYMENT

• STATE GOVERNMENT	24,971
• LEXINGTON COUNTY SCHOOLS	10,000
• PALMETTO HEALTH	9,000
• RICHLAND COUNTY SCHOOLS	8,500
• FORT JACKSON	7,000
• BLUE CROSS/BLUE SHIELD SC	6,773
• UNIVERSITY OF SC	6,713
• LEXINGTON MEDICAL CENTER	5,100
• SCANA	3,873
• AMAZON	2,500
• MICHELIN	2,040
• NEPHRON PHARMACEUTICALS	700

HOTEL

- COLUMBIA-11,633 ROOMS-66% OCCUPANCY
- DOWNTOWN-1,603 ROOMS-74.7% OCCUPANCY
- \$36.1MM NEW HOTEL DEVELOPMENT IN 2016
- 400 NEW HOTEL ROOMS COMING IN 2018



TRADE AREA

