

A NEW RETAIL HUB IS SPROUTING IN TEXAS

Property Overview | Market Data



OUTLETS
at CORPUS CHRISTI BAY



Texas' Top Coastal Destination Is Ripe For Retail

One of the fastest-growing regions in the fastest-growing state in the country, Corpus Christi and its surrounding areas are seeing more development and investment than most entire states. With over \$60 billion worth of projects either under construction, in the permitting process or in the pipeline, this unprecedented growth is being fueled by the energy sector as well as an influx in travel and tourism-related activities. While most of the U.S. is already saturated with retail options, this is a rare opportunity to become part of a region that's ripe for retail. Your brand would be a perfect fit and the Outlets at Corpus Christi Bay (OCCB) have the assets in place to ensure your success.



The Center



2

MAJOR INTERSTATES



22M

VEHICLES PER YEAR

This village-style, open-air lifestyle center creates a town square feel that encourages roaming and exploring. Beautiful architecture and amenities like water features, a food truck pavilion and string lights gives the center a festival atmosphere. With special events, live music and promotions, the OCCB team delivers unique experiences for guests all year long.



2018 DEMOGRAPHICS

	30-mile radius	60-mile radius	90-mile radius
POPULATION			
Est Pop	483,461	597,315	749,472
INCOME			
Avg Household Income	\$72,592	\$71,109	\$72,348
Median Household Income	\$58,204	\$56,335	\$57,159
HOUSEHOLDS			
Est Households	179,310	220,707	277,202
Households over \$50K	95,650	115,093	145,790
Households over \$75K	63,038	75,283	96,276
Households over \$100K	41,237	49,521	63,807
AGE			
Est Median Age	34.5	35.3	35.6
BUSINESS INFORMATION			
Total Businesses	17,211	21,197	27,287
Total Employees	202,178	236,698	297,805

Source: 2008-2010 Census, 2018 Estimates with 2023 Projections

IT'S A RARE OPPORTUNITY IN A THRIVING TOURIST REGION.

	Outlets at Corpus Christi Bay Robstown, TX	Tanger Hilton Head Island, SC	Silver Sands Factory Stores Destin, FL	Chelsea Branson, MO
Visitors Per Year (to area)	9.7 million*	2.1 million	4.5 million	7.9 million
Population (permanent)	489,020	493,527	326,350	465,321
Average Household Income	\$55,027	\$66,488	\$62,588	\$51,727
Household Income over \$75K	38,927	54,261	35,243	34,561
Households	173,447	188,475	132,358	191,293
Median Age	33.1	34.4	38.1	36.6
# of College Students	33,000	3,350	10,100	1,400

Sources: Texas Destinations 2016
Corpus Christi Chamber of Commerce

***Leisure travel represents 83% of travel to the area.**

The Location



#4

SEAPORT IN U.S.

Longest cable-stayed bridge in the United States opening 2020.

The Corpus Christi MSA's population is growing at 8% annually. Remarkably, this was the last remaining coastal tourism market without an outlet center and has only one significant mall property. More than 477,000 people with an average HHI of over \$70,000 reside within 30 miles of The Outlets at Corpus Christi Bay; approximately 750,000 people live within 90 miles.

\$60B

IN PROJECTS

STEPS FROM A REGIONAL EVENT VENUE

Each year the neighboring Regional Fairgrounds hosts almost 300 events and 170,000 visitors. With everything from concerts and conventions to banquets and sporting events, this venue provides a steady stream of traffic to the area.

**THE CORPUS CHRISTI
MSA IS PROJECTED
TO GROW 40% BY 2040.**

13,000,000

PEOPLE WITHIN A 3.5 HOUR DRIVE



HIGHLIGHTS

- Over 21 million visitor-days
- Average party size of 2.1
- Over \$1.3 billion in total visitor spending
- \$111.10 per visitor per day

Sources: Texas Destinations 2016
The Economic Impact of Travel on Texas 1994-2016p



MEXICO

MONTERREY

12K
HOTEL ROOMS

9.7 million visitors are drawn annually to the Corpus Christi Bay Area. Not only for its beautiful beaches, but for its boating, fishing, birding, and entertainment options. World-class attractions host visitors from all over the state and world. Texas State Aquarium, the USS Lexington, Hurricane Alley Water Park, Schlitterbahn Water Park are all favorites. Plus, the longest stretch of undeveloped barrier island in the world.



10+
MAJOR ATTRACTIONS



50+
MAJOR FESTIVALS



The Shopper



33K
COLLEGE STUDENTS


A young, active, local population together with an enormous tourism component make this a true phenomenon among outlet opportunities. More than 13 million Texans live within a 3.5 hour drive of Corpus Christi and Mexico is just 2.5 hours South. Mexican consumers tend to be brand centric and we are a short drive for over 1.5 million Mexican citizens.

9.7M
VISITORS PER YEAR

\$1.2B
ANNUAL VISITOR SPENDING



The Marketing Strategy



OUT SHOP

\$8000K

ANNUAL BUDGET

ANNUAL HIGHLIGHTS

On-going presence:

- 3 major campaigns/year: Spring, Summer & Holiday (Summer includes Back-to-School, Tax Free Weekend & expanded food truck presence)
- 10+ smaller promotions per year around holidays and special occasions
- Active social media strategy and management
- PR organized for all press-worthy events

Full cross media strategy:

- TV & Radio (broadcast and streaming), print, digital and electronic/billboards

Community partnerships/promotions:

- Hooks (Double A affiliate of the Houston Astros)
- Fiesta de la Flor (Convention & Visitors Bureau festival)

Visitor Market Strategy:

- 20 billboards / Visitor Guides Ads / Rack Cards Network / Co-op ads throughout Texas



Social Media

861K
IMPRESSIONS

Our most engaging posts were new store announcements and brands our followers would like to see.



27K
SOCIAL FOLLOWERS

19K
EMAIL SUBSCRIBERS

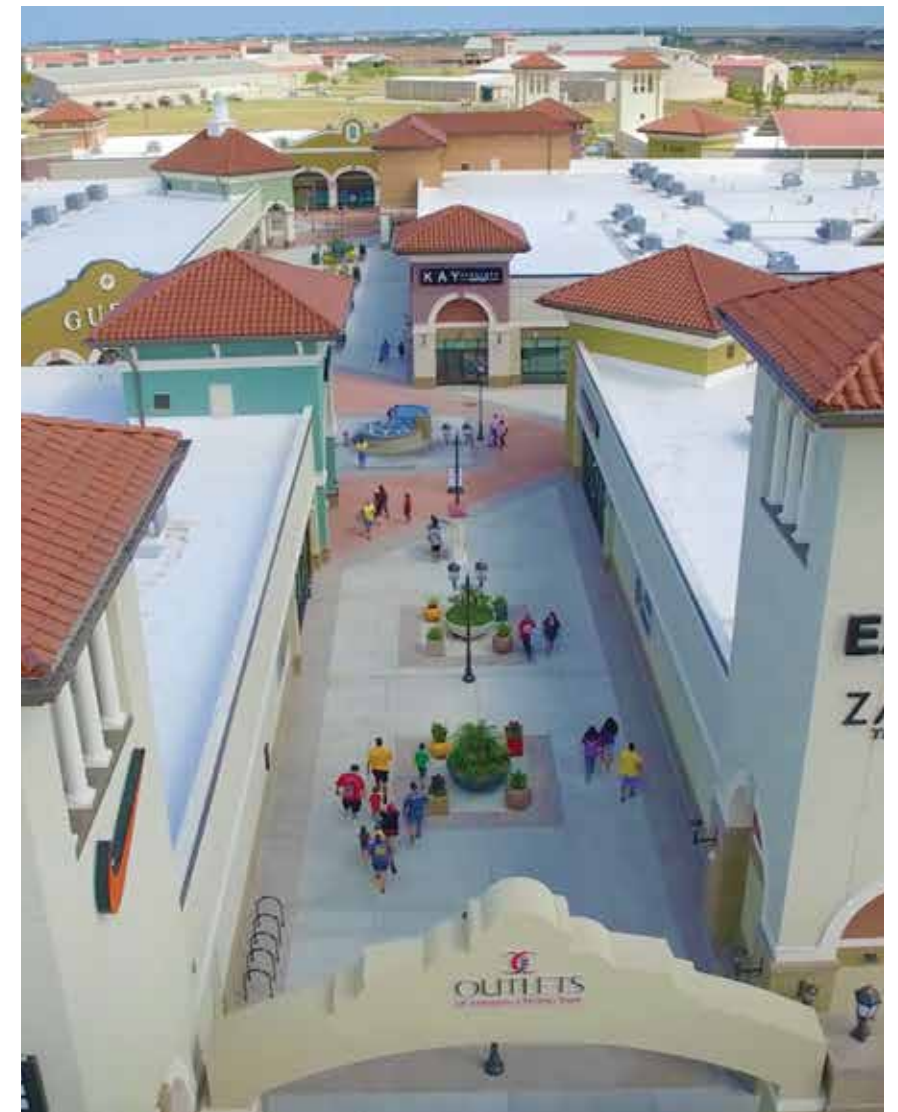


The Team

The Outlets at Corpus Christi Bay is the culmination of years of collaboration among two companies working to create an optimal showcase for iconic brands in an underserved market.

EB Development provides strategic direction, management, leasing, and tenant representation to existing and prospective outlet properties in the U.S. and Puerto Rico. EB is led by principals Peter Edelmann (outlet center development, financing, leasing and strategy) and Andrew Boyle (outlet leasing and strategy) who bring extensive backgrounds in the industry to every project. The principals of EB Development have successfully assisted national developers such as DDR, Rockefeller, and Federal Realty in maximizing the potential of each center or location and creating optimal value for all involved: owner, tenant and community.

Carduner Commercial specializes in all areas of the retail commercial property industry. Their current focus is on developing new shopping centers and representing national tenants. The firm's extensive experience in assisting national retailers and restaurants in developing and implementing multi-market penetration strategies has provided a strong foundation of site selection knowledge they use to find and develop new retail shopping center sites. During the past six years Carduner Commercial has been actively involved in all aspects of the development of The Outlets at Corpus Christi Bay. Rick Carduner, principal, is a former Texas ICSC State Director.



AMERICANS
REPORT SPENDING
AT LEAST **20%** OF
THEIR BEACH
VACATIONS
SHOPPING.

Source: Texas Destinations 2016



OUTLETS
at CORPUS CHRISTI BAY

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