



Southridge

DES MOINES, IA

MARKET PROFILE 2024

MAJOR RETAILERS Hy-Vee Grocery & Hy-Vee Gas Station, Genesis Health Clubs, CitiTrends, Marshalls, Midas Auto Systems Experts, Midwest Mattress, Petco, Ross Dress For Less, Shoe Carnival, Target

RESTAURANTS New China Buffet

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 801,000 | **BUILT / RENOVATED** 1975 / 2012

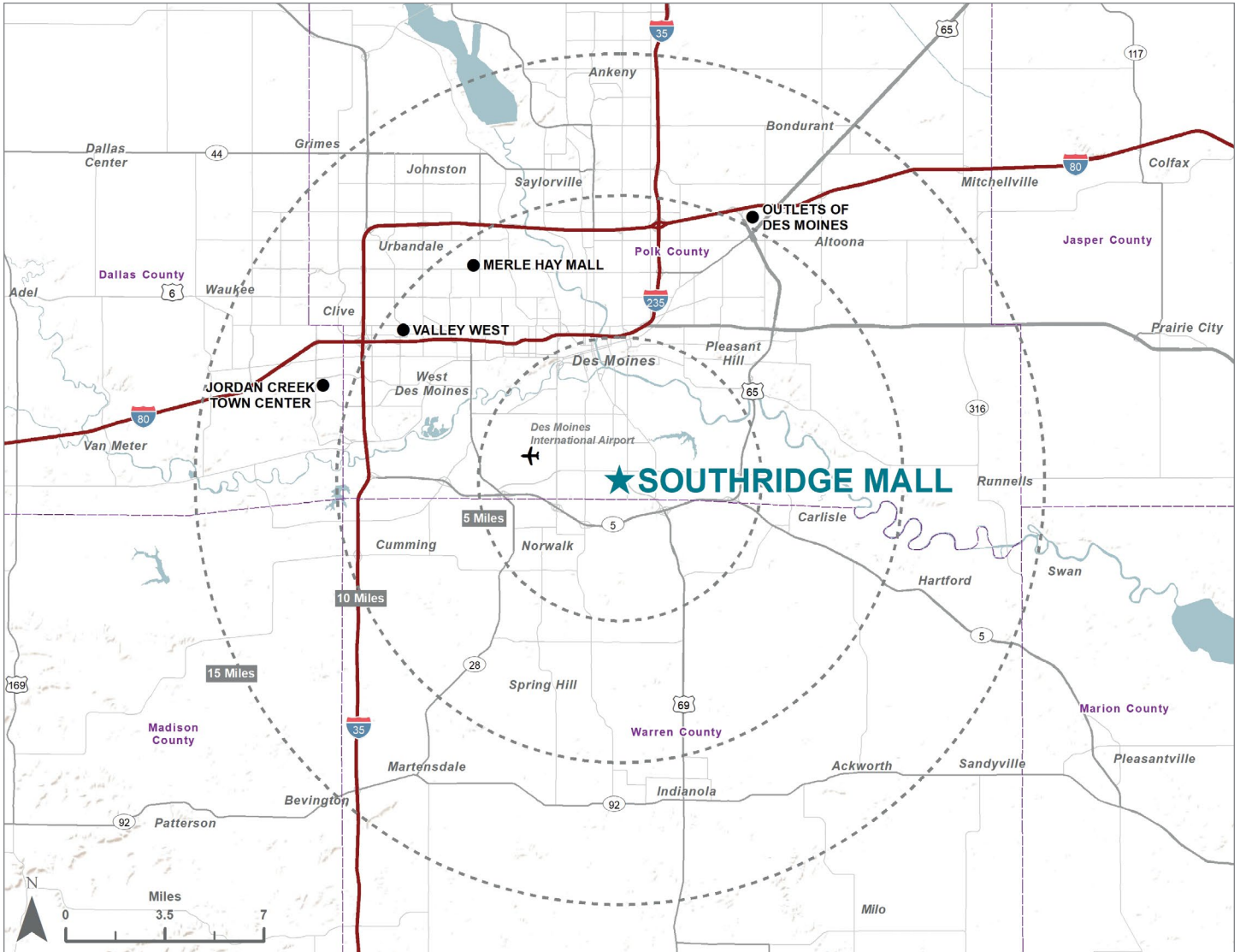
FOR MORE INFORMATION 563-391-6773 | Macerich.com



DEMOGRAPHIC SUMMARY

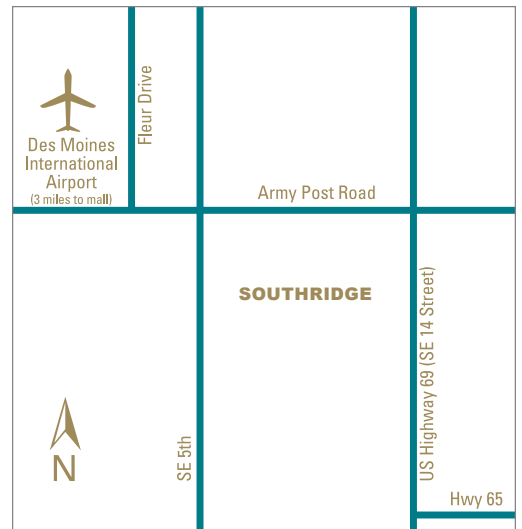
POPULATION	10-MILE RADIUS		15-MILE RADIUS		DES MOINES-WEST DES MOINES, IA [MSA]	
2023 Total Population	337,182		562,308		742,804	
2028 Total Population	347,178		586,623		775,680	
2023-2028 Population Growth	3.0%		4.3%		4.4%	
HOUSEHOLDS						
2023 Total Households	139,146		226,474		294,924	
2028 Total Households	144,059		237,496		309,506	
2023-2028 Household Growth	3.5%		4.9%		4.9%	
INCOME						
Average Household Income	\$90,967		\$104,649		\$106,255	
Median Household Income	\$64,885		\$75,913		\$77,103	
Per Capita Income	\$37,587		\$42,213		\$42,278	
HOUSEHOLD INCOME RANGES						
\$50,000 +	88,046	63.3%	154,818	68.4%	204,441	69.3%
\$75,000 +	61,035	43.9%	114,979	50.8%	152,356	51.7%
\$100,000 +	38,891	27.9%	79,955	35.3%	108,488	36.8%
\$150,000 +	18,364	13.2%	41,139	18.2%	55,296	18.7%
AGE						
Median Age	37.2		37.1		37.6	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	76,352	33.3%	153,546	40.8%	197,488	39.6%
White Collar	109,239	60.2%	201,469	65.9%	263,882	65.8%
RACE/ETHNICITY						
White	234,067	69.4%	424,801	75.5%	586,950	79.0%
Black/African American	31,316	9.3%	39,064	6.9%	41,884	5.6%
American Indian	2,071	0.6%	2,613	0.5%	3,106	0.4%
Asian	19,687	5.8%	29,695	5.3%	32,091	4.3%
Pacific Islander	332	0.1%	527	0.1%	709	0.1%
Other Race	49,710	14.7%	65,608	11.7%	78,064	10.5%
Hispanic or Latino	46,328	13.7%	56,530	10.1%	65,360	8.8%
Not Hispanic or Latino	290,854	86.3%	505,778	89.9%	677,444	91.2%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	1,050		4,004		6,777	
Total Employees	13,552		105,969		151,558	
Daytime Population	40,316		142,803		233,425	

TRADE AREA MAP



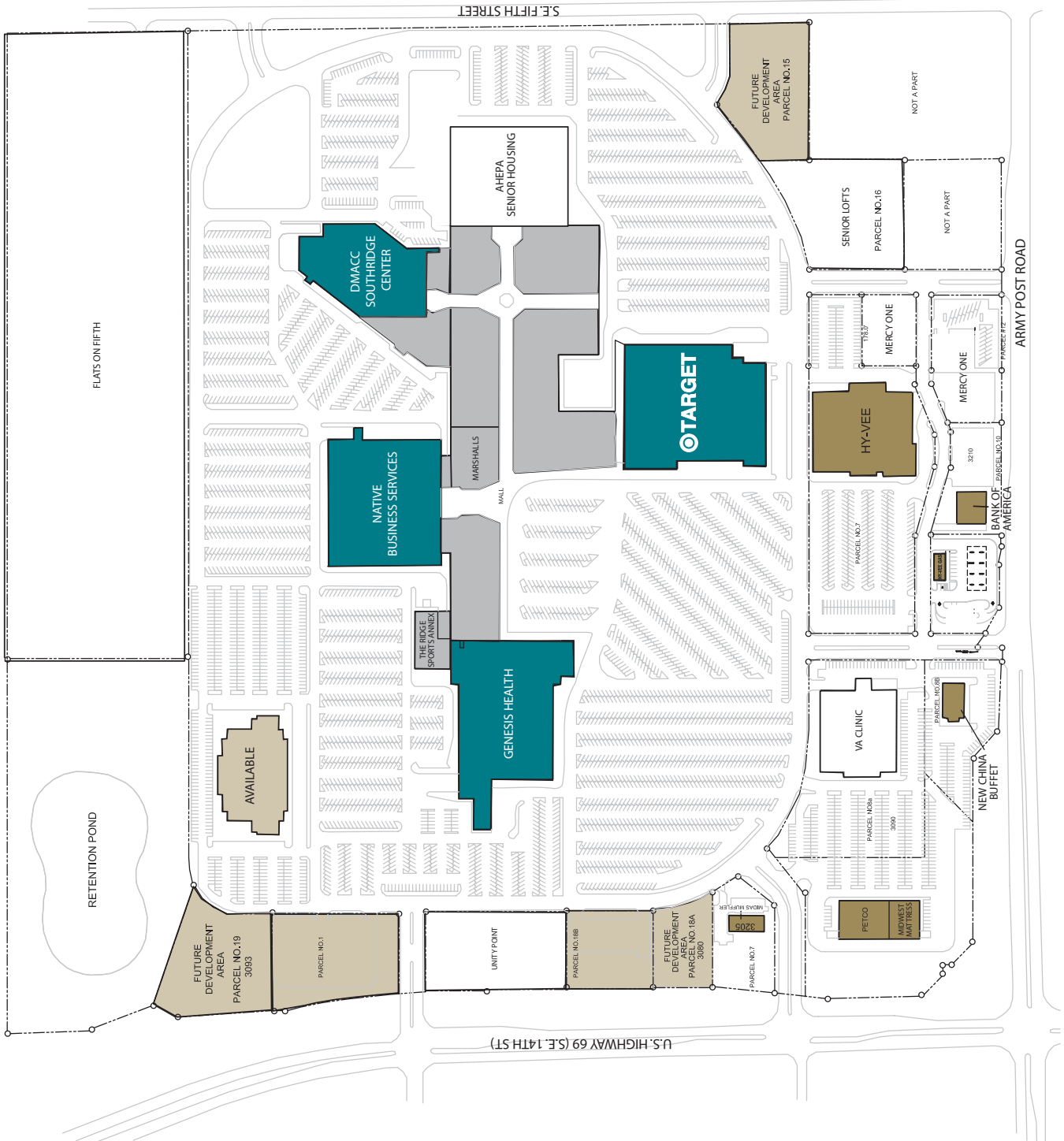
LEGEND

- ★ SOUTHRIDGE MALL
- COMPETITIVE CENTERS



SITE PLAN

	ANCHOR
	MALL
	PERIPHERAL
	DEVELOPMENT OPPORTUNITY



MARKET FACT SHEET

DES MOINES **POPULATION GROWTH** OUTPACES OTHER MIDWEST CITIES AT 16%

MEDIAN HOUSEHOLD INCOME GREW BY 7% YOY (GDMP 2023) AND 39% OVER THE LAST DECADE

DES MOINES WELCOMES **13.7 MILLION VISITORS ANNUALLY**

(CATCH DES MOINES, 2023)

I-5 AT HIGHWAY 69 IS 1.5 MILES FROM THE CENTER WITH AN AVERAGE DAILY **TRAFFIC COUNT OF 20,800**

#1 MID-SIZE METRO FOR MILLENNIALS

(COMMERCIAL CAFÉ, 2023)

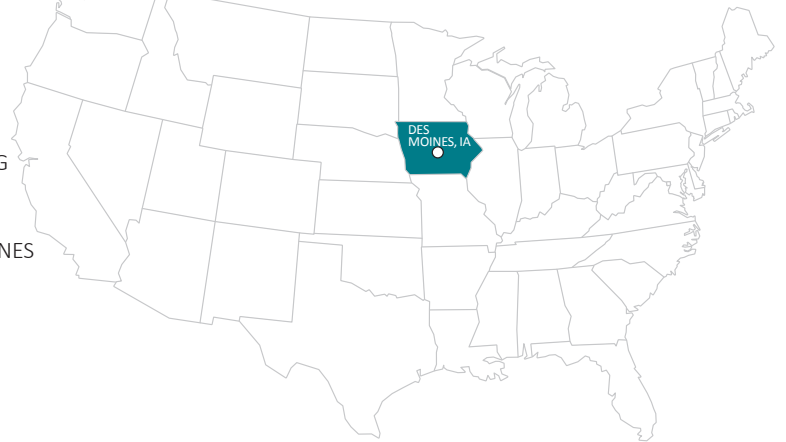
MILLENNIAL MEDIAN HOUSEHOLD INCOME OF **\$83,600 ANNUALLY**

(COMMERCIAL CAFÉ, 2023)

DEVELOPMENT ON-SITE:

- GENESIS HEALTH CLUBS 100,000-SQUARE-FOOT FACILITY OPENING SPRING 2024 WELCOMING AN ANTICIPATED 3,000 VISITORS WEEKLY TO THE CLUB
- AHEPA SENIOR HOUSING BROKE GROUND ON A 3-STORY, 90-UNIT DEVELOPMENT ENCOMPASSING 4.4 ACRES
- MERCY ONE WILL BEGIN CONSTRUCTION MID-2024 OF A NEW MEDICAL FACILITY ON 1.95 ACRES ALONG ARMY POST ROAD

COMBINED APPLE, MICROSOFT AND META HAVE MORE THAN 10 DATA CENTERS TOTALING 7 MILLION+ SQUARE FEET AROUND DES MOINES



THE IOWA STATE FAIR RECOGNIZED AS THE ONLY FAIR IN THE *NEW YORK TIMES* BEST SELLER AS 1,000 PLACES TO SEE BEFORE YOU DIE WELCOMING 1.1 MILLION VISITORS IN 2023

SOUTHRIDGE IS 3 MILES FROM THE DES MOINES INTERNATIONAL AIRPORT, WHICH HAS **3 MILLION PASSENGERS ANNUALLY**

SOUTHRIDGE IS 2 MILES FROM BLANK PARK ZOO, AVERAGING **480,000 PEOPLE PER YEAR** VIEWING 1,500 ANIMALS

POLK/DALLAS COUNTIES ENCOMPASSING DES MOINES, GENERATED **\$2.8 BILLION** IN DOMESTIC TRAVEL SPENDING, TOTALING 27% OF THE STATE TOTAL

YEARLY SALES

JAN	8.2%	MAY	7.8%	SEP	10.0%
FEB	7.3%	JUN	8.0%	OCT	8.8%
MAR	7.4%	JUL	8.7%	NOV	8.3%
APR	7.2%	AUG	9.1%	DEC	9.2%



MAJOR RETAILERS INCLUDE:

- HY-VEE GROCERY
- TARGET
- GENESIS HEALTH CLUBS
- DMACC SOUTHRIDGE
- NATIVEBID AUCTION SERVICES
- BANK OF AMERICA
- CITITRENDS
- DRAKE HEADSTART
- MAURICES
- MIDAS AUTO SYSTEMS EXPERTS
- MIDWEST MATTRESS
- NEW CHINA BUFFET
- FOOT LOCKER
- HY-VEE GAS
- KAY JEWELERS
- MARSHALLS
- PETCO
- ROSS DRESS FOR LESS
- SHOE CARNIVAL
- TARGET

