

The Outlet Shoppes at Oshkosh



HGP 
Horizon Group Properties

Oshkosh, Wisconsin



The world famous EAA Fly-In takes place directly across the Interstate from The Outlet Shoppes at Oshkosh. Visitors to the center can shop and watch at the same time.

OSHKOSH THE EVENT CITY

Oshkosh is known as Wisconsin's 'Event City,' hosting a myriad of activities year-round. From sports events, music concerts, international festivals, scenic hiking and biking trails, to spectacular gardens and lighthouses, there is no shortage of great attractions in Oshkosh. Especially in the summer months, over 500,000 people are expected to attend the EAA Annual Fly-In, Air Venture, making it the busiest airport in the world for a week. In addition, over 30,000 fans attend the annual 8-day Waterfest Concert to hear their favorite artists from Jazz to R&B. The Outlet Shoppes is a popular stop for travelers going to the Green Bay Packers games.

OSHKOSH MSA RANKINGS - 2ND IN THE NATION FOR BEST PLACES FOR MILLENNIALS TO LIVE

Oshkosh boasts an MSA of over 1.5 million. Over the last few years, the greater Oshkosh area has become known nationally as an excellent place to establish roots. Strong industry, affordable living and abundant natural resources have made the area the ideal place for businesses, families and job-seekers.

Since September 2017, the Oshkosh-Neenah MSA has added 600 jobs in Manufacturing, 900 jobs in Goods Producing, and 400 jobs in both Professional and Business Services and Leisure and Hospitality.

Center Facts

The Outlet Shoppes at Oshkosh



The Outlet Shoppes at Oshkosh is strategically located on I-41, between Green Bay and Milwaukee, near the breathtaking shore of Lake Winnebago. It's directly across from the EAA to attract over 800,000 attendees who visit the Annual Fly-In and museum each summer.

Following a very successful leasing effort (including tenants like Coach, Nike, Under Armour), HGP completed a seven-figure renovation of the center to add geometrically-shaped signs, mini park-like seating areas with landscaping and canopies, and a relaxing picnic/play area.

Gross Leasable Area

270,512 SF

Average Daily Traffic

Vehicular: 45,000+

MSA Population

1.5 million+

Accessibility

I-41



Market Demographics

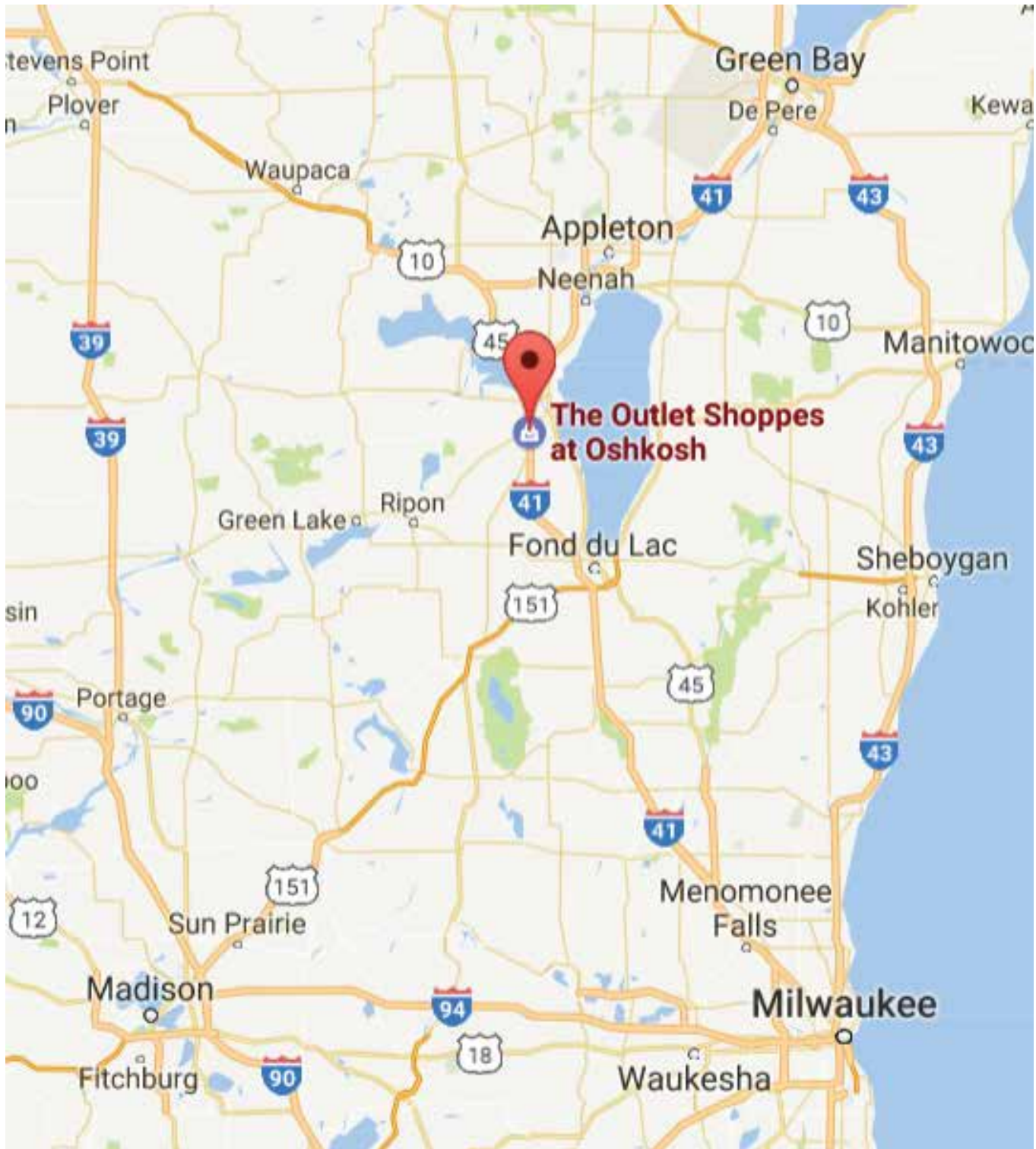
The Outlet Shoppes at Oshkosh

Description	20 Miles	30 Miles	40 Miles
POPULATION BY YEAR			
Population (4/1/1990)	230,003	432,193	579,608
Population (4/1/2000)	255,292	486,931	652,038
Population (4/1/2010)	272,305	524,024	704,513
Population (1/1/2018)	277,985	539,026	721,469
Population (1/1/2023)	284,098	552,014	737,497
Percent Growth (2018/2010)	2.09	2.86	2.41
Percent Forecast (2023/2018)	2.20	2.41	2.22
GENERAL HOUSEHOLD CHARACTERISTICS			
Households (1/1/2018)	115,155	218,522	290,909
Average Size of Household	2.31	2.38	2.39
Median Household Income (\$)	69,827	72,798	72,038
Average Household Income (\$)	88,110	89,928	89,343

Area Retail		
OUTLET	ANCHOR STORES	MILES FROM CENTER
Johnson Creek Premium Outlets	Nike, Tommy Hilfiger, Old Navy, GAP, American Eagle, Polo Ralph Lauren	71.5
Outlets at the Dells	Nike, Polo Ralph Lauren, Coach, Old Navy, Banana Republic, Gap, Express	86.4
RETAIL	ANCHOR STORES	MILES FROM CENTER
Fox River Mall	Scheels, Target, Macy's JC Penney	23

Regional Map

The Outlet Shoppes at Oshkosh





Paine Art Center & Gardens

<u>Oshkosh Area Attractions</u>	
<i>(Within 10 Miles of The Outlet Shoppes at Oshkosh)</i>	
<u>Name</u>	<u>Miles from Center</u>
Experimental Aircraft Association Festival	1.6
Country USA (Ford Festival Park)	2.1
Rock USA (Ford Festival Park)	2.1
Waterfest (Leach Amphitheater)	3.5
Lake Winnebago	4.4
Paine Art Center & Gardens	5.1
Oshkosh Public Museum	5.4
The Waters	5.5
Wiouwash Trail	8.3

The Wisconsin Herd is an American professional basketball team of the NBA G League as an affiliate of the Milwaukee Bucks of the National Basketball Association (NBA). Based in Oshkosh, Wisconsin, the Herd play home games at Menominee Nation Arena. The arena is less than four miles from The Outlet Shoppes at Oshkosh.

The new arena anchors the newly-designated "Sawdust District" located near Pioneer Drive Park along the shore of Lake Winnebago. The Sawdust District plan includes a walking bridge over the Fox River connecting pedestrian trails, a hotel and resort where the long-underused Pioneer Resort and Marina now sit. There are also designs for mixed-use office space and a host of other amenities.

Area WI Higher Education Institutions

<u>Institution</u>	<u>Enrollment</u>	<u>Miles from Center</u>
University of Wisconsin Oshkosh	13,629	3.9
Fox Valley Technical College	10,684	24.2
Lawrence University	1473	25.2
Marian University	3595	20.7
Lakeland College	3292	59.0
Saint Norbert	2180	49.0
University of Wisconsin Green Bay	6779	62.7

Fortune 500

Fortune 500 Companies in WI

<u>Company</u>	<u>Sales</u>	<u>Miles from Center</u>
Northwestern Mutual Life Insurance Co., (Milwaukee)	\$29.3 billion	84.9
ManpowerGroup (Milwaukee)	\$21 billion	83.6
Kohl's Corp. (Menomonee Falls)	\$19.1 billion	68.3
American Family Insurance Group (Madison)	\$9.5 billion	80.8
WEC Energy Group (Milwaukee)	\$7.6 billion	82.1
Oshkosh Corp. (Oshkosh)	\$6.8 billion	3.3
Rockwell Automation Inc. (Milwaukee)	\$6.3 billion	76.3
Fiserv Inc. (Brookfield)	\$5.7 billion	77.5
Harley-Davidson Inc. (Milwaukee)	\$5.6 billion	84.2



Pioneer Drive Park along the shore of Lake Winnebago

The Outlet Shoppes at Oshkosh

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The Trusted Leader

Horizon Group Properties is distinguished for developing, managing, and marketing outlet shopping centers. Each property offers a wide variety of quality designer brands at discounted prices in a compelling outdoor environment within attractive markets.

“Quality delivered with Economy and Proven Experience.”



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