

CAFARO
— Est. 1949 —



KENNEDY
MALL COMPLEX
Dubuque, Iowa

THE UNDISPUTED LEADER

IN MIDDLE MARKET,
SUPER-REGIONAL,
MALL DEVELOPMENT



About Kennedy Mall Complex

- **Super-regional shopping center that serves three states: Iowa, Illinois and Wisconsin.**
- **700,000 square feet, anchored by a newly opened HomeGoods, Dick's Sporting Goods, Best Buy, JCPenney, Planet Fitness, Books-A-Million, Ulta Beauty, and Shoe Carnival. A brand new Marshall's will join the anchor mix in 2026.**
- **Dubuque County leads the state in year-over-year job growth. It is ranked first over all nine metro areas in Iowa.**
- **Tourists spend \$295 million, contributing significantly to the area's economic development.**
Source: Placer.ai
- **Phoenix Theatres is Dubuque's only luxury movie theater, offering heated, reclining leather seats, the highest quality picture image and the latest in sound phase technology.**
- **Newly available outparcel space at Kennedy Mallview and the nearby Asbury Plaza power center offer great leasing flexibility.**
- **Construction is underway on a \$40 million housing development which will create 105 new single-family homes just minutes away from Kennedy Mall and Asbury Plaza.**
- **Dubuque's unemployment rate hovers around 3% and is consistently lower than the national average.**



Planetix THEATRES

#1 ENTERTAINMENT VENUE

Within 60 Miles

205.3K ANNUAL VISITS

#2 Classic Cinemas
Freeport, IL
152.7K Annual Visits

#3 Collins Road Theatres
Marion, IA
137.1K Annual Visits

#4 Five Flags Center
Dubuque, IA
101.8K Annual Visits

#5 AMC Classic Dubuque 14
Dubuque, IA
88.3K Annual Visits

AMERICAN EAGLE

Buckle 

SHOE
CARNIVAL

Bath&BodyWorks

planet
fitness

Marshalls

COMING 2026



Bath&BodyWorks	VICTORIA'S SECRET	AMERICAN EAGLE	Buckle B	HIBBETT	SPENCER'S	RIDDLE'S JEWELRY		
GNC LIVE WELL	Hallmark GOLD CROWN	K A Y JEWELERS	LENSCRAFTERS	FRESENIUS MEDICAL CARE	FINISH LINE	Auntie Anne's	GameStop	
TRADEHOME SHOES	francesca's	claire's	DUBUQUE MINING CO Eatery & Drinkery	HUHOT MONGOLIAN GRILL	coulee cards & gaming	EI SPORTS	THIRSTY GUYS BOBA • SMOOTHIE • SNACKS	Captured on CANVAS
COST CUTTERS HAIR SALON	THE FUN STATION DUBUQUE	Exotic Snack GUYS	Edward Jones	Angry Fox	TECH Corner	AudioNova	MAKERS MARKET LOCAL ARTISANS, CRAFTERS & MAKERS	

Trade Area

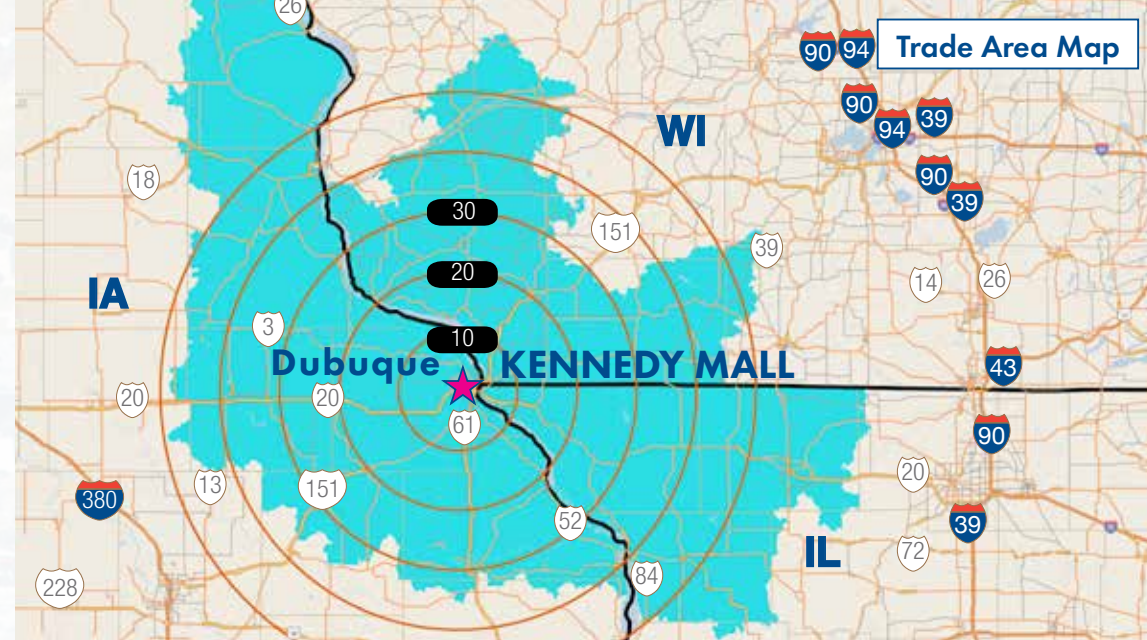
Trade Area Population	340,810
Number of Households	138,667

Shopper Demographics

Average Household Income	\$92,000
Median Age	42
Median House Value	\$246,000

Kennedy Mall Facts

Total Property Size	700,000 + sq. ft.
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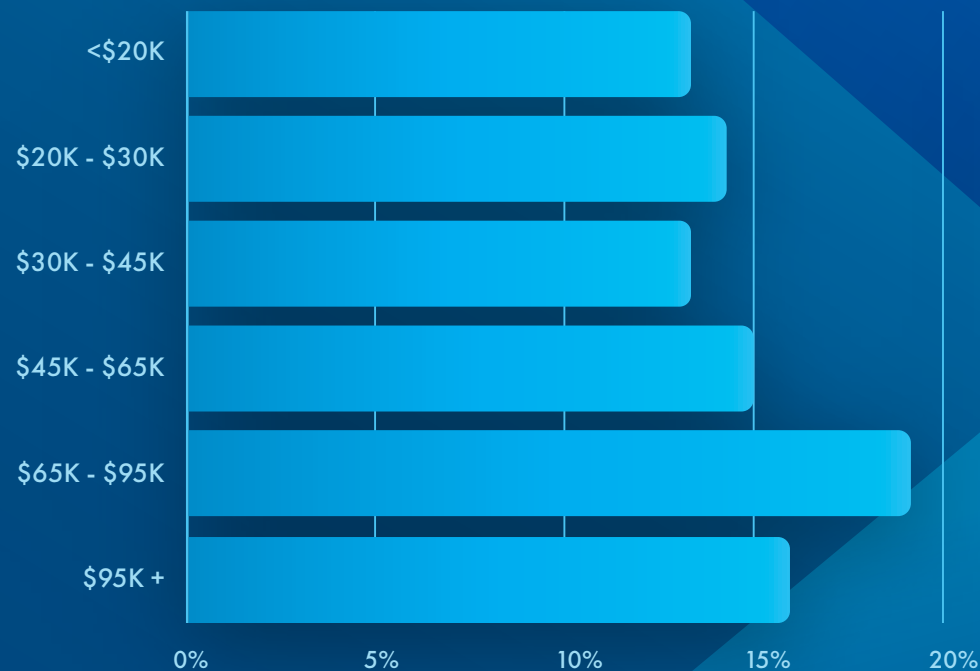
Largest Employers in the Area

John Deere Dubuque Works	2,810
Dubuque Community School District	2,000
MercyOne Dubuque Medical Center	1,438
HODGE	1,102
Medical Associates Clinic	1,069
University of Wisconsin-Platteville	1,062
Unity Point Health-Finley Hospital	940
Cottingham & Butler	851
City of Dubuque	737
Sedgwick CMS	725
Rainbo Oil Company	558
Western Dubuque School District	551
Hormel (Progressive Processing)	550



Placer.ai VISITOR DEMOGRAPHICS

Of the 438 thousand unique Kennedy Mall visitors, the median age is 42 years old and the **Average Household Income is \$92,000**. The median house value is \$246,000. 50% of the population is male and 50% is female.



3.6M

Mall Complex Visits



72MIN

Average Time Spent on Visit



VICTORIA'S
SECRET



CAFARO

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