

# The ALEY

at GRAND VILLAGE

- Build-ready sites for sale in heart of Branson, MO Entertainment District
- QSR/Restaurant, Hotel sites: .74 to 2.4 acres
- Anchored by iconic Grand Village Shops





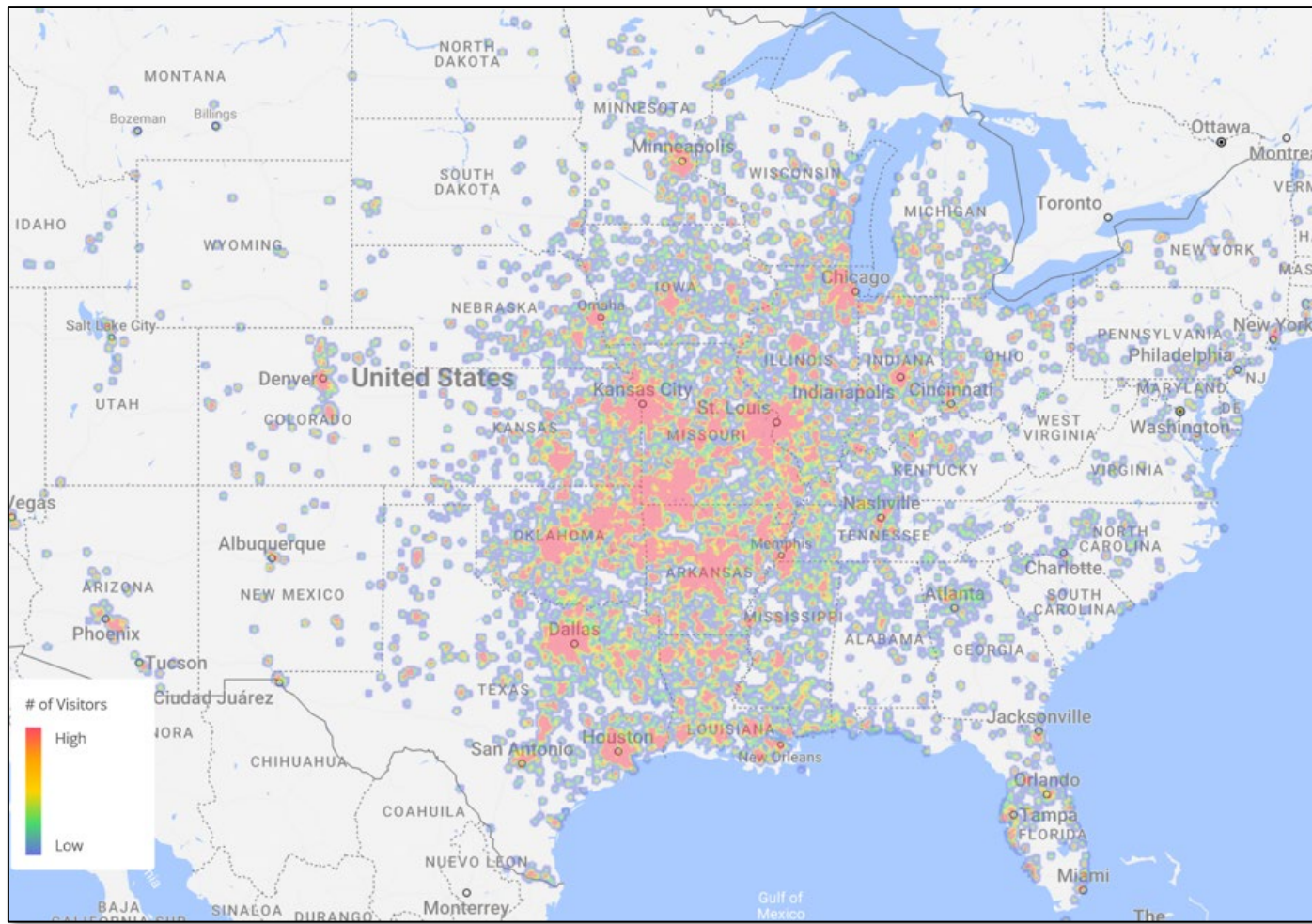
## Why Branson?

- Top US vacation market: Branson welcomed **10.2 million visitors** in 2022 and was named Tripadvisor's #3 "Best of the Best 2022" US destination.
- Robust, growing retail market: 32% growth in Branson retail sales from 2019 to 2022.
- 4 million annual visits are generated within 0.5 miles of **The Alley at Grand Village**.
- **The Alley at Grand Village** is a 10-acre prime development site situated in the Heart of The Branson Entertainment "Strip", known for its high concentration of shopping, restaurants, and attractions.



# Branson has huge Mid-America draw providing *brand leverage opportunity*

- Top Branson “feeder” markets include St. Louis, Kansas City, Oklahoma City, Tulsa, Dallas, Chicago, Little Rock.
- Provides retailers with opportunity to leverage their brand to/from major Midwest markets.



# Branson's national restaurant locations are *top* chainwide performers

Branson's restaurants deliver strong results, with many ranking in the top 10% of their national chains, per Placer.ai. 5 of these top performing restaurants are located within 1 mile of **The Alley at Grand Village**:



<u>Restaurant Name</u>	<u>Annual Visits (Last 12 Months as of 8/31/23)</u>	<u>US Chain Ranking of Branson Location</u>	<u>Total US Locations</u>	<u>Percentile of Branson Location vs. Total US Locations</u>	<u>Distance from The Alley (mi.)</u>
Chick-fil-A	584,000	167	1,903	91%	2.50
Cracker Barrel	454,000	44	654	93%	1.40
Cheddar's	447,000	13	176	93%	0.34
Longhorn Steakhouse	381,200	24	541	96%	0.18
Culver's	339,000	64	867	93%	2.50
McDonald's	334,400	507	12,494	96%	0.49
Steak 'n Shake	266,000	5	357	99%	2.66
IHOP	231,000	128	1,543	92%	1.50
Bob Evans Restaurant	226,000	18	437	96%	2.30
Denny's	207,000	121	1,262	90%	0.47
Krispy Kreme Doughnuts	172,000	11	291	96%	0.46



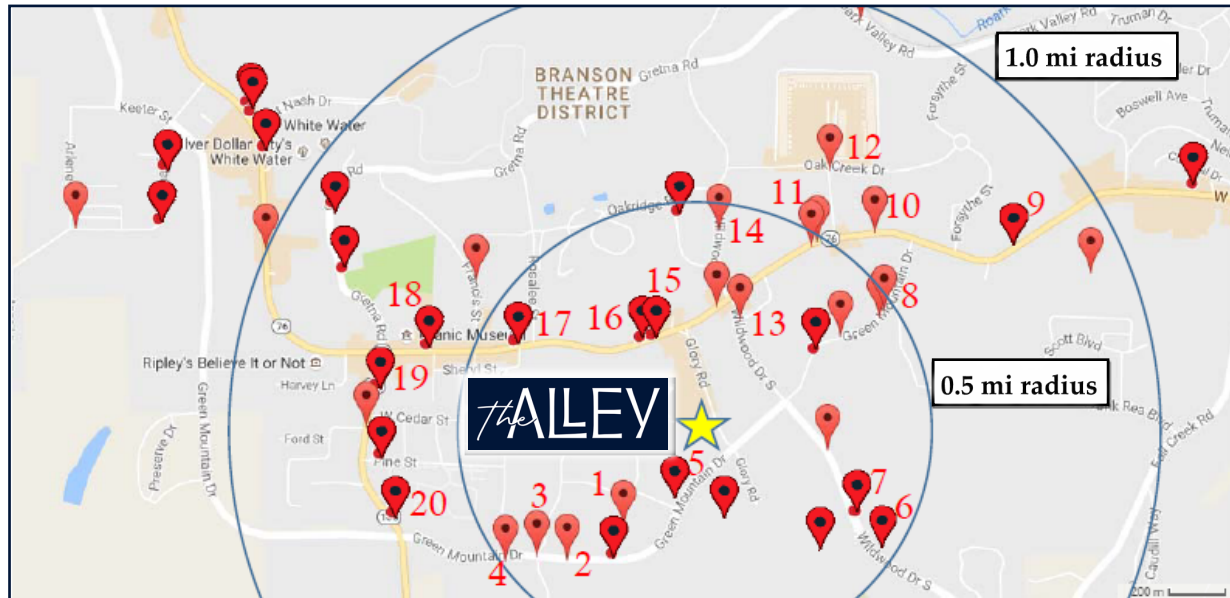
## Top nearby draws/shadow-anchors

- **The Alley at Grand Village is shadow anchored by leading Branson attractions** such as The Grand Village Shops (710,000 annual visits) to the immediate north and The Aquarium at the Boardwalk (659,000 visits) to the immediate east.
  - 57% and 35% of visitors to The Aquarium and Grand Village immediately travel to a restaurant, attraction, or retail store afterward.
- Additional nearby attractions include The Track (1.2 million visits), Titanic Museum (617,000 visits), Wonderworks amusement park (409,000 visits), Hollywood Wax Museum (441,000 visits), Clay Cooper Theater (335,000 visits).



# High nearby lodging density, New hotel development opportunity

- High concentration of hotels/condos: More than 5,600 hotel/condo units are located within 1 mile of **The Alley at Grand Village**.
  - High concentration of potential restaurant/retail customers
  - Void of newer/mid/upper-scale hotel stock presents opportunity for new development.
    - 4 upscale flags in Branson market achieving 2023 ADRs of \$246



**5,600+ hotel/condo units within 1 mile radius of The Alley at Grand Village, including:**

- |                                                                      |                                                           |
|----------------------------------------------------------------------|-----------------------------------------------------------|
| 1) Marriott's Willow Ridge Lodge – 414 condos                        | 11) Windmill Inn and Suites – 150 rooms                   |
| 2) Castle Rock Resort & Waterpark – 200 rooms                        | 12) Camden Hotel & Conference Center – 180 rooms          |
| 3) The Stone Castle Hotel & Conference Center – 300 rooms            | 13) Radisson Hotel Branson – 472 rooms                    |
| 4) Ozark Regal Hotel – 99 rooms                                      | 14) Grand Plaza Hotel Branson – 199 rooms                 |
| 5) Holiday Inn Express Branson – Green Mountain Dr. – 120 rooms      | 15) Clarion Hotel – 166 rooms                             |
| 6) Thousand Hills Golf Resort – 300 rooms                            | 16) Quality Inn on the Strip – 114 rooms                  |
| 7) Residence Inn by Marriott Branson – 85 rooms                      | 17) Hall of Fame Motel – 143 rooms                        |
| 8) Grand Oaks Hotel – 197 rooms                                      | 18) Best Western Center Pointe Inn – 164 rooms            |
| 9) Holiday Inn Express Hotel & Suites Branson 76 Central – 141 rooms | 19) Fairfield Inn & Suites by Marriott Branson – 96 rooms |
| 10) Hotel Grand Victorian – 151 rooms                                | 20) Branson Surrey Inn – 151 rooms                        |



# Sites leverage Grand Village's existing draw and strong demographics



- Grand Village Shops is an iconic Branson shopping destination, consistently ranking as a top Best of Branson shopping center. **The Alley at Grand Village** will leverage/complement Grand Village's existing draw.
- Grand Village attracts demographic customer base that is among the highest in Branson, based on Census data of origin of visitors:
  - \$66,600 median HH income (8% above Missouri median, and 12% and 23% above Aquarium and Tanger Outlets, respectively)
- **The Alley at Grand Village** is readily accessible from two arterial roads from the north (Hwy 76 / "The Strip" – 17,000 vpd) and south (Green Mountain Rd. – 9,000 vpd).



## Build-ready, Infill Sites

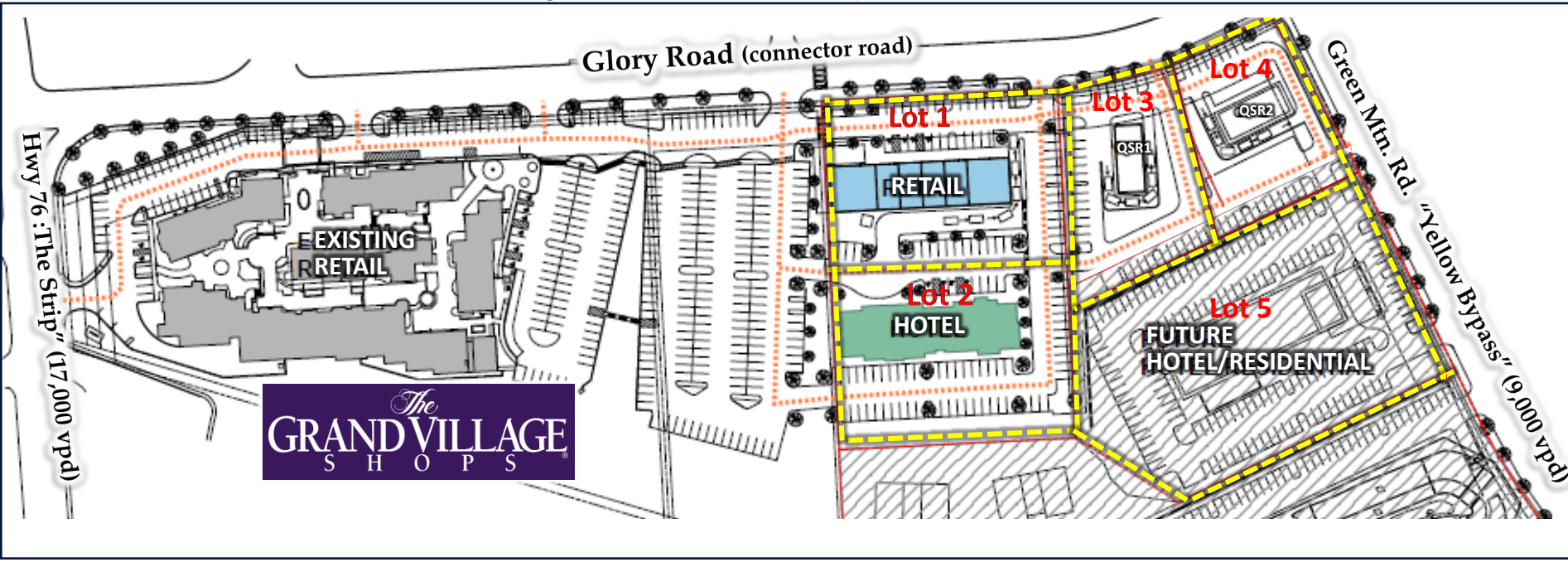
- **The Alley at Grand Village** consists of multiple build-ready individual parcels, with grading and subdivision expected to be complete by year-end 2023. The site adjoins The Grand Village Shops, with the potential for cross parking.





# BUILD-READY LOTS FOR SALE

.74 – 2.4 acre lots  
QSR / Restaurant, Hotel uses



	<u>AC</u>	<u>Price</u>
Lot 1	1.20	\$1,100,000
Lot 2	1.18	\$900,000
Lot 3	0.73	\$750,000
Lot 4	0.75	\$900,000
Lot 5	2.03	\$1,100,000

## CONTACT:

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