

# THE SHOPS AT WILLIAMSBURG



ENERGIZE ENJOY EXPERIENCE ENGAGE

## INVEST IN THE FUTURE

Now is the ideal time to join a high-powered roster of tenants as we transform The Shops at Williamsburg from a successful regional retail center, into a complete lifestyle destination. Prominently located off of I-80 between Des Moines and the Quad Cities, The Shops at Williamsburg features a compelling mix of national brands, local stores and lifestyle providers. The center currently attracts 1.3 million visitors each year and offers a prime platform for exceptional growth.

### HIGH VISIBILITY

Situated directly off Interstate 80, The Shops at Williamsburg features convenient highway access and excellent visibility, with direct site lines to the 30,000 vehicles traveling the interstate each day.

### PRIME LOCATION

An easy drive from several major cities, but still 80 miles away from the nearest outlet mall. The result is a prime location that offers a winning combination of high traffic and limited retail competition.

### COMPELLING TENANT MIX

The project is home to a fantastic mix of retailers and specialty shops, including power outlet brands like Coach Outlet, Old Navy Outlet, Nike Clearance Store, Sketchers and American Eagle as well as service and daily use providers.

### ESTABLISHED REPUTATION

Built in 1991 and renovated in 2022, this project has an established reputation in the region and attracts nearly 1.3 million visits annually. Tenant loyalty is high as evidenced by long-term commitments.

## NOTABLE TENANTS

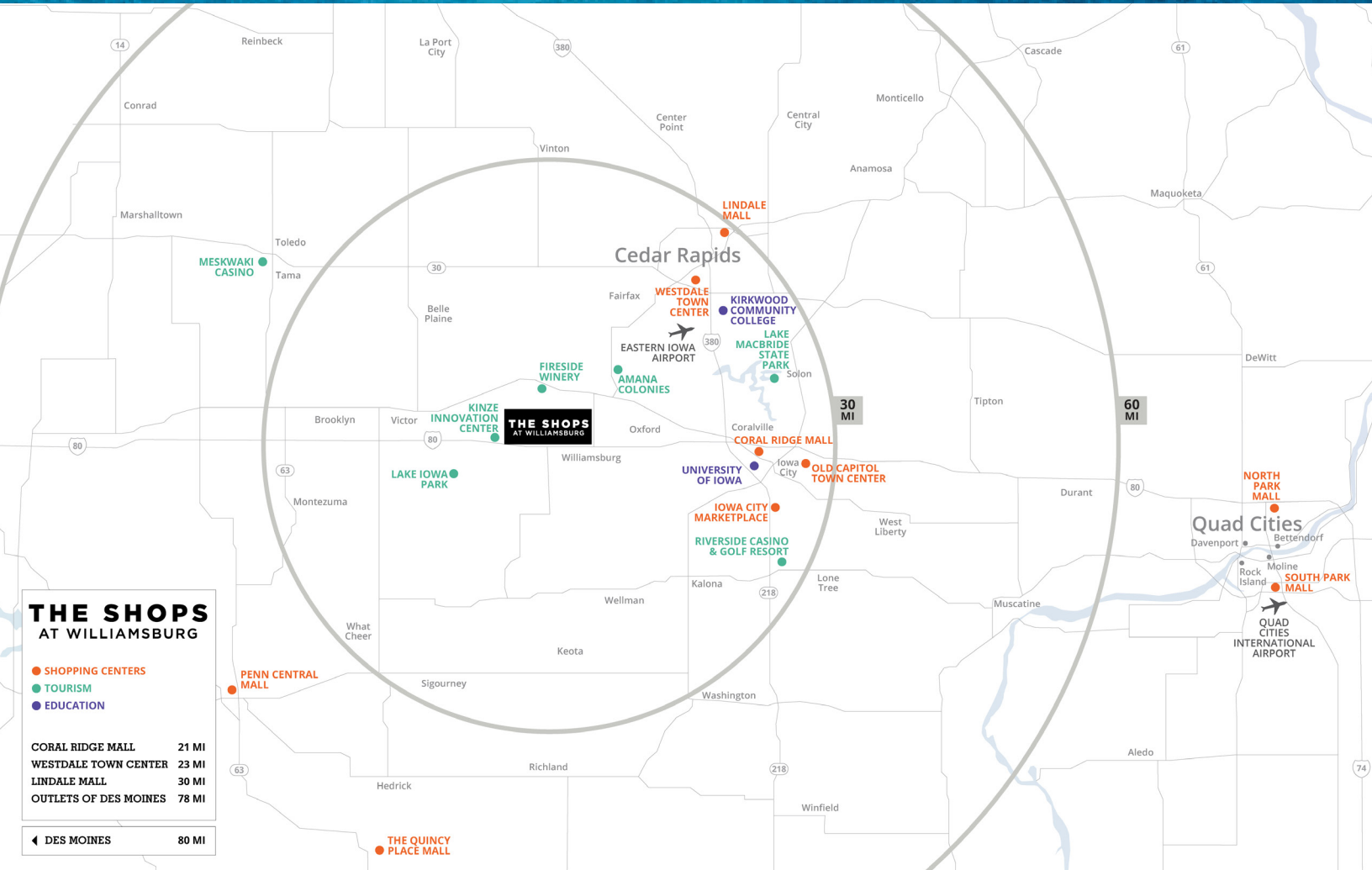


# ABOUT WILLIAMSBURG, IOWA

Williamsburg is located along Interstate 80, just 20 miles from Iowa City, one of the largest cities in the state of Iowa.

Iowa City has a strong and growing economy, backed by direct connectivity to several major Midwest markets. This is coupled with a deep commitment to both education and technology, anchored by the University of Iowa and the University of Iowa Hospital System, as well as by several tech and research companies. Iowa City also boasts a thriving arts and culture scene, which spans galleries, theaters and music venues that encourage tourism and support local businesses.

Williamsburg is the perfect small-town companion to Iowa City's big city finesse. A charming hamlet with a vibrant square, Williamsburg is located directly on Interstate 80, facilitating both travel to the area and trade with other areas. Williamsburg is an agricultural hub, and the proud home of Holden Foundation Seeds, Kinze Manufacturing, Inc., and Bayer Crop Science. In addition, Whirlpool Corporation, located in the nearby town of Amana, is one of Williamsburg's largest employers. An established force in the region, Williamsburg has a stable economy and a dynamic culture that attracts businesses, talent and investment.



## DEMOGRAPHICS

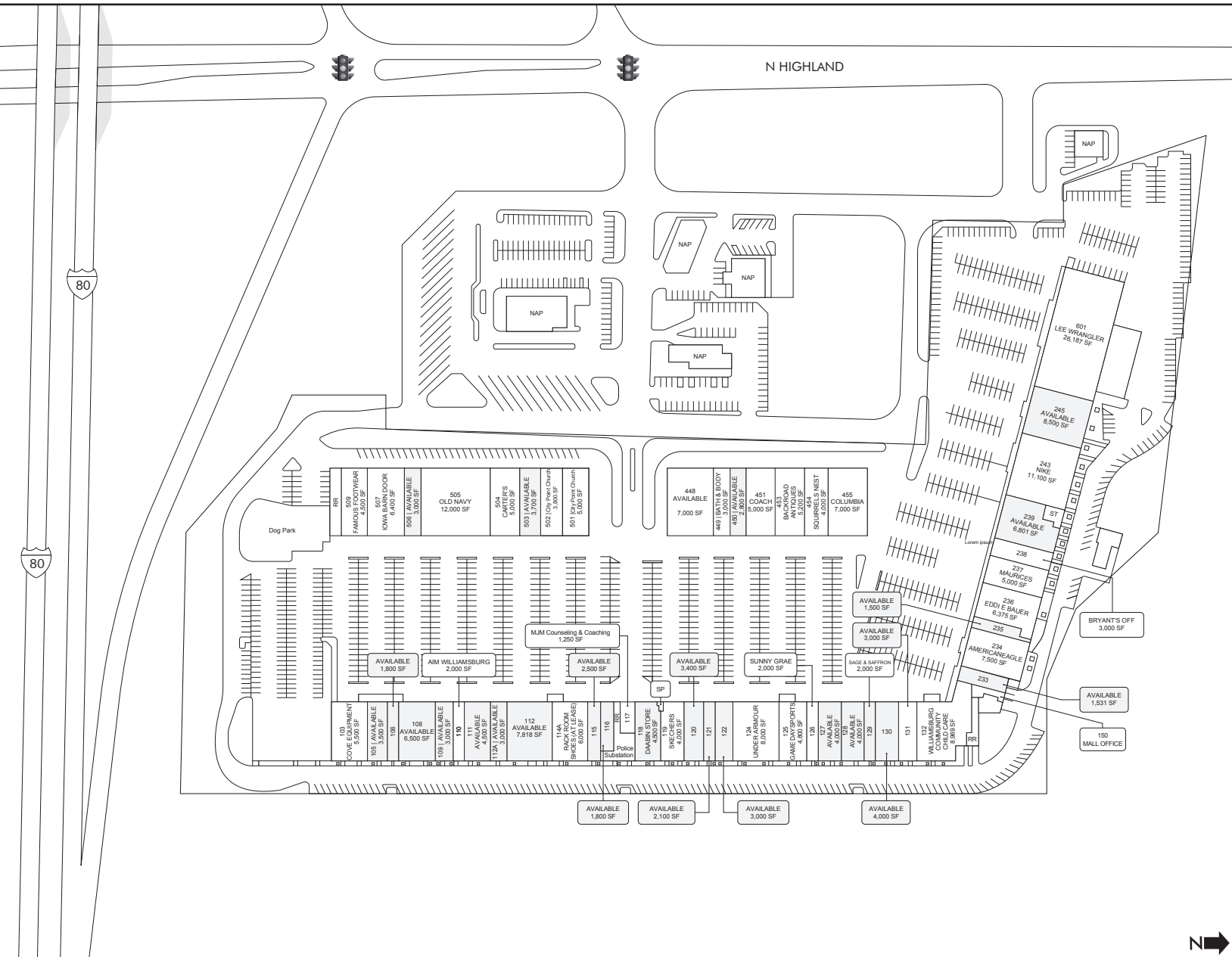
	70% True Trade Area	30-Mile Radius
Population	299,289	350,515
Average Annual Income	\$90,137	\$100,781
Number of Households	122,305	144,340
Median Age	33	35
Bachelor Degree+	38%	40%

\*Source: Demographics: Placer.ai Insights: Census 2023

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