

Elmore Marketplace



DAVENPORT, IOWA

OPEN AIR LIFESTYLE SHOPPING CENTER
Opportunities for Retail and Dining

Heart
of America
Group



CONTENTS

03

Overview

04

Dining & Shopping

05

Prime Demographics

06

Aerial Views

07

Overall Trade Area

08

Customer Segmentation Profile

13

Site Plan

16

Exhibits

OPEN AIR LIFESTYLE SHOPPING CENTER

Strategically positioned along the principal retail artery of the Quad Cities. Elmore Marketplace is a premier open air lifestyle shopping center featuring specialty retailers unique to the MSA. Elmore Marketplace reaches a wide array of the populous capturing 466,000 residents within the primary/secondary trade area.





The J Bar



The J Bar



Fairfield Inn & Suites - Interior Below



Fairfield Inn & Suites



Elmore Marketplace

RESTAURANTS & BARS

The J Bar

HOTELS

Holiday Inn & Suites

Fairfield Inn & Suites (2020)

SHOPPING & LIFESTYLE

DSW

Pier 1

Gap

Carter's

Lane Bryant

Banana Republic Factory Store

Charming Charlie

Ann Taylor Loft

Fleet Feet

Mattress Firm

Homegoods



Highlights

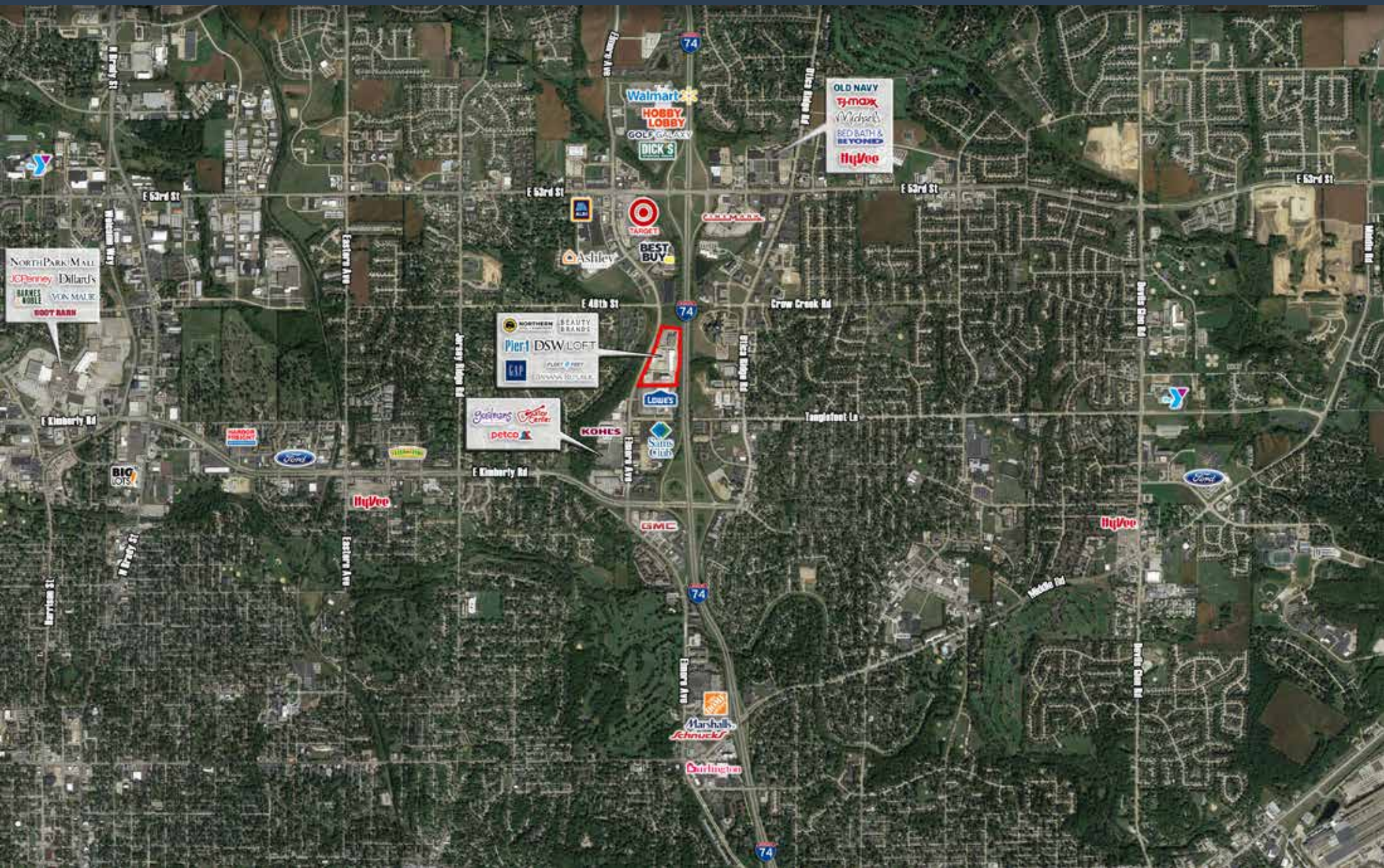
- Upscale lifestyle shopping center
- Featuring specialty retailers singularly exclusive to the MSA
- Located in the principal shopping corridor of the Quad City Metro area
- Elmore Marketplace serves both the Iowa and Illinois Quad City trade area
- Anchored by HomeGoods and DSW
- Frontline exposure to Elmore Avenue 20,000 vehicles per day (2018)
- East exposure to Interstate 74 – 32,300 vehicles per day (2014)
- Full service IHG hotel featuring the J Bar

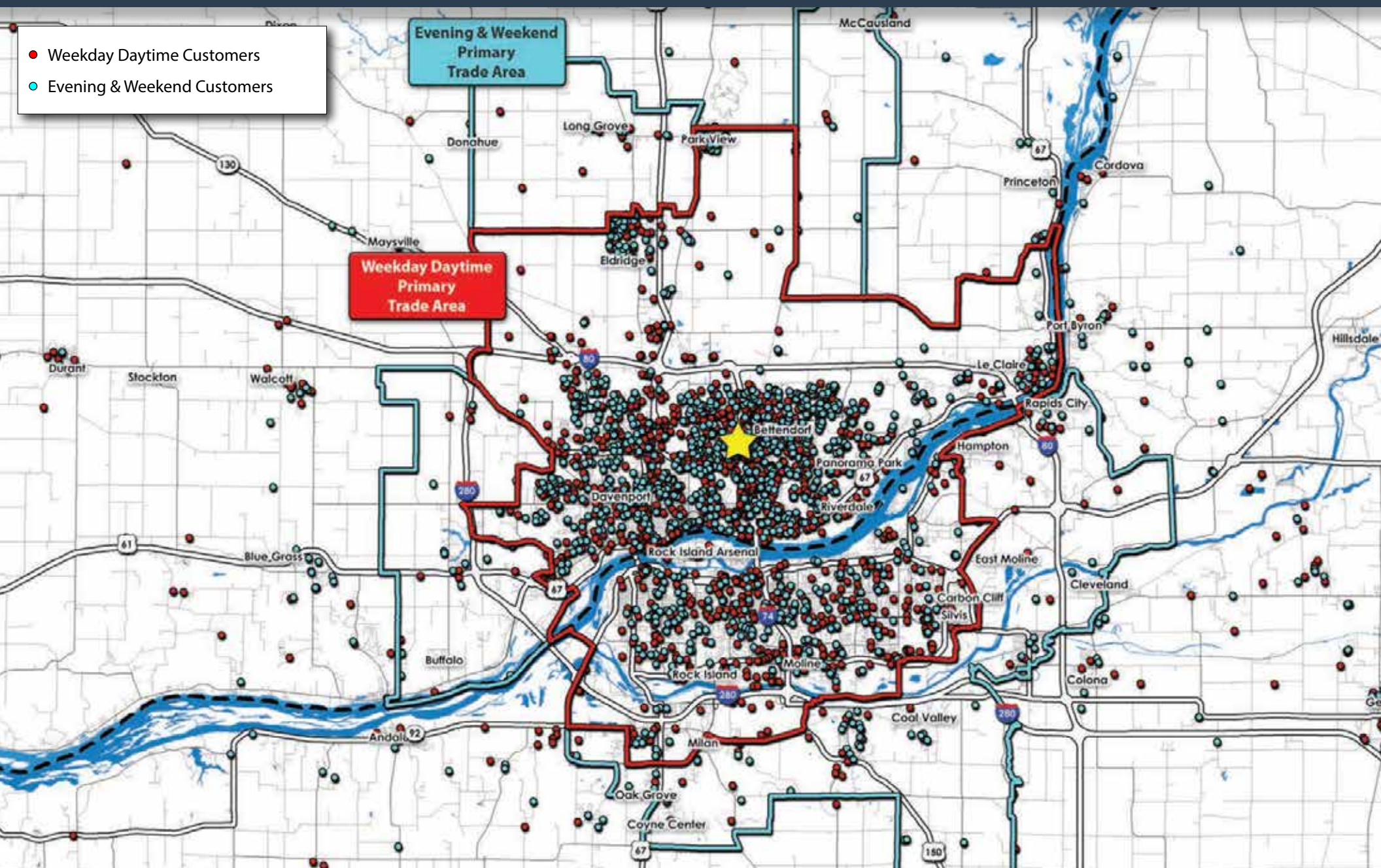
Demographics

	5-miles	Primary Trade Area	Secondary Trade Area
2017 Population	148,913	299,612	466,231
% College Educated	34.3%	29.1%	26.9%
Median HH Income	\$52,190	\$52,203	\$54,128
% White Collar Workers	60.4%	57.9%	56.5%

Elmore
Marketplace
WIDE ANGLE AERIAL

ELMORE AVENUE
DAVENPORT, IOWA 52807







Rustbelt Traditions (12.2% of Patrons) - The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.



Middleburg (8.5% of Patrons) residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.



Comfortable Empty Nesters (7.2% of Patrons) - Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.



Green Acres (5.9% of Patrons) - The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.



In Style (5.1% of Patrons) denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.



Salt Of The Earth (4.9% of Patrons) residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.



Rustbelt Traditions (4.8% of Patrons) - Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.



Old and Newcomers (4.3% of Patrons) This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.



Top Tier (4.1% of Patrons) - The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.



Heartland Communities (3.6% of Patrons) - Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.



Exurbanites (3.5% of Patrons) Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Elmore Marketplace

EVENING & WEEKEND PRIMARY TRADE AREA DEMOGRAPHICS

ELMORE AVENUE
DAVENPORT, IOWA 52807

2018 Demographics

KEY FACTS

299,612

Population



2.4

Average
Household Size

39.2

Median Age

\$52,203

Median Household
Income

BUSINESS



10,943

Total Businesses



184,615

Total Employees

INCOME



\$52,203

Median Household
Income



\$30,593

Per Capita Income



\$101,369

Median Net Worth

EDUCATION

9%

No High
School
Diploma



29%

High School
Graduate



33%

Some College



29%

Bachelor's/Grad/Prof
Degree

EMPLOYMENT



61%

White Collar



24%

Blue Collar



15%

Services

3.2%

Unemployment
Rate

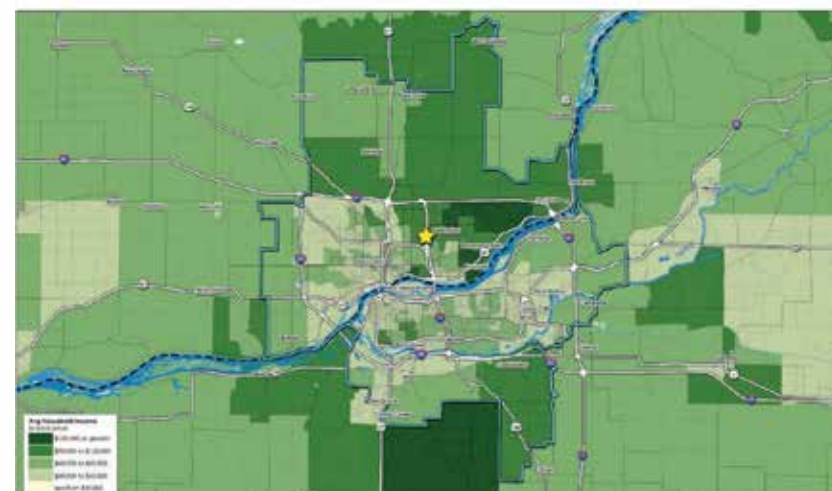
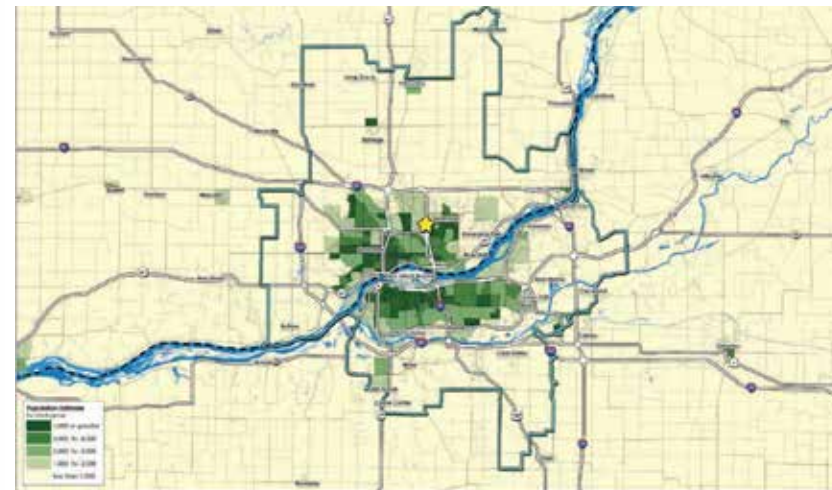
Households By Income

The largest group: \$50,000 - \$74,999 (17.3%)

The smallest group: \$150,000 - \$199,999 (4.6%)

Indicator	Value	Difference
<\$15,000	11.9%	+1.6%
\$15,000 - \$24,999	10.6%	0
\$25,000 - \$34,999	10.8%	-0.3%
\$35,000 - \$49,999	14.4%	+0.5%
\$50,000 - \$74,999	17.3%	-1.4%
\$75,000 - \$99,999	12.7%	-0.2%
\$100,000 - \$149,999	12.8%	-1.4%
\$150,000 - \$199,999	4.6%	+0.3%
\$200,000+	4.8%	+1.2%

Bars show deviation from
Clinton County



Elmore Marketplace

WEEKDAY DAYTIME PRIMARY TRADE AREA DEMOGRAPHICS

ELMORE AVENUE
DAVENPORT, IOWA 52807

2018 Demographics

KEY FACTS

273,914

Population



2.4

Average
Household Size

38.8

Median Age

\$51,629

Median Household
Income

BUSINESS



10,246

Total Businesses



175,972

Total Employees

INCOME



\$51,629

Median Household
Income



\$30,579

Per Capita Income



\$92,459

Median Net Worth

EDUCATION

9%

No High
School
Diploma



28%

High School
Graduate



33%

Some College



30%

Bachelor's/Grad/Prof
Degree

EMPLOYMENT



61%

White Collar



23%

Blue Collar



16%

Services

3.3%

Unemployment
Rate

Households By Income

The largest group: \$50,000 - \$74,999 (17.1%)

The smallest group: \$150,000 - \$199,999 (4.6%)

Indicator	Value	Difference	
<\$15,000	12.4%	-0.8%	
\$15,000 - \$24,999	10.7%	-0.8%	
\$25,000 - \$34,999	10.8%	-0.2%	
\$35,000 - \$49,999	14.4%	-0.3%	
\$50,000 - \$74,999	17.1%	+1.0%	
\$75,000 - \$99,999	12.5%	+0.4%	
\$100,000 - \$149,999	12.5%	+1.4%	
\$150,000 - \$199,999	4.6%	+0.6%	
\$200,000+	4.9%	+0.7%	

Bars show deviation from
Rock Island County



Elmore Marketplace

SECONDARY TRADE AREA DEMOGRAPHICS (ALL DAY)

ELMORE AVENUE
DAVENPORT, IOWA 52807

2018 Demographics

KEY FACTS

466,231

Population



2.4

Average
Household Size

40.6

Median Age

\$54,128

Median Household
Income

EDUCATION

9%

No High
School
Diploma



31%
High School
Graduate

33%

Some College



27%
Bachelor's/Grad/
Prof Degree

BUSINESS



17,001

Total Businesses



256,286

Total Employees

EMPLOYMENT



59%

White Collar



26%

Blue Collar



15%

Services

3.0%

Unemployment
Rate

INCOME



\$54,128

Median Household
Income



\$30,186

Per Capita Income



\$119,265

Median Net Worth

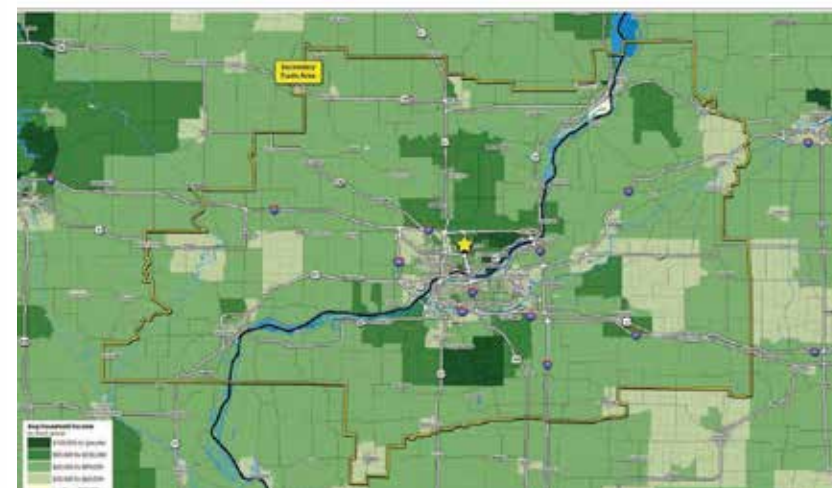
Households By Income

The largest group: \$50,000 - \$74,999 (18.2%)

The smallest group: \$200,000+ (4.1%)

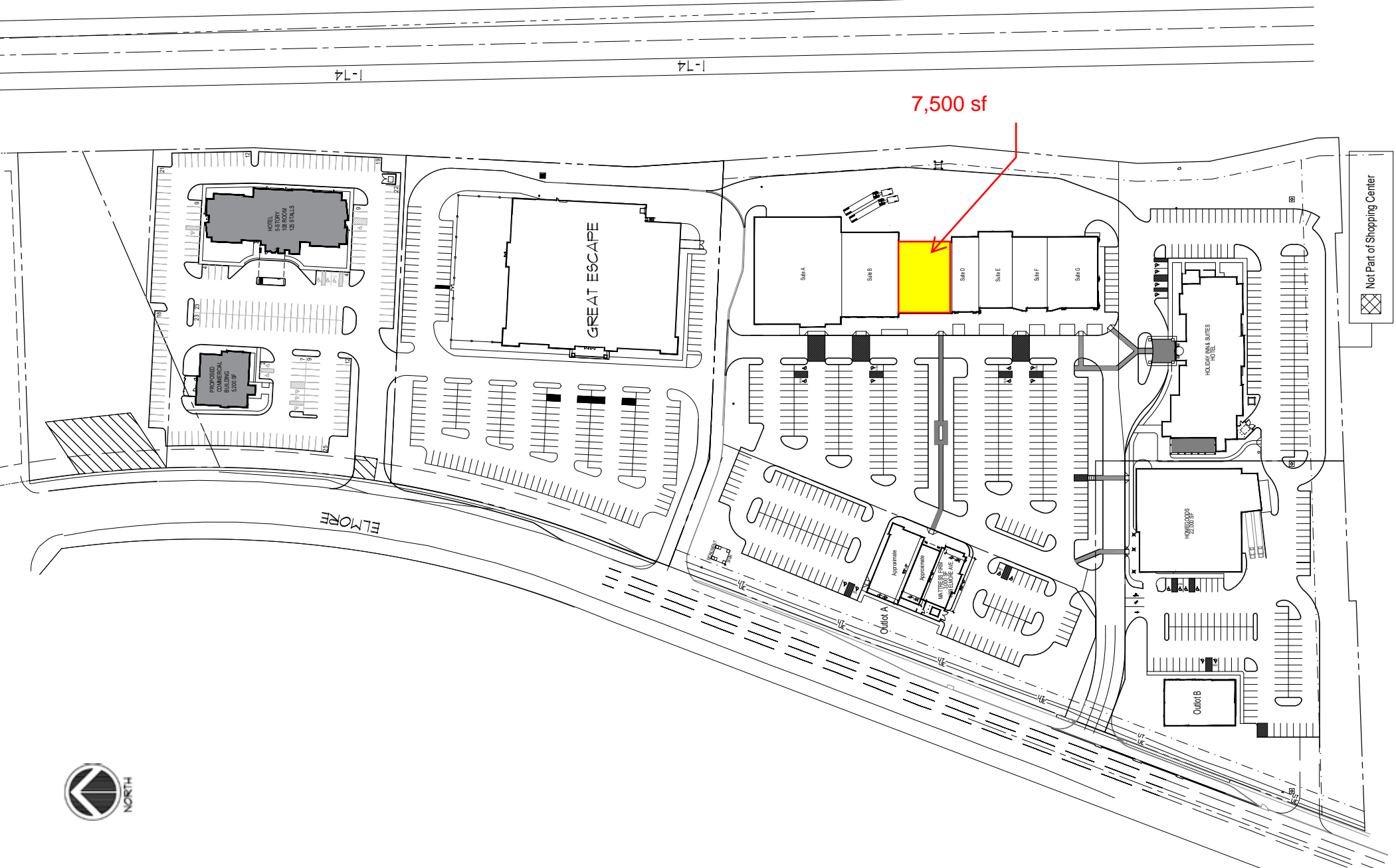
Indicator	Value	Difference	
<\$15,000	11.0%	+0.6%	
\$15,000 - \$24,999	10.3%	-0.9%	
\$25,000 - \$34,999	10.6%	-1.1%	
\$35,000 - \$49,999	14.0%	-0.5%	
\$50,000 - \$74,999	18.2%	-0.1%	
\$75,000 - \$99,999	13.4%	-0.3%	
\$100,000 - \$149,999	13.9%	+0.4%	
\$150,000 - \$199,999	4.6%	+0.6%	
\$200,000+	4.1%	+1.3%	

Bars show deviation from
Bureau County



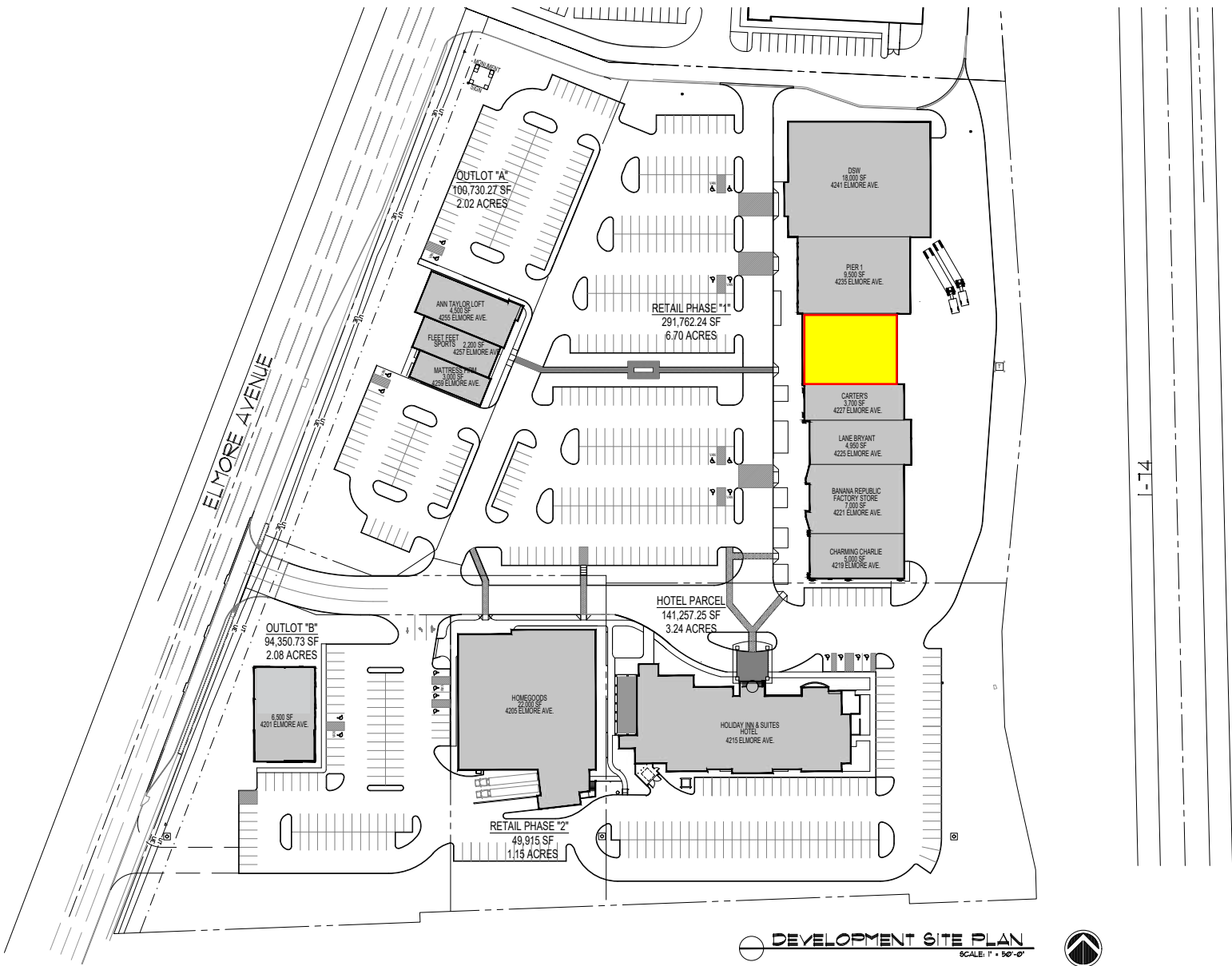
Elmore
Marketplace
SITE PLAN

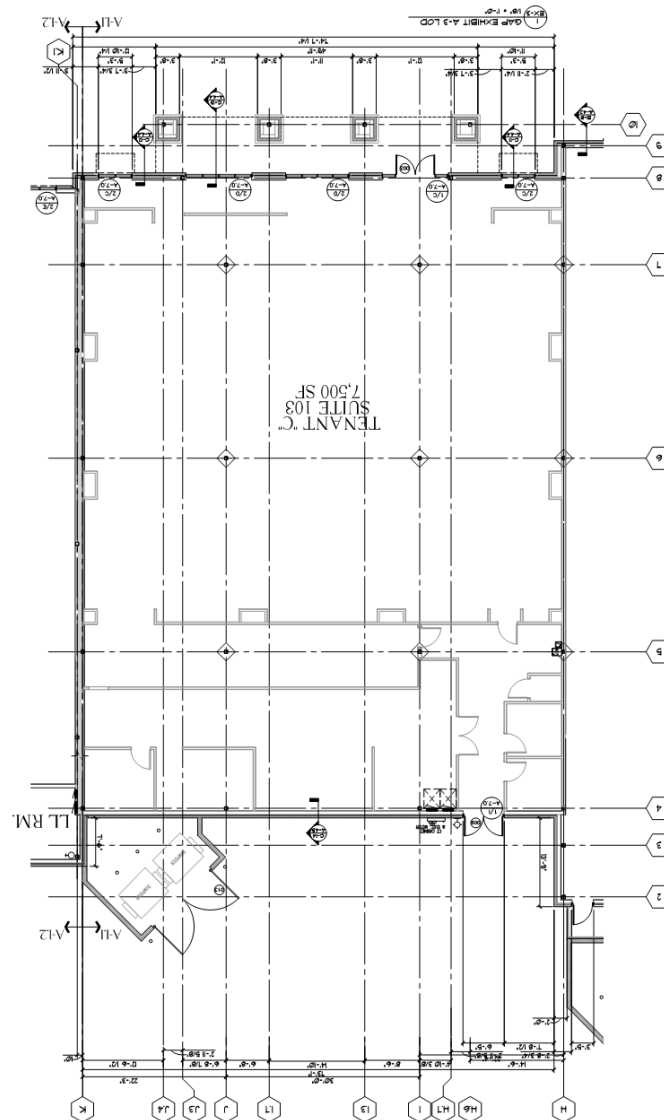
ELMORE AVENUE
DAVENPORT, IOWA 52807



Elmore
Marketplace
SITE PLAN

ELMORE AVENUE
DAVENPORT, IOWA 52807





Elmore Marketplace

OPEN AIR LIFESTYLE SHOPPING CENTER
Opportunities for Retail and Dining



For More Information:

Ajay Singh

asingh@hoari.com | 563.508.9808

Chris Whalen

cwhalen@hoari.com | 563.505.3069