



# AERIAL

COLUMBIA CAPITAL OUTLETS  
COLUMBIA/CAYCE, SOUTH CAROLINA

SCANA  
South Campus

Saxe Gotha Dr.

Downtown Columbia

Cayce Tennis Center

Charlotte, NC 92 Miles  
Myrtle Beach, SC 147 Miles

I-77N

12th St. Ext.

12th St. Ext.

I-77S  
71,600 VPD



DEVELOPMENT

Contact the EB team at  
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COLUMBIA  
CAPITAL OUTLETS



# PROJECT

## COLUMBIA SC'S NEW DESTINATION FOR **OUTLET SAVINGS**

As South Carolina's capital and largest city, Columbia is the premier location for commerce, entertainment, lifestyle, culture and recreation as well as being home to the University of SC (32,000+ students) and Fort Jackson (70,000 soldiers trained annually. 200,000 attend new soldier graduations annually.). Columbia Capital Outlets is an easy 11 minute/6.5 mile drive from downtown Columbia.

## SITE **DETAIL**

- **300,000 SF RACETRACK DESIGN**
- **EXCELLENT, HIGHLY VISIBLE LOCATION**
- **DIRECT ACCESS FROM INTERSTATE 77**
- **2000+ LF OF HIGHWAY FRONTAGE**
- **14.5 MILLION VISITORS ANNUALLY; OF THOSE, 5.4 MILLION OVERNIGHT VISITORS**
- **EB JOINT VENTURE WITH PARIS PROJECTS**

# MARKET

## OPPORTUNITY AT THE INTERSECTION OF CULTURE AND COMMERCE.

Capitalizing on the City of Columbia's successful "Famously Hot" marketing campaign, Columbia Capital Outlets will add a new and exciting shopping venue to serve the dynamic, expanding population in the market and complement their retail needs.

### MARKET

- COLUMBIA CAPITAL OUTLETS IS PART OF SCANA (SC ELECTRIC) OTARRE CORPORATE PARK
- DIRECT ACCESS OFF I-77
- MINUTES FROM I-26 AND I-20
- 6 MILES FROM COLUMBIA METROPOLITAN AIRPORT
- 14 MILES FROM THE AREA'S LARGEST REGIONAL MALL



### POPULATION

- CITY OF COLUMBIA 130,000
- COLUMBIA MSA 900,000\*
- 8 COLLEGES AND UNIVERSITIES 50,000 STUDENTS

\*ULI-450,000 new residents by 2040

\*Lindler Report-375,000 new residents by 2030

### EMPLOYMENT

• STATE GOVERNMENT	24,971
• LEXINGTON COUNTY SCHOOLS	10,000
• PALMETTO HEALTH	9,000
• RICHLAND COUNTY SCHOOLS	8,500
• BLUE CROSS/BLUE SHIELD SC	6,773
• UNIVERSITY OF SC	6,713
• FORT JACKSON	7,000
• LEXINGTON MEDICAL CENTER	5,100
• SCANA	3,873
• AMAZON	2500
• MICHELIN	2040
• NEPHRON PHARMACEUTICALS	700

### HOTEL

- COLUMBIA-11,547 ROOMS-77.4% OCCUPANCY
- DOWNTOWN-1,603 ROOMS-80.2% OCCUPANCY
- \$36.1MM NEW HOTEL DEVELOPMENT IN 2016

# TRADE AREA

