



THE DISTRICT

AT WEST ACRES

A CURATED COLLECTION  
OF RESTAURANTS + EXPERIENCES



# EAT. DRINK. EXPERIENCE.

It's a destination unlike any other.

Picture a curated collection of unique restaurants. A beautifully landscaped space. An inviting, modern design created especially for our community by one of the world's top architecture firms.

All in a thriving, highly visible location that attracts over 6 million visitors every year.

It's an exceptional opportunity for only a few lucky businesses — including yours. And we can't wait for you to join us.

Welcome to The District at West Acres.



# OUR THRIVING COMMUNITY

Fargo-Moorhead is a vibrant metropolitan area known for steady growth, a business-friendly environment and an outstanding quality of life.

In fact, Moody's economy.com consistently ranks Fargo as a top location in vitality and economic diversity with projections set to outpace the growth rate of the state and nation.

## **A STRONG ECONOMY**

Our diversified local economy is filled with opportunities in technology, research, medical, manufacturing, agriculture and university fields with top employers that include Sanford Health and Microsoft

## **BUSINESS-FRIENDLY**

In Fargo-Moorhead, the costs of living and doing business are affordable with a minimum wage of \$7.25 and a tip credit possible to \$4.86 per hour

## **A YOUNG, EDUCATED POPULATION**

Fargo-Moorhead is fed by three universities: NDSU, MSUM and Concordia

## **STARTUPS START HERE**

The F-M area is a hub for entrepreneurs and technology-based businesses, deemed America's most undervalued tech hub by Fortune.com

## **ACTIVITIES ABOUND**

Our community draws people in with a variety of big-name entertainment and sporting events, performance arts opportunities, and a thriving dining and retail scene, at the center of which is West Acres



# A DINING DESTINATION

Positioned at the most visible intersection in the region, The District at West Acres is set to become a location like no other.

With 25,000 square feet of space designed to be home to a collection of new eateries, it holds an exceptional retail market power opportunity for restaurants.

## THE CLUSTERING EFFECT

The District is designed intentionally to create a clustering of restaurants in a beautifully designed space, truly creating a destination

## UNIQUE CONCEPT

The District features a curated collection of national, regional and local restaurants in a one-of-a-kind setting, so it's unlike any other project of this kind in our region

## DISTINGUISHED DESIGN

Designed by CallisonRTKL, a world-renowned global architecture, planning and design firm, The District is specially designed with every detail in mind

## LOCAL TOUCHES

Featuring ample patio space; neighboring landscaping, art and green space; and design inspired by our community, The District is made to feel authentic to our region through its local art and landscaping

## CREATED WITH THE CUSTOMER IN MIND

The District comes to life with a friendly atmosphere and valued amenities that keep customers coming back, including convenient parking for dine-in guests and valet and front door parking for takeout orders

# ONE WORD: LOCATION

Location is everything. And the perfect location can be tricky to find.

This time, it's easy. At the heart of our thriving community, you'll find your ideal business opportunity. West Acres is a hub for flourishing stores and eateries, unique experiences, and millions of annual visitors.

## CENTRAL LOCATION

West Acres is in the center of the metro market with easy access to interstates I-29 and I-94, and The District sits at the most highly visible point of West Acres' property

## HIGH TRAFFIC

The intersection at 13th Ave. and I-29 is the busiest in the state with more than 100,000 vehicles passing through per day

## MILLIONS OF VISITORS

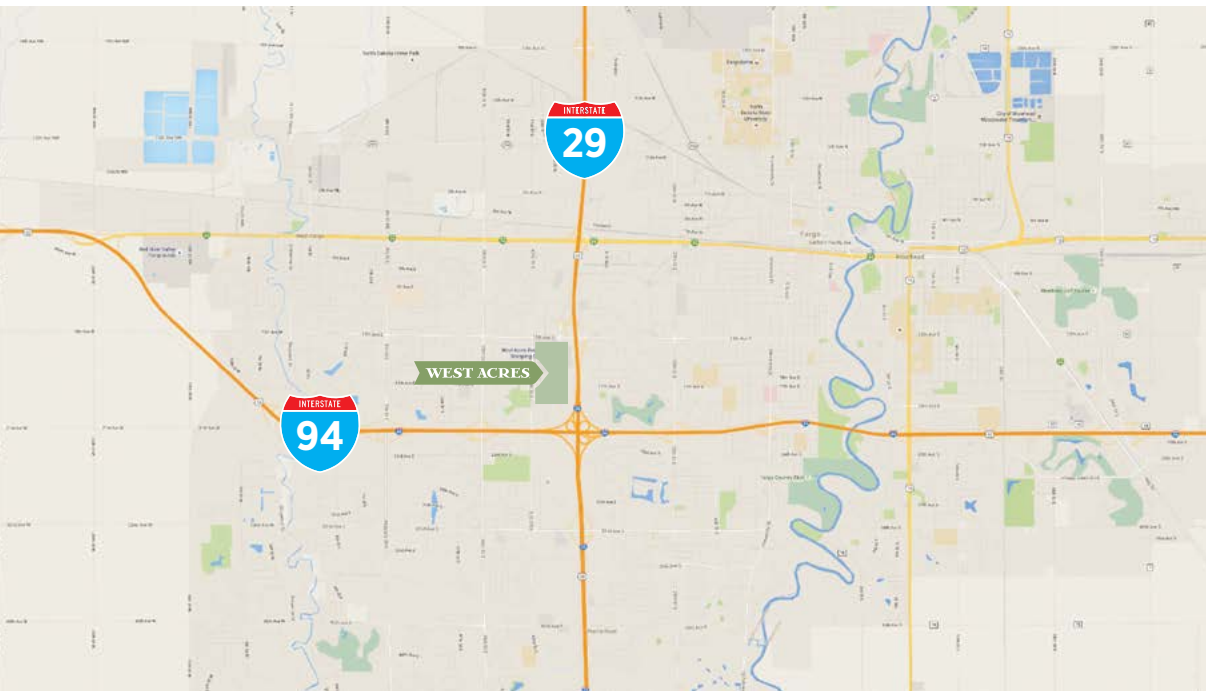
Located at the most highly visited location in the region and state, The District at West Acres will benefit from over 6 million annual visitors

## JUST A SHORT DRIVE AWAY

Fifteen-minute-or-less drive times make West Acres convenient to access from anywhere in the Fargo, Moorhead and West Fargo metro area

## SHOP AND STAY

Nearby hotels with convention spaces offer numerous places for out-of-town visitors to work, shop and spend the night. There are 5,600 hotel rooms in the area; the vast majority of them are in the neighborhood of The District.



# A HISTORY OF SUCCESS

Since 1972, West Acres has been the shopping destination of the upper Midwest. Currently home to more than 100 stores, West Acres is positioned for a bright future with even more room to grow.

## FAMILY-FOCUSED

West Acres is locally owned and operated with second-generation family ownership

## PROVEN SUCCESS

West Acres has an established track record for being well-maintained and continuously nearly fully leased and is positioned to be stronger than ever heading into the future

## THE WEST ACRES EXPERIENCE

More than just a mall, West Acres is a vibrant community center featuring local arts and events, plus a philanthropic culture. Local ownership connects the mall to the community in a way other malls envy:

- Fresh flowers and plants are maintained by and support the local botanic garden society
- Recipe tiles line our food court in support of the local food bank
- Regional Showcase program exemplifies the idea that the mall should be an intersection between the community and the arts; West Acres features the largest art collection in the region and currently hosts 80+ performances per year by local groups

## ENDINGS LEAD TO NEW BEGINNINGS

We've embraced recent opportunities to replace lackluster retailers with strong ones who share our vision of a bright, engaged future. While other malls lament on the closure of department stores, West Acres seized the opportunity to not renew Sears' lease, propelling the mall into the future by replacing Sears with Best Buy and The District. Other new retailers include:

- lululemon
- Dry Goods
- Legacy Toys
- Expansion of other successful retailers such as Evereve and Halberstadt's

# A REGIONAL DRAW

Already the destination for 6 million visitors per year, West Acres continually attracts a growing population of young customers — the ideal market for restaurants located in The District.

## A YOUNG POPULATION

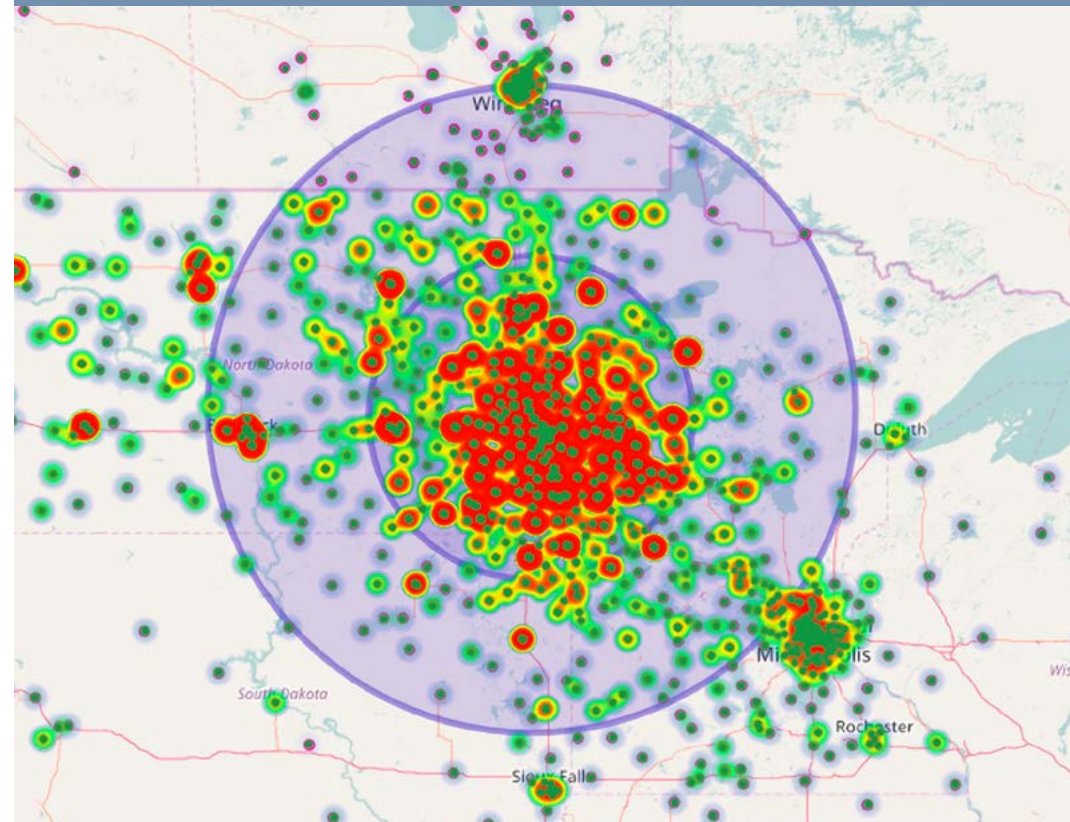
West Acres significantly outpaces the nation in those 18-44 years of age, which constitutes the prime target for restaurateurs

## SHOPPERS FROM FAR AND WIDE

West Acres draws from a broad geographic area:

- 30% of our customers come from beyond our fast-growing MSA of 245,000
- West Acres attracts shoppers from a population of 2,252,018 and over 1 million households (as seen in outer circle)

In the map below, West Acres is located in the center of the circle.





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