



THE DISTRICT

—  
AT WEST ACRES

A CURATED COLLECTION  
OF RESTAURANTS + EXPERIENCES

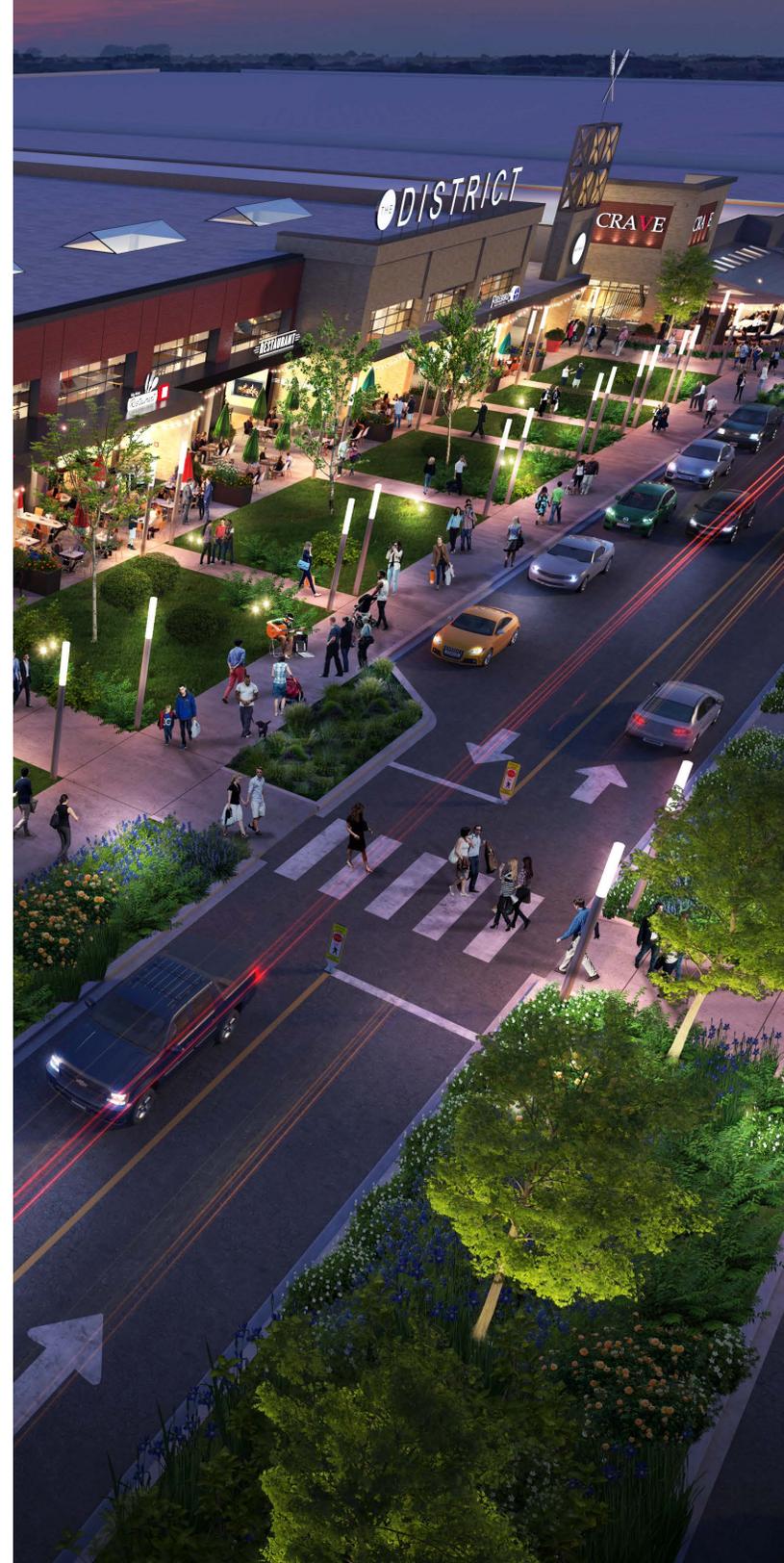
## A personal note from Brad

West Acres has been in my family for generations. Local ownership has run the shopping center for 46 years, and we're proud to continue that legacy by doing things differently than most malls: creating a platform for local artists and entrepreneurs; giving back to over 300 local organizations annually; and providing our customers with a memorable, valuable experience. As a result, West Acres is the community hub that other retail properties aspire to be.

Together, we can advance our mutual success. As part of our new restaurant experience, The District, your business would thrive in our central, high-traffic West Acres location. Our West Acres customers would benefit from your one-of-a-kind food offerings. And you would benefit from West Acres' proven success and substantial regional draw.

We've embraced recent opportunities to replace lackluster retailers with strong ones who share our vision of a bright, engaged future. The District at West Acres is one of these opportunities. Change is what drives us forward and helps us improve for our customers and our community. And your restaurant is just the kind of destination we'd love to include in this unique experience.

With an original, repurposed space available in The District, the door is open for you to create a new legacy in the heart of the Midwest while building on the history of West Acres. Let's grow together.





# JOIN A DESTINATION UNLIKE ANY OTHER

Picture a carefully selected collection of unique restaurants. A beautifully designed space that invites and welcomes the community. Meaningful touches like local art and unexpected customer amenities. All in a thriving, highly visible location that attracts millions of visitors every year.

It's an exceptional opportunity for only a few lucky restaurants—and we'd love for you to be one of them.

Welcome to The District at West Acres.



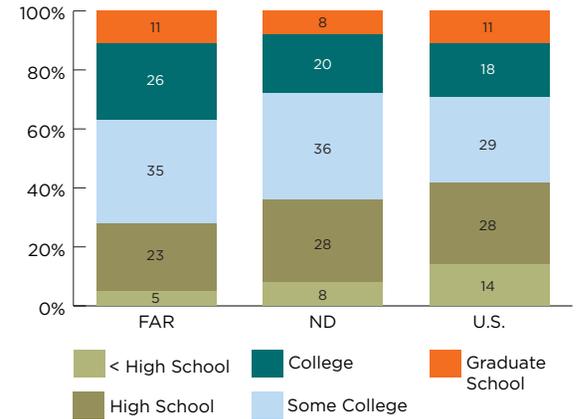
# OUR THRIVING COMMUNITY

Fargo-Moorhead is a vibrant metropolitan area known for steady growth, a business-friendly environment and a booming college population, making it a great potential home for your restaurant.

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.

## DEMOGRAPHICS THAT SHOW A BRIGHT FUTURE

PERCENTAGE OF ADULTS 25 & OLDER

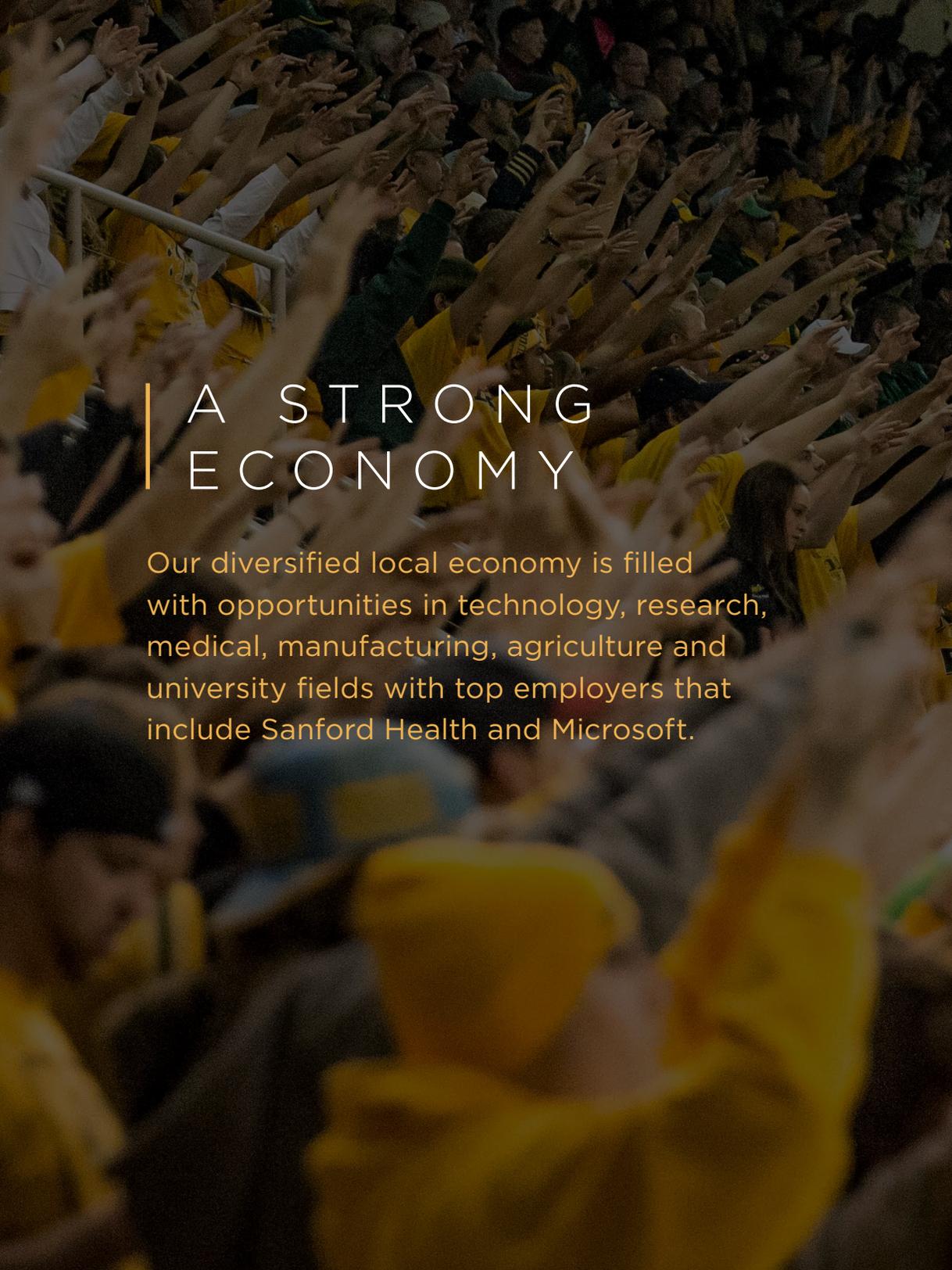


POPULATION BY AGE



POPULATION GROWTH RATE





# 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. Our state's workers' compensation rates are some of the lowest in the nation.

## **A YOUNG, EDUCATED POPULATION**

Fargo-Moorhead is fed by three universities: NDSU, MSUM and Concordia, along with a handful of smaller colleges. That makes us a popular destination for both students and young grads. Realtor.com recently named Fargo the #1 city for new college grads.

## **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 FIRST-TO-THE-MARKET CONCEPT

Positioned at the most visible and convenient 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 unique new eateries, it holds an exceptional retail market power opportunity.



## THE CLUSTERING EFFECT

The District is designed intentionally to create a curated clustering of local, regional and first-to-the-market restaurants in a one-of-a-kind setting, so it's unlike any other destination in our region.

## A HISTORIC SPACE

The District will make its home in an original West Acres space that's currently being rehabilitated. This 46-year-old, repurposed location is a blank slate with an enduring history your restaurant can build on.

## DISTINGUISHED DESIGN

Designed by CHA Architecture + Construction, an award-winning design-build firm, The District is specially designed with every detail in mind.

## LOCAL TOUCHES

Featuring ample patio space, and neighboring landscaping and art, The District is made to feel authentic to our region with design inspired by our area.

## 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.

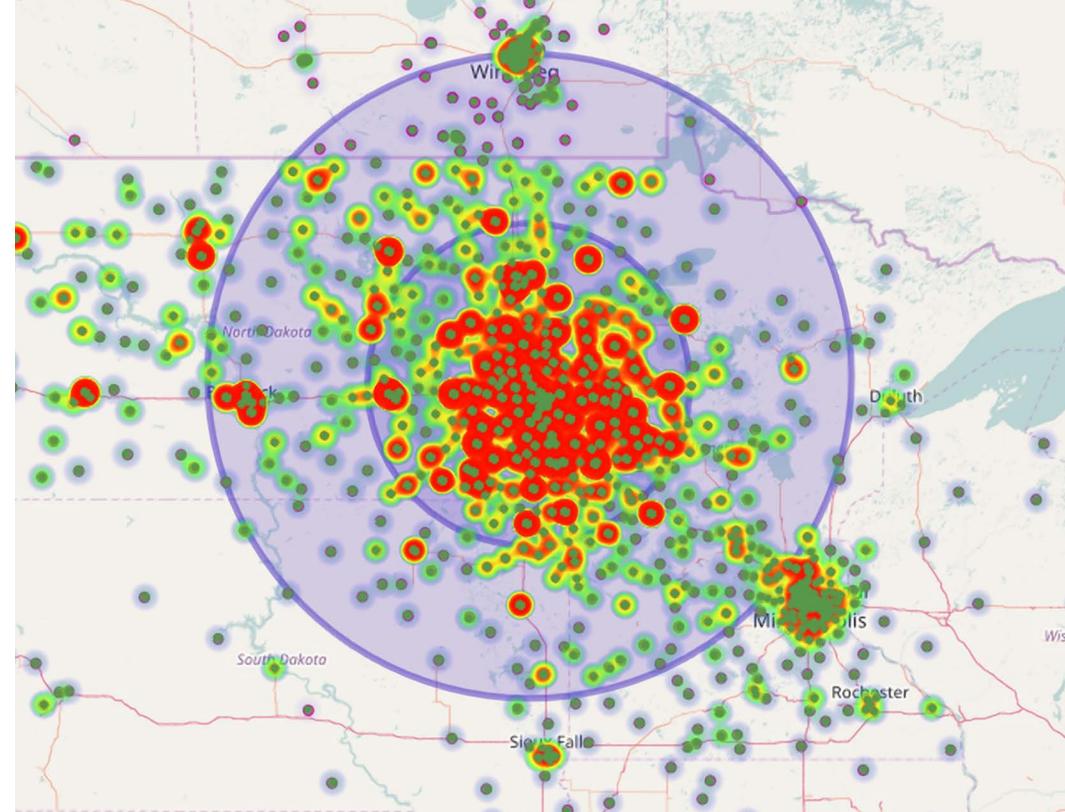
## ENVIRONMENTALLY CONSCIENTIOUS

We strive to make The District a sustainable destination. A full recycling program is already in place, and we're thrilled for the launch of a community composting program in 2019.



# A REGIONAL DRAW

West Acres continually attracts a growing population of young customers—the ideal market for restaurants like yours.



## A YOUNG POPULATION

The Fargo-Moorhead-West Fargo metropolitan area significantly outpaces the nation in those 18-44 years of age, which constitutes the prime target for restaurateurs like you.

## 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 250,000
- West Acres attracts visitors from a population of 2.3 million and over 1 million households (as seen in outer circle)

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





# A HISTORY OF SUCCESS

Since 1972, West Acres has been the shopping destination of the upper Midwest. We're 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 consistently 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 and artist-in-residency programs exemplify 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 100+ performances per year by local groups
- West Acres donates more than a quarter of a million dollars each year to over 300 regional organizations

## **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, Aptitude: Creative Studios, and The District.

CRAVE, a highly successful, limited-location restaurant, is already set to open this summer in The District. We're also in talks with additional local, regional and first-to-the-market concepts. Your restaurant would be the perfect addition to this exceptional dining experience.



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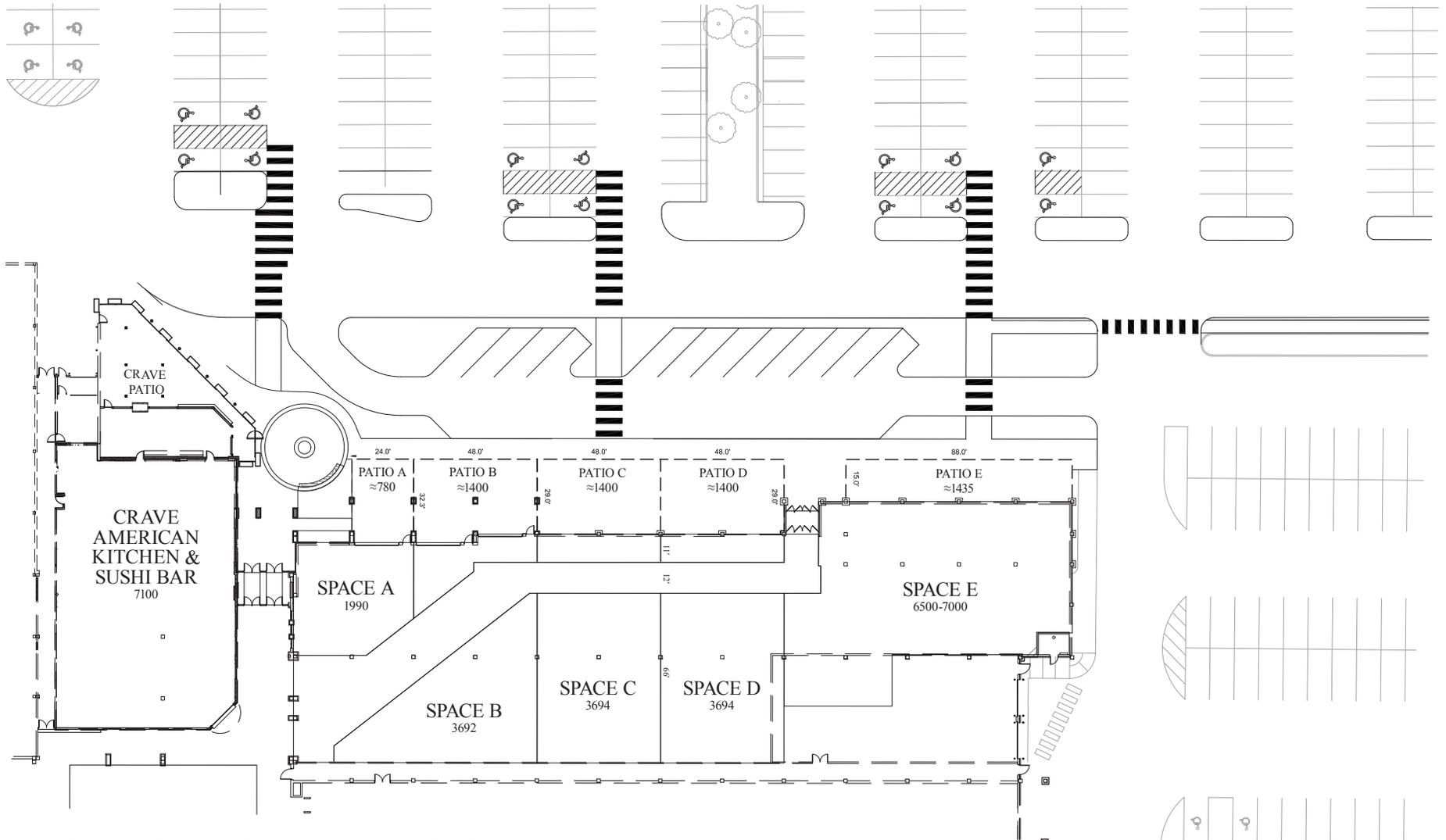
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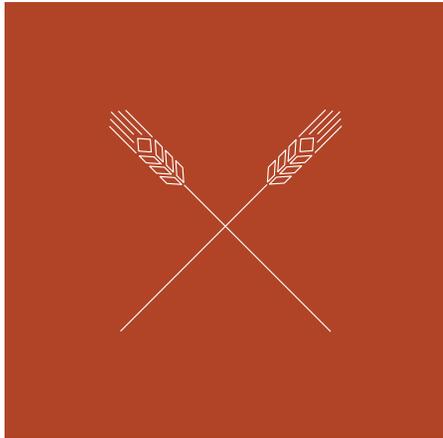
- Final sidewalk patio dimensions are to be determined.
- Final tenant space layout and size to be determined; shown only as an example.



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WE'D LOVE  
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FROM YOU

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