



PLAYING 2023 AT MERLE HAY!



ARENA COMPLEX TRAFFIC

Estimated

750,000

NEW VISITORS ANNUALLY

GAMES, TOURNAMENTS,
LEAGUES, & EVENTS



SPORTS & ENTERTAINMENT

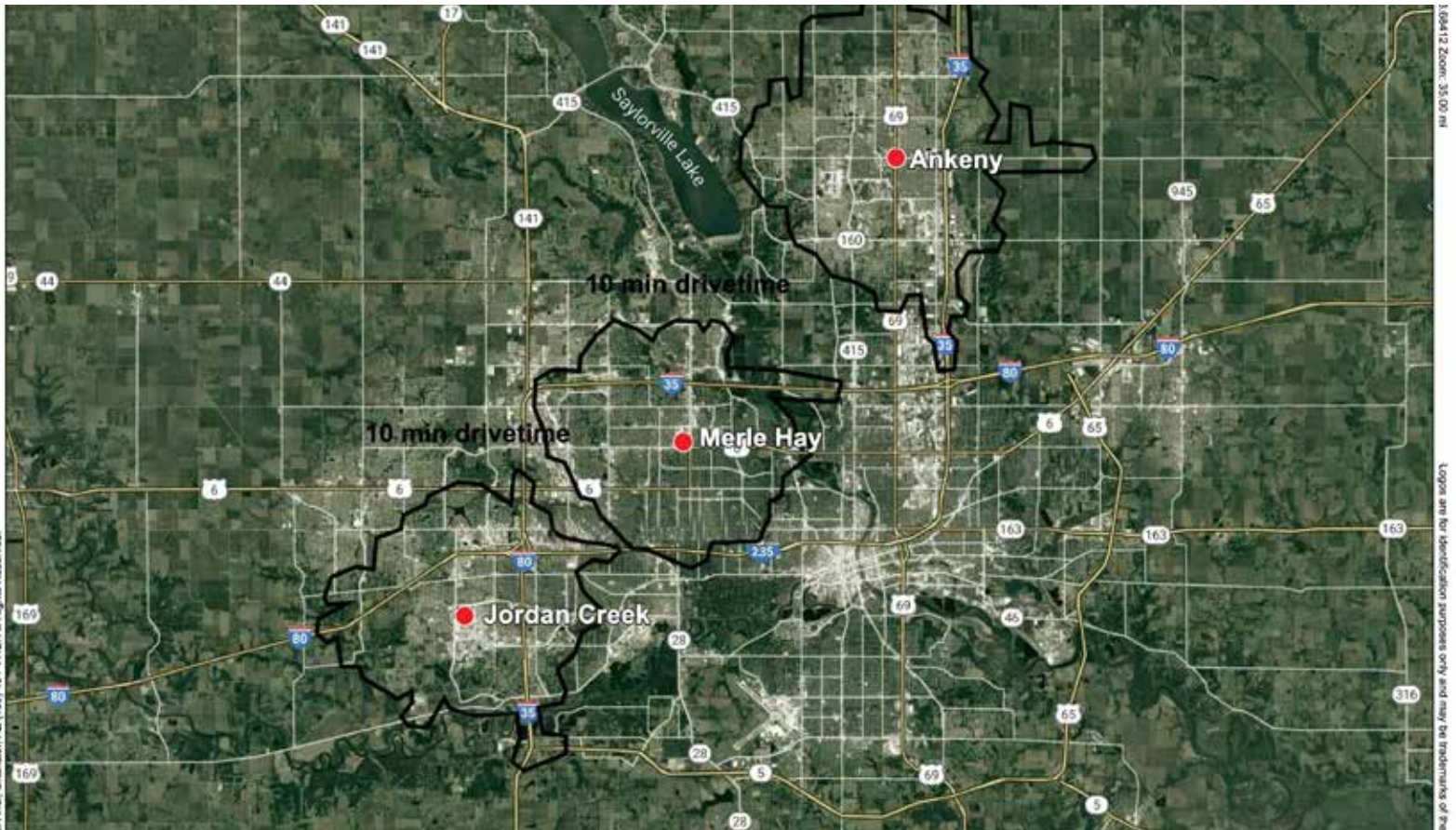
355,000

SQUARE FEET

ARENA, THEATRE,
BOWLING, GAMING



CENTRAL LOCATION/REGIONAL ACCESS



BY THE NUMBERS:

Highest median income in Iowa

*2020 ZipAtlas





| | |
|---------------|----------|
| 1. Urbandale* | \$95,139 |
| 2. Johnston* | \$76,309 |
| 3. Robins | \$75,453 |
| 4. Conroy | \$75,171 |
| 5. Clive* | \$74,742 |

*Merle Hay Primary Trade Area

6 High schools within 15 minute drive

| | |
|-----------------------|--------------|
| Hoover HS | 1,106 |
| Urbandale HS | 1,301 |
| Dowling HS | 1,431 |
| Johnston HS | 1,606 |
| North HS | 1,454 |
| Valley HS | 1,900 |
| Total Students | 8,798 |

DEMOGRAPHICS

| | 3 Mile | 5 Mile |
|--|----------|----------|
|  Population | 90,606 | 194,551 |
|  Households | 37,553 | 80,595 |
|  Average Income | \$85,188 | \$84,905 |
|  Daytime Population | 38,115 | 154,861 |

\$130 MILLION IN NEW INVESTMENTS



100,000 SF OF NEW CONSTRUCTION WITH LATEST KOHL'S PROTOTYPE!

OPEN 2022



NEW ARENA COMPLEX HOTEL & RESIDENTIAL