



# THE CONNECTION

## Mississippi's Retail & Entertainment Destination

- JACKSON, MS METRO REGION -



# Index

- 01 **CONNECTING COMMUNITY**
- 02 **OVERVIEW**
- 03 **THE MARKET**
- 04 **DEMOGRAPHICS**
- 05 **LOCATION**
- 06 **VISITOR MARKET LANDSCAPE**
- 07 **AVAILABLE PARCELS**
- 08 **OPPORTUNITY OVERVIEW**
- 09 **IN GOOD COMPANY**
- 10 **AREA RETAIL**
- 11 **PROJECT TEAM**

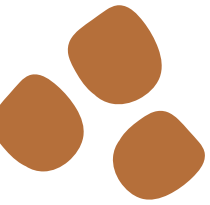
## 01 The Crossroads Of The South

The dream to create an unforgettable entertainment experience for families in the Southeast by combining the best in retail, dining, entertainment and hospitality, Spectrum Capital and Yates Construction's vision for The Connection to activate a key location prominently situated at The Crossroads of The South was born in 2003. The destination would serve visitors with a highly unique "Shop. Stay. Dine. Play." tenant mix not found anywhere else in the region.

Now, over 20 years since ownership's commitment to the location and inception for its purpose, The Connection is the home to a successful family-friendly destination. And, as the mixed-use project continues to expand its distinctive offering, the vision remains resolute: The Connection Connects Community.

**In every project we undertake, Spectrum Capital prides itself in creating and operating dynamic, innovative places that improve communities and enrich lives.**

Jason Voyles  
President and Chief Executive Officer, Spectrum Capital



SHOP.  
STAY.  
DINE.  
PLAY.

# Overview 02

Welcome to The Connection, the state of Mississippi's Retail & Entertainment Destination – a **166-acre complex** that is home to a strong and growing collection of retail, food and beverage, family-friendly entertainment and hospitality locations.

Attracting **over 7.2 million visitors annually**, The Connection, located just minutes from Mississippi's capitol city of Jackson, is superbly situated at The Crossroads of the South – the **most highly-trafficked intersection in the state** where two major Interstates (I-55 and I-20) and two U.S. highways (49 and 80) meet.





# 03

## The Market

The Connection operates in the heart of Rankin County, one of the fastest growing counties in the state.

The project features the only Bass Pro Shops in all of Mississippi, Trustmark Park, home of the Mississippi Mud Monsters, and Outlets of Mississippi, the only outlet shopping destination within a two-hour drive time, among other popular locations.

## Regional Marketplace Highlights

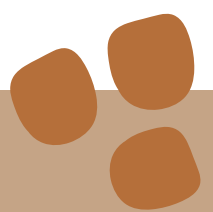
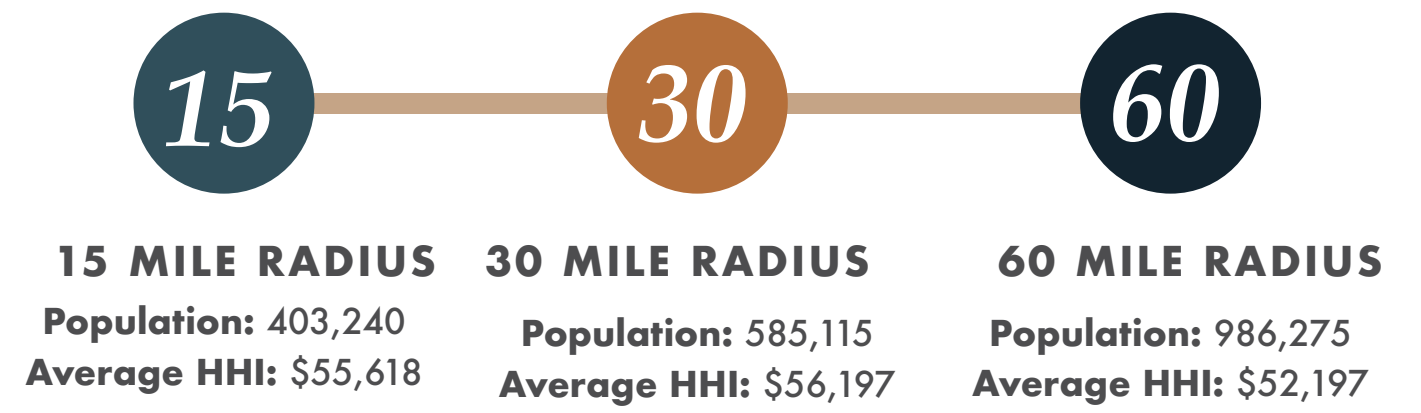
- With a current Rankin County population estimated of 163,469 in 2026, the population grew by 11% in the last six years. This increase highlights the county's ongoing development and appeal, drawing new residents and contributing to a vibrant community signaling a dynamic future for the area.
- Five minutes from downtown Jackson, MS – "The City With Soul"
- Twelve minutes from Jackson-Medgar Evers International Airport – built in capability to serve area business travelers

## Diverse Local Industry

- From manufacturing and healthcare to higher education and government the region's economy is fueled by a wide array of industry: **Nissan North America, Nucor Steel, Significant Medical & University Populations**

# 04

## Area Demographics



# 05

## Location

The Connection enjoys **unrivaled accessibility** and high visibility due to its prominent location at The Crossroads of the South – the **highly-travelled intersection** at Interstates 55 and 20 and proximity to U.S. Highways 49 and 80.



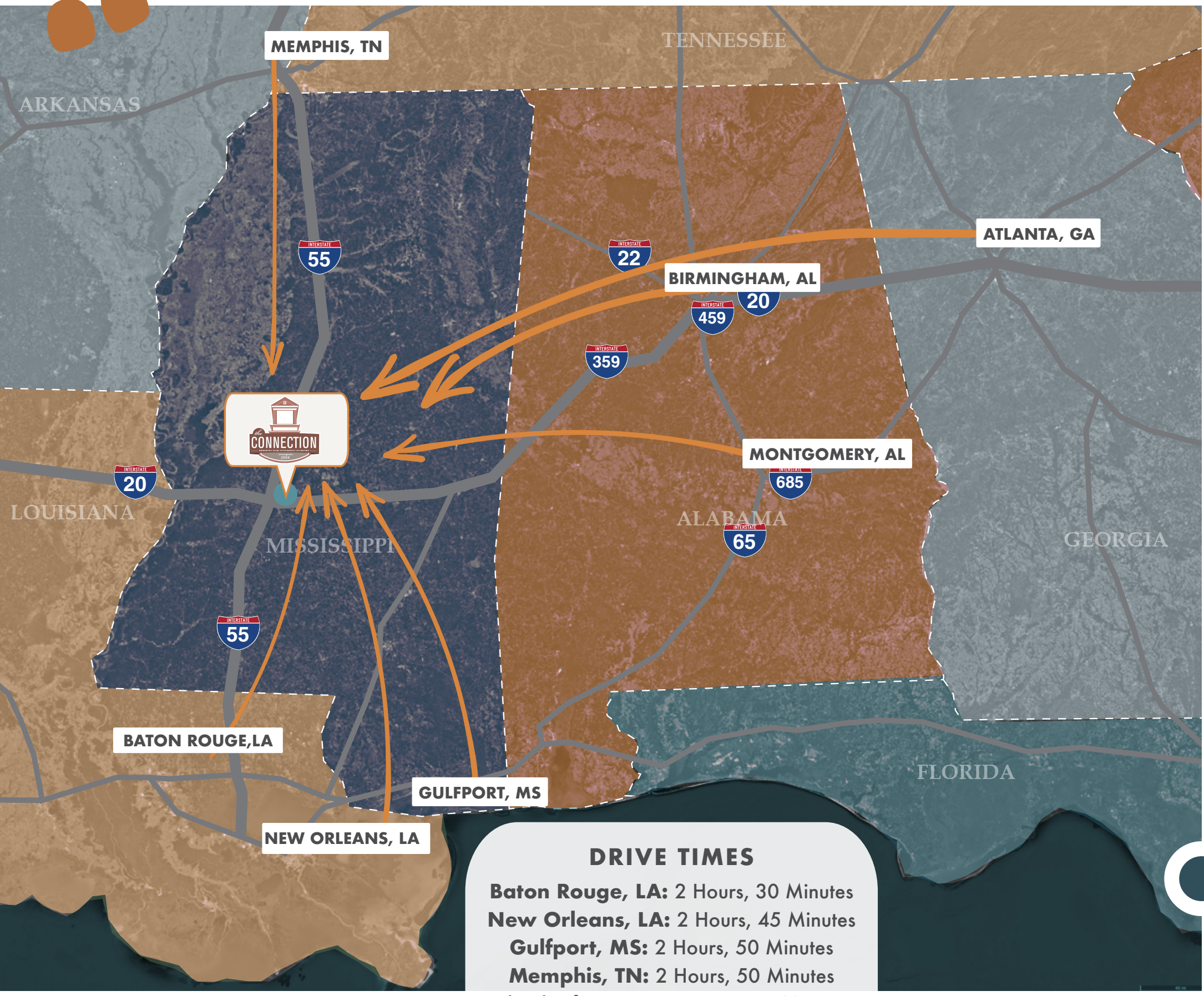
## The Connection

**JUST FIVE MINUTES FROM DOWNTOWN JACKSON WHICH BOASTS THE HIGHEST DAYTIME POPULATION IN THE STATE WITH OVER 45,000 EMPLOYED BY GOVERNMENT AND OTHER AREA BUSINESSES.**



# Regional Visitor Market

FOUR MILLION VISIT THE JACKSON METRO REGION ANNUALLY WITH 75% BEING OVERNIGHT LEISURE TRAVELERS.





JOIN:



# 07 Available Parcels



HIGHWAY 80 WEST

- 4.3 acres
- 187,308 square feet
- Frontage on Highway 80 and visible from I-20
- Resort status approved



BASS PRO DRIVE

- .97 acres
- 42,253 square feet
- Located at center of The Connection adjacent to: Bass Pro Shops, Trustmark Park & The Outlets of Mississippi
- Resort status approved



CHILDRÉ ROAD AND GULLY ROAD

- 5.49 acres
- 239,144 square feet
- Located across the Trustmark Park
- Can be subdivided into:
  - Parcel H: 1.72 acres
  - Parcel I: 1.28 acres
  - Parcel J: 2.49 acres
- Resort status approved



RIVERWIND DRIVE AND CHILDRÉ ROAD

- 5.75 acres
- 250,470 square feet
- Located across from Sam's Club
- Can be subdivided into:
  - Parcel K: 1.64 acres
  - Parcel L: 1.81 acres
  - Parcel M: 2.3 acres
- Resort status approved

# OUTLETS OF *MISSISSIPPI*



## Outstanding Performance Metrics

Approximately 4.5 million visit Outlets of Mississippi every year where the average length of stay estimated at 62 minutes.

## Stellar Tenant Mix

At 325,000 square feet, the open-air retail destination calls itself home to nearly 70 leading designer and iconic retail establishments including a unique mix of:

- Well-known, national brand names
- Distinctive, locally-owned boutiques
- Family-friendly entertainment venues
- A full food court

## Statewide Pride, Community Impact

Outlets of Mississippi features the Magnolia State's distinct regions, history, art and music for visitors to enjoy and experience throughout the property.

THE ONLY  
OUTLET CENTER  
WITHIN A TWO  
HOUR DRIVE

# 08 The Outlets Opportunity Overview

SHOP



DINE



10 FOOD & BEVERAGE LOCATIONS

PLAY



In Great Company





# 10



## Area Retail

CENTER	OWNER/MGMT.	SQ. FOOTAGE	DISTANCE	DRIVE TIME
<b>HIGHLAND VILLAGE</b> (Jackson, MS)	WS Development	218,000 SF	8.4 Miles	13 Minutes
<b>DOGWOOD FESTIVAL MARKET</b> (Flowood, MS)	Inland Commercial Real Estate Services LLC	187,000 SF	9.6 Miles	19 Minutes
<b>NORTH PARK MALL</b> (Ridgeland, MS)	Pacific Retail Capital Partners	958,314 SF	12.8 Miles	20 Minutes
<b>RENAISSANCE AT COLONY PARK</b> (Ridgeland, MS)	Mattiace Company	575,000 SF	14 Miles	17 Minutes
<b>GULFPORT PREMIUM OUTLETS</b> (Gulfport, MS)	Simon Property Group	300,003 SF	155 Miles	Two Hours, 44 Minutes
<b>TANGER OUTLETS GONZALEZ</b> (Gonzalez, LA)	Tanger Outlets	321,006 SF	189 Miles	Two Hours, 49 Minutes
<b>TANGER OUTLETS SOUTHAVEN</b> (Southaven, MS)	Tanger Outlets	324,713 SF	196 Miles	Two Hours, 52 Minutes

Trip Advisor users give The Connection & Outlets of Mississippi a 4.5 rating and shoppers and visitors consistently rank the outlet center the highest of all area destinations.



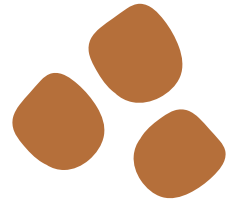
With MS Numbers Ahead of National Stats, Tourism Outlook Optimistic.



“Outlets of Mississippi brings world class shopping to Jackson, MS. Both visitors and our community members have embraced this center as integral to the overall Mississippi experience.”

-- The Honorable Chokwe Antar Lumumba, former Mayor of the City of Jackson, MS.





# Project Team



Spectrum Capital, LLC is a privately-owned, diversified real estate development company based out of Jackson, MS. Our portfolio of past and current projects is comprised of approximately 15 high-rise condominium towers containing more than 3,000 units, retail entertainment attractions and vacation destinations throughout the Southeast. These projects contain a total combined cost exceeding \$1 billion.

Visit [www.spectrumcapitalre.com](http://www.spectrumcapitalre.com) for more information.



The Yates Companies Inc., led by its largest division, W.G. Yates & Sons Construction Company (Yates), rates among the top construction service providers according to the Engineering News Record. Experience includes over 50 Saks Fifth Avenue properties, the Borgata Hotel Casino & Spa in Atlantic City and almost \$1 billion of LEED Certified buildings. Yates has offices strategically located across the southern United States including Mississippi, Alabama, Florida, Georgia, Louisiana, Tennessee and Texas.

## THE CONNECTION OUTPARCEL SALES



**ANGIE CRAWFORD** | PH: 769.972.3014 | EMAIL: [acrawford@outletsofms.com](mailto:acrawford@outletsofms.com)

## OUTLETS OF MISSISSIPPI LEASING TEAM



**MICHELE DAWSON** | PH: 410.790.6671 | EMAIL: [mdawson@fforealty.com](mailto:mdawson@fforealty.com)  
**SCOTT FERGUSON** | PH: 610.658.6310 | EMAIL: [sferguson@fforealty.com](mailto:sferguson@fforealty.com)

## OUTLETS OF MISSISSIPPI MARKETING TEAM



**KAREN FLUHARTY** | PH: 973.590.9779 | EMAIL: [kfluharty@strategyplusstyle.com](mailto:kfluharty@strategyplusstyle.com)